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Video Surveillance and Analytics - 2024

Part of the Physical Security Technologies Service Area Package

Extensive market coverage of video surveillance equipment and video analytics, with in-depth data and analysis.

askananalyst@omdia.com

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"Our experienced analyst team and unique methodology allows us to produce the most comprehensive and in-depth coverage of the video surveillance industry available."

Oliver Philippou
Lead Analyst and Research Manager,
Physical Security Technologies

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Video Surveillance & Analytics - 2024

How Omdia helps you

- Size the markets for video surveillance equipment and software

- Understand the competitive landscape

- Identify macro and micro trends by granular product or regional segmentation based on a proven reported data based methodology

Key questions addressed

- How are developments in video analytics affecting the video surveillance market?

- How does China – the world's largest video surveillance market and home to the world's largest suppliers affect the rest of the world?

- What affect VSaaS having on the surveillance market?

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Video Surveillance & Analytics: Deliverables

DATABASE
—Annual—

Forecasts and market share estimates, delivered in Excel

BRIEFS & REPORTS
—Annual—

Market briefs offer analysis of and insights from the dataset; reports provide analysis of key technology trends and industry conferences

ANALYST INSIGHTS
—Ongoing—

Analyst commentary on market shifts, technology and regional developments, vendors, events, and more.

ANALYST ACCESS
—Ongoing—

For prompt responses to urgent and unique questions.

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Video Surveillance & Analytics: Recent and Planned Enhancements

PREVIOUS ENHANCEMENTS

2021 - Analytics and storage data
The video surveillance intelligence service expanded to include the video analytics research. This scope features segmentations regarding analysis of embedded video analytics devices, video analytics software and additional coverage of servers and storage systems.

2022 - Greater product analysis
New segmentation on the video surveillance software
market segmenting video management from cloud services providers.
- New video management licence, one-time others, and recurring revenues segmentation.
- New segmentation on AI cameras (revenues, units, and average selling prices)
- New embedded video management analytics segment.
- Recorders will have a new segment on recorder form factor

2023 – a focus on VSaaS
- Additional analysis of the software and VSaaS market.
- Analysis of emerging hardware technologies such as radar lidar.
- New VSaaS company profile analysis.

2024 PLANNED ENHANCEMENTS

Currently under review. Proposed enhancements include a focus round the following themes**.
- Changes to sales channels discussions
- Cybersecurity
- Sustainability
- Political review
- M&A activity and consolidation
- Security specific data storage needs
- VSaaS and ACaaS interconnected systems
- Local assembly

**Final edits and segmentation changes to be determined based on feedback from clients

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Video Surveillance & Analytics: Market Sizing, Forecasts & Analysis

INSIGHT REPORT

This PDF provides detailed descriptions of the service scope, research taxonomy and definitions by product type and research segmentation. This document also provides commentary on the most important macro trends which affect the industry.

Accompanying the forecast database this PDF provides the analysis of the video surveillance equipment and video analytics market sizing and forecast database.

Analysis includes explanation of changes, detailed insight of product and regional trends picked out from the data.

VIDEO SURVEILLANCE & ANALYTICS FORECAST DATABASE

Delivered in Excel, this database provides comprehensive market size data and forecasts for the video surveillance equipment market. Historical data is also provided back to 2016.

Frequency: Base year for most recent historical year and 5-year annual forecast
Historical data (2016-base year)

- Regional and global market forecasts
- 14 main product categories
- Revenues for more than 40 countries
- Revenues for 17 end user sectors
- Units, revenues and ASP data presented by 5 regions

Measures

- Revenues
- Unit shipments
- ASP

Regions Database structured by following regions:

World			
Americas	EMEA	China	Asia (exc China)

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Forecast Database Coverage by Four Regions and Global

TOP LEVEL PRODUCTS

- Analog and HD CCTV cameras
- Network cameras
- Explosion-proof cameras
- Thermal cameras
- AI cameras (New)
- Encoders
- Recorders
- Video analytics appliances
- Video surveillance software
- Video analytics software
- Accessories
- Servers and HCI
- External storage systems
- Thermal body temperature solutions

NETWORK CAMERAS

- Form factor
- Resolution
- H.265 encoding
- Embedded analytics capability

SOFTWARE

- Form factor
- Resolution
- H.265 encoding
- Embedded analytics capability

RECORDERS

- Channel count
- Analytics capability

REVENUES BY COUNTRY

- Austria and Switzerland
- Benelux
- France
- Germany
- Italy
- Nordic Countries
- Spain and Portugal
- Ireland
- UK
- Russia
- Poland
- Rest of Eastern Europe
- Middle East
- South Africa
- North Africa
- Rest of Africa USA

- Canada
- Argentina
- Brazil
- Mexico
- Rest of Latin America
- Taiwan
- Japan
- South Korea
- Malaysia
- Indonesia
- Singapore
- Vietnam
- Philippines
- Thailand
- Rest of South East Asia
- India
- Pakistan

- Oceania
- Rest of Asia
- Eastern China
- Northern China
- Southern China
- North eastern China
- North western China
- South western China
- Hong Kong and Macau

REVENUES BY END-USER SECTOR

- Airports
- Banking and finance
- Casinos and gaming
- City surveillance
- Commercial
- Data centers
- Education
- Government
- Healthcare
- Manufacturing and industrial
- Ports
- Railways and public ground transit
- Residential
- Retail
- Sports and leisure
- Traffic monitoring
- Utilities, energy and mining

Video Surveillance & Analytics 2024

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Video Surveillance & Analytics: Competitive Environment Analysis

VIDEO SURVEILLANCE & ANALYTICS MARKET SHARE DATABASE

Delivered in Excel and fully updated once per annual subscription, this database provides market share by product and by geographic region.

