
Description: Internet protocol (IP) video surveillance refers to networked and digitized video monitoring. It is also referred as an advanced version of traditional, closed-circuit CCTV cameras. IP video surveillance revolutionized the video surveillance industry by offering high level of flexibility and scalability features in comparison to the CCTV and other conventional surveillance systems. The IP video surveillance market is currently undergoing an evolutionary phase in developing countries. On the other hand, in developed countries, the analogue surveillance systems are being actively replaced by IP surveillance systems, owing to increasing demand of advanced workplace surveillance solutions amongst business organizations.

Increasing awareness regarding the benefits of IP-based video surveillance systems, technological innovations and favorable regulatory impositions are the major factors catalyzing the IP surveillance market globally. Moreover, other factors such as larger data storage capability, data flexibility and scalability features have fueled the overall growth of this market. However, as IP video surveillance systems are directly connected to the internet, data privacy and safety has emerged to be a concern for the players operating in the market, primarily in developed regions, such as North America and Europe.

The IP video surveillance market is segmented on the basis of product type, application, and geography. Segmentation on the basis of product type includes hardware, software, and cloud-based solutions & services. Sub-segments of the hardware market comprise IP cameras, monitors, and storage hardware. The sub-segments of software market consist of video management services (VMS) and video analytics. Similarly, the service market is further divided into VSaaS (Video surveillance as a service) and integration services. The hardware market occupies the largest share of the overall IP Surveillance market. However, the service segment has witnessed a faster growth since past few years, owing to increasing demand of VSAAS and increasing requirement of system maintenance and updating amongst the users. The geographical segmentation of the market includes North America, Europe, Asia-Pacific, and LAMEA.

Key players profiled in this report include Avigilon Corporation, Axis Communication AB, D-Link Corporation, Genetec, March Networks, Milestone Systems, Panasonic Corporation, Mobotix AG, GeoVision Inc., and Arecont Vision. Video surveillance software solution companies partnered with leading surveillance device manufacturers to develop a complete software and hardware turnkey surveillance solution for customers. Avigilon made several acquisitions in its home market to gain access to new technology and skilled manpower, which enabled it to strengthen its video analytics capability and product line.

KEY BENEFITS

- This study provides an in-depth analysis of IP surveillance & VSAAS market withcurrent and future trends to elucidate the imminent investment pockets in the market
- The report provides information regarding key drivers, restraints and opportunities with impact analysis
- Porters five forces analysis of industry and SWOT analysis of the key market players have been provided to illustrate the business strategies adopted by them
- The value chain analysis of the industry highlights the key intermediaries involved and elaborates their roles and value additions at every stage in the value chain
- The quantitative analysis of the market during the period of 2015-2022 has been provided to elaborate the market potential

IP VIDEO SURVEILLANCE & VSAAS MARKET KEY SEGMENTATION

The market is segmented on the basis of type, application and geography.

IP VIDEO SURVEILLANCE & VSAAS MARKET BY TYPE

- Hardware
  - IP camera
  - Monitors
  - Storage
Software
- VMS
- Video Analytics
Cloud based solutions
- Cloud Storage by product software
- Cloud storage by deployment
Services
- VSAAS
  -- Hosted VSAAS
  -- Managed VSAAS
  -- Hybrid VSAAS
- Integration Services

IP VIDEO SURVEILLANCE & VSAAS MARKET BY APPLICATION

- Banking & Financial
- Retail
- Healthcare
- Government & higher security
- Manufacturing & corporate
- Residential
- Entertainment & Casino
- Others

MARKET BY GEOGRAPHY

- North America
- Europe
- Asia-Pacific
- LAMEA

KEY PLAYERS

- Avigilon Corporation
- Axis Communication AB
- D-Link Corporation
- Genetec
- March Networks
- Milestone Systems
- Panasonic Corporation
- Mobotix AG
- GeoVision Inc.
- Arecont Vision

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