

## **Global Public Safety Analytics - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 157 pages | Mordor Intelligence

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### **Report description:**

The Global Public Safety Analytics Market size is estimated at USD 14.60 billion in 2025, and is expected to reach USD 33.14 billion by 2030, at a CAGR of 17.82% during the forecast period (2025-2030).

The public safety analytics market is expected to grow significantly over the forecasted period. A primary catalyst for this adoption is the escalating need to filter through vast amounts of crime and incident data to extract actionable insights.

In addition, with global terrorism and security threats rising, governments increasingly use advanced data analytics to bolster public safety measures. The demand for these analytics technologies is further amplified by their capability to discern patterns, forecast outcomes, and facilitate evidence-based decisions in crime management and emergency responses.

### **Key Highlights**

- Various transformative trends are happening in the public safety market, which are expected to drive the market. For example, AI and ML technologies are being incorporated into mobile public safety solutions to improve decision-making and automate processes. AI-powered analytics can analyze large volumes of data, such as social media feeds or surveillance footage, to detect patterns and predict possible threats. These technologies also aid in facial recognition, license plate recognition, and predictive policing.
- The rise in global catastrophic accidents, crime rates, and terrorist activities has heightened concerns for public safety analytics worldwide. As governments and organizations strive to mitigate these risks, there is an increased emphasis on investing in advanced technologies and solutions tailored to public safety. This has catalyzed the growth of the public safety market, with demand surging for innovative tools such as surveillance systems, predictive analytics, and emergency response platforms. Moreover, adopting smart city initiatives drives the need for interconnected public safety solutions, enhancing situational

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awareness and response coordination.

- As smart cities evolve and adopt advanced technologies, the public safety analytics market is witnessing significant growth. These smart cities utilize interconnected devices, data analytics, and IoT infrastructure to improve urban life, particularly safety and security. Law enforcement and emergency responders can better anticipate and address potential threats with AI, machine learning, and predictive analytics.
- To modernize traditional public safety organizations, a considerable amount of time, cost, and commitment is essential. This poses a significant challenge for vendors to increase the uptake of digital technology among key public service organizations, specifically police service stations.
- Macroeconomic factors significantly influence the public safety market. For example, robust economic growth often leads to lower crime rates, as improved job opportunities and higher incomes diminish the allure of criminal activities. Conversely, rising unemployment can spur increased crime, presenting growth opportunities for the public safety market. As a case in point, the Bureau of Labor Statistics reports that the seasonally adjusted national unemployment rate in the US stood at 3.8% in March 2024.

## Public Safety Analytics Market Trends

### Cloud to be the Leading Deployment Type

- Cloud deployment growth in the public safety analytics market is driven by several key factors that make cloud solutions increasingly appealing for public safety agencies. One of the primary drivers is the need for scalable and flexible infrastructure that can handle the vast amounts of data generated by public safety operations, such as video surveillance feeds, social media monitoring, and emergency response communications.
- Another significant factor contributing to the growth of cloud deployment is the enhanced security and compliance features that cloud providers offer. Public safety agencies handle sensitive information, and cloud solutions often come with advanced security protocols, data encryption, and compliance with regulatory standards such as the Criminal Justice Information Services (CJIS) Security Policy. These features help ensure that sensitive data is protected and that agencies meet legal and regulatory requirements.
- In May 2024, Mark43, the key cloud-native public safety software provider, launched its single-platform computer-aided dispatch (CAD) and mobile capabilities with the New Mexico Department of Public Safety (DPS). The implementation of Mark43's CAD includes Mark43's mobile dispatch application, analytics, and multiple interfaces, helping the New Mexico DPS achieve its mission of comprehensive law enforcement services to support a safer state.
- In February 2024, Genetec Inc., a technology provider of unified security, public safety, operations, and business intelligence solutions, launched Security Center SaaS. Built with cybersecurity and privacy at its core, the new offering is a massively scalable, open, and unified software as a service solution (SaaS). Combining access control, video management, forensic search, intrusion monitoring, automation, and many other advanced security capabilities, Security Center SaaS ushers in a new chapter in the technology evolution of the physical security industry.
- Overall, cloud deployment facilitates improved collaboration and information sharing among various public safety entities. As public safety challenges evolve, the demand for cloud deployment in the public safety analytics market is expected to grow, driven by the need for scalable, secure, and cost-effective solutions that enhance operational efficiency and inter-agency collaboration.

