

Video As A Sensor Market Size, Share & Trends Analysis Report By Offerings (Hardware, Software, Services), By Product (Video Surveillance, Hyperspectral Imaging), By Application, By End User, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Video As A Sensor Market Size & Trends

The global video as a sensor market size was estimated at USD 71.50 billion in 2024 and is expected to grow at a CAGR of 8.4% from 2025 to 2030. The market is driven by rapid technological advances, which have transformed traditional video systems and recording tools into powerful, intelligent decision-making tools.

Video as a sensor (VaaS) combines video cameras with AI-driven analytics to collect, analyze, and deliver actionable insights from visual data across various applications. These systems can recognize patterns, detect movement, and track objects in real time. This evolution is driven by integrating artificial intelligence (AI) and machine learning (ML), which facilitates large-scale automated video analysis. For instance, in January 2025, SundaySky launched the latest version of its enterprise video platform, featuring enhanced AI avatars, integrated screen recording, and advanced AI-powered media creation tools.

The major driver of VaaS adoption is technology's capability to provide real-time insights, including facial recognition, anomaly detection, and behavior prediction. These capabilities make it highly suitable for today's security and surveillance systems, where early threat detection is essential. In addition to security, the adaptability of video

sensors is increasing in other areas. In smart cities, they are instrumental in enhancing urban infrastructure by contributing to public safety, energy efficiency, and waste management efforts.

Various sectors, including defense and healthcare, are incorporating video sensors into their infrastructure to enable intelligent monitoring. This enhances safety measures and supports data-driven decision-making, as AI-integrated sensors convert video footage into actionable insights. This transformation is a key factor driving the growing adoption of VaaS in today's evolving market. For instance, in September 2024, Hanwha Vision launched new AI-powered surveillance solutions at GSX 2024, including advanced multi-directional cameras, the AI Box, and cloud-based tools like HealthPro and SightMind, enhancing detection, analytics, and remote management.

Global Video as a Sensor Market Report Segmentation

This report forecasts revenue growth at the global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the global video as a sensor market based on offering, product, application, end use, and regions:

Offering Outlook (Revenue, USD Million, 2018 - 2030)

Hardware

Software

Services

Product Outlook (Revenue, USD Million, 2018 - 2030)

Video Surveillance

Hyperspectral Imaging

Machine Vision and Monitoring

Thermal Imaging

Application Outlook (Revenue, USD Million, 2018 - 2030)

Security & Surveillance

Traffic Management

Retail Analytics

Healthcare

Manufacturing

Mapping

End Use Outlook (Revenue, USD Million, 2018 - 2030)

Government

Commercial

Industrial

Residential

Regional Outlook (Revenue, USD Million, 2018 - 2030)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Asia Pacific

China

Japan

India

South Korea

Australia

Latin America

Brazil

Middle East and Africa (MEA)

KSA

UAE

South Africa

Companies Mentioned

Axis Communications AB

Hangzhou Hikvision Digital Technology Co., Ltd.

Bosch Sicherheits systeme GmbH

Dahua Technology Co., Ltd.

Sony Corporation

Honeywell International Inc.

Sportradar AG

i-PRO

Johnson Controls

OMNIVISION

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