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

Market Report | 2025-06-01 | 120 pages | Mordor Intelligence

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Report description:

Video Surveillance Systems Market Analysis

The video surveillance systems market size stands at USD 91.66 billion in 2025 and is on track to reach USD 163.13 billion by 2030, advancing at a 12.22% CAGR during the forecast period. This expansion is propelled by accelerated migration from analog to IP architectures, rapid integration of AI-powered edge analytics, and expanding public-safety budgets across emerging economies. Cloud-based video management platforms are reshaping cost structures, while NDAA-compliant product lines from Western vendors are gaining traction in response to tightened sourcing rules. Supply-chain realignments triggered by chiplet shortages and data-privacy mandates are moderating growth but have not derailed the underlying adoption curve. The video surveillance systems market size for IP-enabled devices is set to compound fastest, supported by 5G connectivity in transportation hubs and safe-city projects in the Middle East and Africa.

Global Video Surveillance Systems Market Trends and Insights

Rapid AI-powered Edge Analytics Integration

Edge inference chips now enable real-time threat detection that trims false alarms by up to 90%, cutting response costs and widening use cases into operational intelligence. Multi-directional AI cameras consolidate coverage points, easing installation budgets and slashing bandwidth loads. Uptake is strongest in retail loss-prevention, industrial safety, and traffic-flow optimisation. Yet Axis Communications reports a gap between channel enthusiasm for AI and end-user priority on cybersecurity, suggesting vendors must better align messaging with risk-management goals

Mandatory Migration from Analog to IP in EU Smart-Cities

EU digital-transformation mandates are pushing municipalities to retire analog hardware, even as hybrid estates remain in service during transition. GDPR rules intensify encryption, anonymisation, and retention obligations, raising total cost of ownership but reinforcing data-sovereignty safeguards. The UN-Habitat Smart Cities Outlook underscores equitable access and transparent governance, themes that shape procurement criteria and vendor disclosures

GDPR-driven Multi-terabyte Data-Retention Costs

High-resolution video inflates storage footprints, forcing enterprises to build encryption-ready archives and manage privacy by design. IntechOpen research confirms mounting expenses tied to anonymisation engines that strip personally identifiable information while retaining evidentiary value . These outlays weigh on municipal budgets, slowing refresh cycles.

Other drivers and restraints analyzed in the detailed report include:

Tier-3 & Tier-4 Data-Center Surveillance Build-outs across North America / 5G-enabled Ultra-HD Streaming Demand in Asian Transportation Hubs / U.S. NDAA & FCC Black-List Sourcing Restrictions /

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Hardware generated 61.90% of 2024 revenues, anchored by IP cameras and network video recorders that underpin most installations. Cameras integrating AI inference engines now offload analytics from servers, raising unit prices but trimming bandwidth needs. Thermal and multispectral sensors are capturing niche demand in energy utilities and perimeter defence. The video surveillance systems market is witnessing hardware innovation in multi-sensor arrays that slash blind-spot risks and improve low-light fidelity. These gains encourage mission-critical sectors-airports, ports, and data centres-to budget for higher-spec devices despite economic volatility.

Services are expanding even faster. VSaaS subscriptions align with enterprise moves toward operational expenditure models and global access requirements. One-third of active surveillance capacity already sits in public-cloud buckets, and Wasabi forecasts storage exceeding 150 Exabytes in 2024. That volume validates the 14.37% CAGR for cloud services and is steadily recalibrating procurement between outright hardware purchase and bundled service contracts. Segment contributors anticipate the video surveillance systems market size for cloud-managed subscriptions to outpace on-premise appliance upgrades from 2026 onward.

IP-based architectures owned 71.23% of market revenues in 2024, signalling the decisive pivot away from analog. High-definition sensors coupled with PoE simplify rollouts and feed directly into AI engines. Government tender documents increasingly specify NDAA compliance, cementing IP as the reference standard for security-grade installations. The video surveillance systems market share of wireless 4G/5G solutions remains smaller but is scaling fast on the back of transport-hub pilots and remote industrial deployments. A projected 14.40% CAGR reflects pent-up demand for rapid-install units where trenching fibre is impractical.

Hybrid deployments remain relevant during legacy transitions. Analog-to-IP encoders and coax-over-Ethernet bridges allow campuses to stagger upgrades without downtime. Vendors now bundle cloud gateways that expose analog feeds to AI analytics, smoothing adoption for budget-constrained municipalities. As 5G standalone cores mature, cellular cameras are expected to close cost gaps with Wi-Fi backhaul, particularly in disaster-response and temporary event security.

The Video Surveillance Market Report is Segmented by Type (Hardware, Software and More), System Type (Analog and More), Deployment Mode (On-Premises and More), Connectivity (Wired (PoE) and More), Enterprise Size (Large Enterprises and More), Application (City Surveillance and Safe-City, and Morel), and by Geography. The Market Forecasts are Provided in Terms of Value (USD).

Geography Analysis

Asia held 39.57% of global revenues in 2024, led by China's scale but increasingly diversified as Indian smart-city tenders and Japanese infrastructure upgrades gain momentum. Beijing's policy focus on public-safety AI fosters mass deployment of edge-intelligent cameras, even as export restrictions nudge local vendors toward ASEAN markets. Hong Kong International Airport's private 5G roll-out underscores the region's lead in integrating connectivity and surveillance.

North America remains a technological bellwether. NDAA and FCC rules catalyse replacement cycles, funneling share toward compliant suppliers. Cloud-connected camera counts rose by over 1 million units last year, highlighting the rapid VSaaS shift. Canadian transport authorities mirror this trajectory with multi-agency cloud roll-outs.

Africa, though smaller in absolute value, is the fastest-growing region at a 12.90% CAGR. Nigeria's expanding urban footprint and rising crime statistics underpin state-level surveillance grants. Chinese concessional financing packages accelerate adoption but raise policy debates around data governance and vendor lock-in. Power intermittency and bandwidth constraints pose operational challenges, making hybrid solar-powered towers and low-bitrate codecs critical for sustained performance.

List of Companies Covered in this Report:

Hangzhou Hikvision Digital Technology Co. Ltd / Zhejiang Dahua Technology Co. Ltd / Axis Communications AB / Bosch Security and Safety Systems / Hanwha Vision (Samsung) / Panasonic Connect Co. Ltd / Honeywell Security Group / Motorola Solutions (Avigilon) / FLIR Systems (Teledyne) / Pelco (Schneider Electric) / Vivotek Inc. / CP Plus (Aditya Infotech) / Uniview (Uniview Tech) / Genetec Inc. / Milestone Systems A/S / Qognify (Battery Ventures) / Infinova Corporation / Sony Semiconductor Solutions / Verkada Inc. / Cloudflare (Area 1 Video) /

Additional Benefits:

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

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