SCOTTS INTERNATIONAL

Video Analytics - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License $4750.00
- Team License (1-7 Users) $5250.00
- Site License $6500.00
- Corporate License $8750.00

Report description:

The Video Analytics Market size is estimated at USD 3.41 billion in 2025, and is expected to reach USD 6.92 billion by 2030, at a CAGR of 15.2% during the forecast period (2025-2030).

Analytics has enabled various end-users to turn specific data insights into actionable intelligence for numerous functions. They monitor the queues in retail outlets and hospitals, generate heat maps, etc. The surveillance and retail industries are expected to drive the market positively during the forecast period.

Key Highlights
- Video analytics are being deployed in city, retail, vehicle, and worksite settings to acquire insights for decision-making. The video surveillance sector uses it for analyzing threats, recognizing them, mitigating them, and monitoring their effects. China is investing heavily in the capabilities of facial recognition. According to NetEase, China's market size is expected to reach CNY 40 billion (USD 5.73 billion) in biometric recognition technologies.
- Moreover, the video analytics market is witnessing an increasing demand for non-security reasons as well as for crowd management applications. End users could measure the flow of people at specific exit and entry points within a building. Industries like retail and entertainment are using video analytics for these applications. This technology helps monitor the dwell time in retail stores, count the people at concerts, and more.
- Also, the development of smart cities is one of the significant factors driving the market. Due to the growth of smart cities, the demand for video surveillance and connected devices across city buildings is expected to increase drastically. According to the Consumer Technology Association, consumer spending on traditional and emerging technologies is forecast to amount to USD 505 billion by the end of the current year.
- However, the surge in the overall cost, operational issues, and privacy issues related to video analytics and surveillance might

be a factor that restrains the market's growth throughout the forecast period.
- The COVID-19 pandemic has had a mixed impact on the video analytics industry. The impact has been adverse on end users, such as retail, logistics, hospitality, and transportation, as the worldwide lockdowns created a slump in footfall. Thus, the demand for video analytics was also affected. Moreover, owing to the COVID-19 outbreak, government surveillance is rising globally. From Israel to South Korea to China, governments worldwide are using technology to track the COVID-19 outbreak as they race to stem its spread. They use location data, video camera footage, and credit card information to track COVID-19 in their countries.

Video Analytics Market Trends

Retail Industry is expected to Hold a Major Share

- 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 video 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.
- As per Zenith, 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 video analytics finds a prime opportunity, where video 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.
- For instance, the prominent US retailer Walmart has affirmed that it utilizes image recognition cameras at registration to identify theft. Having used the innovation in more than 1,000 stores, the organization has also invested in ensuring safety for its customers and associates. Moreover, companies like Identiv Inc. have a dedicated product portfolio known as 3VR Retail Optimization Analytics that engages in demographics, queue line, people counting, and dwell time analytics.
- As per the India Brand Equity Foundation, by 2026, the total retail market in India is expected to surpass 1.7 trillion, representing an increase of over 80% compared to 2018. This significant rise in India's overall total retail market will significantly augment the market's growth throughout the forecast period.

North America is expected to hold a major share

- North America is one of the most important markets for video analytics. The region, particularly the United States, is a major technology innovator and investor. Aside from that, widespread adoption among end-user industries and regional government involvement in video surveillance infrastructure development fuels the adoption of video analytics solutions in the North American region.
- The region has a high adoption rate of CCTV cameras in various surveillance settings, from street corners to university campuses and even private homes. Most sites have multiple cameras, generating a large volume of footage. In the United States alone, there are about 70 million surveillance cameras installed, which works out to 4.6 people per installed camera. Also, the country has a high penetration of surveillance cameras, with the adoption being most common among private-sector retail and commercial establishments, such as hotels, restaurants, and office complexes.
- Post 9/11, the massive advancement in IP cameras and their implementation across the region have also developed the space

for the market's growth in the last decade. Most regional municipal law enforcement is leveraging video analytics for real-time response and post-event investigation, and cities are also using the data for urban planning and traffic optimization. Many American cities, including Detroit, have aggressively invested in surveillance infrastructure, including the recent installation of cameras to monitor public housing residents.

