

# North America Action Camera Market (2019-2025)

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## Abstracts

The North America Action Camera Market would witness market growth of 16.8% CAGR during the forecast period (2019-2025).

Action cameras are specialized camera devices that are normally used to capture sports, adventures, or types of activity with high-paced actions. Unlike regular cameras, these cameras are quick, rugged, and they can be placed on helmets, car dashboards, bikes, or they can be worn on the body to capture amazing videos or images from real life. The small size and excellent action cameras 'point of view' feature make them immensely popular with sports enthusiasts and casual users who want to record their experiences and post them on social media platforms. Besides being easy to operate and lightweight, action cameras often come in handy because of their waterproof nature and advanced design when operating in erratic environments, extreme weather, and underwater excursions.

The higher demand for these cameras among residential users and in television broadcasting and security industries is expected in the coming years to fuel market growth. However, the growing popularity of the social media platform is expected to fuel market growth in the future due to the increasing trend of sharing video content on the internet. The advantages offered by an action camera, like high speed and exceptional quality, are likely to gain popularity among end users. The system can also be placed on handlebars, helmets, and surfboards, and is useful in sports like base jumping and flying.

Based on Resolution Type, the market is segmented into Full HD, HD, Ultra HD and Others. Based on Distribution Channel, the market is segmented into Retail and Online. Based on Application, the market is segmented into Sports, Recreational Activities, Emergency Services and Others. Based on countries, the market is segmented into U.S., Mexico, Canada, and Rest of North America.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Xiaomi Corporation, Garmin Ltd., GoPro, Inc., Nikon Metrology NV (Nikon Corporation), Olympus Corporation, Panasonic Corporation, Sony Corporation, TomTom N.V., Drift Innovation Ltd., SJCAM Limited.

Scope of the Study

Market Segmentation:

By Resolution Type

Full HD

HD

Ultra HD

Others

By Distribution Channel

Retail

Online

By Application

Sports

Recreational Activities

Emergency Services

Others

## By Country

US

Canada

Mexico

Rest of North America

## Companies Profiled

Xiaomi Corporation

Garmin Ltd.

GoPro, Inc.

Nikon Metrology NV (Nikon Corporation)

Olympus Corporation

Panasonic Corporation

Sony Corporation

TomTom N.V.

Drift Innovation Ltd.

SJCAM Limited

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