+44 20 8123 2220
info@marketpublishers.com

# Streaming Analytics Market - Global Industry Size, Share, Trends, Opportunity, and Forecast Segmented by Type (Software and Services), by End User (BFSI, Healthcare, Retail & Logistics, Critical Infrastructure, Hospitality and Transportation, Defense and Security, and Other End-user Verticals), By Region, and By Competition 2019-2029

https://marketpublishers.com/r/SD9088480A51EN.html
Date: February 2024
Pages: 185
Price: US$ 4,900.00 (Single User License)
ID: SD9088480A51EN

## Abstracts

Global Streaming Analytics Market was valued at USD 8.93 billion in 2023 and is anticipated to project robust growth in the forecast period with a CAGR of 33.05% through 2029. The surge in digitization has led to a significant increase in data generation and transformed how data is utilized. Cloud computing plays a pivotal role in driving digital transformation forward. Streaming analytics technology enhances flexibility by enabling real-time synchronization across both cloud-based and on-premise environments, surpassing traditional data processing and access methods.

The adoption of Industry 4.0 practices across various sectors has further accelerated data creation, creating opportunities for the widespread acceptance of real-time analytics in the coming years. Many multinational corporations are partnering with governments to bolster the growth of public and hybrid cloud markets, leveraging real-time data streaming tools to deliver practical solutions to society. For instance, Alibaba Cloud, in collaboration with the Malaysia Digital Economy Corporation, has launched the Malaysia Tianchi Big Data Program—a platform that brings together data experts to collaborate and compete in developing solutions for real-world challenges.

Key Market Drivers

## Advancements in Deep Learning and AI

The Global Streaming Analytics Market is experiencing a significant surge, propelled by rapid advancements in Deep Learning and Artificial Intelligence (AI). These technological breakthroughs are reshaping the landscape of Streaming Analytics, providing unprecedented capabilities for surveillance, security, and business intelligence. Deep learning algorithms, a subset of AI, enable Streaming Analytics systems to automatically learn and improve their performance over time, facilitating enhanced object recognition, behavior analysis, and anomaly detection. The integration of AI in Streaming Analytics brings a transformative shift in the way surveillance data is processed and interpreted. Traditional video surveillance systems often struggle with the vast amount of data generated, leading to inefficiencies in threat detection. However, with AI-driven Streaming Analytics, systems can intelligently analyze video streams in real-time, distinguishing between normal activities and potential security threats. This proactive approach is particularly valuable in identifying unusual patterns or behaviors that might go unnoticed by conventional surveillance methods.

One of the key drivers behind the adoption of deep learning and AI in Streaming Analytics is their ability to improve accuracy and reduce false positives. These technologies excel in recognizing and categorizing objects, people, and events with a high degree of precision, minimizing the chances of false alarms and improving the overall reliability of surveillance systems. Beyond security applications, businesses are leveraging the power of AI in Streaming Analytics for valuable insights and decision-making. Retailers, for instance, can use AI to analyze customer behavior, optimize store layouts, and personalize marketing strategies. The capability of AI to process and understand complex visual data opens up new possibilities for industries seeking to extract actionable intelligence from video footage.

As deep learning and AI continue to evolve, their integration with Streaming Analytics is expected to drive innovations in predictive analytics, enabling organizations to anticipate and respond to emerging trends and threats. The ongoing development in this field underscores the pivotal role that advanced AI technologies play in shaping the future of the Global Streaming Analytics Market, offering unparalleled capabilities in security, surveillance, and business optimization.

