

# Mobile Gimbal Market Demand will reach a value of US\$ 951.6 Million by the year 2031 at a CAGR of 6.9%

*the mid-range segment accounted for the highest global mobile gimbal market share and is estimated to reach \$351.8 million by 2031, with a CAGR of 6.6%.*

PORTLAND, OREGON, UNITED STATES, May 26, 2023 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "[Mobile Gimbal Market](#)," The mobile gimbal market was valued at \$490.12 million in 2021, and is estimated to reach \$951.6 million by 2031, growing at a CAGR of 6.9% from 2022 to 2031.



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A gimbal is a pivoting support that allows an object to rotate around an axis. It can be mechanical or motorized, and it is utilized in stabilization systems to give camera operators the freedom to capture without shaking the camera.

Over the past few decades, the worldwide entertainment and media sector has experienced enormous expansion. The surge can be ascribed to the uptick in the creation of various types of video content for social media, television, and the big screen. Due to features like quality, several modes, filters, and others provided by mobile manufacturers, mobile phones are employed in the entertainment business. The media and entertainment sector, for example, is growing. According to a forecast by the International Trade Administration, the U.S. media and entertainment (M&E) industry will be the largest in the world in 2020, with a market value of \$660 billion (of the \$2 trillion total). The huge size of the media and entertainment industry coupled with the rising usage of mobile phones in the industry is expected to boost the mobile gimbal market size.

Since gimbals enable vloggers to record more steady and clear videos to upload on their channels so they can offer a decent video and draw in more viewers, the unexpected increase in vloggers is predicted to boost the growth of the mobile gimbal market. As more people chose to turn to vlogging as a career during COVID-19 because they had lost their jobs and had nothing to do, there has been an increase in the number of daily vloggers. Over 44% of internet users watch vlogs every single month, claims a vlogging pro article. Because of the vast audience, more individuals are turning to vlogging, which is projected to increase demand for mobile gimbals.

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Mobile gimbal market growth may be hampered by smartphone manufacturers' integrated camera stabilization since many smartphones already have built-in motion stabilization features. Optical image stabilization (OIS), which lessens blurriness in photos and videos caused by erratic motion, is frequently employed by smartphone cameras. (EIS) Another method for mitigating hand tremors that cause disturbing video shakes during playback is electronic picture stabilization. Numerous smartphone applications have also been created to deal with blurry photographs. The development of the gimbal market may be hindered by the range of less expensive alternatives to gimbals.

The mobile gimbal market is segmented into stabilization type, price point, distribution channel, and region.

By stabilization type, the market is bifurcated into 3-Axis Stabilization and 2-Axis Stabilization.

By price point, the market is classified into a premium, mid-range, and low/economic.

By distribution channel, the market is bifurcated into offline channels and online channels.

Region-wise, the market is studied across North America, Europe, Asia-Pacific, and LAMEA.

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For the mobile gimbal market analysis, on the basis of region, the market is further segmented into North America (the U.S., Canada, and Mexico), Europe (UK, Germany, France, Italy, Spain, and the Rest of Europe), Asia-Pacific (China, India, Japan, Australia, New Zealand, and the rest of Asia-Pacific), and LAMEA (Brazil, Argentina, Saudi Arabia, South Africa, and the rest of LAMEA). North America is one of the largest consumer goods markets in the world that comprises the U.S., Canada, and Mexico. It is a mature region where consumers have high purchasing power. The consumers in this region focus more on the quality of the products and are somewhat less price sensitive than the consumers in the Asia-Pacific. The mobile and mobile accessories market is rapidly maturing owing to the high level of ownership of smartphones and their accessories. The demand for mobile gimbals in the current scenario is highly influenced by a rise in the

number of small filmmakers and content creators in this region.

The key leading players operating in this market include Glidecam Industries, Inc., Gudsen Technology Co., Ltd., Flyfilms, Shape, Letus Corporation, Ikan Corporation, Tilta Inc., Ningbo Eimage Studio Equipment Co., Ltd., SZ DJI Technology Co., Ltd., and Rhino.

### Key findings of the study

According to the mobile gimbal market demand, by stabilization type, the two-axis segment was the highest revenue contributor to the market and is estimated to reach \$575.5 million by 2031, with a CAGR of 6.7%.

By price-point, the mid-range segment accounted for the highest global mobile gimbal market share and is estimated to reach \$351.8 million by 2031, with a CAGR of 6.6%.

By distribution channel, the offline segment was the highest revenue contributor to the market.

According to the mobile gimbal market trends, region-wise North America was the highest revenue contributor to the global mobile gimbal market.

### Reasons to Buy this Mobile Gimbal Market Report:

- > Mergers and acquisitions should be well-planned by identifying the best manufacturer.
- > Sort new clients or possible partners into the demographic you're looking for.
- > Suitable for providing dependable and high-quality data and analysis to assist your internal and external presentations.
- > Develop tactical initiatives by gaining a better grasp of the areas in which huge corporations can intervene.
- > To increase and grow business potential and reach, develop and plan licencing and licencing strategies by finding possible partners with the most appealing projects.
- > Recognize newcomers with potentially strong product portfolios and devise effective counter-strategies to acquire a competitive edge.
- > To develop effective R&D strategies, gather information, analysis, and strategic insight from competitors

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