

Video Surveillance Market by Image Sensor, Lens, Image Processing, Analog, IP Camera, Dome, PTZ, Box & Bullet, Panoramic, Fisheye, Body-worn, Encoders, AI-based VMS, Video Content Analysis, Storage Devices (Digital, Network) - Global Forecast to 2030

Market Report | 2024-11-06 | 342 pages | MarketsandMarkets

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Report description:

The global video surveillance market is expected to be valued at USD 54.42 billion in 2024 and is projected to reach USD 88.71 billion by 2030 and grow at a CAGR of 8.5% from 2024 to 2030. The emergence of smart cities has fueled market growth as smart cities require robust surveillance requirements to be fulfilled for applications such as traffic monitoring, public surveillance for safety, and law enforcement, among others. Computing at the edge is an emerging technology that saves costs and enables real-time video analytics without the need for servers and extra processing time. It enables facial recognition and behavioral analysis, among others.

AI-driven video analytics for video analytics by type to account for the highest CAGR by offering in the video surveillance market AI video analytics will have the largest growth in CAGR among other video surveillance approaches in the market since it is supposed to greatly improve the security, efficiency, and decision-making capabilities of security systems compared to traditional video surveillance systems. Video surveillance has been based traditionally on the manual monitoring method. This method is labor intensive and very prone to human errors since it works through and relies on human beings. In this aspect, AI video analytics can automatically detect and analyze suspicious activities with alerts to operators, decrease false alarms, enhance response time, and increase response accuracy. But with AI, it may unlock advanced features such as facial recognition license plate recognition, and behavioral analysis of very high value in case of retail and transportation activities, for example, law enforcement. All these features prevent crimes, streamline operations, and provide valuable insights into consumer behavior. This has been further driven by the rising demand for smart cities, more security issues in many sectors, and the increased use of machine learning and deep learning along with cloud computing, which is making the AI solution more cost-effective as well as

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scalable. The growth prospects of the video analytics market have been tremendous because more organizations face security and operational efficiency issues and are looking for a cost-effective yet robust solution in AI-driven video analytics, which propels its growth trajectory in years to come.

VSaaS for service bytype to account for second-highest market share in video surveillance market during the forecast period. The future largest market is VSaaS and for several reasons. It is scalable and can easily be expanded for organizations to enlarge surveillance systems while not requiring highly extensive on-premises infrastructure; it is especially attractive to SMBs and enterprise-scale enterprises alike. The growing adoption of cloud technology increases the growth of VSaaS as one can now view video feeds at their convenience, regardless of the location, and still be efficient in the management of security devices. VSaaS eliminates the necessity for costly hardware and on-site storage solutions, replacing it with an affordable subscription-based model. In addition, the real-time threat detection capabilities coupled with automated alerts that AI and analytics bring to VSaaS solutions add quite a bit of value to enhancing security operations as a whole. As sectors such as commercial, retail, and residential increasingly pose growing concerns about security, VSaaS solutions that can provide better data protection and enjoy smooth updates will gain traction. The added pressure of rising data storage requirements and the necessity for regulatory compliance further supports the concept behind organizations choosing cloud video surveillance, particularly VSaaS solutions for cost-effectiveness security and compliance.

"Healthcare buildings for public facility by application to account highest CAGR in video surveillance market during the forecast period"

There is more focus on safety and security for patients, which creates the need for highly advanced surveillance systems to track patients and staff. Robust security measures prevent theft, vandalism, and unauthorized access, which are very crucial in a healthcare building where sensitive information and expensive equipment reside. An increase in the number of healthcare facilities for growing healthcare needs and the development of medical infrastructure will further increase the market for surveillance systems. Those technologies enhance real-time monitoring functions and introduce new valuable levels of insight. Hence, the rate of adoption will likely be accelerated in the healthcare sector.

European region growing at high market share in video surveillance market

The stringent requirements that exist with regard to security and privacy regulations compel organizations to embrace the use of even more advanced video surveillance technologies in Europe. Organizations invest in sophisticated systems so that they can be in compliance with such requirements and improve the security measures in place. The other significant driver of the industry is infrastructure development, now which in Europe has become capable, with smart cities, urban surveillance, and transportation networks being developed, increasing demand for advanced video surveillance solutions. Improving public safety and infrastructure resilience in this region led to aggressive investment by governments and private businesses in video surveillance systems. Europe is seeing more security-related threats, including terrorism and organized crime. Given that the security threat is currently on the rise, there are more investments being made in surveillance technology so that national and public security are fortified. The mature market holds a high share of the video surveillance market with a very high adoption rate of technology in the region. Companies within this region are great innovative companies and introduce AI and IoT to surveillance systems to counter the changing security needs.

The study contains insights from various industry experts, from component suppliers to Tier 1 companies and OEMs. The break-up of the primaries is as follows:

- By Company Type: Tier 1 - 55%, Tier 2 - 25%, and Tier 3 - 20%
- By Designation: Directors - 50%, Managers - 30%, and Others - 30%
- By Region: North America - 40%, Europe - 35%, Asia Pacific - 20%, and RoW - 5%

The key players operating in the video surveillance market are Hangzhou Hikvision Digital Technology Co., Ltd. (China), Dahua Technology Co., Ltd (China), Honeywell International Inc. (US), Motorola Solutions, Inc. (US), Bosch Sicherheitssysteme GmbH (Germany), and others.

Research Coverage: The research reports the video surveillance market has been segmented based on offering, by system, by vertical, and by region. Based on offering, the market has been segmented into hardware, software and services. Based on the

system, the market has been segmented into analog video surveillance, IP video surveillance, and hybrid video surveillance. Based on vertical, the market has been segmented into commercial, infrastructure, military & defense, residential, public facility, and industrial. The market by region has been segmented into 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 retail automation 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 & and service launches, mergers and acquisitions, and recent developments associated with the video surveillance market have been covered in the report. This report covers a competitive analysis of upcoming startups in the video surveillance market ecosystem.

Key Benefits of Buying the Report

- Analysis of key drivers (Use of edge computing in video analytics, Rising Security concerns in the public domain), restraints (Bandwidth and storage issues, Privacy concerns), opportunities (AI and ML-powered video analytics, Rise of Smart Home Technologies), and challenges (Cyber Security risks, Longer Retention Requirements for Digital Surveillance Videos) influencing the growth of the video surveillance market.
- Product Development/Innovation: Detailed insights on upcoming technologies, research and 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/services, 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), Dahua Technology Co., Ltd (China), Honeywell International Inc. (US), Motorola Solutions, Inc. (US), Bosch Sicherheitssysteme GmbH (Germany), and others etc.

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