

Action Camera Market - Forecasts from 2019 to 2024

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Abstracts

The action camera market was evaluated at US\$3,021.939 million in the year 2018. The action camera market is expected to grow at a modest rate due to the rising application of these cameras for capturing action sports and activities. Furthermore, the ability of these cameras to capture high-speed action scenes and the capability of these cameras to withstand extreme rugged conditions is further expected to drive the demand of these cameras. Moreover, the small size of these cameras coupled with an excellent point of view features of these cameras is making these cameras immensely popular among casual users and sports enthusiasts who are willing to capture their moments and adventures in order to share them on social media platforms such as YouTube, Facebook, and Instagram among others. In addition, the growing adoption of social media platforms has led to significant growth in the uploading and sharing of videos which is further expected to augment the market demand for action cameras during the forecast period. However, development in the smartphones technology coupled with high-end cameras is expected a restraining factor for the action camera market which may hinder the demand for action cameras during the next five years.

DRIVERS

Advanced ability of action cameras over normal cameras.

Adoption of action cameras in adventure sports.

RESTRAINTS

Improvement in smartphone technology coupled with high-end cameras.

INDUSTRY UPDATE

In January 2019, SJCAM announced the launch of new action cameras named as the Ion Series which will be consisting of new additional features which were not there in the earlier product line of the company.

In February 2019, GoPro launched the limited edition GoPro Hero 7 in Dusk White across the globe with the capability of live stream to YouTube and Facebook.

The major players profiled in the action camera market include GoPro, Garmin, Sony Corporation, Panasonic Corporation, Nikon Corporation, SJCAM, YI Technology, Olympus Corporation, DJI, and Xiaomi.

Segmentation

The action camera market has been analyzed through the following segments:

By Technology

UHD

HD

SD

Full HD

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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