## Increasing Security Concerns

The global Streaming Analytics market is experiencing a substantial upswing, primarily propelled by the escalating concerns surrounding security across diverse sectors. As

societies face evolving threats, ranging from criminal activities to terrorism, the demand for advanced surveillance solutions equipped with Streaming Analytics capabilities has intensified. Streaming Analytics plays a pivotal role in enhancing security measures by employing cutting-edge technologies such as artificial intelligence (AI) and deep learning. These advancements empower surveillance systems to go beyond traditional methods, enabling features like real-time threat detection, behavior analysis, and anomaly identification. In the realm of public safety, transportation, and critical infrastructure, the integration of Streaming Analytics has become imperative. Governments and organizations worldwide are investing in sophisticated surveillance systems to monitor and safeguard public spaces. The ability of Streaming Analytics to identify and respond to potential security threats in real-time provides a proactive approach to mitigating risks. This is particularly crucial in securing crowded areas, transportation hubs, and vital installations.

The retail sector has also witnessed a surge in the adoption of Streaming Analytics to address security concerns and optimize operational efficiency. Streaming Analytics enables retailers to analyze customer behavior, prevent theft, and enhance overall store security. In addition, the technology contributes to improving customer experiences by providing insights into shopping patterns and preferences. Moreover, Streaming Analytics is playing a pivotal role in smart city initiatives, supporting urban security, traffic management, and overall city planning. As cities grow and face new challenges, the deployment of advanced Streaming Analytics solutions becomes integral to ensuring the safety and well-being of residents.

The ongoing integration of Streaming Analytics with the Internet of Things (IoT) and big data further amplifies its impact, offering comprehensive and real-time data analysis capabilities. The multifaceted benefits, including cost-effectiveness and operational efficiency improvements, position Streaming Analytics as a critical component in addressing the escalating security concerns of the modern world. As security threats continue to evolve, the global Streaming Analytics market is poised to play a central role in safeguarding individuals, assets, and infrastructure.

Key Market Challenges

Privacy Concerns

Privacy concerns stand as a formidable challenge, casting a shadow over the expansive potential of the Global Streaming Analytics Market. The increasing deployment of Streaming Analytics systems, while offering numerous benefits in terms of security and

operational efficiency, has sparked growing apprehensions regarding the protection of individual privacy. As these systems become more sophisticated, capable of intricate surveillance and behavioral analysis, the need for robust regulations and ethical frameworks has become imperative.

One of the primary concerns revolves around the intrusive nature of Streaming Analytics, especially in public spaces. The constant monitoring and potential identification of individuals through facial recognition or other means raise questions about the balance between security and the right to privacy. Striking this balance is crucial to ensure that the implementation of Streaming Analytics does not infringe upon fundamental rights and liberties. Moreover, the risk of unauthorized access to video feeds and the potential misuse of collected data exacerbate privacy concerns. Safeguarding against data breaches and ensuring stringent access controls become essential components in building trust among individuals and communities that may be subject to video surveillance.

Addressing these privacy challenges requires a collaborative effort involving technology developers, policymakers, and advocacy groups. Developing and adhering to clear and comprehensive privacy regulations specific to Streaming Analytics is crucial. Striking a balance between enabling innovative solutions and safeguarding individual privacy rights can be achieved through transparent policies and frameworks that govern the collection, storage, and use of Streaming Analytics data. Additionally, implementing privacy-enhancing technologies within Streaming Analytics systems, such as anonymization techniques and encryption protocols, can contribute to mitigating privacy concerns. Providing individuals with greater control over their data and ensuring transparent communication regarding the purpose and scope of Streaming Analytics deployments are essential steps in building public trust.

As the industry evolves, addressing privacy concerns will not only be a legal and ethical imperative but also a strategic necessity for the sustained growth of the Global Streaming Analytics Market. Proactive measures to protect privacy rights can foster greater acceptance of Streaming Analytics solutions, ensuring that the benefits of enhanced security and operational efficiency are realized without compromising individual privacy.

High Initial Costs

The Global Streaming Analytics Market faces a significant impediment in the form of high initial costs, posing a potential barrier to widespread adoption across various

industries. The implementation of advanced Streaming Analytics solutions demands substantial upfront investments encompassing the acquisition of high-quality cameras, sophisticated hardware, and specialized software. These costs can be particularly prohibitive for smaller businesses, organizations with limited budgets, or those operating in economically constrained environments.

