

# China Video Surveillance Industry Report, 2012

<https://marketpublishers.com/r/CDB2B4286F7EN.html>

Date: July 2012

Pages: 91

Price: US\$ 2,000.00 (Single User License)

ID: CDB2B4286F7EN

## Abstracts

The construction and development of projects like safe city, traffic informatization, financial monitoring, production safety, smart home and so forth have greatly boosted the demand for video surveillance products in China. The total market size of Chinese video surveillance industry hit RMB67 billion in 2011, up 19.71% year-over-year, and is expected to sustain a growth rate of 21.52% on average in 2012-2015.

The development of Chinese video surveillance industry has gone through three stages: analog video surveillance, digital video surveillance and network video surveillance. Presently, Chinese video surveillance market is experiencing a transition from analog to digital video surveillance, with the latter being the mainstream. During 2004-2012, digital video surveillance saw a rising proportion from 35.7% to 56.7% in the overall video surveillance market. Meanwhile, the network video surveillance market showed steady growth, and its share soared from 7.4% in 2004 to 28.2% in 2012.

Hikvision, the largest manufacturer of video surveillance equipment in China, principally provides video cameras, optical transceiver, DVR and network storage, etc., of which DVR serves as its leading product and contributes over 60% to the company's revenue. In July 2012, Hikvision introduced a new generation of vehicle-mounted DVR--DS-8100HMF-T which finds application in transporting equipments such as buses, coaches, special vehicles and subways. Meantime, Hikvision newly added multiple products in video camera field and launched new dome camera, day/night integrated camera and HD-SDI digital video camera, etc. in August 2012.

Dahua Technology is China's second largest video surveillance equipment producer and mainly supplies video cameras, DVR, monitors and otherwise. In July 2012, Dahua Technology and the U.S.-based Altera established FPGA Joint Laboratory to conduct cooperation in technical areas such as security monitoring and video processing. In August 2012, Dahua Technology released vehicle-mounted DVR to compete with

Hikvision.

This report resolves around the followings:

The development course, market size, market structure and development trend of Chinese security industry;

The market size and structure of Chinese video surveillance market;

The regional characteristics, average profit level and main brands of Chinese video surveillance industry;

The market demand, manufacturers' market share and regional distribution of video camera, DVR, optical transceiver and matrix;

The supply of upstream raw materials such as chips, optical lens and light sensors, and the demand from downstream sectors like traffic and safe city construction;

Key video surveillance equipment manufacturers in China and beyond, involving product type, business operation and product development, etc.

## Contents

### **1. SECURITY INDUSTRY IN CHINA**

- 1.1 Development Course
- 1.2 Market
  - 1.2.1 Market Size
  - 1.2.2 Market Structure
  - 1.2.3 Development Trend

### **2. CHINESE VIDEO SURVEILLANCE MARKET**

- 2.1 Product Overview
  - 2.1.1 Definition
  - 2.1.2 Development Process
- 2.2 Market Size
  - 2.2.1 Global Market Size
  - 2.2.2 Chinese Market Size
- 2.3 Market Pattern
  - 2.3.1 Market Structure
  - 2.3.2 Enterprise Pattern
- 2.4 Regional Characteristics
- 2.5 Industry Profits
- 2.6 Technology Trends

### **3. SEGMENTED PRODUCTS**

- 3.1 Video Camera
- 3.2 DVR
- 3.3 Matrix
- 3.4 Optical Transceiver

### **4. VIDEO SURVEILLANCE INDUSTRY CHAIN IN CHINA**

- 4.1 Industry Chain
- 4.2 Upstream Raw Materials
  - 4.2.1 Chip
  - 4.2.2 Optical Lens
  - 4.2.3 Light Sensor

