

Middle East And Africa IP Camera - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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Abstracts

The Middle East & Africa IP Camera Market size is estimated at USD 0.56 billion in 2024, and is expected to reach USD 1.04 billion by 2029, growing at a CAGR of 13.10% during the forecast period (2024-2029).

Key Highlights

The Middle East and Africa IP camera market is anticipated to experience growth between 2024 and 2029 due to the rising utilization of advanced technologies to combat increasing security threats, government regulations requiring security enhancements, and the implementation of large infrastructure development projects.

Due to the substantial increase in commercial development, there has been a surge in the need for IP cameras in the region. Moreover, with the ongoing expansion of infrastructure, the population in malls, hotels, and amusement parks is expected to grow, leading to an increased demand for various security devices, thus supporting the market growth.

For instance, in September 2023, DAMAC Group announced the opening of DAMAC Mall, a new retail and leisure destination in Dubai. The shopping center showcases a vast 110,000 sq. ft area that combines retail, hospitality, leisure, and entertainment options. It is created to serve as a central location for premium shopping experiences.

The market will witness high growth as the regional government is currently prioritizing the installation of security cameras to bolster citizen safety and diminish crime rates. This increases the demand for IP cameras in the Middle East and Africa.

For instance, in February 2024, the Gauteng Provincial Government announced that it had received a boost of 6000 CCTV cameras to fight crime. CCTV cameras are being placed in business districts, townships, areas with high crime spots, schools, roads, and other public places. The initiative to combat crime through the utilization of technology is a collaborative effort among the Department of e-Government, Community Safety, and the South African Police Services (SAPS). Its purpose is to enhance existing crime-fighting endeavors by offering CCTV cameras and advanced surveillance drones, distributing panic buttons to facilitate access to assistance from law enforcement personnel in times of distress, and implementing tracking devices on vehicles.

Nevertheless, the expansion of the market is impeded by obstacles such as elevated investment expenses and a scarcity of expertise in IP camera operations. Furthermore, the increasing apprehensions about data privacy among consumers are adversely impacting the market's progress. Not only are individuals refraining from choosing these solutions, but governments in the region are also imposing regulations on data usage and imposing limitations on the storage of such data.

Macroeconomic factors, like government regulations concerning the import and export of IP cameras, have a substantial influence on the accessibility and dependability of such devices. These regulations differ across nations, frequently necessitating thorough certifications, testing, and compliance with particular criteria. Despite their intention to guarantee safety and quality, these regulations can present notable obstacles for producers, suppliers, and consumers. Import/export regulations may delay IP camera availability, impeding their prompt implementation in different end-user sectors.

Middle East And Africa IP Camera Market Trends

The Commercial Segment Holds a Significant Share in the Market

The Middle East and Africa is witnessing a surge in the demand for commercial IP Cameras due to the rapid infrastructure development and efforts to enhance national security in countries like Saudi Arabia and UAE. The adoption of commercial security measures in this region is primarily driven by increasing investments in infrastructure, rising concerns over potential threats, government regulations, and stringent enforcement.

The demand for commercial security surged due to the expansion of tourism activities and the proliferation of businesses in the GCC and Africa. Additionally, regulatory

authorities have mandated the installation of security surveillance cameras in all areas equipped with ample video storage capabilities, thus creating a high need for the IP camera market.

In FY2022/2023, the number of commercial crimes recorded by the South African police reached roughly 112,600, indicating a peak in the period under review. Since 2014/2015, white-collar crimes in the country have increased by about 40%.

Furthermore, several players in the market are focusing on introducing new cameras to meet the increasing demand, thus supporting the market's growth. For instance, in September 2023, Motorola Solutions revealed that its comprehensive video security solutions are aiding various organizations, including schools, hospitals, retailers, and manufacturers, in enhancing safety and productivity.

Similarly, in June 2023, Hikvision revealed the launch of two series of varifocal cameras that come equipped with motorized varifocal lenses, 4 MP resolution, and effective H.265+ video compression technology. These cameras are available in various styles to cater to different needs. The initial series is the Value Express Varifocal Camera line, which offers advanced features at an affordable price point, including motion detection capabilities. On the other hand, the AcuSense Motorized Varifocal Camera line is designed for high-end applications and incorporates cutting-edge technologies.

The United Arab Emirates Holds a Significant Share in the Market

The future of the IP camera industry in the UAE lies in cutting-edge technologies that enhance security and efficiency. The integration of facial recognition, video analytics, and machine learning algorithms will empower authorities to identify potential threats and respond swiftly with utmost effectiveness. This technological transformation is clearly reflected in initiatives such as smart city initiatives and privacy and data security.

As the CCTV camera sector progresses, it is of utmost importance to prioritize privacy protection and data security. The UAE has established stringent data protection laws and regulations to maintain a harmonious relationship between public safety and individual privacy rights. Achieving this equilibrium will play a vital role in fostering public confidence and acceptance of CCTV cameras as an essential component of the future security framework.

Furthermore, the UAE government has placed a strong emphasis on advancing the commercial sector within the country, with the goal of transitioning the economy away from its reliance on oil. This diversification strategy is designed to bolster non-oil industries like hospitality and retail to meet the demands of the UAE population and ensure long-term sustainability post-oil reserves depletion. Consequently, the government is actively promoting and investing in public-private partnerships to drive growth in residential, commercial, and industrial sectors.

The use of IP cameras in places such as schools, malls, residential buildings, and public places is increasing, which is expected to support the market's growth. For instance, in January 2024, the government announced two new affordable schools that are set to open this year as part of the Dubai Schools project expansion. The educational institutions will be situated in Al Khawaneej and Al Barsha, and it is anticipated that the initial group of students will enroll for the academic year 2024-25. These schools are managed by Taaleem, a prominent education provider in the country, and are overseen by the Knowledge and Human Development Authority, which serves as Dubai's private education regulator.

Middle East And Africa IP Camera Industry Overview

The Middle East and Africa IP Camera market is fragmented because of the presence of several prominent players. Major players in the market are focusing on expanding their customer base across foreign countries by leveraging strategic collaborative initiatives to increase their market share and profitability. Key players are Hanwha Vision America, Hangzhou Hikvision Digital Technology Co. Ltd, Samsung Electronics Co. Ltd, Johnson Controls, and Sony Corporation.

In April 2024, Hanwha Vision announced the unveiling of two AI PTZ Plus cameras, namely the XNP-C9310R and XNP-C7310R. These cameras utilize artificial intelligence to swiftly zoom and focus, enhancing situational awareness and reducing response times. Moreover, they excel in adverse weather conditions such as storms and snow due to their remarkable spin dry and heater functions. These functions effectively remove water and melt ice, ensuring optimal visual clarity at all times.

In April 2024, Sony Corporation announced the launch of the BRC-AM7, a 4K 60p pan-tilt-zoom (PTZ) camera model that comes with a built-in lens. With the inclusion of PTZ Auto Framing technology, which harnesses the power of AI for enhanced recognition,

this camera allows for precise and seamless automatic tracking of subjects in motion. These groundbreaking features pave the way for effortless and top-notch video production, making it ideal for broadcasting, live events, and sports coverage.

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