

Video Surveillance Market by Offering (Cameras, Monitors, Storage Devices, Accessories), Software (VMS, VAS), Camera (PTZ, Dome, Box & Bullet, Panoramic, Bodyworn, Fisheye), Storage (DVR, NVR, HVR, IP Storage, Direct), System - Global Forecast to 2031

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Report description:

The video surveillance market is valued at USD 56.11 billion in 2025 and is projected to reach USD 88.06 billion by 2031, registering a CAGR of 7.8% during the forecast period. The video surveillance market is experiencing robust growth as demand for intelligent security and monitoring solutions increases across various sectors, including commercial, industrial, residential, and public. Core components, including cameras, video management software, and storage devices, are being enhanced with AI-driven analytics, IoT integration, and cloud connectivity to improve real-time monitoring and threat detection. Emerging technologies such as facial recognition, motion analysis, and remote surveillance are enabling proactive security management. The market's expansion is further supported by smart city initiatives, growing safety concerns, and advancements in IP-based systems, which drive the widespread adoption of intelligent and connected video surveillance solutions worldwide.

<https://mnmimg.marketsandmarkets.com/Images/video-surveillance-market-img-overview.webp>

"The IP cameras segment, by camera type, is expected to grow at the highest CAGR during the forecast period."

The IP cameras segment is expected to grow at the highest CAGR during the forecast period, owing to the increasing demand for advanced, network-based surveillance solutions that offer superior image resolution, scalability, and remote accessibility. IP cameras offer enhanced flexibility compared to traditional analog systems by transmitting video data over IP networks, allowing for centralized monitoring and seamless integration with cloud and IoT platforms. These cameras support AI-driven analytics, including facial recognition, motion detection, and behavioral analysis, enabling organizations to enhance security intelligence and

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automate incident response. The rapid expansion of smart city initiatives, transportation monitoring, and industrial automation is further accelerating their adoption. Additionally, declining costs of IP-based systems and improvements in data compression and network bandwidth efficiency are making them more accessible across commercial, residential, and public infrastructure applications. Collectively, these factors position IP cameras as the preferred choice for modern, intelligent video surveillance deployments worldwide.

"Commercial vertical is expected to hold the largest market share in the video surveillance market."

The commercial vertical is expected to hold the largest market share in the video surveillance market during the forecast period, driven by the growing need for enhanced security, operational efficiency, and regulatory compliance across business establishments. Retail stores, corporate offices, banking institutions, healthcare facilities, and hospitality sectors are increasingly deploying advanced surveillance systems to prevent theft, monitor employee and customer activities, and ensure a safe environment. The integration of AI-powered analytics, facial recognition, and automated alerts enables businesses to proactively manage risks and optimize operations. Additionally, the rising adoption of cloud-based video management systems and remote monitoring capabilities supports real-time access and centralized control of multi-site locations. Increasing investments in smart building infrastructure and digital transformation further contribute to the demand for intelligent video surveillance solutions, positioning the commercial sector as a leading adopter of security technologies for business continuity and asset protection.

"China to dominate video surveillance market in Asia Pacific"

China dominates the video surveillance market in the Asia Pacific region due to large-scale government initiatives, extensive infrastructure development, and the strong presence of leading domestic manufacturers such as Hangzhou Hikvision Digital Technology Co., Ltd. (China), Dahua Technology Co., Ltd. (China), and Zhejiang Uniview Technologies Co. (China). The country's rapid urbanization and commitment to public safety have led to widespread deployment of intelligent surveillance systems across smart cities, transportation networks, and critical infrastructure. China's leadership in AI, big data analytics, and 5G connectivity further enhances the capabilities of surveillance solutions, enabling real-time monitoring, facial recognition, and behavioral analysis. Additionally, the local availability of cost-effective hardware, advanced manufacturing capabilities, and continuous investment in R&D strengthen China's dominance in both domestic and export markets. These factors collectively position China as a global hub for innovation and large-scale adoption of next-generation video surveillance technologies, driving its leading role in the regional market.

-□By Company Type: Tier 1-25%, Tier 2-40%, and Tier 3-35%

-□By Designation: Directors-32%, Managers-30%, and Others-38%

-□By Region: North America-20%, Europe-40%, Asia Pacific-35%, and RoW-5%

Hangzhou Hikvision Digital Technology Co., Ltd. (China), Dahua Technology Co., Ltd. (China), Hanwha Vision Co., Ltd. (South Korea), Honeywell International Inc. (US), Motorola Solutions, Inc. (US), Axis Communications AB (Sweden), Bosch Security Systems GmbH (Germany), Teledyne FLIR LLC (US), i-PRO (Japan), Zhejiang Uniview Technologies Co. (China), VIVOTEK Inc. (Taiwan), Eagle Eye Networks (US), NEC Corporation (Japan), ADT LLC (US), and MOBOTIX AG (Germany) are some of the key players in the video surveillance market.

The study includes an in-depth competitive analysis of these key video surveillance players, with their company profiles, recent developments, and key market strategies.

Research Coverage

This research report categorizes the video surveillances market by offering [hardware (cameras, monitors, storage devices, accessories), software (video management software, video analytics software), services (video surveillance-as-a-service, installation & maintenance)], by system type (analog, IP, hybrid), by vertical (commercial, infrastructure, military & defense,

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residential, public facilities, industrial), and by region (North America, Europe, Asia Pacific, and Rest of the World). The report's scope encompasses detailed information on the major factors, including drivers, restraints, challenges, and opportunities, that influence the growth of the video surveillance market. A thorough analysis of key industry players has provided insights into their business overview, solutions, and products, as well as key strategies, contracts, partnerships, agreements, new product launches, mergers & acquisitions, and other recent developments associated with the video surveillance market. This report provides a competitive analysis of emerging video surveillance market startups.

Reasons to buy this report

The report will help market leaders and new entrants with information on the closest approximations of the revenue numbers for the overall video surveillance market and its subsegments. It will also help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. The report also helps stakeholders understand the market pulse and provides information on key market drivers, restraints, challenges, and opportunities.

The report provides insights into the following pointers:

- Analysis of key drivers (rising adoption of edge AI to enhance data security and privacy, rise of smart city initiatives), restraints (privacy associated with cloud-based systems, high operational cost), opportunities (emergence of AI- and ML-integrated video surveillance systems, rise of smart home technologies), and challenges (cybersecurity risks, data compression issues)
- Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the video surveillance market
- Market Development: Comprehensive information about lucrative markets-the report analyzes 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 product offerings of leading players in the video surveillances market, such as Hangzhou Hikvision Digital Technology Co., Ltd. (China), Dahua Technology Co., Ltd. (China), Hanwha Vision Co., Ltd. (South Korea), Honeywell International Inc. (US), Motorola Solutions, Inc. (US), Axis Communications AB (Sweden), Bosch Security Systems GmbH (Germany), Teledyne FLIR LLC (US), i-PRO (Japan), Zhejiang Uniview Technologies Co. (China), VIVOTEK Inc. (Taiwan), Eagle Eye Networks (US), NEC Corporation (Japan), ADT LLC (US), and MOBOTIX AG (Germany)

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