#### 4.3 Downstream

##### 4.3.1 Traffic

##### 4.3.2 Safe City

##### 4.3.3 Finance

### **5. FOREIGN COMPANIES**

#### 5.1 Bosch

##### 5.1.1 Profile

##### 5.1.2 Operation

##### 5.1.3 Development in China

#### 5.2 Panasonic

##### 5.2.1 Profile

##### 5.2.2 Operation

##### 5.2.3 Development in China

#### 5.3 Pelco

##### 5.3.1 Profile

##### 5.3.2 Operation

#### 5.4 Axis

##### 5.4.1 Profile

##### 5.4.2 Operation

##### 5.4.3 Development in China

#### 5.5 Honeywell

##### 5.5.1 Profile

##### 5.5.2 Operation

##### 5.5.3 Development in China

### **6. DOMESTIC ENTERPRISES**

#### 6.1 Hangzhou Hikvision Digital Technology Co., Ltd.

##### 6.1.1 Profile

##### 6.1.2 Major Products and Sales

##### 6.1.3 Striving to be an Overall Solution Provider

##### 6.1.4 Rapidly Increasing Workforce and Improving Marketing Layout

#### 6.2 Zhejiang Dahua Technology Co., Ltd.

##### 6.2.1 Profile

##### 6.2.2 Major Products and Sales

##### 6.2.3 Increasing Investment in Intelligent Transportation Products

##### 6.2.4 Overseas Revenue Constantly Grows

### 6.3 Tsinghua Tongfang Co., Ltd.

#### 6.3.1 Profile

#### 6.3.2 Business Development

#### 6.3.3 Security Systems Business

### 6.4 Nanjing Putian Telecommunications Co., Ltd.

#### 6.4.1 Profile

#### 6.4.2 Video Surveillance Business

#### 6.4.3 Sales Analysis by Region

### 6.5 Shenzhen Infinova Limited

#### 6.5.1 Profile

#### 6.5.2 Major Products and Sales

#### 6.5.3 Gross Margin of Main Products

#### 6.5.4 Extending Marketing Network to Second and Third-tier Cities

#### 6.5.5 Further Improving Product Mix

### 6.6 NetPosa Technologies, Ltd.

#### 6.6.1 Profile

#### 6.6.2 Sales and Gross Margin of Major Products

#### 6.6.3 Sales Analysis by Region

### 6.7 Hangzhou OB Telecom Electronics Co., Ltd.

#### 6.7.1 Profile

#### 6.7.2 Sales Analysis by Region

#### 6.7.3 Sales, Output and Sales Volume of Major Products

### 6.8 PCI-Suntek Technology Co., Ltd.

#### 6.8.1 Profile

#### 6.8.2 Revenue and Gross Margin

#### 6.8.3 Major Products and Sales

#### 6.8.4 Major Projects

### 6.9 Zhejiang Dali Technology Co., Ltd.

#### 6.9.1 Profile

#### 6.9.2 Revenue and Gross Margin

#### 6.9.3 Major Products and Sales

### 6.10 Avcon Information Technology Co., Ltd.

#### 6.10.1 Profile

#### 6.10.2 Revenue and Gross Margin

#### 6.10.3 Major Products and Sales

## Selected Charts

### SELECTED CHARTS

Market Size of Chinese Security Industry, 2005-2015E  
Product Distribution of Chinese Security Market, 2011  
Global Market Demand for Video Surveillance, 2009-2014E  
Global Video Surveillance Market Share, 2009  
Major Video Surveillance Manufacturers Worldwide  
Market Size of Video Surveillance in China, 2006-2015E  
Structure of Chinese Video Surveillance Market, 2004 and 2012  
Top 10 Brands of Chinese Video Surveillance Industry, 2007-2011  
Market Share of Major Video Surveillance Enterprises in China, 2011  
Regional Characteristics of Chinese Video Surveillance Industry  
Average Profit Margin of Main Video Surveillance Products in China, 2011  
Gross Margin of Major Video Surveillance Enterprises in China, 2010-2011  
Components of Video Surveillance System  
Output and Average Selling Price of Surveillance Cameras in China, 2008-2012  
Surveillance Camera Manufacturers in China by Region, 2011  
Output of IP Camera in China, 2008-2012  
Output and Average Selling Price of DVR in China, 2008-2012  
Regional Distribution of DVR Manufacturers in China, 2011  
Market Demand for Video and Audio Matrix in China, 2008-2012  
Market Share of Major Video and Audio Matrix Enterprises in China, 2008  
Classification of Video Optical Transceiver  
Market Demand for Video Optical Transceiver in China, 2008-2012  
Market Share of Major Video Optical Transceiver Enterprises in China, 2008  
Video Surveillance Industry Chain  
Proportion of CCD and CMOS in Light Sensor, 2005-2015E  
Video Surveillance in China by Region, 2011  
Investment Scale of Transportation Industry Informatization in China, 2008-2011  
Investment in Road Construction in China, 2003-2011  
Investment in Railway in China, 2007-2012  
Operation Mileage of Rail Transit in China, 2009-2020E  
Safe City Construction in China  
Safe City Construction in Major Provinces and Cities in China  
Forecast of Demand for Video Surveillance Products from Safe City Construction  
Sales and Pre-tax Profit of Bosch, 2002-2011  
Revenue of Bosch by Sector, 2011

