



VISION  
MARKETS



Your global growth in Machine Vision

# Machine Vision Components

Quantitative Market Report 2017 - 2027



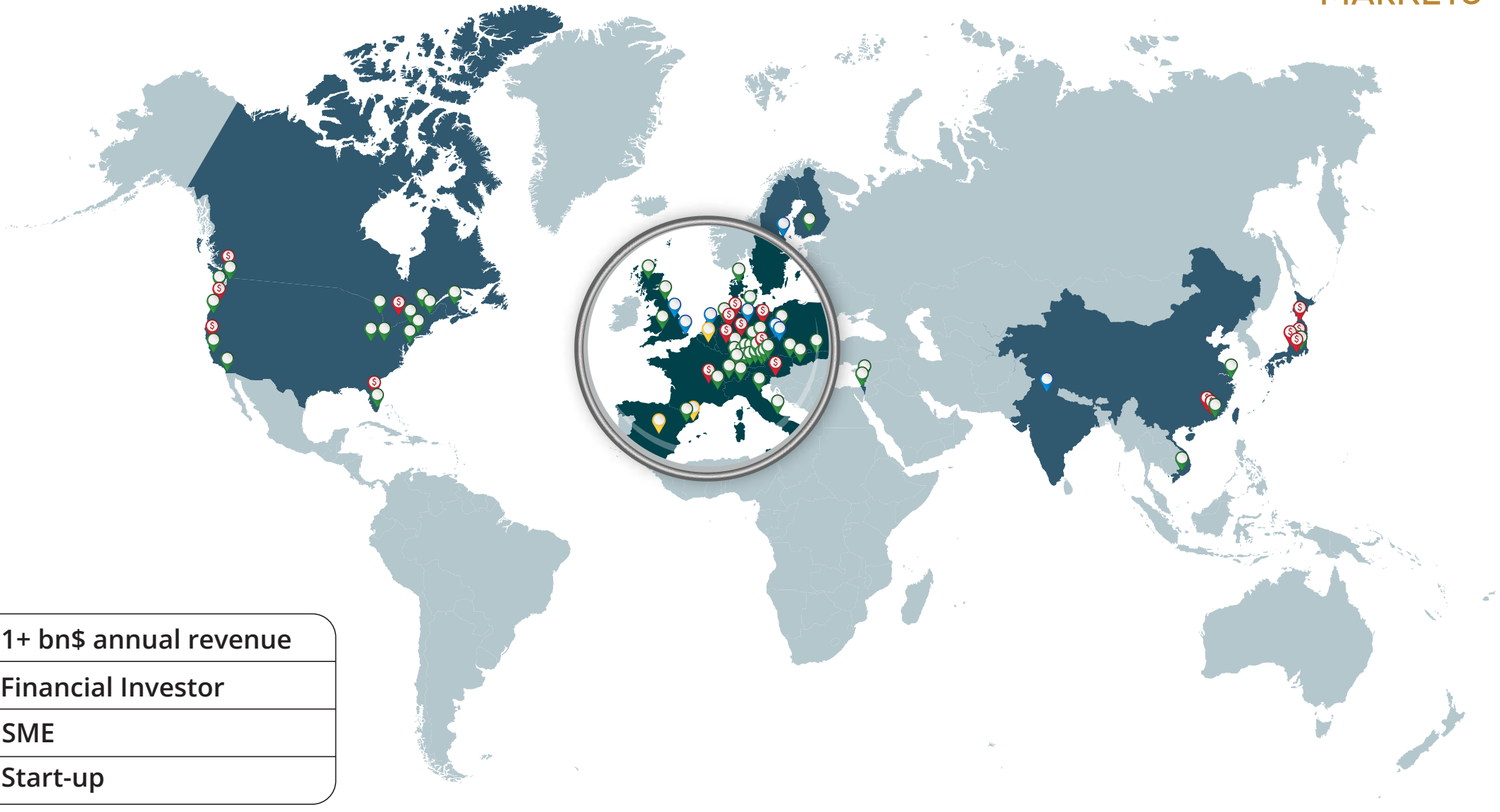
## About Us





Founded in 2014, Vision Markets is the leading management and marketing consulting firm exclusively dedicated to the global machine vision market. We provide consulting services in four business lines: Strategy, Mergers & Acquisitions, Recruitment, and Marketing.

## Our Mission

Vision Markets helps to leverage the full potential of Machine Vision for the world by unleashing the full potential of the best players in the market.



