

360 Degree Camera Market - Forecasts from 2019 to 2024

<https://marketpublishers.com/r/306BB6FFD368EN.html>

Date: May 2019

Pages: 107

Price: US\$ 3,950.00 (Single User License)

ID: 306BB6FFD368EN

Abstracts

The 360 degree camera market was evaluated at US\$423.072 million for the year 2018 and is expected to witness moderate growth due to the rising popularity in the VR games and consoles. Simultaneously these cameras are now entering the security market as a single camera is able to capture a 360-degree view with a single unit. In addition, the entertainment industry is focusing more on the VR content owing to which this market is expected to grow during the forecasted period. Furthermore, the media and entertainment are expected to grow at an enormous rate due to an increase in VR games and movies. A rising trend is expected in the growth of this market due to more technological advancements across the globe resulting from the focus of the media and entertainment industry on the development of more VR content. Apart from this, the market is expected to grow in the defense industry because of its latest technology of capturing the 360-degree aerial views.

DRIVERS

The increasing popularity of VR content.

Improvement in technology.

Increasing adoption of this camera across major industry verticals.

RESTRAINTS

Slow adoption of technology.

High costs of these cameras.

INDUSTRY UPDATE

In August 2017, Boeing invested in C360 Technologies, a company based in Pittsburgh focusing on 360-degree video and AR/VR across multiple platforms.

In October 2017, Insta360 launched a new action camera with 360-degree capability which can be used as a silent drone, it consists of advanced technology like cinematic slow-mo, ground-breaking stabilization.

The major players profiled in the 360-degree camera market include Samsung Electronics Co. Ltd, Ricoh Company Ltd, Insta 360, LG Electronics, Nikon Corporation, Eastman Kodak Company, GoPro, SpheroCam Inc., Giroptic, and 360Fly Inc among others.

Segmentation

The 360-degree camera market has been analyzed through the following segments:

By Verticals

Residential

Commercial

Defense

Media and Entertainment

Others

By Component

Hardware

Software

By End-user

Professionals

Individuals

By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

United Kingdom

Germany

France

Others

Middle East and Africa

Saudi Arabia

UAE

Israel

Others

Asia Pacific

China

India

Australia

South Korea

Others

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