A Spotlight Service Complementing 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.

Josh Woodhouse
Lead Analyst and Research Manager, Video Surveillance
Video Surveillance & Analytics Intelligence Service

Part of the Physical Security Technologies Service Area Package

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

Jon Cropley  
Senior Principal Analyst, Video Surveillance

Josh Woodhouse  
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Oliver Philippou  
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Video Surveillance & Analytics: Deliverables

**DATABASES**
—Annual—
Forecasts and market share estimates, delivered in Excel, PBI visualizations

**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: Market Sizing, Forecasts & Analysis**

**Scope and Trend Analysis**
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.

**Video Surveillance & Analytics Forecast Market Brief**
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 segmented by a range of criteria. An online PowerBI visualization tool accompanies the database. The premium database has additional geographic granularity (see next page).

**Frequency:** Base year for most recent historical year and 5-year annual forecast
- 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)
Video Surveillance & Analytics: Forecast Database Coverage Presented by 5 Regions

**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

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

**NETWORK CAMERAS**
- 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
- UK and Eire
- 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
- 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
- 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
- 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
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.

Profiles of key country markets in the video surveillance industry including an overall market share table for each country.

Countries profiled include: USA, UK & Eire, Germany, Japan & South Korea

Delivered throughout the year, these studies provide further analysis of core databases, trends and emerging developments in the wider video and physical security industry.

Market brief examples include:
• VSaaS – Jan 2019
• Cloud architecture – May 2019
• Perimeter security and Drone detection – October 2019

To be released in 2020
• Body Worn cameras
• Physical security as a service
• Mobile surveillance & fleet management

Trade show examples include:
• ISC West
• CPSE/Security China
• Tokyo security show
Three deep dive sub-regional reports each subscription year – these include a specific PDF report and market share analysis. 2020/2021 includes:

- South East Asia
- The Middle East
- Africa

Access to the regional report library
Units, revenues and ASP data by 13 subregions in addition to the standard 5 regions (see below)
Video Surveillance & Analytics: Recent and Planned Enhancements

**Recent Enhancements**

- **Video analytics coverage**
  Explores the integration of video analytics into the core video surveillance equipment and software market through both video analytics embedded in hardware and standalone software.

- **Video surveillance supporting ICT infrastructure**
  New coverage of servers, HCI and external storage systems used for video surveillance.

- **New analysis of software licenses by type**
  Standalone direct channel licenses vs other licenses types including recurring license and software service models.

**Planned Enhancements**

- **Recorded analyst briefing**
  Analyst team to record a webinar taking subscribers through recent changes to the service.

- **New PBI visualization tool**

- **New market brief titles focused around video centric IoT**

*Planned enhancements are subject to change based on industry developments.*
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
- Sanity-check your own findings
- 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
Customer Success Manager

Kāren Dyer
Customer Success Manager

96% of our customers rate our service as Excellent or Very Good
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.