

Global Smart Wireless Video Doorbell Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Smart Wireless Video Doorbell market size is expected to reach \$ 958 million by 2032, rising at a market growth of 6.0% CAGR during the forecast period (2026-2032).

A smart wireless video doorbell is a wirelessly connected (most commonly Wi-Fi, sometimes with Bluetooth provisioning and optional cellular backhaul) front-door video communication and security endpoint that enables occupants to visually verify visitors, conduct two-way audio conversations, receive real-time event alerts, and retain recordings even when they are away or unable to answer the door. It addresses the key limitations of traditional doorbells—no visual confirmation, unreliable audio, no remote response, and limited evidence capture—while also enabling automation with smart locks, indoor chimes, home hubs, and broader security systems. Historically, the category evolved from wired building intercoms and door stations toward a consumer-friendly, self-installed device model as home Wi-Fi, smartphones, and cloud services became ubiquitous; continuous improvements in low-power imaging, wireless connectivity, battery management, and edge computing then pushed the product beyond basic “talk and record” into smarter event detection, richer notifications, and more seamless device orchestration. Upstream inputs typically include enclosure and protection materials (engineering plastics or metal housings, tempered glass/acrylic covers, gaskets, waterproof adhesives, coatings and UV-resistant materials), and key electronic/optical components (CMOS image sensors, lens assemblies, IR LEDs and drivers, microphones and speakers, audio codecs/amplifiers, SoC/MCU processors, memory, Wi-Fi/Bluetooth RF parts and antennas, power management and charging ICs, battery protection and gauging, passives and connectors), plus supporting accessories (buttons/triggers, indoor chimes/repeaters, mounting brackets and fasteners). These components are usually sourced from established consumer electronics, security

camera, and IoT connectivity supply chains, after which OEMs focus on RF tuning, power optimization, weatherproof reliability, and integrated firmware–app–cloud validation for mass production. In 2025, the global production capacity of smart wireless video doorbells reached 12 million units, with sales totaling 9.875 million units. The average selling price was USD 62.4 per unit, and industry gross margins generally ranged between 30% and 40%.

The market today is characterized by a dual pull toward retail-friendly, self-installed devices and system-level integration into broader home security and smart-home stacks. In the consumer channel, purchasing decisions hinge on day-to-day experience—notification reliability, false-alert control, night/low-light performance, call latency, battery behavior, and app stability—while distribution is shaped by e-commerce, big-box retail, and, in some regions, ISP or broadband bundles. At the same time, many offerings are positioned as the “front-door node” inside a wider ecosystem, working in tandem with smart locks, indoor chimes, hubs, cameras, and alarms to deliver a coherent entryway workflow. As the hardware supply chain becomes increasingly modular and standardized, differentiation is shifting away from core components and toward software quality, detection logic, cloud/service reliability, privacy safeguards, and after-sales execution.

The next phase will move from “wireless video + alerts” to “edge intelligence + low-power trusted interaction,” alongside deeper ecosystem and service maturity. Technologically, more decision-making will happen on-device to reduce cloud dependence, improve responsiveness, and maintain acceptable performance under weak network conditions—while false-alert governance becomes a key battleground through multi-signal fusion (video, audio, and optional sensing) and more context-aware filtering. Product roadmaps will continue to revolve around battery experience and connectivity robustness, driven by more efficient power management, smarter wake/sleep strategies, and better coordination with indoor repeaters or edge hubs that stabilize links in challenging environments. In parallel, management capabilities will expand for multi-occupant households, rentals, and shared properties, enabling finer-grained permissions, temporary access workflows, and clearer event traceability. On the commercial side, cloud storage and premium AI packs will remain important, but vendors will need to articulate clearer value and cost control to address subscription sensitivity.

Demand tailwinds come from the rising frequency of doorstep events and stronger security expectations: deliveries, ad-hoc visitors, remote caregiving for elderly family members, and single-person households all reinforce the need for remote verification

and auditable records. The growing penetration of smart locks and whole-home automation further elevates the doorbell into a natural trigger point for coordinated actions and consistent ecosystem experiences. Constraints remain substantial, including variable wireless conditions that create latency and reliability swings, stringent outdoor durability and tamper resistance requirements that challenge quality consistency, fragmented platforms that limit cross-brand interoperability, and escalating privacy/cybersecurity compliance burdens that increase both engineering and operational complexity. Combined with intense price competition and hardware commoditization, vendors must continuously balance cost, on-device compute, cloud spend, and service commitments—pushing the market toward defensible advantages built on stability, privacy/security posture, and long-term support.

This report studies the global Smart Wireless Video Doorbell production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Smart Wireless Video Doorbell and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Smart Wireless Video Doorbell that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Smart Wireless Video Doorbell total production and demand, 2021-2032, (K Units)

Global Smart Wireless Video Doorbell total production value, 2021-2032, (USD Million)

Global Smart Wireless Video Doorbell production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Smart Wireless Video Doorbell consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Smart Wireless Video Doorbell domestic production, consumption, key domestic manufacturers and share

Global Smart Wireless Video Doorbell production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Smart Wireless Video Doorbell production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Smart Wireless Video Doorbell production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Smart Wireless Video Doorbell market

based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Panasonic, Aiphone, Ring, Legrand, Commax, TCS AG, ABB, Skybell, TP-LINK, DNAKE, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Smart Wireless Video Doorbell market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Smart Wireless Video Doorbell Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Smart Wireless Video Doorbell Market, Segmentation by Type:

Active Doorbell

Passive Doorbell

Global Smart Wireless Video Doorbell Market, Segmentation by Hardware Form Factor:

Standalone Doorbell

Doorbell–Camera Integrated

Modular Doorbell

Global Smart Wireless Video Doorbell Market, Segmentation by System Architecture:

Basic Video Intercom Doorbell

AI-Enabled Video Intercom Doorbell

Cloud-Integrated Video Intercom Doorbell

Global Smart Wireless Video Doorbell Market, Segmentation by Application:

Residential

Commercial

Companies Profiled:

Panasonic

Aiphone

Ring

Legrand

Commax

TCS AG

ABB

Skybell

TP-LINK

DNAKE

FERMAX

Xiaomi

Hikvision

Ezviz

Anker Innovations

Guangdong Roule Electronics

Guangdong Farbell

Xiamen Leelen Technology

Guangdong Anjubao Digital Technology

Key Questions Answered:

1. How big is the global Smart Wireless Video Doorbell market?
2. What is the demand of the global Smart Wireless Video Doorbell market?
3. What is the year over year growth of the global Smart Wireless Video Doorbell market?
4. What is the production and production value of the global Smart Wireless Video Doorbell market?

5. Who are the key producers in the global Smart Wireless Video Doorbell market?
6. What are the growth factors driving the market demand?

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