

North America Video Surveillance Systems Market - Growth, Trends, and Forecasts (2023 - 2028)

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Report description:

The North American video surveillance systems market is expected to grow with a CAGR of 14.8% during the forecast period 2022-2027. In North America, video surveillance systems are widely used in private-sector retail and commercial establishments, such as hotels, restaurants, and office complexes.

Key Highlights

The increasing adoption of facial surveillance is a major factor gaining traction in the market. Many US states like Chicago and Detroit have already adopted real-time facial surveillance systems. For instance, Detroit uses surveillance technology through its Project Greenlight, a program offering priority 911 service to local businesses that agree to install cameras accessible by the Detroit Police Department's real-time crime center. The city also has traffic cameras and uses ShotSpotter technology to detect and locate gunshots.

Further, Canada's Edmonton Police Service (EPS) also uses a facial recognition solution to assist in criminal investigations. The EPS secured a contract with NEC Corporation of America for their NeoFace Reveal facial recognition solution, which has been used since 2022 to identify suspects in investigations.

The region has also witnessed an increasing adoption of smart home security cameras. AI-based video analytics, especially in smart city applications, further enhances efficiencies, offering many non-security-related insights for businesses. For instance, in October 2021, AWS announced the general availability of the Panorama Appliance, which customers can install in their facilities to run applications that analyze multiple video streams from existing on-premises cameras.

The Covid-19 pandemic has led to lockdown protocols that closed the opportunity for home security breaches as people were confined in their homes, negatively impacting video surveillance systems' demand. However, the rates have picked up again, with restrictions easing up.

With technological advances, most video surveillance devices, like IP security cameras, are connected to the internet. Thus, the

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risk of being hacked has increased, which acts as a market restraint.

North America Video Surveillance Systems Market Trends

Hardware Segment to Hold a Major Market Share

The hardware dominates the component section and is further segmented into camera and storage. There are three types of cameras available; Analog, IP cameras, and hybrid systems.

Analog cameras are widely used in CCTV (Closed Circuit Television) systems. They send video over cable to VCRs (Video Cassette Recorders) or DVRs (Digital Video Recorders). On the other hand, IP cameras are digital cameras that can send signals over the cable stored in the network.

For instance, in July 2021, March Networks, a Canada-based video surveillance company, introduced its new VA Series IP Cameras, a comprehensive line of 2MP and 4MP cameras featuring advanced encoding technology and built-in video analytics.

4K IP video cameras provide 27 times the resolution of conventional analog cameras, nine times that of standard HD camera (1,280 x 720), and four times that of Full HD camera (1,920 x 1,080). These higher resolution cameras assure that minor and finer details of images remain clear even when magnifying part of a still image. In addition, 4K enabled video cameras to provide a more detailed and focused image that allows for better detail retrieval.

Manufacturers have also adopted various hardware technologies to improve and enhance the low-light performance of video cameras. Some cameras also feature internal heating for deployment in extremely cold environments, while others feature motion sensors to capture a target within its field of view.

United States Market to Grow Significantly

The US is one of the most surveilled countries in the world, with CCTV cameras installed in most public and private places. However, the retail and commercial end-user markets are estimated to have the largest number of cameras installed in the country.

Most retail stores in the region have video surveillance systems, which they use to monitor the property or investigate an incident using video footage post-event. Additionally, video content analysis software is used, which aggregates video data over time to provide business intelligence that helps operations and security staff understand trends, make decisions, and develop strategies and contingency plans. For instance, the leading US retailer Walmart affirmed that it utilizes image recognition cameras at the registration to identify theft.

In March 2021, the Department of Homeland Security Science and Technology Directorate Silicon Valley Innovation Program announced USD 196,880 in Phase 1 funding to Deep North, a California-based start-up, to utilize video analytics in airport screening processes to considerably minimize exposure and contact between passengers and transportation security officers. Further, in February 2021, programmable chip designer Xilinx launched a new software platform, Smart World, for faster AI-based video analytics. The latest offering utilizes the Xilinx Video Machine-learning Streaming Server (VMSS), enabling use cases like facial recognition, virtual fencing, crowd statistics, traffic monitoring, and object detection.

