

Video Surveillance Market by Offering (Camera, Storage Devices, Monitors, AI-Based VMS, Non AI-Based VMS, Video Content Analysis, AI-Driven Video Analytics, VSaaS), System (IP, Analog, Hybrid), Resolution, Vertical and Region - Global Forecast to 2028

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Abstracts

The global video surveillance market is expected to be valued at USD 53.7 billion in 2023 and is projected to reach USD 83.3 billion by 2028; it is expected to grow at a CAGR of 9.2% from 2023 to 2028. The video surveillance market is witnessing significant growth propelled by advancements in camera capabilities. Modern video cameras, including 4K IP cameras, offer substantially improved resolution, enabling the capture of finer details and clearer images even upon magnification. These enhanced cameras feature variable zoom lenses for a closer field of view and some incorporate built-in video surveillances for audio streaming and recording during video recording. Manufacturers are also focusing on improving low-light performance, while innovations like internal heating for cold environments and motion sensors further expand their usability. Companies are prioritizing cybersecurity measures to enhance camera systems' integrity. These advancements, combined with maturing technology and tailored systems, empower integrators to cater to increasing demand for upgraded surveillance solutions that meet evolving security and operational needs.

“Hybrid surveillance systems segment to account for the second largest CAGR for video surveillance market”

Hybrid surveillance systems that consist of integration of analog and IP cameras, exhibit second-highest CAGR in video surveillance market due to their unique advantages.

These systems offer businesses the ability to optimize existing analog infrastructure while gradually transitioning to more advanced IP technology, presenting a flexible and cost-effective solution for enhancing their surveillance capabilities. This versatility enables cost savings by using analog cameras in less critical areas, while employing high-resolution IP cameras in pivotal locations such as entrances and cash registers. The hybrid approach aligns with the diverse security needs of businesses, contributing to the robust growth of hybrid surveillance systems in the market.

“Commercial vertical to account for second highest CAGR of video surveillance market.”

The commercial vertical holds for the second-highest CAGR within the video surveillance market due to increasing security concerns across industries, such as in enterprises, retail, and banking, that drive substantial investments in advanced surveillance solutions. Integration with AI-powered analytics amplifies security efficacy, while real-time monitoring and remote accessibility align with evolving business needs. Mitigation of risks such as theft and vandalism further fuels demand, and regulatory compliance mandates reinforce the adoption of robust surveillance systems in commercial settings, collectively propelling the vertical's significant growth.

“North America to have the highest market share for video surveillance market.”

North America holds the second-largest market share in the video surveillance market, driven by several pivotal factors including robust technological infrastructure that inherently facilitates the uptake of advanced surveillance solutions. Rising security concerns across sectors like government, retail, and healthcare propel the demand for comprehensive video surveillance systems. The integration of video analytics, AI, and cloud technologies augments surveillance capabilities, aligning with evolving security needs. Furthermore, North America's active participation in smart city initiatives bolsters its market prominence, while regulatory mandates for heightened security measures and compliance further fuel the adoption of advanced surveillance solutions.

The study contains insights from various industry experts, ranging from component suppliers to Tier 1 companies and OEMs. The break-up of the primaries is as follows:

By Company Type: Tier 1 – 40%, Tier 2 – 25%, and Tier 3 – 35%

By Designation: C-level Executives – 35%, Directors – 40%, and Others – 25%

By Region: North America – 35%, Europe – 20%, Asia Pacific – 30%, RoW – 15%

The key players operating in the video surveillance market are Hangzhou Hikvision Digital Technology Co., Ltd. (China), Zhejiang Dahua Technology Co., Ltd. (China), Axis Communications AB (Sweden), Bosch Security Systems, LLC (Germany), and Zhejiang Uniview Technologies Co., Ltd. (China).

Research Coverage:

The research reports the Video Surveillance Market, By Offering (Hardware, Software, Service), System (IP Video Surveillance Systems, Analog Video Surveillance Systems, Hybrid Video Surveillance Systems), Vertical (Commercial, Infrastructure, Military & Defense, Residential, Public Facility, Industrial), and Region (North America, Europe, Asia Pacific, and RoW). The scope of the report covers detailed information regarding the major factors, such as drivers, restraints, challenges, and opportunities, influencing the growth of the video surveillance market. A detailed analysis of the key industry players has been done to provide insights into their business overviews, products, key strategies, Contracts, partnerships, and agreements. New product & service launches, mergers and acquisitions, and recent developments associated with the video surveillance market. Competitive analysis of upcoming startups in the video surveillance market ecosystem is covered in this report.

