

Mobile Gimbal Market Analysis of Rising Business Opportunities with Prominent Investment & Forecast to 2021-2031

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%.

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PORTLAND, OR, UNITED STATES, June
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According to a new report published by Allied Market Research, titled, "[Mobile Gimbal Market](#)" by Stabilization Type, by Price Point, by Type, by Distribution Channel: Global Opportunity Analysis and Industry Forecast, 2021-2031".

The report provides a detailed analysis of the top investment pockets, top winning strategies, drivers & opportunities, market size & estimations, competitive landscape, and changing market trends. 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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The incorporated camera stabilization being offered by smartphone manufacturers may limit the market's expansion during the forecast period.”

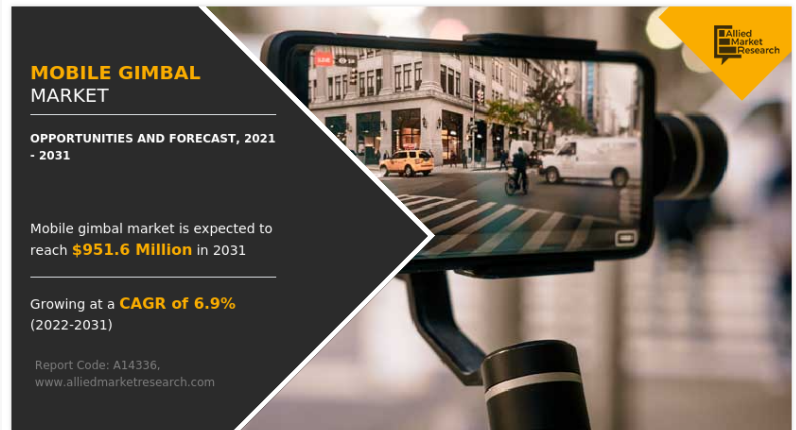
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Mobile gimbal market growth may be hampered by smartphone manufacturers' integrated camera stabilization since many smartphones already have built-in motion stabilization features. Optical image stabilization

(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



Mobile Gimbal Market

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.

On the basis of price-point, the mobile gimbal market is further segmented into premium, mid-range, and low/economic. The low/economic segment dominated the global mobile gimbal market and is expected to retain its dominance during the mobile gimbal market forecast period. The mobile gimbals from this segment are expected to have great growth opportunities mainly in developing economies such as China, India, and Brazil. These developing nations are characterized by the rising number of vloggers, and content creators coupled with rapid urbanization and rising disposable income. Moreover, the trend of content creation among the youth of developing nations will further boost the growth of the mobile gimbal industry.

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On the basis of stabilization type, the mobile gimbal market is further bifurcated into 3-Axis Stabilization and 2-Axis Stabilization. The two-axis segment dominated the mobile gimbals market owing to its lightweight, longer-lasting battery, and cost-convenience. The two-axis gimbal is more suitable for the person who is new to videography and is looking for something to practice because humans have better control on lateral (left and right) hand movements. The segment is expected to witness higher growth owing to the rise in the number of content creators.

On the basis of distribution channels, the mobile gimbal market is categorized into offline and online distribution channels. The offline segment is further divided into hypermarkets, convenience stores, and mobile stores whereas the online segment is further segmented into direct and indirect distribution. The online segment is projected to witness the highest growth during the forecast.

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 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.

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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.

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