

# Video Surveillance & Analytics Intelligence Service

## 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.

“ 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

# Video Surveillance & Analytics Intelligence Service

## 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 are thermal cameras having on the surveillance market?

# Video Surveillance & Analytics: Our Expert Analysts



**Oliver Philippou**  
Lead Analyst  
Analytics



**Tommy Zhu**  
Senior Analyst  
Video Surveillance



**Amir Boubaker**  
Senior Analyst  
Physical Security



**Runa Zhang**  
Senior Analyst  
Physical Security

# Video Surveillance & Analytics: Deliverables



## DATABASE

—Annual—

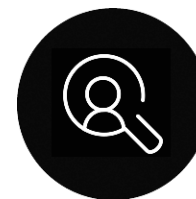
Forecasts and market share estimates, delivered in Excel



## 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.

# Video Surveillance & Analytics: Recent and Planned Enhancements

## Previous Enhancements



### 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.

### Greater geographic granularity and insight

Additional analysis of four countries and nine subregions by top-level product market sizing.

Countries/subregions included are the United States of America, Canada, Latin America, Western Europe, Eastern Europe, Russia, Middle East, Africa, Southeast Asia, East Asia India, Oceania and Other Asia

## 2022 Planned Enhancements



### Currently under review. Proposed enhancements include.

- 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 cloud managed appliance
- New segmentation on AI cameras (revenues, units, and average selling prices)
- New embedded video management analytics segment.
- Video management by channel will be increased, with additional analysis on 1000+ channels.
- Recorders will have a new segment on recorder form factor (All-in-one, vs Workstation vs Rack mounted).

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

# 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)

### Measures

- Revenues
- Unit shipments
- ASP

- 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

**Regions** Database structured by following regions:



# Video Surveillance & Analytics: 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

- Business model and software type (**New**)
- Equipped management channels
- Delivery method
- Processing method
- Analytics application
- Analytics algorithm

## 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: 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



# 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 & Analytics Spotlight Service (extra cost applies)

**Deep-dive country/subregion level database  
and market shares**

# Granular analysis of four countries and nine subregions

## Countries included

- USA
- Canada
- Russia
- India

## Subregions included

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

## TOP LEVEL PRODUCTS

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- Education
- Government
- Healthcare
- Manufacturing and industrial
- Ports
- Railways and public ground transit
- Residential
- Retail
- Sports and leisure
- Traffic monitoring
- Utilities, energy and mining

# Related Content: Physical Security Technologies Service Area Coverage



## Service Area Package: Physical Security Technologies

Access Control – Annual  
Intelligence Service

Intruder Alarms and  
Remote Monitoring –  
Annual Intelligence Service

Video Surveillance &  
Analytics – Annual  
Intelligence Service

## Transactional Reports

- Fire Detection and Suppression Equipment
- Physical Security as a Service (PSaaS)
- ANPR and Detection Sensors
- Audio and Video Door Phones
- Body Worn Cameras and Digital Evidence Management
- Mobile Video Surveillance
- Security Systems Integration
- Perimeter and Drones Security
- Enterprise and IP Storage used in Video Surveillance
- Explosives, Weapons and Contraband Detection Equipment
- Video Surveillance Installed Base
- Biometrics

## 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.

# Our “Ask an Analyst” Service Provides Best in Class Customer Support

Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia’s support team is here to help.

## Draw on our expertise

- Make the right decisions
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- Get the most out of your subscription
- Understand more about our methodologies

Our Ask an Analyst service gives you direct contact via telephone, email or face-to-face session with our expert analyst team:



**Tom Coate**  
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Manager



**Kâren Dyer**  
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### ABOUT OMDIA

Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio\*. We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies.

Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today's constantly evolving technology environment and empower them to improve their businesses—today and tomorrow.

\* The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.