

# **Facial Recognition Market by Technology (2D Facial Recognition, 3D Facial Recognition and Facial Analytics), Component (Hardware and Software) and Application (Homeland Security, Criminal Investigation, ID Management, Physical Security, Intelligent Signage, Photo Indexing and Sorting, Business Intelligence and Photo Indexing and Sorting) - Global Opportunity Analysis and Industry Forecast, 2015 - 2022**

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## **Abstracts**

Facial recognition is a biometric technology which is used for authentication and identification of individuals, by comparing the facial features from an image with the existing database. Facial recognition is expected to witness robust growth during the forecast period due to its increasing usage in both law enforcement and non-law enforcement applications. Moreover, facial recognition is widely preferred over other biometric technologies such as voice recognition, skin texture recognition, iris recognition and fingerprint scanning among others, due to its non-contact process and easy deployment (using cameras and existing monitoring devices). The technology is predominantly used for security purposes, but is now gaining wide popularity for advertising and marketing, as it enables the companies' to deliver targeted messages to the consumers.

Increasing crime rate across the world has persuaded government agencies to look for cutting edge surveillance technology that can effectively address the growing concerns over security. Facial recognition has emerged as one such identification technologies, which addresses most of the security concerns in the most effective and fool proof manner. However, increasing sensitivity towards personal data privacy has hindered the

expansion of market in certain regions. On the other hand, technically advanced facial recognition systems with application in mobile security, drones, and retail is likely to create greater opportunities in the years to come.

The market is segmented on the basis of technology, component, application, and geography. The technology segment is categorized into 2D facial recognition, 3D facial recognition and facial analytics. Among the mentioned technologies, 3D facial recognition technology segment holds significant share in the world facial recognition market owing to its high accuracy in terms of recognizing facial features as compared to the 2D facial recognition technology. The component segment is bifurcated into hardware (scanners, cameras, handheld devices, integrated devices) and software. The application segment includes homeland security, criminal investigation, ID management, physical security, intelligent signage, web application, business intelligence, photo indexing & sorting, and others (VIP recognition, automotive and phone, PC & banking login). In 2015, homeland security contributed the highest revenue share.

Based on geography, the facial recognition market is segmented into North America, Europe, Asia-Pacific, and LAMEA. North America is further bifurcated into the U.S., Mexico and Canada, whereas Europe has been further segmented into UK, Russia, Germany, Italy, France and Rest of the Europe. The countries covered under Asia-Pacific are China, India, Japan, South Korea, and Rest of Asia Pacific. LAMEA includes Latin America, Middle East and Africa.

Major companies profiled in the report include 3M, Cognitec Systems GmbH, NEC Corporation, FaceFirst, Inc., Nuance Communications Inc., Crossmatch, International Business Machines Corporation (IBM), Animetrics Inc. and Daon Inc.

## POTENTIAL BENEFITS FOR STAKEHOLDERS

The report provides a comprehensive analysis of the world facial recognition market with current and future growth trends, driving factors, opportunities and challenges.

The report includes a comprehensive qualitative as well quantitative analysis of the key market segments, for the period 2015 – 2022.

Porters Five Forces analysis highlights the potential of buyers and suppliers as well as provides insights on the competitive structure of the market to devise effective growth strategies and facilitate better decision-making.

Value chain analysis provides key inputs on the role of stakeholders involved at various stages of the value chain.

SWOT analysis of the key market players highlights their strengths and weaknesses along with potential opportunities present in the market.

## FACIAL RECOGNITION MARKET SEGMENTATION

The market is segmented on the basis of technology, component, application, and geography.

### MARKET BY TECHNOLOGY

2D facial recognition

3D facial recognition

Facial analytics

### MARKET BY COMPONENT

Hardware

Scanners

Cameras

Handheld devices

Integrated devices

Software

### MARKET BY APPLICATION

Homeland security

Criminal investigation

ID management

Physical security

Intelligent signage

Web application

Business intelligence

Photo indexing and sorting

Others (VIP recognition, automotive and phone, PC & banking login)

## MARKET BY GEOGRAPHY

North America

U.S.

Mexico

Canada

Europe

UK

Germany

Russia

Italy

France

Rest of the Europe

Asia-Pacific

China

India

Japan

South Korea

Rest of Asia Pacific

LAMEA

Latin America

Middle East

Africa

## KEY PLAYERS

3M

Cognitec Systems GmbH

NEC Corporation

FaceFirst, Inc.

Nuance Communications Inc.

Crossmatch

International Business Machines Corporation (IBM)

Animetrics Inc.

Daon Inc.

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