Key Benefits of Buying the Report

Analysis of key drivers (Advancement in hardware technologies, Deployment of AI-driven video analytics algorithms, Low initial investments in VSaaS, Popularity of deep learning and computer vision technologies), restraints (Video data privacy and security concerns, Lack of standardized guidelines and protocols), opportunities (Integration of surveillance systems with IoT and other emerging technologies, Adoption of smart devices for remote monitoring, Integration of access control features into surveillance systems), and challenges (Need for high-capacity storage systems and increased bandwidth, Interoperability issues between diverse camera systems) influencing the growth of the video surveillance market.

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product launches in the video

surveillance market

Market Development: Comprehensive information about lucrative markets – the report analyses the video surveillance market across varied regions.

Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the video surveillance market

Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players like Hangzhou Hikvision Digital Technology Co., Ltd. (China), Zhejiang Dahua Technology Co., Ltd. (China), Axis Communications AB (Sweden), Bosch Security Systems, LLC (Germany), and Zhejiang Uniview Technologies Co.,Ltd. (China), among others in the video surveillance market.

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*Details on Business Overview, Products/Solutions/Services Offered, Recent Developments, and MnM View (Key strengths/Right to Win, Strategic Choices Made, and Weaknesses and Competitive Threats) might not be captured in case of unlisted

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About

According to the research report "Video Surveillance Market by System (Analog, & IP), Offering (Hardware, Software, & Service), Vertical (Commercial, Infrastructure, Military & Defense, Residential, Public Facility, & Industrial), and Geography - Global Forecast to 2023", the video surveillance market, the overall market is estimated to grow from USD 36.89 Billion in 2018 to USD 68.34 Billion by 2023, at a CAGR of 13.1% between 2018 and 2023. The increasing concerns for public safety and security, growing adoption of IP cameras, and growing demand for DIY and spy cameras are the key factors driving the video surveillance market growth.

Major players in the video surveillance market are:

Hikvision (China),

Dahua (China),

Axis Communications (Sweden),

Bosch Security Systems (Germany),

FLIR (US),

Avigilon (Canada),

Hanwha Techwin (South Korea),

Honeywell Security Group (US),

Infinova (US),

Pelco (US),

BCD Video (US),

CP Plus (India),

Nice Systems (Israel),

Panasonic (Japan),

Tiandy (China),

Uniview (China),

Vivotek (Taiwan), and

Zicom (India).

Market for IP video surveillance systems to grow at a higher CAGR during the forecast period

The growth of the IP video surveillance systems market is mainly due to the shifting preference from analog to IP systems. The key advantages of IP systems include enhanced image quality, high scalability, easy installation, and remote accessibility with network-based models. These systems can be integrated with the existing IP network, and they provide the basic platform for software such as video analytics, VMS, and cloud storage. The market for IP video surveillance systems is expected to grow at a rapid pace in the near future owing to technological advancements in IP cameras as well as in the storage device industry.

Cameras expected to account for the largest size of the video surveillance hardware market by 2018

The growth in safety and security concerns, the rise in the crime rate, and the increase in the number of terror attacks are some major factors driving the growth of the market for cameras used for video surveillance. The continuous decrease in the prices of cameras has resulted in the increased adoption of surveillance cameras across the world, which, in turn, created the significant demand for storage solutions and monitors.

Commercial vertical to dominate the video surveillance market during the forecast period

The commercial vertical is expected to dominate the video surveillance market. Under this vertical, commercial areas such as enterprises and data centers, banking and finance buildings, hospitality centers, retail stores and malls, and warehouses are

considered. The rising demand for video surveillance systems in retail stores and malls, enterprise and data centers, and banking sectors is driving the growth of this market.

APAC to dominate the video surveillance market during the forecast period

Asia Pacific is the fastest-growing region in the video surveillance market owing to heavy investments in building new and improve existing infrastructure. The market for video surveillance systems and services in Asia Pacific is likely to continue to grow significantly at a high rate in the near future. The use of security cameras is expected to increase in APAC countries as these are emerging economies with a growing number of manufacturing bases, and the terrorist attack is a strong possibility. Moreover, the market for video surveillance is expected to witness an upsurge in APAC owing to the increased security concerns in APAC countries such as India and China.

I would like to order

Product name: Video Surveillance Market by Offering (Camera, Storage Devices, Monitors, AI-Based VMS, Non AI-Based VMS, Video Content Analysis, AI-Driven Video Analytics, VSaaS), System (IP, Analog, Hybrid), Resolution, Vertical and Region - Global Forecast to 2028

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