### Asia Pacific to Register Major Growth

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- The growth of China's public safety analytics market is primarily driven by the government's heightened focus on maintaining social stability and national security. A significant factor contributing to this growth is the Chinese government's implementation of its Safe City initiatives, which aim to create a comprehensive security infrastructure across urban areas. These initiatives involve the deployment of extensive surveillance systems, integrating data analytics to monitor public spaces effectively.
- Rapid urbanization in China has led to an increase in population density in cities, necessitating more sophisticated public safety measures. As urban centers expand, the demand for advanced analytics solutions that can predict and prevent incidents such as crimes, accidents, and natural disasters has risen.
- For instance, Hikvision, a key provider of public safety solutions in China, played a crucial role in this market by offering advanced video surveillance and analytics solutions. The company implemented intelligent analytics platforms that help government authorities and public safety organizations identify potential threats and manage incidents effectively. Hikvision's public safety analytics tools are widely used for urban security management, traffic monitoring, and emergency response coordination. By leveraging its vast network of surveillance devices and real-time data analysis, Hikvision enables authorities to make informed decisions quickly, enhancing overall public safety and security across various Chinese cities.
- The growth of the public safety analytics market in India is being driven by multiple factors, primarily the increasing emphasis on national security, urban safety, and emergency response. With India's rapid urbanization and population growth, cities are experiencing an uptick in crime rates, traffic congestion, and disaster-related incidents, which necessitates the implementation of robust public safety measures.
- In July 2024, Sysdig, a provider of real-time cloud security, unveiled a new software-as-a-service (SaaS) region in India, marking a significant expansion of its cloud-native security platform. This move, driven by surging customer demand and the swift growth of the cloud economy in the Indian subcontinent, sees Sysdig extending its cloud-native application protection platform (CNAPP) to the region. Sysdig's clientele boasts several marquee names, ranging from key government agencies to the largest banks in the subcontinent, all trusting Sysdig for comprehensive cloud security. With the introduction of a public cloud-based SaaS region in a localized AWS data center, Sysdig reaffirms its commitment to bolstering India's most innovative companies in their journey towards secure and sovereign cloud development.
- The growth of the public safety analytics market in Japan, Singapore, and Malaysia is driven by these countries' proactive approach to enhancing public safety, regulatory compliance, and emergency response capabilities. In Japan, the government has prioritized public safety due to natural disasters like earthquakes and tsunamis. This has led to increased investments in analytics to improve disaster response, manage evacuation plans, and coordinate emergency services more effectively.

## Public Safety Analytics Industry Overview

The Public Safety analytics market vendors are semi-consolidated with an array of solutions and services. However, major vendors such as Splunk Inc. (Cisco Systems Inc.), SAS Institute Inc., IBM Corporation, Tyler Technologies, Inc., and many more are highly preferred public safety analytics solutions and service providers across various end users in different regions.

The presence of prominent vendors such as IBM Corporation, Hitachi Vantara (Hitachi Ltd), NEC Corporation, and Motorola Solutions Inc., which have greater access to distribution channels and the ability to acquire smaller businesses in similar businesses, poses a strong challenge for new players.

The market players are continuously engaged in activities that help them maintain a competitive edge through product innovation and advancements, partnerships, and acquisitions. The intensity of competitive rivalry is high and expected to remain the same due to customers' increasing needs.

### Additional Benefits:

- The market estimate (ME) sheet in Excel format

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