Overview of the Market for Action Cameras and UAV Drones
Page 4 of the Camera & Drone Journal

Action-Capture Camera Global Statistics

The top section of this 1-page overview provides easy-to-understand global statistics for action-capture cameras. It shows the average wholesale prices charged for cameras in the just-completed year for each geographic region and the global market as a whole, along with the associated percentage changes from the preceding year. The next row displays the total number of AC cameras (in 000s) demanded by buyers in each region and worldwide, followed by the number of cameras that all companies in the industry assembled, shipped, and sold in each region and worldwide. Any numbers above zero (0) for “Unsatisfied Demand” in a region signal that one or more companies had insufficient assembly capacity to fill retailer orders in that region—the sum of all unfilled orders industry-wide is the global number for Unsatisfied Demand.

Note: Which companies lost sales due to insufficient assembly capacity and which companies had windfall sales gains from retailers anxious to replenish inventory with substitute brands is reported in the “Gained/Lost” row in the section of the current year Competitive Intelligence Report that displays the “Comparative Competitive Efforts of Rival Companies” for each geographic region.

The Demand Forecast numbers (in 000s of cameras) in each region and globally for the upcoming three years are helpful in determining your company’s near-term needs for additional camera assembly capacity. They are also useful in deciding whether the different-size growth opportunities in the four regions warrant increasing/decreasing your company’s market share targets in certain regions and/or putting more/less emphasis on marketing cameras in some regions than others.

Remember: The demand forecasts for cameras represent the midpoint of a range that can vary by ±1%, and the sizes and directions of these variations from the midpoint typically differ by region. Moreover, the camera demand forecasts are based on the assumption that rival companies (1) compete aggressively enough to capture the forecasted growth opportunities and (2) do not radically alter current price levels and/or product quality/performance and/or other marketing efforts. Future growth rates may turn out to be higher than forecasted in the event more buyers are attracted to purchase action cameras because of significant declines in industrywide average camera prices, significant improvements in camera quality/performance over time, and/or sharp boosts in the marketing and competitive efforts of rival companies to boost sales volumes. Conversely, factors that can drive away potential buyers and cause the growth in buyer demand to fall below the forecasted amounts include sharply higher camera prices and/or eroding camera quality/performance and/or greatly diminished marketing and competitive efforts industrywide.

The graph of Action-Capture Camera Global Trends enables you to quickly assess the changes in the global average wholesale price of cameras, the all-company average P/Q ratings, and the all-company average number of extra performance features being incorporated in AC camera designs and specifications.

Recommendation: Check how your company’s average wholesale price, P/Q rating, and use of extra performance features compare against the industry averages for these three important competitive traits and consider whether your company might need to make adjustments that will enhance your company’s competitiveness versus rivals. For example, is your company ahead or behind the industry as a whole in incorporating extra performance features in your company’s camera models?

UAV Drone Global Statistics

The bottom half of this 1-page overview provides easy-to-understand global statistics for UAV drones—the information parallels that for action-capture cameras.

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It shows the average retail prices charged for UAV drones at company websites in the just-completed year for each geographic region and for the global market as a whole, along with the associated percentage changes from the preceding year. The next row displays the total number of UAV drones (in 000s) demanded by drone buyers in each region and worldwide, followed by the number of UAV drones that all companies in the industry assembled, shipped, and sold in each region and worldwide. Any numbers above zero (0) for “Unsatisfied Demand” in a region signal that one of more drone-makers had insufficient assembly capacity to fill drone buyer orders in that region—the sum of all unfilled orders industry-wide is the global number for Unsatisfied Demand.

**Note:** Which companies lost drone sales due to insufficient drone assembly capacity and which companies had windfall sales gains from drone buyers anxious to purchase a substitute drone brand is reported in the “Gained/Lost” row (the row just under the three rows relating to “Drone Unit Demand”) in the section of the current year Competitive Intelligence Report pertaining to the “Comparative Competitive Efforts of Rival Companies” for the four geographic regions.

The Demand Forecast numbers (in 000s of drones) in each region and globally for the upcoming three years are helpful in determining your company’s near-term needs for additional drone assembly capacity. They are also useful in deciding whether the different-size growth opportunities in the four regions warrant increasing/decreasing your company's market share targets in certain regions and/or putting more/less marketing emphasis on some regions than others.

**Remember:** The drone demand forecasts represent the midpoint of a range that can vary by ±1%, and the sizes and directions of these variations from the midpoint typically differ by region. Moreover, the forecasts are based on the assumption that rival drone-makers (1) compete aggressively enough to capture the forecasted growth opportunities and (2) do not radically alter current price levels and/or product quality/performance and/or other marketing efforts. Future growth rates may turn out to be higher than forecast in the event more drone buyers are attracted to purchase a UAV drone because of significant declines in industrywide drone prices, significant improvements in drone quality/performance over time, and/or sharp boosts in the marketing and competitive efforts of rival drone-makers to boost sales volumes. Conversely, factors that can drive away potential drone buyers and cause the growth in drone buyer demand to fall below the forecasted amounts include sharply higher drone prices and/or eroding drone quality/performance and/or greatly diminished marketing and competitive efforts industrywide.

The graph of UAV Drone Global Trends enables you to quickly assess the changes in the global average price of drones at company websites, the all-company average P/Q ratings for drones, and the average number of extra performance features that companies are incorporating in their UAV drone designs and specifications.

**Recommendation:** Check how your company’s average retail price, P/Q rating, and use of extra performance features compare against the industry averages for these three important competitive traits and consider whether your company might need to make adjustments that will enhance your company’s competitiveness against rival drone brands. For example, is your company ahead or behind the industry as a whole in incorporating extra performance features in your company’s UAV drones?