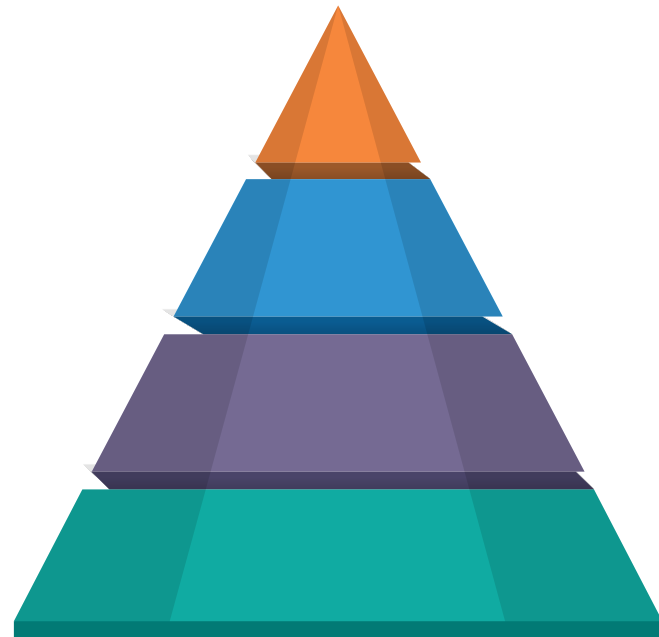


	1+ bn\$ annual revenue
	Financial Investor
	SME
	Start-up

With more than 12 consultants in the Vision Markets Network of Machine Vision experts, we serve large enterprises, financial investors, SMEs and start-ups around the world.



Our services are based on our technological know-how by education and practice, the deep expertise in the global supplier and target markets, competence in management methodologies from various executive positions, and our network in the industry built from 2002.

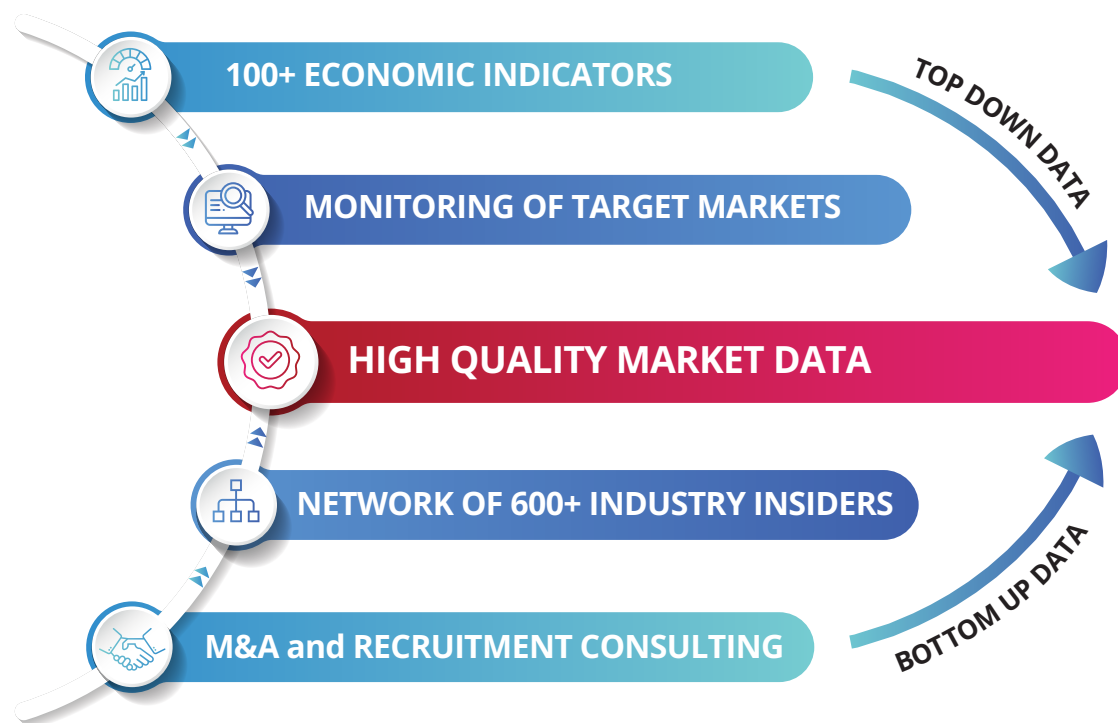


- Industry Network
- Business Experience
- Market Expertise
- Machine Vision Know How



## Methodology

The high quality of our market data derives from Vision Markets' unique positioning as holistic provider of synergetic service offerings, including the consulting in business strategy, Mergers & Acquisitions, Recruitment & Career, and Marketing.



The market research team around our CEO, Dr.-Ing. Ronald Müller, leverages the insights from these consulting offerings and combines them with first-hand input from a global network of more than 600 industry insiders that has been built up over 20 years. Those proprietary data sources provide for a reliable bottom-up estimation of the market development and are combined with a proven top-down estimation methodology comprising public and commercial monitors of the various target markets of Machine Vision and over 100 economic indicators for different regions and industries.



