

Machine Vision - Company Evaluation Report, 2025

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Report description:

The Machine Vision Companies Quadrant is a comprehensive industry analysis that provides valuable insights into the global market for Machine Vision. This quadrant offers a detailed evaluation of key market players, technological advancements, product innovations, and industry trends. MarketsandMarkets 360 Quadrants evaluated over 112 companies, of which the Top 12 Machine Vision Companies were categorized and recognized as quadrant leaders.

Machine vision is the technology that provides imaging-based automatic inspection and analysis for industrial automation. It enables a computer to "see" and interpret visual information by using one or more digital cameras, specialized lighting, and intelligent software to capture and process images. A machine vision system analyzes these images to perform specific tasks such as detecting defects, measuring parts, reading barcodes and text, identifying products, and guiding robotic arms. This allows for automated, high-speed decision-making with a degree of precision and consistency that far exceeds human capabilities.

The primary driver for the machine vision market is the manufacturing sector's unceasing demand for higher quality, increased throughput, and greater automation. In industries from automotive and electronics to food and pharmaceuticals, machine vision is essential for 100% quality control on fast-moving production lines, ensuring products meet specifications and reducing costly waste. The rise of Industry 4.0 and smart factories, which rely on data for process optimization, has further fueled demand. The technology's application is also rapidly expanding into logistics, agriculture, and intelligent transportation systems.

Despite its powerful capabilities, implementing machine vision can be challenging. The performance of a system is highly sensitive to variables like lighting conditions, part orientation, and surface reflectivity, requiring expert design and integration to ensure robust operation. The initial investment in high-resolution cameras, advanced lighting, and powerful processing hardware can be substantial. There is also a persistent shortage of skilled engineers with the expertise to develop, deploy, and maintain these complex systems. For AI-driven vision, the need to collect and label large, high-quality datasets for model training can also be a significant barrier.

The 360 Quadrant maps the Machine Vision companies based on criteria such as revenue, geographic presence, growth strategies, investments, and sales strategies for the market presence of the Machine Vision quadrant. The top criteria for product footprint evaluation included Component (Cameras, Optics, Frame Grabbers, Processors, LED Lighting, Other Hardware Components, Software), Industry (Automotive, Consumer Products, Electronics & Semiconductors, Printing, Metals, Logistics, Food & Beverages, Rubber & Plastics, Healthcare, Machinery, Solar Panel Manufacturing, Other Industries), System Type (PC-based, Smart Camera-based), Vision Type (1D Vision System, 2D Vision System, 3D Vision System), Deployment (General and Robotics Cell).

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Key Players:

Major vendors in the Machine Vision market are Cognex Corporation (US), Basler AG (Germany), KEYENCE CORPORATION (Japan), Teledyne Technologies Inc. (US), and Omron Corporation (Japan). The key strategies major vendors implement in the Machine Vision market are partnerships, collaborations, product launches, and product enhancements.

KEYENCE CORPORATION

KEYENCE CORPORATION is a global leader in factory automation and inspection equipment, renowned for its innovative portfolio of sensors, machine vision systems, and high-precision measurement instruments. The company's core strategy is a unique direct-sales model, where its expert consultants solve complex manufacturing challenges directly on the factory floor. This approach, combined with relentless product innovation, allows KEYENCE to maintain exceptionally high profitability and a strong market position. This solidifies its role as a key partner in advancing global manufacturing efficiency and quality control in an era of increasing automation.

Teledyne Technologies Inc.

Teledyne Technologies is a leading global provider of sophisticated instrumentation, digital imaging, and engineered systems. Built on a long-standing strategy of acquiring leaders in high-margin technology niches, most notably FLIR Systems, the company boasts a vast and diverse portfolio. Its products, ranging from thermal imaging cameras to advanced marine sensors, are critical to the aerospace, defense, industrial, and environmental monitoring sectors. By offering a wide array of advanced sensors and systems, Teledyne maintains its strong position as a key supplier of critical technologies for demanding, mission-critical applications worldwide.

SICK AG

SICK AG is a world-leading manufacturer of intelligent sensors and solutions for industrial automation. Operating under the banner of "Sensor Intelligence," the German company excels in embedding connectivity and processing power into its devices. Its extensive portfolio includes automation light grids, safety systems, and identification solutions that are foundational to modern factory and logistics automation. SICK's strategy focuses on driving Industry 4.0 by enabling its sensors to provide critical data for process control, robotics, and predictive maintenance, solidifying its role as an essential partner for smart manufacturing.