However, per the American Civil Liberties Union (ACLU) of Utah, privacy issues are rising as more cameras capture clearer details of people's daily lives. Additionally, the increasing usage of facial recognition technology in the country to identify individuals without their knowledge or consent raises privacy concerns, especially since biometrics are unique to an individual.

North America Video Surveillance Systems Market Competitor Analysis

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The North America Surveillance Systems Market is moderately competitive and consists of some influential players. These businesses leverage strategic collaboration to enhance and improve their market share and profitability.

November 2021 - Motorola Solutions acquired Envysion, Inc., a Colorado-based enterprise video security and business analytics solution provider for the quick-service restaurant and retail industries. The company's cloud-based solution integrates video systems with sales data to proactively identify fraudulent transactions and highlight sales patterns and in-store activity without monitoring hours of video footage.

October 2021 - Eagle Eye Networks announced a new Vehicle Surveillance Package (VSP) for the Eagle Eye Cloud VMS. The VSP captures license plate and vehicle information from distributed cameras and sends it to the cloud, where it's analyzed, compared, alerted upon, and searched to deliver business intelligence that improves efficiency, effectiveness, and safety.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

Table of Contents:

1 INTRODUCTION

- 1.1 Study Assumptions? and Market Definition?
- 1.2 Scope of the Study?

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET INSIGHTS

- 4.1 Market Overview
- 4.2 Industry Attractiveness-Porter's Five Forces Analysis
 - 4.2.1 Bargaining Power of Suppliers
 - 4.2.2 Bargaining Power of Consumers
 - 4.2.3 Threat of New Entrants
 - 4.2.4 Intensity of Competitive Rivalry
 - 4.2.5 Threat of Substitutes
- 4.3 Industry Value Chain Analysis
- 4.4 Impact of COVID-19 Outbreak on the Industry

5 MARKET DYNAMICS

- 5.1 Market Drivers
 - 5.1.1 Widespread Application of Video Surveillance Systems in Retail and Commercial Establishments
 - 5.1.2 Increasing Adoption of Facial Surveillance
- 5.2 Market Challenges
 - 5.2.1 Privacy and Security Concerns regarding Video Data

6 MARKET SEGMENTATION

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- 6.1 By Component
 - 6.1.1 Hardware
 - 6.1.1.1 Camera
 - 6.1.1.1.1 Analog
 - 6.1.1.1.2 IP Cameras
 - 6.1.1.1.3 Hybrid
 - 6.1.1.2 Storage
 - 6.1.2 Software
 - 6.1.2.1 Video Analytics
 - 6.1.2.2 Video Management Software
 - 6.1.3 Video as a Service (VSaaS)
- 6.2 By End-User
 - 6.2.1 Commercial
 - 6.2.2 Infrastructure
 - 6.2.3 Industrial
 - 6.2.4 Institutional
 - 6.2.5 Residential
 - 6.2.6 Government
- 6.3 By Country
 - 6.3.1 United States
 - 6.3.2 Canada

7 COMPETITIVE LANDSCAPE

- 7.1 Company Profiles
 - 7.1.1 Avigilon Corporation
 - 7.1.2 Honeywell International Inc.
 - 7.1.3 AV Costar
 - 7.1.4 Napco Security Technologies, Inc.
 - 7.1.5 Genetec Inc.
 - 7.1.6 March Networks
 - 7.1.7 Dahua Technology
 - 7.1.8 Eagle Eye Networks, Inc.
 - 7.1.9 Johnson Controls International
 - 7.1.10 Samsara Inc.

8 INVESTMENT ANALYSIS

9 FUTURE OUTLOOK OF THE MARKET

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