

South Korea Underwater Camera Market Report and Forecast 2024-2032

Market Report | 2023-11-02 | 175 pages | EMR Inc.

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Report description:

South Korea Underwater Camera Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the South Korea underwater camera market reached a value of USD 60 million in 2023. Aided by the growing interest in marine photography, underwater exploration, and the surge in coastal tourism, the market is projected to further grow at a CAGR of 18% between 2024 and 2032.

Underwater cameras are specialised photographic equipment designed to capture images beneath the water surface. These cameras are not only essential for professional marine photographers but are also becoming increasingly popular among recreational divers, snorkelers, and water sports enthusiasts. Owing to their waterproof, pressure-resistant, and robust nature, underwater cameras enable users to document marine life, underwater landscapes, and various water-based activities with remarkable clarity and precision.

The rapid growth in South Korea's coastal tourism sector is a significant driver of the South Korea underwater camera market growth. Tourists and adventurers flock to the country's picturesque beaches, engaging in snorkelling, diving, and other aquatic activities. Capturing these moments has become an integral part of the experience, and as a result, the demand for durable and high-quality underwater cameras has soared.

Additionally, South Korea's progressive stance on marine conservation and research has played a pivotal role in propelling the South Korea underwater camera market demand. Marine biologists, researchers, and environmentalists often use these cameras to study, document, and promote the diverse marine ecosystem in the region. The push for marine documentaries and the dissemination of underwater content through social media platforms and national broadcasting networks have further augmented the market's growth trajectory.

Technological advancements also serve as a backbone for the burgeoning underwater camera industry in South Korea. As per the South Korea underwater camera market analysis, leading manufacturers are continually innovating, integrating advanced features like high-resolution sensors, augmented reality (AR) capabilities, and improved battery life. This continuous technological evolution ensures that underwater cameras remain an enticing product for both amateur and professional users.

Moreover, the growth of the diving industry in South Korea, bolstered by the country's rich marine biodiversity and numerous diving sites, has significantly increased the value of the South Korea underwater camera market size. Dive shops, training schools,

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and marine tour operators often equip their customers with these cameras, both for safety documentation and as a value-added service.

Market Segmentation □

The market can be divided based on type, application, and distribution channel.

Market Breakup by Type

- Digital Single Lens Reflex (DSLR)

- Compact

- Mirrorless

Market Breakup by Application

- Individual

- Commercial

- o□Media and Entertainment

- o□Underwater Sports

- o□Commercial Photography

- o□Underwater Research

- o□Others

Market Breakup by Distribution Channel

- Online

- Offline

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the South Korea underwater camera market. Some of the major players explored in the report by Expert Market Research are as follows:

- Canon Inc.

- Nikon Corporation

- Panasonic Corporation

- Sony Corporation

- FUJIFILM Corporation

- GoPro, Inc.

- GVS Co., Ltd

- Others

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