

Wearable Camera Market - Industry Trends, Opportunities and Forecasts to 2023

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Abstracts

The wearable camera market was valued at US\$2.958 billion in 2017 and is projected to reach US\$8.143 billion in 2023 exhibiting a robust CAGR of 18.39% during the forecast period. Wearable cameras can be considered as an extension of the smartphone camera that enables hands-free functionality, thereby allowing users to capture pictures by using both body or head mounts. At present, wearable camera market includes cameras used for sports and adventure activities, public safety, and consumer applications. Sports and fitness is one of the largest segment of the global wearable camera market. Growing demand for adventure holiday including hiking and cycling by customers across the globe is augmenting the demand for wearable cameras to capture thrilling moments. Moreover, the demand for these cameras for public safety in order to check citizens' behavior and prevent both police misconduct and frivolous citizen complaints is also propelling the growth of global wearable camera market. Emerging trends in the social media sharing have increased the need to capture the moment in various activities. New technologies such as 360 vision, artificial intelligence and others are creating new opportunities in the wearable camera market. Intelligent software and cloud capabilities have enabled the limitless capturing of the moment without worrying about the size of storage.

However, the use of such cameras is not prominent for industrial and lifelogging on account of the issues such as limited battery life. Limited public usage and privacy issues are also acting as a barrier to the market growth.

Research Methodology

The report provides a brief introduction to the market and deals with detailed research methodology for calculating market size and forecasts, secondary data sources used and the primary inputs which were taken for data validation. This section also outlines

various segmentation which has been covered as part of the report.

Market Dynamics

This section provides comprehensive market dynamics through an overview section along with growth drivers, challenges, and opportunities which exist in the current market. This section of the report also provides supplier and industry outlook as a whole; key industry, global and regional regulations which are determining the wearable camera market growth. Complete industry analysis has also been covered by Porter's five forces model as a part of this report section.

Segmentation

Wearable Camera market has been segmented on the basis of end-user industry and geography.

By End User Industry

Sports and Fitness

Military and Defense

Manufacturing

Healthcare

Others

By Geography

Americas

North America

US

Canada

Mexico

Others

South America

Brazil

Others

Europe Middle East and Africa

Europe

United Kingdom

Germany

France

Others

Middle East and Africa

Asia Pacific

Japan

China

Others

Market Players

Competitive intelligence and company profiles sections analyze key players in the market, their growth strategies, products, financials, and recent investments among others. Key industry players profiled as part of this section are Digital Ally, Apple, Panasonic, Garmin, GoPro, iON, Narrative, VIEVU, and Xiaomi.

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