

Security & Surveillance Market in India 2015

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Abstracts

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Netscribes' latest market research report titled Security and Surveillance Market in India 2015 describes the dynamics of security and surveillance equipments usage in India. Security and surveillance, especially video surveillance, equips the user with remote surveillance, which has witnessed widespread applications. Emergence of IP cameras has further improved security, surveillance systems owing to facilities such as high resolution, built-in intelligence, and ease of installation, among others. Government of India has initiated several security programs and allocated significant funds to them in order to strengthen civilian safety in the country.

Demand for security and surveillance products is driven by a growing demand for public safety, against the backdrop of series of terrorist attacks in India and the rest of world in the past decade. Security in India is threatened by growing incidence of atrocities towards women in recent times, which has forced the central government to install CCTV cameras in several public places, including malls, railway stations, movie theaters and market places, among others. However, fragmented market structure, where unorganized players can capitalize on buyers' price-sensitivity, albeit with products of poor quality, is a significant challenge to the industry, besides inadequate consumer awareness and lack of regulation in the market.

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