

# USB Camera Controller Market Forecast to 2030 - Global Analysis by Type (USB 2.0 and USB 3.0), Device Type (Remote and Joystick), Connectivity (Wired and Wireless), and Application (Residential and Nonresidential)

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## Abstracts

The USB Camera Controller market size is expected to grow from US\$ 1.61 billion in 2022 and is expected to reach US\$ 4.87 billion by 2030; it is estimated to record a CAGR of 15.1% from 2023 to 2030.

The demand for live video streaming is growing tremendously worldwide. According to a report by Vimeo, live content holds viewers' attention 10–20 times longer than pre-recorded videos, which is increasing the demand for live video streaming. This growth will further lead to the next e-commerce revolution, with the growing fusion of interactive videos with online shopping. This live commerce is expected to reach US\$ 57 billion by 2025 in the US alone. This rising demand for live video streaming is expected to raise the need for USB cameras providing high image quality and high resolution to capture every minute detail in the video. Due to this rising demand for high image quality and high resolution, market players are focusing on developing innovative solutions. For instance, in January 2023, Sony announced the launch of the ILME-FR7, an E-mount interchangeable lens camera with a full-frame image sensor and built-in pan/tilt/zoom (PTZ) functionality. It provides high zoom capability and wide-angle shooting flexibility to break through location and space limitations. Also, this camera is equipped with versatile remote control and cinematic features, particularly for the studio, live production, and filmmaking settings. Similarly, in May 2021, THine Electronics, Inc. introduced its new THEIA-CAM family of camera Reference Design Kits. The new kit uses THine's THP7312 image signal processor (ISP), Cypress' EZ-USB CX3 USB 3.0 camera controller, and Sony's IMX258 13MP CMOS PDAF image sensor. The camera

kit provides ultra-high resolution, superspeed USB, and instant autofocus, which can be used for the development and production of embedded streaming video applications. Thus, the rising demand for high resolution and high image quality USB cameras with controllers, along with the growing innovations by market players, is expected to propel the growth of the USB camera controller market during the forecast period.

The COVID-19 pandemic created severe disruptions across industries, including electronics and semiconductors. Every phase of businesses, including the manufacturing units, capital expenditures, R&D, demand, supply chain, production decisions, and mergers and acquisitions (M&A), witnessed drastic changes. Europe witnessed a varying impact of the COVID-19 pandemic across economically diverse countries. Countries such as Germany, the UK, the Netherlands, and France imposed stringent restrictions and closed their borders to curb the virus spread. Additionally, with the surge in cases, countries such as Italy, Russia, and Spain shut down business and manufacturing operations for a few months. The onset of the pandemic led to near-total cancellation or postponement of shootings, premieres, spring festivals, and entertainment events, causing huge losses to the European media & entertainment sector, including the camera market. With the negative impact on the camera market and related accessories, the USB camera controller market got affected. However, numerous European countries started experiencing swift recovery from Q4 2020. In 2021, almost all the European countries have acted promptly to limit the spread of the virus, and therefore, the economy has steadily opened, supporting the recovery of industries, including the media & entertainment industry.

The USB camera controller market in APAC is segmented into China, India, Japan, Australia, South Korea, and the Rest of APAC. The demand for USB cameras is driven by the increasing development of building infrastructures in APAC. With the growing infrastructural development, the need for security is also increasing in the above countries, which is expected to play a vital role in the adoption of USB cameras in the region, further fueling the growth of the USB camera controller market. The major office building construction projects initiated in APAC in 2022 are as follows:

- Seomyeon Office Building Development Project (US\$ 715 million) involves the construction of a 32-story office building with eight floors in South Korea.
- 360 Queen Street Office Tower project (US\$ 608 million) involves the construction of a 33-story, 200 m high office tower in Australia.

- Uchikanda 1-Chome District Redevelopment project (US\$ 521 million) aims to provide better office spaces in Japan. This project will redevelop the Corp Building and the Hitachi Kamakurabashi Building into an office complex.
- Bestfield Commercial Development (US\$ 425 million) project involves the construction of three 22-story commercial towers in India.

The construction of such commercial infrastructure requires high-end security, which can be provided through USB cameras, as surveillance, zooming, and focusing on a particular area in the camera range can be easily managed using a joystick or remote. This is propelling the growth of the USB camera controller market in APAC.

The region has the presence of a large number of USB camera controller market players, including Sony Group Corp, Aver Information Inc, Genesys Logic Inc, Shenzhen Minrray Industry Co Ltd, SZ Tenveo, and Sonix Technology Co Ltd. These USB camera controller market players are continuously working on the innovation and development of advanced products. For instance, in January 2023, Sony announced the launch of the ILME-FR7, an E-mount interchangeable lens camera with a full-frame image sensor and built-in pan/tilt/zoom (PTZ) functionality. This camera is equipped with versatile remote control and cinematic features, particularly for the studio, live production, and filmmaking settings. Such innovations by the market players will further boost the APAC USB camera controller market growth.

Aver Information Inc; Genesys Logic Inc; Infineon Technologies AG; PTZOptics; Realtek Semiconductor Corp; Shenzhen Minrray Industry Co Ltd; Sonix Technology Co Ltd; Sony Group Corp; SZ Tenveo; and TREEHAVEN Technologies Inc are among the players operating in the global USB camera controller market and profiled in this market study.

The overall USB camera controller market size has been derived using both primary and secondary sources. To begin the USB camera controller market analysis research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the USB camera controller market. The process also serves the purpose of obtaining an overview and market forecast of the USB camera controller market growth with respect to all market segments. Also, multiple primary interviews have been conducted with industry participants and commentators to validate the data and gain more analytical insights about the topic. Participants of this process include industry experts such as VPs, business development managers, market intelligence managers, and national

sales managers—along with external consultants such as valuation experts, research analysts, and key opinion leaders—specializing in the USB camera controller market.

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