The expense associated with deploying Streaming Analytics systems is not solely confined to hardware and software acquisition but also extends to installation, integration, and customization. Organizations may need to invest in skilled professionals capable of designing, implementing, and maintaining these systems, further contributing to the overall initial costs. This financial burden can deter potential adopters from embracing Streaming Analytics technology, especially in sectors where budgetary constraints are a significant consideration. The high initial costs may also impact the return on investment (ROI) timeline, delaying the point at which organizations begin to realize the benefits of their Streaming Analytics implementations. This delay in ROI can be a critical factor, particularly for businesses with limited resources or those operating on tight profit margins.

To address this challenge, industry stakeholders, including technology providers, need to explore strategies to make Streaming Analytics solutions more cost-effective. This could involve developing more scalable and modular solutions that allow for phased implementations, enabling organizations to start with essential functionalities and expand over time. Additionally, advancements in cloud-based Streaming Analytics services can offer a more affordable alternative, eliminating the need for substantial upfront hardware investments and allowing organizations to leverage the scalability and flexibility of cloud infrastructure. Furthermore, increased awareness of the long-term benefits of Streaming Analytics, such as enhanced security, operational efficiency, and business intelligence, may help organizations justify the initial costs. Demonstrating the tangible value and competitive advantages offered by Streaming Analytics can encourage businesses to view these investments as strategic and essential for future growth, ultimately mitigating the challenges posed by high initial costs in the Global Streaming Analytics Market.

False Positives and Negatives

The Global Streaming Analytics Market faces a significant challenge in the form of false positives and negatives, which can potentially hamper the effectiveness and widespread adoption of Streaming Analytics systems. False positives occur when the system incorrectly identifies a non-threat or normal behavior as a security concern, triggering

unnecessary alarms or alerts. Conversely, false negatives occur when the system fails to detect an actual threat or anomalous activity, potentially leading to a security breach or missed critical event. The issue of false positives is particularly crucial in security and surveillance applications where the reliability of threat detection is paramount. Inaccurate alerts can lead to unnecessary interventions, straining resources and diminishing the trust in the system. High false-positive rates may also result in fatigue among security personnel, leading to decreased responsiveness and increased likelihood of overlooking genuine threats.

On the other hand, false negatives pose an even greater risk, as they imply a failure to identify and respond to actual security threats. In scenarios where timely action is critical, such as in public safety or critical infrastructure protection, the consequences of missed threats can be severe. The challenge lies in achieving a delicate balance where the system is sensitive enough to detect genuine anomalies while minimizing false alarms.

Addressing the false positives and negatives challenge requires ongoing advancements in the underlying technologies driving Streaming Analytics. This includes refining machine learning algorithms, enhancing object recognition capabilities, and improving the overall accuracy of behavior analysis. Additionally, the integration of contextual information and real-time data feeds can contribute to more informed decision-making, reducing the likelihood of false alarms. Moreover, collaboration between industry stakeholders, including technology developers, end-users, and regulatory bodies, is essential to establish best practices and standards that mitigate the impact of false positives and negatives. As the industry continues to evolve, the focus on minimizing these inaccuracies will be instrumental in building trust, improving the overall efficacy of Streaming Analytics solutions, and ensuring their successful integration into various sectors, including security, retail, and smart city initiatives.

## Key Market Trends

### Focus on Business Intelligence and Retail Analytics

The Global Streaming Analytics Market is experiencing a transformative shift with an increasing focus on business intelligence and retail analytics, propelling the demand for advanced Streaming Analytics solutions. Businesses across various industries, particularly in the retail sector, are recognizing the immense potential of Streaming Analytics in extracting valuable insights and optimizing operational efficiency. In the retail landscape, Streaming Analytics plays a pivotal role in revolutionizing customer

experiences and store operations. Retailers are leveraging video data to gain deep insights into customer behavior, preferences, and shopping patterns. Advanced analytics tools enable retailers to understand foot traffic, analyze customer dwell times, and optimize store layouts for maximum engagement. This data-driven approach empowers retailers to make informed decisions about product placements, marketing strategies, and inventory management, ultimately enhancing the overall customer journey.

