Europe IP Video Surveillance & VSaaS Market (2016 - 2022)

Description: Europe is one of the major markets in terms of adoption of IP video surveillance & VSaaS. The major countries in the region are U.K, Germany, Italy, France, Spain and Russia. Russia has notable adoption rate with rising demand for IP surveillance system. UK leads in the rate of adoption of Internet Protocol in small and medium size businesses. As the small businesses are showing interest in IP technology in UK, it is expected that UK would experience a healthy rise in adoption for IP surveillance system. The terrorist attacks in the region have further added to the need for an effective surveillance system. The political stability in Russia and other European region would also fuel the growth of IP Video Surveillance and VSaaS market. Adoption rate of Cloud based solutions is higher in Europe, as it mitigates the storage cost for storing data, eventually leading to an increase in market share of IP surveillance system in this region.

The ongoing developments in communication networks in this region have also fueled the growth of the IP surveillance systems. The other drivers such as technological innovations, real-time access, integration of wireless technologies, video analytics, affordability of IP surveillance systems, and government initiatives have positively influenced the adoption of IP surveillance technology. However, lack of awareness, privacy concerns and hacking are some of the factors that have curtailed the adoption of IP surveillance system. Lack of technological awareness among the population and uncertainty in the government regulations is hindering the market growth to a certain extent.

Based on Product type, the market is further segmented into hardware, software, cloud based solution and services. In 2014, hardware constituted more than 50% of the market share of the overall product type market for IP video surveillance system.

The application segment is further sub categorized into retail, banking & finance, manufacturing & corporate, residential, government, healthcare, casino & entertainment and others. Banking & financial sector would be the leading revenue contributor in the IP video surveillance market by 2022. The rising security concerns have left no choice for the governments but to adopt surveillance systems and hence, this sector would grow at a maximum CAGR during the forecast period.

Based on country, IP video Surveillance and VSaaS market is segmented into UK, Germany, Russia, France, Spain, Italy and Rest of Europe.


The powerful Market Research & Analytics Tool is included with this report.

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