Table of Contents:

1	INTRODUCTION	11
1.1	MARKET DEFINITION	11
1.2	STAKEHOLDERS	11
2	EXECUTIVE SUMMARY	12
3	MARKET OVERVIEW	17
3.1	INTRODUCTION	17
3.2	MARKET DYNAMICS	17
3.2.1	DRIVERS	18
3.2.1.1	Increasing demand for quality assurance and automated inspection in manufacturing industry	18
3.2.1.2	Rising adoption of vision-guided robotic systems across multiple industries	18
3.2.1.3	Growing emphasis on safety and improved product quality	19
3.2.1.4	Growing adoption of AI-powered systems across industries	20
3.2.2	RESTRAINTS	21
3.2.2.1	Lack of awareness and high cost associated with machine vision systems	21
3.2.3	OPPORTUNITIES	21
3.2.3.1	Rising adoption in food & beverage industry	21
3.2.3.2	Government-backed initiatives to support industrial automation	22
3.2.3.3	Emergence of compact smart cameras and processors	22
3.2.3.4	Surging demand for hybrid and EVs	22
3.2.4	CHALLENGES	23
3.2.4.1	Complexities in integrating diverse machine vision components with traditional systems	23

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3.2.4.2	Cyber vulnerabilities in industrial robotic systems	24
3.2.4.3	Lack of skilled workforce to operate machine vision systems	24
3.3	TRENDS/DISRUPTIONS IMPACTING CUSTOMER BUSINESS	25
3.4	VALUE CHAIN ANALYSIS	26
3.5	ECOSYSTEM ANALYSIS	27
3.6	TECHNOLOGY ANALYSIS	29
3.6.1	KEY TECHNOLOGIES	29
3.6.1.1	Robotic vision	29
3.6.1.2	AI in machine vision	29
3.6.2	COMPLEMENTARY TECHNOLOGIES	30
3.6.2.1	5G	30
3.6.2.2	Edge computing	30
3.6.3	ADJACENT TECHNOLOGIES	30
3.6.3.1	Cloud computing	30
3.7	PATENT ANALYSIS	30
3.8	KEY CONFERENCES AND EVENTS, 2025-2026	35
3.9	PORTER'S FIVE FORCES ANALYSIS	36
3.9.1	THREAT OF NEW ENTRANTS	37
3.9.2	THREAT OF SUBSTITUTES	37
3.9.3	BARGAINING POWER OF SUPPLIERS	37
3.9.4	BARGAINING POWER OF BUYERS	38
3.9.5	INTENSITY OF COMPETITIVE RIVALRY	38
3.10	IMPACT OF AI/GEN AI ON MACHINE VISION MARKET	38
3.10.1	INTRODUCTION	38
3.10.2	IMPACT OF AI/GEN AI ON KEY END-USE INDUSTRIES	38
3.10.2.1	Electronics & semiconductors	38
3.10.2.2	Food & beverages	39
3.10.3	AI USE CASES	39
3.10.4	FUTURE OF AI/GEN AI IN MACHINE VISION ECOSYSTEM	39
4	COMPETITIVE LANDSCAPE	40
4.1	INTRODUCTION	40
4.2	KEY PLAYER STRATEGIES/RIGHT TO WIN, JANUARY 2021-MARCH 2025	40
4.3	REVENUE ANALYSIS, 2020-2024	42
4.4	MARKET SHARE ANALYSIS OF TOP FIVE PLAYERS, 2024	43
4.5	PRODUCT COMPARISON	45
4.6	COMPANY VALUATION AND FINANCIAL METRICS	45
4.7	COMPANY EVALUATION MATRIX: KEY PLAYERS, 2024	46
4.7.1	STARS	46
4.7.2	EMERGING LEADERS	46
4.7.3	PERVASIVE PLAYERS	46
4.7.4	PARTICIPANTS	47
4.7.5	COMPANY FOOTPRINT: KEY PLAYERS, 2024	48
4.7.5.1	Company footprint	48
4.7.5.2	Region footprint	49
4.7.5.3	System type footprint	50
4.7.5.4	Component footprint	51

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4.7.5.5	Industry footprint	52
4.8	COMPANY EVALUATION MATRIX: STARTUPS/SMES, 2024	53
4.8.1	PROGRESSIVE COMPANIES	53
4.8.2	RESPONSIVE COMPANIES	53
4.8.3	DYNAMIC COMPANIES	53
4.8.4	STARTING BLOCKS	53
4.8.5	COMPETITIVE BENCHMARKING: STARTUPS/SMES, 2024	55
4.8.5.1	Detailed list of key startups/SMEs	55
4.8.5.2	Competitive benchmarking of key startups/SMEs	55
4.9	COMPETITIVE SCENARIO	56
4.9.1	PRODUCT LAUNCHES	56
4.9.2	DEALS	61
5	COMPANY PROFILES	63
5.1	KEY PLAYERS	63
5.1.1	COGNEX CORPORATION	63
5.1.1.1	Business overview	63
5.1.1.2	Products/Solutions/Services offered	64
5.1.1.3	Recent developments	65
5.1.1.3.1	Product launches	65
5.1.1.4	MnM view	67
5.1.1.4.1	Key strengths	67
5.1.1.4.2	Strategic choices	67
5.1.1.4.3	Weaknesses and competitive threats	67
5.1.2	BASLER AG	68
5.1.2.1	Business overview	68
5.1.2.2	Products/Solutions/Services offered	69
5.1.2.3	Recent developments	71
5.1.2.3.1	Product launches	71
5.1.2.3.2	Deals	71
5.1.2.4	MnM view	72
5.1.2.4.1	Key strengths	72
5.1.2.4.2	Strategic choices	72
5.1.2.4.3	Weaknesses and competitive threats	72
5.1.3	KEYENCE CORPORATION	73
5.1.3.1	Business overview	73
5.1.3.2	Products/Solutions/Services offered	74
5.1.3.3	Recent developments	76
5.1.3.3.1	Product launches	76
5.1.3.4	MnM view	76
5.1.3.4.1	Key strengths	76
5.1.3.4.2	Strategic choices	76
5.1.3.4.3	Weaknesses and competitive threats	76
5.1.4	TELEDYNE TECHNOLOGIES INC.	77
5.1.4.1	Business overview	77
5.1.4.2	Products/Solutions/Services offered	78
5.1.4.3	Recent developments	80
5.1.4.3.1	Product launches	80