Moreover, Streaming Analytics in retail extends beyond traditional surveillance, offering innovative solutions such as people counting, heat mapping, and facial recognition. These capabilities not only contribute to security but also enable retailers to personalize marketing efforts, improve product recommendations, and create tailored promotions based on customer demographics and preferences. The result is a more responsive and customer-centric retail environment. The integration of Streaming Analytics into business intelligence strategies is not limited to the retail sector. Across diverse industries, organizations are harnessing the power of video data to make data-driven decisions. Streaming Analytics facilitates the extraction of meaningful insights from visual information, aiding in trend analysis, operational optimization, and overall business performance enhancement.

As the demand for business intelligence and retail analytics continues to grow, Streaming Analytics providers are innovating to offer more sophisticated solutions. The integration of artificial intelligence and machine learning algorithms enables more accurate object recognition, behavioral analysis, and predictive modeling. This, in turn, positions Streaming Analytics as a strategic tool for businesses seeking a competitive edge through data-driven decision-making. In conclusion, the convergence of Streaming Analytics with business intelligence and retail analytics is reshaping how organizations leverage visual data for strategic purposes. As businesses increasingly recognize the transformative potential of Streaming Analytics in gaining actionable insights, this trend is poised to drive the Global Streaming Analytics Market, fostering a new era of data-driven innovation across industries.

Smart City Initiatives Driving Demand

The surge in Smart City initiatives worldwide is exerting a profound influence on the Global Streaming Analytics Market, driving substantial demand for advanced surveillance and analytical solutions. As urbanization accelerates, cities are grappling with the need for innovative technologies to address complex challenges related to safety, efficiency, and overall quality of life. Streaming Analytics has emerged as a

linchpin in these Smart City endeavors, offering a multifaceted approach to enhance urban living.

One of the primary applications of Streaming Analytics within Smart City initiatives is in the realm of public safety. Video surveillance systems equipped with advanced analytics play a pivotal role in monitoring public spaces, identifying potential security threats, and facilitating rapid response to incidents. This proactive approach to urban security aligns seamlessly with the overarching goals of Smart Cities to create safer and more secure environments for residents and visitors alike. Traffic management is another critical aspect where Streaming Analytics contributes significantly to the Smart City vision. The integration of Streaming Analytics into traffic monitoring systems enables real-time analysis of traffic patterns, congestion identification, and optimization of traffic flow. This not only alleviates the challenges associated with urban mobility but also contributes to reduced emissions and improved overall transportation efficiency.

Furthermore, Streaming Analytics supports urban planning by providing valuable insights into pedestrian and vehicular movement, helping city authorities make informed decisions about infrastructure development and resource allocation. From optimizing public transportation routes to enhancing the design of public spaces, Streaming Analytics serves as a data-driven tool for shaping the physical and social fabric of Smart Cities. The demand for Streaming Analytics within Smart City initiatives is fueled by the imperative to create sustainable, connected, and resilient urban environments. As cities become more data-centric, the integration of Streaming Analytics with other smart technologies, such as the Internet of Things (IoT) and data analytics, further amplifies its impact. In essence, the symbiotic relationship between Smart City initiatives and Streaming Analytics is reshaping urban landscapes, fostering innovation, and laying the groundwork for a technologically advanced and socially responsive future.

Segmental Insights

End user Insights

In retail stores, a lot of information is captured in videos for loss prevention, theft analysis, and post-analysis when a mishap occurs. Hence, real-time Streaming Analytics can unravel various insights from videos captured in stores and help improve store operations and the customer experience.

