

North America Webcam Market Report and Forecast 2025-2034

Market Report | 2025-06-06 | 138 pages | EMR Inc.

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Report description:

The North America webcam market reached around USD 2.64 Billion in 2024. The market is projected to grow at a CAGR of 8.10% between 2025 and 2034 to reach nearly USD 5.75 Billion by 2034.

North America Webcam Market Growth

The National Opinion Research Centre at the University of Chicago found that in 2022, Americans spent nearly USD 394 billion on numerous outdoor activities like wildlife observation. Around 57% of the American population aged 16 years and above likes wildlife observation and took 1.7 billion trips to participate in such activities. In 2022, nearly 148 million people went for wildlife observation, which had an economic impact of USD 250 million on the USA's economy. This is expected to favour the demand for webcams, as they enable non-intrusive monitoring of wild animals in their natural habitat.

Video conferencing tools have gained significant popularity among Canadians post the COVID-19 pandemic. Nearly 57% of the domestic population in Canada under 25 years old utilise video conferencing platforms for over an hour daily. 49% of Canadians report their reliance on video conferencing tools has increased substantially after 2020. 72% of Canadians prefer video calls over human interaction. This indicates significant potential for market growth over the forecast period.

The e-learning industry in Canada is estimated to have generated a revenue of CAD 6.925 billion in 2023. Nearly three-fourths of all Canadian universities provide online learning modules. Before the pandemic, over 90% of all Canadian universities were offering online programmes and courses. It is estimated that nearly 29% of all university students in Canada take online education courses. This is expected to drive the demand for webcams in the coming years.

North America Webcam Industry Segmentation

North America Webcam Market Report and Forecast 2025-2034 offers a detailed analysis of the market based on the following segments:

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Market Breakup by Webcam Type

- External Webcam
- Embedded Webcam

Market Breakup by Technology

- Analogue
- Digital

Market Breakup by End Use

- Security and Surveillance
- Entertainment
- Video Conference
- Live Events
- Visual Marketing
- Others

Market Breakup by Distribution Channel

- Online
- Offline

Market Breakup by Country

- United States
- Canada

North America Webcam Market Share

Based on country, the market is segmented into the United States and Canada. Canada is projected to dominate the market, representing 13.6% of the overall market share. Over the forecast period of 2025-2034, the United States is expected to grow at a CAGR of 8.0% due to the increasing government emphasis on boosting security measures in urban areas.

Leading Companies in the North America Webcam Market

Digital webcams are witnessing widespread adoption due to the integration of AI-powered functionalities and the presence of enhanced security features, such as gesture control and facial recognition. The introduction of high-resolution webcams is further expected to play a significant role in driving the market growth.

- Logitech S.A.
- Microsoft Corporation
- Razer Inc.

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- Creative Technology Ltd.
- HP Development Company, L.P.
- AVerMedia Technologies, Inc.
- Arashi Vision Inc.
- Lenovo Group Ltd.
- Dell, Inc.
- Corsair Memory Inc.
- Others

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