Network Video Surveillance Equipment Sales to Surpass Analogue in 2014

IMS Research's latest report, "The World Market for CCTV and Video Surveillance Equipment – 2011 Edition", estimates that the world market for video surveillance equipment continued to achieve strong growth in 2010, in excess of 10% on the previous year, despite the persistent after-effects of the global economic downturn. This growth was predominantly driven by sales of network video surveillance equipment.

According to Senior Analyst and report author, Gary Wong; "Whilst the global analogue video surveillance equipment market was relatively depressed in 2010, the network video surveillance market has continued grow almost three time as fast as the total market in 2010, over 30%". Wong continues, "If the Chinese analogue video surveillance equipment market was removed from the equation, both the EMEA and the Americas analogue markets contracted in 2010".

Two key factors impacting the decline of the analogue video surveillance market are the large/enterprise tier of the market transitioning to network video surveillance solutions and increasing price competition/commoditisation in the mid-low tier of the analogue surveillance market. Network video surveillance growth continues to be bolstered by the trickle-through effect from government stimulus-funded projects and the increasing penetration of higher value network video surveillance products, such was HD cameras.

IMS Research forecasts that the growth of the network video surveillance market and the decline of the analogue market will lead to a transition in 2014, with network video overtaking analogue in terms of sales revenue. However, it should be noted that in terms of shipments, analogue cameras are forecast to continue to outsell network cameras in 2014.

IMS Research's recently published report, "The World Market for CCTV and Video Surveillance Equipment – 2011 Edition" forecasts the growth of analogue video surveillance equipment, network video surveillance equipment and other relevant topics in greater detail. IMS Research also produces a number of detailed regional focused CCTV and video surveillance equipment reports providing incisive analysis for the following countries/regions: China, Eastern Europe and Russia, Latin America, South East Asia, India and the Middle East.

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