Global Video Surveillance Market 2016-2020

Description: Market outlook of the video surveillance market

Technavios research analyst predicts the global video surveillance market to grow steadily at a CAGR of over 22% during the forecast period. The increasing demand for wireless network infrastructure is the key growth driver for this market. Video surveillance solutions incur high network deployment cost and maintenance cost. Enterprises are opting for wireless network infrastructure to avoid these additional charges incurred due to a wired network. Wireless video surveillance provides security to critical infrastructures such as airports and cities without the additional installation and maintenance cost.

The shift from analog to IP cameras is expected to boost the market growth during the forecast period. The demand for IP cameras is growing as the total cost of operation of IP cameras is much lower than analog cameras. They are more flexible, scalable, and can be easily installed when compared to analog cameras. Moreover, IP cameras have built-in servers or encoders that help in image encryption and provide multi-level user access control, which prevents third-party manipulation.

Product segmentation and analysis of the video surveillance market

- Analog camera
- IP camera
- Digital video recorder (DVR)
- Video encoder
- Surveillance software
- Network video recorder (NVR)

Analog cameras accounted for the largest market share during 2015. However, Technavios analyst predicts its market share to decrease over the next few years due to the introduction of IP cameras.

Segmentation by deployment type and analysis of the video surveillance market

- On-premise
- Hybrid
- Cloud

The on-premise segment dominated the video surveillance market, accounting for over 36% share during 2015. However, the total implementation cost of on-premises video surveillance solutions is high, preventing enterprises from adopting them. As a result, this segment is expected to witness a decline in shares during the forecast period.

Geographical segmentation and analysis of the video surveillance market

- APAC
- Europe
- Latin America
- MEA
- North Americas

During 2015, North America led the global video surveillance market with a market share of around 40%. The presence of a highly developed network infrastructure that ensures seamless connectivity between video surveillance components is the key growth driver for the market in this region. However, the report anticipates the region to witness a decline in market shares by the end of the forecast period due to market saturation.

Competitive landscape and key vendors

The intense competition and the declining profit margins constitute significant risk factors for the vendors in this market. The market consolidation is growing with the trend of small entities being acquired by or
merged with major players. The rapidly changing technological environment is a major challenge for the global vendors along with the increase in the influx of private labels in the market. Hence, to survive and succeed in the intensely competitive environment, it is imperative for vendors to distinguish their product and service offerings through precise and unique selling propositions.

The leading vendors in the market are -

- Axis Communications
- Bosch Security
- Hikvision
- Honeywell Security
- NICE Systems
- Tyco

Other prominent vendors in the market include ADT, Avigilon, Axxon Soft, DvTel, Genetec, Hikvision Digital, Intergraph, MOBOTIX, Moonblink, Motorola, Panasonic, S2 Security, Salient Systems, Samsung Techwin, Schneider Electric, Security Station, Siemens, Swann, and Toshiba.

Key questions answered in the report include

- What will the market size and the growth rate be in 2020
- What are the key factors driving the global video surveillance market
- What are the key market trends impacting the growth of the video surveillance market
- What are the challenges to market growth
- Who are the key vendors in this market space
- What are the market opportunities and threats faced by the vendors in the global video surveillance market
- Trending factors influencing the market shares of, APAC, Europe, Latin America, MEA, and North America
- What are the key outcomes of the five forces analysis of the video surveillance market

Related reports

- Global Wireless Video Surveillance Market 2015-2019
- Video Surveillance Market in MENA 2015-2019
- Video Surveillance Market in Southeast Asia 2014-2018
- Video Surveillance in Aircrafts- Market Outlook and Forecast Until 2019

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