Moreover, the global retail sector is also focusing on deploying innovative solutions to increase security and customer experience, for which a few are implementing facial

recognition technology. From security to advertisements, many face recognition applications are being used in retail. From sending customized ads to identified shoppers to identifying gender, age, and customer count to capturing glance time on products, the applications are endless.

The global ad spending is increasing steadily; last year, it stood at USD 722.84 million. Additionally, ad spending worldwide is expected to reach around USD 885 billion by the end of 2024. Hence, a significant share of the expenditure is on gaining consumer insights into target the consumer segment. This is where Streaming Analytics finds a prime opportunity, where Streaming Analytics can be used for heat mapping, customer services, and reducing retail shrinkage. The growth opportunities in this space are ample for the technology's growth.

Regional Insights

Asia Pacific emerged as the dominating region in 2023, holding the largest market share. Asia-Pacific is the fastest growing region in the streaming analytics market, due to the increased adoption of digital technologies among consumers and businesses.

Prominent vendors of the streaming analytics market in the region are targeting technology and R&D activities to invest more and innovate their already existing technologies, all of which are fueling the growth of the market for streaming analytics in the region. Increasing awareness of streaming analytics among SMEs, which contribute significantly to economic growth with their share of GDP ranging from 20% to 50% in the majority of APEC members, and the need for data analytics solutions are driving the demand in this region.

Asia is emerging as a hub for digital technology, globally. High internet penetration, especially in Southeast Asia, and increasing consumer purchasing power across the region, make the region ideal for creating and testing new innovations. Many foreign players are collaborating with local players to utilize emerging opportunities in Asia-Pacific. Intel and Lenovo have collaborated to create a real-time streaming architecture tailored to the financial services industry that uses machine learning to convert raw data into deep business insights, expediting fraud detection.

Key Market Players

Cisco Systems Inc.

Identiv Inc.

Aventura Technologies Inc.

Genetec Inc.

Honeywell International Inc.

Agent Video Intelligence Ltd

Objectvideo Labs LLC

Qognify Limited

NEC Corporation

Herta Security SL

Report Scope:

In this report, the Global Streaming Analytics Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Streaming Analytics Market, By Type:

Software

Services

Streaming Analytics Market, By End User:

BFSI

Healthcare

Retail & Logistics

+44 20 8123 2220
info@marketpublishers.com

Critical Infrastructure

Hospitality and Transportation

Defense and Security

Other

Streaming Analytics Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Netherlands

Belgium

Asia-Pacific

China

India

Japan

Australia

South Korea

Thailand

Malaysia

South America

Brazil

Argentina

Colombia

Chile

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Streaming Analytics Market.

Available Customizations:

+44 20 8123 2220
info@marketpublishers.com

Global Streaming Analytics Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

+44 20 8123 2220
info@marketpublishers.com

# Contents

## 10. SOUTH AMERICA STREAMING ANALYTICS MARKET OUTLOOK

## 11. MIDDLE EAST & AFRICA STREAMING ANALYTICS MARKET OUTLOOK



## 12. ASIA PACIFIC STREAMING ANALYTICS MARKET OUTLOOK

+44 20 8123 2220
info@marketpublishers.com

+44 20 8123 2220
info@marketpublishers.com

## I would like to order

Product name: Streaming Analytics Market - Global Industry Size, Share, Trends, Opportunity, and Forecast Segmented by Type (Software and Services), by End User (BFSI, Healthcare, Retail & Logistics, Critical Infrastructure, Hospitality and Transportation, Defense and Security, and Other End-user Verticals), By Region, and By Competition 2019-2029

Product link: https://marketpublishers.com/r/SD9088480A51EN.html

Price: US$ 4,900.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/SD9088480A51EN.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

Custumer signature _____

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

+44 20 8123 2220
info@marketpublishers.com

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