5.1.4.4	MnM view	81
5.1.4.4.1	Key strengths	81
5.1.4.4.2	Strategic choices	81
5.1.4.4.3	Weaknesses and competitive threats	81
5.1.5	OMRON CORPORATION	82
5.1.5.1	Business overview	82
5.1.5.2	Products/Solutions/Services offered	83
5.1.5.3	Recent developments	84
5.1.5.3.1	Product launches	84
5.1.5.3.2	Deals	85
5.1.5.4	MnM view	86
5.1.5.4.1	Key strengths	86
5.1.5.4.2	Strategic choices	86
5.1.5.4.3	Weaknesses and competitive threats	86
5.1.6	TKH	87
5.1.6.1	Business overview	87
5.1.6.2	Products/Solutions/Services offered	88
5.1.6.3	Recent developments	89
5.1.6.3.1	Product launches	89
5.1.6.3.2	Deals	89
5.1.6.4	MnM view	90
5.1.6.4.1	Key strengths	90
5.1.6.4.2	Strategic choices	90
5.1.6.4.3	Weaknesses and competitive threats	90
5.1.7	SICK AG	91
5.1.7.1	Business overview	91
5.1.7.2	Products/Solutions/Services offered	92
5.1.7.3	Recent developments	93
5.1.7.3.1	Product launches	93
5.1.7.3.2	Deals	94
5.1.8	SONY GROUP CORPORATION	95
5.1.8.1	Business overview	95
5.1.8.2	Products/Solutions/Services offered	96
5.1.8.3	Recent developments	97
5.1.8.3.1	Product launches	97
5.1.9	TEXAS INSTRUMENTS INCORPORATED	98
5.1.9.1	Business overview	98
5.1.9.2	Products/Solutions/Services offered	99
5.1.9.3	Recent developments	100
5.1.9.3.1	Product launches	100
5.1.10	ATLAS COPCO AB	101
5.1.10.1	Business overview	101
5.1.10.2	Products/Solutions/Services offered	102
5.1.11	AMETEK.INC.	104
5.1.11.1	Business overview	104
5.1.11.2	Products/Solutions/Services offered	105
5.1.12	EMERSON ELECTRIC CO.	106

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5.1.12.1	Business overview	106
5.1.12.2	Products/Solutions/Services offered	107
5.1.12.3	Recent developments	108
5.1.12.3.1	Deals	108
5.1.13	CANON INC.	109
5.1.13.1	Business overview	109
5.1.13.2	Products/Solutions/Services offered	110
5.1.14	ZEBRA TECHNOLOGIES CORP.	111
5.1.14.1	Business overview	111
5.1.14.2	Products/Solutions/Services offered	112
5.1.14.3	Recent developments	113
5.1.14.3.1	Product launches	113
5.1.14.3.2	Deals	113
5.2	OTHER PLAYERS	114
5.2.1	QUALITAS TECHNOLOGIES	114
5.2.2	BAUMER	115
5.2.3	TORDIVEL AS	116
5.2.4	MVTEC SOFTWARE GMBH	117
5.2.5	AI A/S	118
5.2.6	INDUSTRIAL VISION SYSTEMS	119
5.2.7	IVISYS	120
5.2.8	USS VISION LLC	120
5.2.9	OPTOTUNE	121
5.2.10	IDS IMAGING DEVELOPMENT SYSTEMS GMBH	122
5.2.11	INTELGIC INC.	123
6	APPENDIX	124
6.1	RESEARCH METHODOLOGY	124
6.1.1	RESEARCH DATA	124
6.1.1.1	Secondary and primary Research	125
6.1.1.2	Secondary data	125
6.1.1.3	Primary data	126
6.1.2	RESEARCH ASSUMPTIONS	127
6.1.3	RESEARCH LIMITATIONS	127
6.2	COMPANY EVALUATION MATRIX: METHODOLOGY	128
6.3	AUTHOR DETAILS	131

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