

# AI Camera Market Size to Surpass USD 70.89 Billion at a CAGR of 22.61% by 2032 | Report by SNS Insider

*AI camera market driven by the rapid advancements in AI and machine learning technologies, enabling cameras to perform beyond traditional imaging functions.*

AUSTIN, TX, UNITED STATES, January 22, 2025 /EINPresswire.com/ -- Market Size & Industry Insights

As Per the SNS Insider, "The [AI Camera Market size](#) was USD 11.32 billion in 2023 and is expected to reach USD

70.89 billion by 2032, growing at a CAGR of 22.61% over the forecast period of 2024-2032."

## AI Camera Technology Revolutionizing Multiple Sectors, Driving Rapid Market Expansion

- Advancements in AI and Machine Learning: AI cameras are powered by smart algorithms that enable them to perform complex tasks like object, face, gesture, and emotion recognition, making them indispensable across various industries.
- Autonomous Vehicles: AI cameras are a core component of Advanced Driver Assistance Systems (ADAS) and autonomous driving technology, ensuring road safety by assisting in object detection, navigation, and collision prevention.
- Mobile Phones: AI cameras have transformed the smartphone photography experience by offering innovations like scene recognition, enhanced portrait modes, and improved low-light performance, revolutionizing how users capture images.
- Healthcare Industry: AI cameras are used for patient monitoring and diagnostics, detecting abnormalities, and tracking vital signs, offering significant support in patient care and health management.

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SWOT Analysis of Key Players as follows:

- AV Costar
- Axis Communications AB
- Bosch Sicherheitssysteme GmbH
- Canon Inc.
- Hangzhou Hikvision Digital Technology Co. Ltd.
- Honeywell International Inc.
- Huawei Technologies Co. Ltd.
- Johnson Controls
- LG Electronics
- Nikon Corporation
- Panasonic Holdings Corporation
- Samsung Electronics Co. Ltd.
- Sony Corporation
- Teledyne FLIR LLC

Segment Analysis

By Type

The Surveillance Camera segment leads the AI camera market, representing the largest share of revenue in 2023 with 38%. AI-powered surveillance cameras are at the forefront of transforming security technologies, offering features such as instant object identification, tracking motion, and delivering automated alerts. These cameras play a critical role in enhancing both public and private security, leading to their widespread adoption in various sectors.

The smartphone camera segment is the fastest-growing in the AI camera market in the forecasted period 2024-2032. This growth is fueled by the increasing demand for enhanced mobile photography capabilities, where AI plays a pivotal role. Smartphone manufacturers are incorporating AI-driven features like scene recognition, facial recognition, enhanced low-light performance, and automatic adjustments to improve image quality. With the rise of social media and mobile content creation, consumers are seeking more sophisticated camera technology.

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By Technology

Image And Facial Recognition technologies accounted for 38% of the total market revenue in 2023. These technologies are crucial in improving security systems by offering precise identification and authentication features. The global reliance on facial recognition for surveillance and security applications has increased, as seen in recent innovations like Dahua Technology's DH-IPC-HF81230F, which integrates advanced face recognition capabilities.

The Computer Vision segment is the fastest-growing in the AI camera market in the forecasted period. This technology allows cameras to process and interpret visual data, enabling them to perform tasks such as object detection, scene understanding, and facial recognition. The growing adoption of computer vision is driven by its applications across various sectors, including autonomous vehicles, surveillance, healthcare, and retail.

## Regional Development

In 2023, North America dominated the AI camera market, holding 37% of the revenue share. This dominance is attributed to significant regulatory advancements, technological innovations, and government support. The enactment of the Foreign Intelligence Surveillance Act (FISA) by the U.S. government has been instrumental in setting regulations for electronic surveillance, thereby increasing the demand for AI-driven surveillance tools.

Asia-Pacific, the second-largest region in the AI camera market, is projected to experience substantial growth. With a rapidly expanding population and fast-growing economies in countries such as India, South Korea, Japan, and Australia, the demand for AI cameras is rising. Governments in the region are investing heavily in AI-based solutions for traffic management, safety, and urban management.

For example, in January 2024, the Delhi government launched AI-powered cameras designed to detect traffic violations, such as the use of mobile phones while driving.

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## Recent Developments

-In June 2024, Nikon announced its efforts to develop new technology aimed at authenticating images and distinguishing them from AI-generated fakes. This initiative seeks to address the growing challenge of AI-driven disinformation, highlighting the increasing importance of reliable imaging solutions in the AI camera market.

-In February 2024, the NWSL and Google Pixel introduced the "Program for Pitchside Content," featuring AI cameras. As part of their ongoing partnership, Google Pixel became the official sponsor of the NWSL Championship and Playoffs, utilizing AI cameras to enhance fan engagement and deliver an enriched viewing experience.

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