

Home Surveillance Market By Product Type (Security cameras, Video doorbells, Smart locks, NVRs/DVRs), By Category (Wired, Wireless), By Distribution Channel (Security equipment retailers, Online E-commerce sites): Global Opportunity Analysis and Industry Forecast, 2022 - 2032

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Abstracts

The home surveillance market size was valued at \$48,978.7 million in 2022 and is projected to reach \$116,575.0 million by 2032, growing at a CAGR of 9.2% from 2023 to 2032.

Home surveillance market refers to the industry which provides electronic security systems and devices which are designed for residential properties. It encompasses a wide range of products and services which monitor and safeguard homes against unauthorized access, theft, damage, and other potential threats. Home surveillance includes security cameras, smart doorbells, motion detectors, and integrated monitoring systems which are accessible through mobile applications or dedicated control panels.

The rise in home automation acts as a significant driver for the increased demand for home surveillance market. As more households embrace smart technologies, the integration of home automation systems with surveillance solutions becomes increasingly popular. Homeowners seek comprehensive security ecosystems where surveillance cameras, motion sensors, and access control devices seamlessly integrate with other smart home devices. Integration allows centralized control through platforms like smart home hubs or mobile applications, providing users to monitor and secure their residences. In addition, automated routines, such as linking surveillance cameras with smart lighting or door locks, contribute to a more responsive and intelligent security

infrastructure. Furthermore, this interconnectedness aligns with the growing trend of creating smart, interconnected homes which adopt a mutual relationship between the rise in home automation and the surge in demand for advanced home surveillance systems. Thus, all these factors contribute to the growth of the home surveillance market.

Regular maintenance is essential for ensuring the optimal functionality and reliability of surveillance equipment, including cameras, sensors, and monitoring devices. Many homeowners face the challenge of dealing with maintenance tasks, such as software updates, firmware upgrades, and troubleshooting technical issues which may be costly and time-consuming for the consumers. The need for ongoing attention to keep the system in working order may deter potential buyers who seek hassle-free and low-maintenance security solutions. The complexity of maintenance requirements might be a barrier for users with limited technical expertise. Moreover, the fear of causing disruptions or making mistakes during maintenance activities may discourage adoption, particularly among individuals who prioritize simplicity and user-friendliness. Thus, all these factors limit the growth of the home surveillance market.

Affordable solutions within the home surveillance market present a significant opportunity for growth and market expansion. Manufacturers develop cost-effective alternatives which satisfy a broader consumer base, making home surveillance systems more accessible to a wider demographic. Affordable solutions include budget-friendly surveillance cameras, sensors, and monitoring devices, allowing consumers with adapting financial capacities to invest in basic effective security measures for their homes. Moreover, the demand for affordable home surveillance solutions is particularly maintained in emerging markets and among price-sensitive consumers. By addressing cost barriers, manufacturers enter new market segments and regions, encouraging increased adoption rates. Furthermore, the affordability trend aligns with the democratization of technology which enables more homeowners to benefit from the security and peace of mind offered by surveillance systems and presents numerous opportunities for the home surveillance market.

The home surveillance market is segmented into product type, category, distribution channel, and region. By product type, the market is classified into security cameras, video doorbells, smart locks, and NVRs/DVRs. As per category, the market is bifurcated into wired and wireless. By distribution channel, the market is classified into security equipment retailers and online e-commerce sites. Region-wise, the market is analyzed across North America (the U.S., Canada, and Mexico), Europe (France, Germany, the UK, Italy, Spain and the Rest of Europe), Asia-Pacific (China, Japan, India, Australia,

South Korea, and the rest of Asia-Pacific), Latin America (Brazil, Colombia, Argentina and Rest of Latin America), and Middle East and Africa (South Africa, Saudi Arabia, UAE and Rest of MEA).

Players operating in the global home surveillance market have adopted various developmental strategies to expand their home surveillance market share, increase profitability, and remain competitive in the market. Key players profiled in this report include Honeywell International, Inc., Panasonic Corporation, Bosch Security Systems GmbH, Zhejiang Dahua Technology Co., Ltd, Canon Inc., Eagle Eye Networks, Inc., Verkada Inc., Teledyne FLIR LLC, Brinks Home, and Frontpoint Security Solutions, LLC.

Key Benefits For Stakeholders

This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the home surveillance market analysis from 2022 to 2032 to identify the prevailing home surveillance market opportunities.

The market research is offered along with information related to key drivers, restraints, and opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the home surveillance market segmentation assists to determine the prevailing market opportunities.

Major countries in each region are mapped according to their revenue contribution to the global market.

Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.

The report includes the analysis of the regional as well as global home surveillance market trends, key players, market segments, application areas, and market growth strategies.

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Investment Opportunities

Market share analysis of players by products/segments

Brands Share Analysis

Expanded list for Company Profiles

SWOT Analysis

Key Market Segments By Product Type Security cameras

Video doorbells

Smart locks

NVRs/DVRs

By Distribution Channel Security equipment retailers

Online E-commerce sites

By Category Wired

Wireless

By Region

North America U.S.

Canada

Mexico

Europe Germany

France

UK

Italy

Spain

Rest of Europe

Asia-Pacific China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

Latin America Brazil

Argentina

Colombia

Rest of Latin America

Middle East South Africa

Saudi Arabia

UAE

Rest Of Middle East

Key Market Players

Honeywell International, Inc.

Panasonic Corporation

Bosch Security Systems GmbH

Zhejiang Dahua Technology Co., Ltd

Canon Inc.

Eagle Eye Networks, Inc.

Verkada Inc.

Teledyne FLIR LLC

Brinks Home

Frontpoint Security Solutions, LLC

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