# Scope of the Market Report

## Time Accuracy

Calendar year

## Deep Analyses

- » Product types by economic region and vice versa
- » Target industry by economic region and vice versa

## Currency

Millions USD

### » Product Types

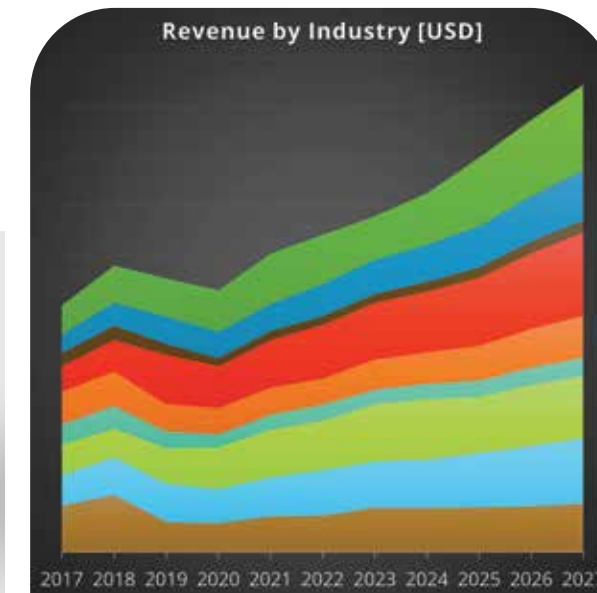
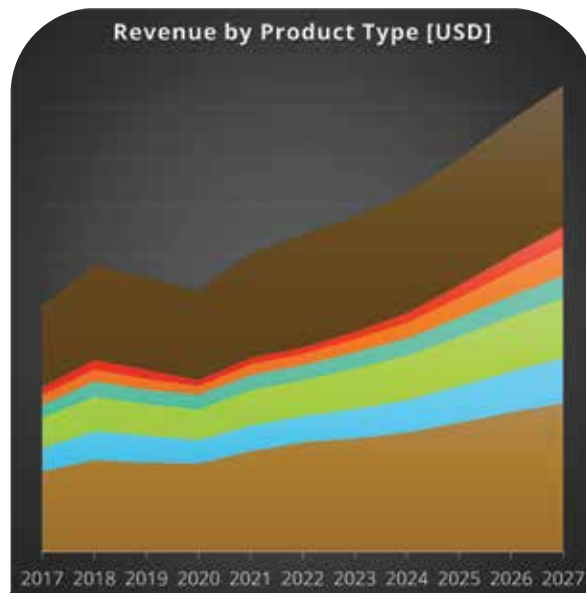
Cameras, Smart Cameras & Vision Sensors, Lighting, Optics, Processing boards, Software, Other components.

### » Global Economic Regions

North America, DACH (Germany, Austria, Switzerland), EMEA without DACH, China, Japan & Korea, Rest of World.

### » Target Industries

Automotive, Pharma & Chemicals, Electronics & Semiconductor, Pulp & Paper, Printing & Labelling, Food & Beverage, Glass & Metal, Logistics, Other.



# How our clients use this market report



## Performance Benchmarking

Were you able to grow your market share last year? Or have you been outperformed by the competition? Do the answers to these questions differ between geographic regions and product types? This detailed market report allows our clients to compare a machine vision business with the overall market for machine vision components by region, product type, and industry.



## Marketing Planning

Where is the biggest unleveraged market potential for your machine vision business? Where can you expect the greatest growth rates? In which region and for which product type or target industry? This substantiated report and forecast of the components market enables marketing managers in allocating their measures where they are most effective. The level of detail by geographic region, product type, and industry lets them outperform the competition.



## Sales Planning

Did your sales team outperform the machine vision market in recent years? How should the growth targets look like for next year, by geographic region and product type? Where should you hire to leverage the growing demand? This report and forecast on the machine vision components market provides our clients with a profound data basis to review performance, set revenue expectations, and define priorities by product type, region, and target industry.



## Investment Planning

How does the market evolve in the next 5 years? In which geographic regions or product types should you invest in? Which industries will show the strongest business potential per region? What industry specific offerings should be developed or enhanced? With this quantitative report and forecast of the machine vision component market, our clients obtain the data-driven decision basis for their strategic planning.

## Pick the individual data package for your business needs

Scope	5 Year Backward Report	5 Year Forecast	Discount for Annual Renewal
Market value by Global Economic Region	700	600	20%
For one single Global Economic Region	400	300	10%
Market value by Product Type	890	790	20%
For one single Product Type	450	350	10%
Market value by Global Economic Region and Product Type	1990	1890	25%
For one single Product Type or one single Region	1180	1080	25%
Market value by Target Industry	1890	1790	25%

### Remarks

- » New annual backward and forecast reports are available latest by April 1st.
- » All data is provided only as Excel workbook containing all values in clearly structured and labeled tables and charts on request.
- » **Terms:** Advance payment.
- » **Early bird discount:** Pre-orders of the coming next report receive a discount of 20% when ordered before Dec. 20th/10% when ordered before Jan. 31st.
- » **Renewal discounts:** require a formal purchase order by Dec. 1st of the previous year.
- » **Further discounts available:** Would you contribute data to our knowledge base? Request access to our Contributors' Programme at [contact@markets.vision](mailto:contact@markets.vision)



# THANK YOU

We appreciate your interest in our report and forecast of the machine vision components market. **Your global growth in Machine Vision** is our claim and our mission. Thank you for allowing us to support your success!



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