

☐☐ The Cold War of Cameras Today

Administrator | 01/06/2025 | TOOLKIT

A battle above and below the surface of the action cam market

What happened to GoPro? Once the undisputed leader in the action camera world, the brand that revolutionized how we film sports and adventures is now under siege. While the competition keeps evolving, GoPro's stock has plummeted—from over \$90 per share in 2015 to less than a dollar today. What went wrong, and who's taking its place?

Let's dive into the cold war of action cameras in 2025.

☐☐ From Surfboards to Silicon: The Rise and Fall of GoPro

Nick Woodman, a surfer-turned-entrepreneur, created GoPro to film his own rides. His cameras were small, rugged, and user-friendly—perfect for athletes and adventurers alike. But even great products don't guarantee long-term success.

As competitors emerged and innovation slowed, GoPro found itself outpaced. Strategic missteps, missed trends, and a fierce wave of Chinese tech disruption began to erode its dominance.

☐☐ DJI and Insta360: China Strikes Back

Chinese tech giants like **DJI** and **Insta360** didn't just enter the market—they aimed directly at GoPro's weak spots. They offered better specs, aggressive pricing, and rapid development cycles. And it worked.

Take DJI's **Osmo Action 5 Pro**, for instance:

- Waterproof up to 20 meters
- Dual OLED touchscreens
- 40MP photo resolution
- Ultra-saturated color rendering

It costs about €380 and is a compelling alternative for both casual users and pros.

☐☐ GoPro Hero 13 Black: Still Fighting

GoPro isn't out yet. The **Hero 13 Black** still appeals to professionals:

- Advanced video customization tools
- High-resolution output
- Top-tier stability and editing features

However, it also comes with a higher price tag—around €450—and slightly more complexity.

So who wins?

- For everyday adventurers: DJI might be the smarter choice.
- For content creators and athletes: GoPro still has an edge.

But the margin is thin. Very thin.

☐☐ What This Battle Reveals

This cold war isn't just about cameras. It's a **tech arms race** about who can innovate faster while keeping costs down. And in this race, China is running laps around the West.

The deeper issue? **Hardware alone isn't enough anymore**. Production in the West struggles to compete with Chinese efficiency unless it comes with a clear **technological edge**.

☐☐ Final Thoughts: Innovate or Fade

In today's hypercompetitive hardware market, building a great product isn't enough. You need:

- Continuous innovation
- Strategic pricing
- Global production resilience

GoPro's story is a lesson: if you're not moving forward, you're falling behind.

☐ Want to explore more?

Check out our latest tests and reviews of the **top action cameras for 2025**. Compare specs, see sample footage, and find the best fit for your needs.

A battle above and below the surface of the action cam market

What happened to GoPro? Once the undisputed leader in the action camera world, the brand that revolutionized how we film sports and adventures is now under siege. While the competition keeps evolving, GoPro's stock has plummeted—from over \$90 per share in 2015 to less than a dollar today. What went wrong, and who's taking its place?

Let's dive into the cold war of action cameras in 2025.

☐☐ From Surfboards to Silicon: The Rise and Fall of GoPro

Nick Woodman, a surfer-turned-entrepreneur, created GoPro to film his own rides. His cameras were small, rugged, and user-friendly—perfect for athletes and adventurers alike. But even great products don't guarantee long-term success.

As competitors emerged and innovation slowed, GoPro found itself outpaced. Strategic missteps, missed trends, and a fierce wave of Chinese tech disruption began to erode its dominance.

☐☐ DJI and Insta360: China Strikes Back

Chinese tech giants like **DJI** and **Insta360** didn't just enter the market—they aimed directly at GoPro's weak spots. They offered better specs, aggressive pricing, and rapid development cycles. And it worked.

Take DJI's **Osmo Action 5 Pro**, for instance:

- Waterproof up to 20 meters
- Dual OLED touchscreens
- 40MP photo resolution
- Ultra-saturated color rendering

It costs about €380 and is a compelling alternative for both casual users and pros.

☐☐ **GoPro Hero 13 Black: Still Fighting**

GoPro isn't out yet. The **Hero 13 Black** still appeals to professionals:

- Advanced video customization tools
- High-resolution output
- Top-tier stability and editing features

However, it also comes with a higher price tag—around €450—and slightly more complexity.

So who wins?

- For everyday adventurers: DJI might be the smarter choice.
- For content creators and athletes: GoPro still has an edge.

But the margin is thin. Very thin.

☐☐ **What This Battle Reveals**

This cold war isn't just about cameras. It's a **tech arms race** about who can innovate faster while keeping costs down. And in this race, China is running laps around the West.

The deeper issue? **Hardware alone isn't enough anymore**. Production in the West struggles to compete with Chinese efficiency unless it comes with a clear **technological edge**.

☐☐ **Final Thoughts: Innovate or Fade**

In today's hypercompetitive hardware market, building a great product isn't enough. You need:

- Continuous innovation
- Strategic pricing
- Global production resilience

GoPro's story is a lesson: if you're not moving forward, you're falling behind.

☐ **Want to explore more?**

Check out our latest tests and reviews of the **top action cameras for 2025**. Compare specs, see sample footage, and find the best fit for your needs.