

Smart Doorbell Market Forecasts to 2034 – Global Analysis By Product Type (Audio Doorbells and Video Doorbells), Connectivity, Installation Type, Component, End User, Distribution Channel, and By Geography

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Abstracts

According to Statistics MRC, the Global Smart Doorbell Market is accounted for \$9.0 billion in 2026 and is expected to reach \$22.7 billion by 2034 growing at a CAGR of 12.3% during the forecast period. Smart doorbells are connected devices that enable homeowners to see, hear, and communicate with visitors remotely through smartphone applications, offering enhanced security, convenience, and peace of mind. The market encompasses audio doorbells and video doorbells utilizing Wi-Fi, cellular, and other connectivity technologies, available through DIY and professional installation channels. The market serves residential and commercial end users through online and offline distribution channels.

Market Dynamics:

Driver:

Growing concerns about home security and package theft

The increasing awareness of home security risks and the rising incidence of package theft are primary drivers for the smart doorbell market. Homeowners are investing in connected doorbells to monitor entrances, deter potential intruders, and capture evidence of suspicious activity. The ability to see and communicate with visitors remotely provides peace of mind, particularly for working professionals and frequent travelers. Growing e-commerce deliveries have increased package theft concerns,

driving demand for video doorbells with recording capabilities. As security concerns continue rising and smart home adoption grows, demand for smart doorbells expands across all homeowner segments, supporting sustained market growth.

Restraint:

Privacy concerns and data security issues

Growing concerns about privacy and data security associated with smart doorbells represent a major restraint for the market. Video doorbells capture footage of visitors and neighbors, raising privacy implications. Cybersecurity vulnerabilities may expose video feeds and personal data to unauthorized access. Regulatory scrutiny of surveillance technology is increasing in some regions. Consumer trust in device security is essential for adoption. These privacy and security concerns may constrain market growth, particularly among privacy-conscious consumers and in regions with strict data protection regulations.

Opportunity:

Integration with smart home ecosystems and AI capabilities

The growing integration of smart doorbells with broader smart home ecosystems and the addition of artificial intelligence capabilities presents significant opportunities for market expansion. Integration with voice assistants enables hands-free operation and notifications. AI-powered features including facial recognition, package detection, and person alerts are enhancing functionality. Integration with smart locks enables remote unlocking for trusted visitors. As smart home adoption grows and AI capabilities advance, integrated smart doorbell solutions capture growing market share, enabling enhanced security and convenience.

Threat:

Competition from traditional doorbells and alternative security devices

Competition from traditional doorbells at significantly lower cost and alternative security devices including security cameras and peephole cameras poses significant threats to smart doorbell market growth. Many consumers may not see sufficient value in smart features to justify higher cost. Security cameras can provide similar monitoring capabilities. Competition among smart doorbell brands is intense. This competition may limit market share, particularly among price-sensitive consumers and in regions with lower smart home adoption.

Covid-19 Impact:

The COVID-19 pandemic accelerated smart doorbell market growth as consumers prioritized home security and contactless interactions. Remote work increased awareness of home environments and security needs. E-commerce package deliveries surged, increasing package theft concerns. DIY installation gained popularity during lockdowns. Post-pandemic, sustained remote work and continued e-commerce growth have supported continued adoption, with smart doorbells becoming standard in many homes.

The Video Doorbells segment is expected to be the largest during the forecast period

The Video Doorbells segment is expected to account for the largest market share during the forecast period, driven by their superior functionality, visual verification capabilities, and consumer preference for seeing visitors before answering. Video doorbells enable homeowners to see and communicate with visitors, providing enhanced security compared to audio-only devices. The segment benefits from growing consumer demand for visual monitoring and evidence capture. Integration with smartphones and smart home systems supports adoption. As the most feature-rich and sought-after smart doorbell category, video doorbells maintain the largest product segment share throughout the forecast period.

The Wi-Fi segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the Wi-Fi segment is predicted to witness the highest growth rate, fueled by the widespread availability of home Wi-Fi networks, eliminating the need for additional hubs and simplifying installation. Wi-Fi connectivity enables direct smartphone control and cloud storage without bridge devices. The segment benefits from consumer familiarity and compatibility with existing home infrastructure. Expanding Wi-Fi coverage and increasing smart home device integration support adoption. As connectivity demands grow and Wi-Fi technology advances, Wi-Fi delivers the fastest connectivity segment growth.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest

market share, supported by high home ownership rates, strong consumer spending on home security, and early adoption of smart home technology. The United States leads regional growth with substantial consumer investment in smart doorbells. High awareness of security benefits drives adoption. Well-established retail and e-commerce channels support product accessibility. Strong presence of smart doorbell brands and technology companies drives innovation. With high adoption and market maturity, North America maintains its dominant market position.

Region with highest CAGR:

Over the forecast period, the Asia-Pacific region is anticipated to exhibit the highest CAGR, driven by rapid urbanization, rising disposable incomes, and increasing adoption of smart home technology across China, India, and Southeast Asia. The region's large and growing urban population creates substantial demand for home security solutions. Rising middle-class consumers are investing in smart home technology. E-commerce expansion is increasing product accessibility. As urbanization and technology adoption accelerate, Asia Pacific delivers the fastest smart doorbell market growth globally.

Key players in the market

Some of the key players in Smart Doorbell Market include Amazon.com, Inc. (Ring), Google LLC (Nest), Arlo Technologies, Inc., Anker Innovations Limited (eufy), ADT Inc., Vivint, Inc., TP-Link Corporation Limited, Hangzhou Hikvision Digital Technology Co., Ltd., Dahua Technology Co., Ltd., EZVIZ Inc., Reolink Innovation Limited, Lorex Technology Inc., SimpliSafe, Inc., Aqara, and Aiphone Co., Ltd.

Key Developments:

In September 2026, Anker showcased the eufy Video Doorbell S4 at IFA Berlin, introducing a wired setup with a 9MP sensor, 180-degree panoramic coverage, and on-device AI tracking that pans across the entryway without requiring monthly cloud fees.

In September 2026, TP-Link announced the Tapo Doorbell Pro D260, a local-first 4K video doorbell equipped with dual PIR and radar detection, color night vision, dual-band Wi-Fi, and up to 512 GB of subscription-free on-device microSD storage.

In September 2026, EZVIZ introduced its scenario-based smart entry portfolio at IFA Berlin, featuring interactive smart video doorbells and doorphones designed to connect front-gate controls directly to smart home platforms.

In March 2026, Ring introduced its flagship Battery Doorbell Pro (2nd Gen) featuring Retinal 4K video resolution and up to 10x enhanced zoom, alongside three new 2K wired and battery-powered doorbells integrated with a trial of Ring AI Pro for natural-language search.

Product Types Covered:

Audio Doorbells

Video Doorbells

Connectivity Covered:

Wi-Fi

Cellular

Other Connectivity Technologies

Installation Types Covered:

DIY Installation

Professional Installation

Components Covered:

Hardware

Software

Services

End Users Covered:

Residential

Commercial

Distribution Channels Covered:

Online

Offline

Regions Covered:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of Africa

What our report offers:

Market share assessments for the regional and country-level segments

Strategic recommendations for the new entrants

Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

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