

# **North America Smart Home Security Cameras Market Size, Share & Trends Analysis Report By Product (Wired, Wireless), By Application (Doorbell Camera, Indoor Camera), And Segment Forecasts, 2023 - 2030**

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## **Abstracts**

**This report can be delivered to the clients within 3 Business Days**

### **North America Smart Home Security Cameras Market Growth & Trends**

The North America smart home security cameras market size is projected to reach USD 12.74 billion in 2030, expanding at a CAGR of 19.8% from 2023 to 2030. The rapid adoption of IoT in smart homes is supporting market growth. Consumers are shifting from traditionally mountable Wi-Fi cameras to the deployment of smart home security cameras to increase the security of their premises. These advanced smart home security cameras offer several benefits, which boost their installation in many households across the region. The ease of installation and easy availability of smart home security cameras drive the product demand. The COVID-19 pandemic has brought about a seismic shift in people's attitudes toward wellness and security.

The industry has been witnessing a few pivoting factors determining consumers' spending on security devices i.e., working from home, conducting purchases through online platforms, and additional spending leeway realized from not having any outdoor leisure and travel expenditures. The initial phase of the pandemic saw the industry's supply chain at a standstill due to strict lockdown orders imposed by various countries. This has led to a supply shortage in a few economies and consumer demand being unmet. Nevertheless, there has been a considerable focus on home security during this time owing to the growing emphasis on home-related products, such as smart home devices. The wired camera segment dominated the industry in 2022.

Wired security cameras are more secure, less expensive, and highly reliable because they can run on battery power. Consistency in video production is more important than ever. There are no monthly charges for cloud storage. Companies are constantly adding new features to wired cameras, such as improved night vision, two-way audio with echo cancellation, and customizable motion zones. The doorbell camera segment is expected to register the fastest CAGR from 2023 to 2030. An increasing number of smart cities in several countries is boosting the demand for safety and surveillance products in the market. Rapid urbanization has resulted in a large number of people living in multistoried apartments due to space constraints.

This, in turn, is driving the need for robust smart security systems. The increasing number of developments and innovations implemented by companies through various R&D activities and investments have significantly contributed to market growth. To manufacture innovative smart home security cameras, companies are focusing on enhancing their production capacities through technological integration for production processes.

#### North America Smart Home Security Cameras Market Report Highlights

The wired camera segment dominated the industry in 2022. Wired security cameras are more secure, less expensive, and highly reliable as they can run on battery power

The doorbell camera segment is expected to register the fastest growth rate from 2023 to 2030

The segment growth is attributed to the increasing number of smart cities in several countries is boosting the demand for safety and surveillance products

The U.S. dominated the overall industry in 2022 as major manufacturers in North America have realized the potential of the market and thus, are adopting new strategies, such as partnering with home developers and builders, to establish their presence

For instance, in April 2020, Arlo Technologies announced a partnership with Kartchner Homes, a premier home builder in Utah and Idaho

The partnership was aimed to integrate Arlo's Video Doorbell into homes

constructed by the builder, providing homebuyers a premier solution in smart entry technology

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