- Police in New York, Atlanta, and New Orleans now use video analytics-enabled cameras to improve investigations. The Baltimore Police Department has also conducted secret aerial surveillance of residents for several years. The regional market is also witnessing the integration of deep learning, AI, and neural networking into the product offering, increasing accuracy and lowering overall solution costs. As a result, the market's growth is accelerating exponentially.
- Also, the region is witnessing an increasing adoption of smart home security cameras, which may further expand the scope of the market studied. Hence, AI-based video analytics further enhance efficiencies, offering many non-security-related insights for businesses, especially in smart city applications. For instance, in the last quarter of this year, Roku Inc., an American company based in California, announced the launch of Roku Smart Home, a whole new lineup of devices, including security cameras, smart lights, video doorbells, and voice-enabled smart plugs. The company also introduced a Roku Smart Home mobile app and a security camera subscription service.

Video Analytics Industry Overview

The market is quite fragmented and moving toward a consolidated market format, owing to prominent vendors who can spend on R&D to improve their offerings. The companies include artificial intelligence and machine learning to enhance their offerings. The major companies include Axis Communications AB, Avigilon Corporation (Motorola Solutions), Cisco Systems Inc., IBM Corporation, and Aventura Technologies Inc. Some of the latest developments in the market are:

- In September 2022, Honeywell launched the latest iteration of its Pro-Watch Integrated Security Suite, including Pro-Watch 6.0 and Pro-Watch Video Management System (VMS) R750, along with the 35 Series cameras that will round out its portfolio of cameras that work in NDAA-compliant systems, at the Global Security Exchange (GSX) 2022. Honeywell Pro-Watch 6.0 is the latest iteration of the Honeywell Pro-Watch Integrated Security Suite, enabling higher levels of compliance for highly regulated industries without adding work to security teams.
- In March 2022, Senstar, a world leader in video management solutions and perimeter intrusion detection systems (PIDS), announced that it had opened a software development branch in Timisoara, Romania. A development center in the EMEA region will allow the company to holistically address its customers' unique needs and develop related products and solutions.

Additional Benefits:

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

Table of Contents:

4 MARKET INSIGHTS
4.1 Market Overview
4.2 Market Drivers
4.2.1 Growing Emphasis among Enterprises on Obtaining Actionable Insights
4.2.2 Technological Advancements coupled with High Investments in City Surveillance
4.3 Market Challenges
4.3.1 Cost, Operational, and Privacy Issues Related to Video Analytics and Surveillance
4.4 Market Opportunities
4.5 Key Case Studies and Implementation Use-cases
4.6 Industry Attractiveness - Porter's Five Forces Analysis
4.6.1 Bargaining Power of Suppliers
4.6.2 Bargaining Power of Buyers
4.6.3 Threat of New Entrants
4.6.4 Threat of Substitute Products
4.6.5 Intensity of Competitive Rivalry
4.7 Impact of COVID-19 on the Video Analytics Industry

5 TECHNOLOGY SNAPSHOT

6 MARKET SEGMENTATION
6.1 Type
6.1.1 Software (On-premise and Cloud)
6.1.2 Services
6.2 By End User
6.2.1 BFSI
6.2.2 Healthcare
6.2.3 Retail & Logistics
6.2.4 Critical Infrastructure
6.2.5 Hospitality and Transportation
6.2.6 Defense and Security
6.2.7 Other End-user verticals (Manufacturing, etc.)
6.3 Geography
6.3.1 North America
6.3.2 Europe
6.3.3 Asia-Pacific
6.3.4 Latin America
6.3.5 Middle East & Africa

7 COMPETITIVE LANDSCAPE
7.1 Company Profiles
7.1.1 Cisco Systems Inc.
7.1.2 Identiv Inc.
7.1.3 Aventura Technologies Inc.
7.1.4 Genetec Inc.
7.1.5 Honeywell International Inc.
7.1.6 Agent Video Intelligence Ltd

SCOTTS INTERNATIONAL

Video Analytics - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

To place an Order with Scotts International:

- - Print this form
- - Complete the relevant blank fields and sign
- - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	$4750.00
	Team License (1-7 Users)	$5250.00
	Site License	$6500.00
	Corporate License	$8750.00
	VAT	
	Total	

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-03-04
		Signature	