SCOTTS INTERNATIONAL

Video Surveillance Market by Offering (Camera, Storage Devices, Monitors, AI-Based VMS, Non AI-Based VMS, Video Content Analysis, AI-Driven Video Analytics, VSaaS), System (IP, Analog, Hybrid), Resolution, Vertical and Region - Global Forecast to 2028

Market Report | 2023-08-25 | 310 pages | MarketsandMarkets

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Report description:

The global video surveillance market is expected to be valued at USD 53.7 billion in 2023 and is projected to reach USD 83.3 billion by 2028; it is expected to grow at a CAGR of 9.2% from 2023 to 2028. The video surveillance market is witnessing significant growth propelled by advancements in camera capabilities. Modern video cameras, including 4K IP cameras, offer substantially improved resolution, enabling the capture of finer details and clearer images even upon magnification. These enhanced cameras feature variable zoom lenses for a closer field of view and some incorporate built-in video surveillances for audio streaming and recording during video recording. Manufacturers are also focusing on improving low-light performance, while innovations like internal heating for cold environments and motion sensors further expand their usability. Companies are prioritizing cybersecurity measures to enhance camera systems' integrity. These advancements, combined with maturing technology and tailored systems, empower integrators to cater to increasing demand for upgraded surveillance solutions that meet evolving security and operational needs.

"Hybrid surveillance systems segment to account for the second largest CAGR for video surveillance market"
Hybrid surveillance systems that consist of integration of analog and IP cameras, exhibit second-highest CAGR in video surveillance market due to their unique advantages. These systems offer businesses the ability to optimize existing analog infrastructure while gradually transitioning to more advanced IP technology, presenting a flexible and cost-effective solution for enhancing their surveillance capabilities. This versatility enables cost savings by using analog cameras in less critical areas, while employing high-resolution IP cameras in pivotal locations such as entrances and cash registers. The hybrid approach aligns with

the diverse security needs of businesses, contributing to the robust growth of hybrid surveillance systems in the market.
"Commercial vertical to account for second highest CAGR of video surveillance market."
The commercial vertical is holds for the second-highest CAGR within the video surveillance market due increasing security concerns across industries, such as in enterprises, retail, and banking, that drives substantial investments in advanced surveillance solutions. Integration with AI-powered analytics amplifies security efficacy, while real-time monitoring and remote accessibility align with evolving business needs. Mitigation of risks such as theft and vandalism further fuels demand, and regulatory compliance mandates reinforce the adoption of robust surveillance systems in commercial settings, collectively propelling the vertical's significant growth.
"North America to have the highest market share for video surveillance market."
North America holds the second-largest market share in the video surveillance market is driven by several pivotal factors including robust technological infrastructure inherently facilitates the uptake of advanced surveillance solutions. Rising security concerns across sectors like government, retail, and healthcare propel the demand for comprehensive video surveillance systems. The integration of video analytics, AI, and cloud technologies augments surveillance capabilities, aligning with evolving security needs. Furthermore, North America's active participation in smart city initiatives bolsters its market prominence, while regulatory mandates for heightened security measures and compliance further fuel the adoption of advanced surveillance solutions.
The study contains insights from various industry experts, ranging from component suppliers to Tier 1 companies and OEMs. The break-up of the primaries is as follows:
- By Company Type: Tier 1 - 40%, Tier 2 - 25%, and Tier 3 - 35%
- By Designation: C-level Executives - 35%, Directors - 40%, and Others - 25%
- By Region: North America - 35%, Europe - 20%, Asia Pacific - 30%, RoW - 15%

The key players operating in the video surveillance market are Hangzhou Hikvision Digital Technology Co., Ltd. (China), Zhejiang Dahua Technology Co., Ltd. (China), Axis Communications AB (Sweden), Bosch Security Systems, LLC (Germany), and Zhejiang Uniview Technologies Co.,Ltd. (China).
Research Coverage:
The research reports the Video Surveillance Market, By Offering (Hardware, Software, Service), System (IP Video Surveillance Systems, Analog Video Surveillance Systems, Hybrid Video Surveillance Systems), Vertical (Commercial, Infrastructure, Military & Defense, Residential, Public Facility, Industrial), and Region (North America, Europe, Asia Pacific, and RoW). The scope of the report covers detailed information regarding the major factors, such as drivers, restraints, challenges, and opportunities, influencing the growth of the video surveillance market. A detailed analysis of the key industry players has been done to provide insights into their business overviews, products, key strategies, Contracts, partnerships, and agreements. New product & service launches, mergers and acquisitions, and recent developments associated with the video surveillance market. Competitive analysis of upcoming startups in the video surveillance market ecosystem is covered in this report.
Key Benefits of Buying the Report

- Analysis of key drivers (Advancement in hardware technologies, Deployment of AI-driven video analytics algorithms, Low initial investments in VSaaS, Popularity of deep learning and computer vision technologies), restraints (Video data privacy and security concerns, Lack of standardized guidelines and protocols), opportunities (Integration of surveillance systems with IoT and other emerging technologies, Adoption of smart devices for remote monitoring, Integration of access control features into surveillance systems), and challenges (Need for high-capacity storage systems and increased bandwidth, Interoperability issues between diverse camera systems) influencing the growth of the video surveillance market.

- Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product launches in the video surveillance market

- Market Development: Comprehensive information about lucrative markets - the report analyses the video surveillance market across varied regions.

- Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the video surveillance market

- Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players like Hangzhou Hikvision Digital Technology Co., Ltd. (China), Zhejiang Dahua Technology Co., Ltd. (China), Axis Communications AB (Sweden), Bosch Security Systems, LLC (Germany), and Zhejiang Uniview Technologies Co.,Ltd. (China), among others in the video surveillance market.

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