

Global Analog Video Surveillance ISP Chip Market Research Report 2026(Status and Outlook)

<https://marketpublishers.com/r/A622515B3FA2EN.html>

Date: March 2026

Pages: 136

Price: US\$ 3,200.00 (Single User License)

ID: A622515B3FA2EN

Abstracts

The 2025 U.S. tariff policies introduce profound uncertainty into the global economic landscape. This report critically examines the implications of recent tariff adjustments and international strategic countermeasures on Analog Video Surveillance ISP Chip competitive dynamics, regional economic interdependencies, and supply chain reconfigurations. An Analog Video Surveillance ISP (Image Signal Processor) Chip is a dedicated semiconductor component that processes raw analog video signals captured by security camera image sensors (typically CCD/CMOS) and converts them into enhanced, noise-reduced, color-corrected, exposure-balanced, and encoded video streams compatible with analog video transmission standards such as CVBS, AHD, CVI, and TVI. These ISP chips integrate functions such as demosaicing, gain control, gamma correction, noise reduction, wide dynamic range (WDR), image sharpening, frame rate conversion, and signal output formatting for analog security cameras. The Analog Video Surveillance ISP Chip industry chain begins upstream with semiconductor materials, CMOS/CCD sensor interfaces, analog front-end circuits, image-processing IP, EDA tools, and wafer fabrication; in the midstream, chipmakers design and manufacture ISP chips through front-end wafer processing and back-end packaging/testing before supplying them to OEM/ODM camera manufacturers who integrate the chips with sensors, lenses, AFEs, housings, and DVR systems; downstream, analog CCTV cameras are distributed via security integrators, wholesalers, and installation contractors to homes, commercial buildings, factories, public safety agencies, and transportation networks requiring cost-efficient surveillance. Current and planned projects include chipmakers transitioning from older CVBS and 720p ISP architectures to higher-performance 1080p?5MP analog ISP platforms, expanding wafer capacity at mature foundries, developing hybrid multi-standard ISPs supporting AHD/CVI/TVI/CVBS, integrating AI-based noise reduction and low-light enhancement, improving ultra-low-power designs for passive-cooled cameras,

strengthening partnerships with camera ODMs in China and Southeast Asia, and supporting long-term demand from regions still using analog surveillance systems due to cost constraints, making analog ISP chip development active despite global shifts toward IP cameras. 2024 Global Market Sales Volume: 350 million units, Average Global Market Price: US\$1.5 per unit, Market Average Gross Profit Margin: 23%. The analog video surveillance ISP chip market remains a large-volume but slow-growing segment due to global reliance on legacy CCTV systems, especially in developing regions. While IP cameras dominate new deployments in advanced markets, analog systems still hold strong share in cost-sensitive sectors such as residential buildings, small shops, warehouses, and rural security installations. Demand is strongest in Asia-Pacific, particularly China, India, Southeast Asia, and the Middle East, where millions of analog cameras continue to be installed each year. In Latin America and Eastern Europe, analog surveillance systems remain competitively attractive due to affordability and ease of installation. The market's growth is supported by continuous upgrades from SD to HD and Full-HD analog standards such as AHD, CVI, and TVI. Manufacturers compete heavily on cost, power efficiency, night-vision enhancement, and compatibility with diverse analog DVR systems. Despite price pressure, innovations such as enhanced WDR, 3D noise reduction, improved low-light performance, and hybrid multi-standard ISP chips are helping vendors maintain value. The biggest risk facing the industry is the long-term shift toward IP cameras, which threatens to reduce analog chip demand over the next decade. Supply-chain risk also exists in mature-node foundries where capacity constraints may cause pricing volatility. However, opportunities persist because tens of millions of existing analog cameras require replacements or upgrades every year, making analog ISP chips a stable, high-volume market. The competitive landscape is concentrated among a handful of Chinese and Korean chipmakers who dominate ODM camera supply chains. Companies that can offer integrated ISP+AFE solutions, superior low-light performance, and long-life support for analog DVR ecosystems maintain the strongest positions. Overall, while the market is maturing, analog video surveillance ISP chips continue to play an essential role in cost-driven security installations worldwide.

The global Analog Video Surveillance ISP Chip market size was estimated at USD 525.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 6.40% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Analog Video Surveillance ISP Chip market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges,

as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Analog Video Surveillance ISP Chip market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Analog Video Surveillance ISP Chip market.

Global Analog Video Surveillance ISP Chip Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Pixelplus

NextChip

onsemi

Socionext

Fullhan

Goke Microelectronics
SigmaStar

Market Segmentation (by Type)

Security Grade
Vehicle Grade

Market Segmentation (by Application)

Residential
Commercial and Retail
Industrial
Public Safety
Transportation and Traffic
Others

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study
Neutral perspective on the market performance
Recent industry trends and developments
Competitive landscape & strategies of key players
Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value
In-depth analysis of the Analog Video Surveillance ISP Chip Market
Overview of the regional outlook of the Analog Video Surveillance ISP Chip Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Analog Video Surveillance ISP Chip Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Analog Video Surveillance ISP Chip, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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