

# Global 360-Degree Camera Market Report 2021-26: Industry Trends, Size, Growth, Share and Forecast

SHERIDAN, WYOMING, UNITED STATES, October 14, 2021 /EINPresswire.com/ -- According to the latest report by IMARC Group, titled "360-Degree Camera Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2021-2026", the [global 360-degree camera market](#) reached a value of US\$ 714 Million in 2020. Looking forward, IMARC Group expects the market to grow at a CAGR of around 25% during 2021-2026.



We are regularly tracking the direct effect of COVID-19 on the market, along with the indirect influence of associated industries. These observations will be integrated into the report.

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A 360-degree camera, also referred as omnidirectional camera, is a digital camera used to capture a 360-degree field of view in the form of a video or image. It provides the view of an entire sphere or a complete circle in the horizontal plane. The 360-degree camera comprises two wide-angle lenses on either side of the camera, each lens capturing 180 degrees. These lenses capture wide-angle video, stitching the footage together to create a single 360-degree image. 360-degree cameras are widely used to monitor activities, improve area management, and conduct indoor and outdoor surveillance. Consequently, it is widely adopted across numerous industries, including media, entertainment, travel, and tourism, automotive, [healthcare](#), military, etc.

The growing adoption of virtual and augmented reality (VR/AR) systems in the interactive entertainment sector represents one of the major factors catalyzing the market growth.

Moreover, growing product utilization in the defense sector for surveillance and monitoring purposes is also providing a boost to the market growth. Furthermore, a significant increase in the demand for advanced photography solutions is acting as another growth-inducing factor. Besides this, several technological advancements, such as face recognition and night vision features, and the growing opportunities in travel vlogging are projected to drive the global market for 360-degree camera in the coming years.

## 360-Degree Camera Market 2021-2026 Competitive Analysis and Segmentation:

### Competitive Landscape with Key Players:

The competitive landscape of the 360-degree camera market has been studied in the report with the detailed profiles of the key players operating in the market.

Some of these key players include:

360fly  
Bubl Technology Inc.  
GoPro Inc.  
Insta360  
Kodak  
LG Electronics  
Nikon  
Nokia Corporation  
Panono  
Ricoh Company Ltd.  
Rylo  
Samsung Electronics  
Sony  
Xiaomi

### Key Market Segmentation:

The report has segmented the 360-degree camera market on the basis of connectivity type, resolution, camera type, vertical, application, distribution channel and region.

### Breakup by Connectivity Type:

Wired  
Wireless

### Breakup by Resolution:

HD  
UHD

Breakup by Camera Type:

Single  
Professional

Breakup by Vertical:

Media & Entertainment  
Consumer  
Military & Defense  
Travel & Tourism  
Automotive  
Commercial  
Healthcare  
Others

Breakup by Application:

Traffic-Monitoring  
Grid Layout  
Aerial Scenery  
Others

Breakup by Distribution Channel:

Online Stores  
Single-Brand Stores  
Multi-Brand Stores

Breakup by Region:

North America  
Europe  
Asia Pacific  
Latin America  
Middle East and Africa

Explore Full Report with TOC & List of Figure: <https://www.imarcgroup.com/360-degree-camera-market>

Key highlights of the report:

Market Performance (2015-2020)

Market Outlook (2021-2026)

Industry Trends

Market Drivers and Success Factors

The Impact of COVID-19 on the Global Market

Value Chain Analysis

Structure of the Global Market

Comprehensive mapping of the competitive landscape

If you need specific information that is not currently within the scope of the report, we will provide it to you as a part of the customization.

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