

# Security Distribution Report 2023

# Security Distribution Report

**Runa Zhang, Senior Analyst**  
**Physical Security**

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## Maket Share Estimates for Distributors of Video Surveillance Equipment

### Distributors' share of the market in 2022

|        | 2022  |
|--------|-------|
| 1      | 10.0% |
| 2      | 9.0%  |
| 3      | 8.0%  |
| 4      | 7.0%  |
| 5      | 6.0%  |
| 6      | 5.0%  |
| 7      | 4.0%  |
| 8      | 3.0%  |
| Others | 48.0% |

2022 market size: \$0,000m

Data issued: December 2023

Source: Omdia

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## This document outlines the coverage of the 2023 edition of the Omdia report titled “Security Distribution Report”.

The report presents forecasts for the distribution market of video surveillance equipment in American, EMEA (Europe, Middle East and Africa) and Asian region. Video surveillance equipment is moving through distribution and the trend towards network video surveillance and intelligence analytics leading distributors from the IT sector to enter the security market. The distribution model can ensure the stable supply and payment collection. For end users, they can apply for an account period to distributors, while the distributors provide them convenience through sound networks. The aim of writing this report is to provide marketing and technical executives with an up-to-date, comprehensive assessment of the market and to forecast the impact of important trends from 2022 to 2027. The report provides detailed estimates of market sizes in 2022 and forecasts growth from 2023 to 2027. The report also estimates the market shares held by the major distributors. The specification of this study was developed in conjunction with numerous leading distributors and suppliers of video surveillance equipment. As a consequence, the report focuses on key issues that are fundamental to an in-depth understanding of the current structure and future development of this market.

# Security Distribution Report: Our Expert Analysts



**Runa Zhang**  
Senior Analyst  
Physical Security

# Security Distribution Report



## DATABASE

—Annual—

Forecasts and market share estimates, delivered in Excel



## REPORTS

—Annual—

Market analysis and insights report provide analysis of key technology trends and developments and explanation of market sizing and forecasts.



## ANALYST ACCESS

—Ongoing—

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# Security Distribution Report : Market, Sizing, Forecasts & Analysis

## Security Distribution 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 database this PDF provides the analysis of security distribution and end-user sectors and market sizing and forecast database.

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

## Security Distribution Report

Delivered in Excel, this database provides comprehensive market size data and forecasts for the video door phones market. Historical data is also provided back to 2022.

**Frequency:** Base year for most recent calendar year and 5-year annual forecast.  
Historical data (2022-base year)

**Measures**

- Revenue estimates and forecasts
- Market share estimates

- Regional and global market forecasts
- Direct to integrators/end-users and distribution market sizes
- Market for video surveillance equipment by distributor type
- 10 end-user sectors
- Units, revenues and ASP data
- Margins for the distribution of video surveillance equipment by product type

**Regions** Database structured by following regions:



# Security Distribution Report Coverage

| KEY ISSUES ADDRESSED   | COVERAGE   | COVERAGE   | APPLICABLE TO  |
|--|--|--|--|
| <ul style="list-style-type: none"> <li>• What is the size of the global market for video surveillance distributors?</li> <li>• Which companies are the leading video surveillance distributors?</li> <li>• How does the competitive environment differ by country/region and by equipment?</li> <li>• Which regions and end-user sectors will grow the fastest over the next five years?</li> <li>• What is the distribution revenue opportunity by region?</li> <li>• How will the market be affected by key factors such as:               <ul style="list-style-type: none"> <li>✓ Proportion of video surveillance equipment sold through distributors</li> <li>✓ Freight costs and import duties</li> <li>✓ Distributor margins</li> <li>✓ Growth in demand for video surveillance equipment</li> </ul> </li> <li>• Which equipment vendors do leading distributors' stock? Why?</li> </ul> | <p><b>Products covered</b></p> <ul style="list-style-type: none"> <li>• Security Distribution</li> </ul> <p><b>Products:</b></p> <ul style="list-style-type: none"> <li>• Analog cameras</li> <li>• Network cameras</li> <li>• Recorders</li> <li>• Video Management Software</li> <li>• Encoders</li> <li>• Accessories</li> </ul> <p><b>End users</b></p> <ul style="list-style-type: none"> <li>• Banking &amp; Finance</li> <li>• Commercial</li> <li>• Education</li> <li>• Government</li> <li>• Healthcare</li> <li>• Manufacturing &amp; Industrial</li> <li>• Retail</li> <li>• Sports &amp; Leisure</li> <li>• Transportation</li> <li>• Utilities &amp; Energy</li> </ul> | <p><b>Frequency, Time Period</b></p> <ul style="list-style-type: none"> <li>• 5-year annual forecast (2023–2026)</li> <li>• Base year and market shares (2022)</li> </ul> <p><b>Measures</b></p> <ul style="list-style-type: none"> <li>• Revenue estimates and forecasts</li> <li>• Market share estimates</li> </ul> <p><b>Market shares</b></p> <ul style="list-style-type: none"> <li>• World</li> <li>• Americas</li> <li>• EMEA (Middle east &amp; Africa)</li> <li>• China</li> <li>• Asia excluding China</li> </ul> | <ul style="list-style-type: none"> <li>• <b>Security &amp; IT distributors:</b> size the market opportunity and competitive environment.</li> <li>• <b>Video Surveillance Equipment</b></li> <li>• <b>Manufacturers:</b> review the channel and identify new distribution partners.</li> <li>• <b>Physical Security &amp; IT Integrators:</b> better understand your channel partners perspective.</li> <li>• <b>Security Consultants</b></li> <li>• <b>Investors</b></li> </ul> |

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### CUSTOMER SUCCESS

[customersuccess@omdia.com](mailto:customersuccess@omdia.com)

### SALES

US: +1 (212) 652 5335

APAC: +61 (0)396 016 700

EMEA: +44 (0)7771 980 316

 @OmdiaHQ | omdia.com

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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.

# Related Content: Physical Security Technologies Service Area Coverage



## Service Area Package: Physical Security Technologies

Access Control – Annual  
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## Transactional Reports

- Fire Detection and Suppression Equipment
- 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.

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E: [customersuccess@omdia.com](mailto:customersuccess@omdia.com)

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