Headcount of Bosch, 2006-2011  
Headcount of Bosch by Sector, 2011  
R&D Costs of Bosch, 2007-2011  
Sales of Bosch in China, 2006-2011  
Revenue, Gross Margin, Export Delivery Value and Headcount of Bosch (Zhuhai) Security System, 2005-2008  
Sales of Panasonic, FY2007-FY2012  
Sales of Panasonic by Segment, FY2012  
Revenue, Gross Margin, Export Delivery Value and Headcount of Panasonic System Networks (Suzhou), 2006-2009  
Sales of Schneider Electric, 2007-2011  
Sales of Schneider Electric by Region, 2011  
Sales of Schneider Electric by Sector, 2011  
Major Products of Axis  
Sales of Honeywell, 2009-2012  
Revenue, Gross Margin, Export Delivery Value and Headcount of Honeywell Security (China), 2007-2009  
Revenue and Gross Margin of Hikvision, 2007-2012  
Sales of Main Products of Hikvision, 2007-2009  
Sales of Main Products of Hikvision, 2010-2011  
Headcount of Hikvision, 2007-2012  
Proportion of Overseas Sales in Total Revenue of Hikvision, 2007-2011  
Revenue and Gross Margin of Dahua Technology, 2007-2012  
Revenue and Gross Margin of Major Products of Dahua Technology, 2010-2012  
R&D Investment of Dahua Technology, 2007-2012  
Proportion of Overseas Sales in Total Revenue of Dahua Technology, 2007-2012  
Revenue and Gross Margin of Tongfang, 2007-2012  
Sales of Tongfang by Product, 2009-2011  
Sales of Tongfang by Region, 2009-2011  
Sales and Gross Margin of Security Systems of Tongfang, 2007-2011  
Revenue and Gross Margin of Nanjing Putian, 2007-2012  
Revenue and Gross Margin of Main Products of Nanjing Putian, 2010-2011  
Revenue of Nanjing Putian by Region, 2007-2011  
Revenue and Gross Margin of Infinova, 2007-2012  
Revenue and Gross Margin of Major Products of Infinova, 2010-2011  
Gross Margin of Major Products of Infinova, 2007-2010  
Revenue of Infinova by Region, 2010-2011  
R&D Investment of Infinova, 2007-2011  
Revenue and Gross Margin of NetPosa, 2009-2011

Revenue and Gross Margin of Major Products of NetPosa, 2009-2011  
Revenue of NetPosa by Region, 2009-2011  
Revenue and Gross Margin of OB Telecom, 2008-2012  
Revenue of OB Telecom by Region, 2008-2012  
Revenue and Gross Margin of Main Products of OB Telecom, H1 2012  
Output and Sales Volume of Main Products of OB Telecom, 2008-2011  
Revenue and Gross Margin of PCI-Suntek, 2007-2012  
Revenue and Gross Margin of Key Products of PCI-Suntek, 2010-2011  
Revenue of PCI-Suntek by Region, 2007-2011  
Revenue and Gross Margin of Dali Technology, 2007-2012  
Revenue and Gross Margin of Key Products of Dali Technology, 2010-2011  
Revenue and Gross Margin of Avcon, 2007-2012  
Revenue and Gross Margin of Key Products of Avcon, 2009-2011



## I would like to order

Product name: China Video Surveillance Industry Report, 2012

Product link: <https://marketpublishers.com/r/CDB2B4286F7EN.html>

Price: US\$ 2,000.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/CDB2B4286F7EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970