DETAILS

Frequency
•Shares presented for base year (calendar year)

Measures
•Branded vendor revenue market share
•

Regions
•World
•World (excluding China)
•Americas
•EMEA
•Asia (excluding China)
•China

Shares presented for
• Overall market (top 15)
• Overall cameras (top 15)
• Network cameras
• Analog and HD CCTV cameras (top 5)
• Total back-end
• Encoders (top 5)
• Window-based recorders
• Linux-based recorders
• Video surveillance software
• Video surveillance software + analytics
• Video surveillance software + analytics from non-camera providers
• Standalone video analytics software
• Servers, storage and HCI

COMPANY PROFILES

PDF brief with company specific commentary.

DETAILS

• Analysis of market share database
• In-depth profiles of video surveillance companies – from the largest vendors in the industry to key emerging players.
• Commentary on go-to market trends

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Video Surveillance & Analytics: Reports and Profiles

PHYSICAL SECURITY EQUIPMENT & SERVICES REPORT

This report uses top-level data from other Omdia research products which (otherwise fall outside the scope of this service) to provide a complete snapshot of the physical security market. It includes segmentation by security equipment type (video surveillance, access control, intrusion detection); service (systems integration, as-a-service models, remote monitoring revenues); end-user vertical; and geographic region. Also includes key company profiles.

VIDEO SURVEILLANCE AND ANALYTICS Q1 MARKET INSIGHTS SURVEY

Conducted between November and January. This survey provides an initial overview of the previous year and expectations of the year ahead before the publication of Omdia's flagship Video Surveillance & Analytics Forecast Database in June.

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Video Surveillance & Analytics 2024

Video Surveillance & Analytics Spotlight 2024 (extra cost applies)

Deep-dive country/subregion level database
and market shares

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Granular analysis of four countries and nine subregions

Countries included

- USA
- Canada
- Russia
- India

Subregions included

- Latin America
- Western Europe
- Latin America
- Western Europe
- Africa
- Southeast Asia
- East Asia
- Oceania
- Other Asia

TOP LEVEL PRODUCTS
- Analog and HD CCTV cameras
- Network cameras
- Explosion-proof cameras
- Thermal cameras
- Encoders
- Recorders
- Video analytics appliances
- Video surveillance software
- Video analytics software
- Accessories
- Servers and HCI
- External storage systems
- Thermal body temperature solutions

NETWORK CAMERAS
- Form factor
- Resolution
- H.265 encoding
- Embedded analytics capability

SOFTWARE
- Equipped management channels
- Delivery method
- Processing method
- Analytics application
- Analytics algorithm

RECORDERS
- Channel count
- Analytics capability

REVENUES BY END-USER SECTOR
- Airports
- Banking and finance
- Casinos and gaming
- City surveillance
- Commercial
- Data centers
- Education
- Government
- Healthcare
- Manufacturing and industrial
- Ports
- Railways and public ground transit
- Residential
- Retail
- Sports and leisure
- Traffic monitoring
- Utilities, energy and mining

Fire Detection and Suppression Equipment Report - 2024

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Related Content: Physical Security Technologies Service Area Coverage

Service Area Package:
Physical Security Technologies

- Video Surveillance & Analytics – 2024
- Video Surveillance & Analytics Spotlight Service
- Access Control – 2024
- Intruder Alarms and Monitoring Services - 2024
- Intelligent Transport Systems Intelligence Service
- Fire Detection & Suppression Equipment Report - 2024
- Security Systems Integration Report – 2023
- Perimeter & Drone Detection Security Report - 2023
- Enterprise & IP Storage Used in Video Surveillance Report - 2023
- Mobile Video Surveillance & Fleet Management Report - 2024
- Entrance Control Equipment for Door Automation - 2023
- Entrance Control Equipment for Pedestrians Report - 2022
- Video Door Phones - 2023

About Omdia's Physical Security Technologies Research

Omdia is the world's leading provider of market intelligence to the security industry, with an impressive customer base that includes ten of the largest suppliers of electronic physical security products. We provide complete coverage of the electronic security market, with dedicated reports on a variety of markets, including: video surveillance, security AI, physical security as a service, access controls, intruder alarms, fire detection, entrance control, drone detection and explosives, weapons & contraband detection equipment.

The level of detail is unmatched. Our reports can have as many as 200 data tables that analyze the market by product type, industry sector, country and sales channel. With analysts based in Europe, the US and Asia, we are also able to provide global coverage with local market insight.

Our range of products and services includes detailed annual market reports, quarterly market trackers and customer surveys. As well as the off-shelf studies, we also offer custom research and strategy consultancy services, and have successfully completed projects for some of the world's largest security firms.

Video Surveillance & Analytics: Our Expert Analyst

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Kâren Dyer

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