

Europe Webcams Market By Technology (Analog and Digital), By Type (USB and Wireless), By Distribution Channel (Offline and Online), By Vertical (Security & Surveillance, Entertainment, Live Events, Video Conferencing, Visual Marketing and Others), By Country, Industry Analysis and Forecast, 2020 - 2026

<https://marketpublishers.com/r/E623E01AE28EEN.html>

Date: June 2020

Pages: 109

Price: US\$ 1,500.00 (Single User License)

ID: E623E01AE28EEN

Abstracts

The Europe Webcams Market would witness market growth of 7.1% CAGR during the forecast period (2020-2026).

Increased demand for real-time monitoring devices and increased acceptance of unmanned aerial vehicles (UAVs) due to increasing security and surveillance issues is projected to fuel demand for webcams during the forecast period. Moreover, the increasing use of webcams for video conferencing, visual marketing, live events and entertainment is driving the development of the industry. Web cameras have emerged as a powerful business communication tool in the corporate world, helping to transmit audio and video through a communication network, allowing participants to interact synchronously and create a brainstorming session in real time, despite geographical barriers.

Increased use of webcams in visual marketing, which can generate more engagement between a brand and its customers, is expected to boost growth during the forecast period. Visual marketing helps users to communicate via webcam via photos, videos, graphics, infographics, logos and signs, which is therefore more appealing to consumers. Moreover, with the advent of webcam-based eye-tracking technologies, it is easy to examine how visitors access the website and their overall engagement in the website.

Digital webcams are expected to expand at the highest CAGR over the forecast period. Due to better image quality, more coverage area and fewer cables required for system

configuration, digital models are highly preferred. In addition, digital cameras have an advantage over the analog model in terms of data security, since the digital model can provide data encryption, making transmission safe.

Based on Technology, the market is segmented into Analog and Digital. Based on Type, the market is segmented into USB and Wireless. Based on Distribution Channel, the market is segmented into Offline and Online. Based on Vertical, the market is segmented into Security & Surveillance, Entertainment, Live Events, Video Conferencing, Visual Marketing and Others. Based on countries, the market is segmented into Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Sony Corporation, Intel Corporation, Microsoft Corporation, Koninklijke Philips N.V., Cisco Systems, Inc., Canon, Inc., Xiaomi Corporation, Lenovo Group Limited, Logitech International S.A., and Razer, Inc.

Scope of the Study

Market Segmentation:

By Technology

Analog

Digital

By Type

USB

Wireless

By Distribution Channel

Offline

Online

By Vertical

Security & Surveillance

Entertainment

Live Events

Video Conferencing

Visual Marketing

Others

By Country

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

Companies Profiled

Sony Corporation

Intel Corporation

Microsoft Corporation

Koninklijke Philips N.V.

Cisco Systems, Inc.

Canon, Inc.

Xiaomi Corporation

Lenovo Group Limited

Logitech International S.A.

Razer, Inc.

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