Complexities in the Global Security Market:
2024 through 2026

- Technology and Services
- Regional Breakdowns
- Employment

ASIS INTERNATIONAL SIA SECURITY INDUSTRY ASSOCIATION

Introduction Letter

Dear ASIS and SIA Members:

We are thrilled to share with you a collaborative achievement between ASIS International and the Security Industry Association (SIA) – the release of our exclusive research report, "**Complexities in the Global Security Market: 2024 Through 2026**."

Crafted expressly for our respective members, this pioneering report provides indispensable insights into the macroeconomic significance of the security market, demonstrating that the industry is an essential contributor to the global economy and a compelling source of potential employment. The report examines the transformative impact of technology and presents comprehensive assessments across key industry dimensions, including technology trends, geographic regions, and vertical markets.

In partnership with the globally renowned analytics and advisory firm, Omdia, this report offers a detailed analysis of the equipment, technologies, and employment landscape of the global security industry. It encompasses regional market breakouts of the global security industry, delivering a nuanced understanding of the industry's dynamic landscape.

Key findings from this research project include projections for the global physical security equipment market, which is anticipated to reach $60.1 billion in 2024, rebounding from the challenges posed by the COVID-19 pandemic, and is expected to grow to $70 billion by 2026. Furthermore, the overall physical security equipment and services market is poised to reach $500 billion by 2026.

Highlighting the human aspect of our industry, the report underscores that the physical security market employs over 30 million people globally. Noting that more than 210,000 individuals work in the equipment market, 7.87 million in the services market, and 22.6 million as security end users, this report offers a holistic view of the diverse and dynamic workforce within the security sector.

Beyond these key findings, the report delves into analyses of regional demand, solution requirements, economic conditions, service and equipment preferences, and political challenges. It also addresses the impact of technology trends, such as artificial intelligence and cloud computing, providing our members with a comprehensive understanding of the forces shaping the industry.

We encourage you to explore the full report and leverage the invaluable insights to shape your business strategies. This information is not only relevant to practitioners in corporate, organizational, and private security roles as well as security solutions integrators and equipment manufacturers, but also to investors, academics, and government officials with an interest in the security market.

As leaders of ASIS International and the Security Industry Association, we extend our heartfelt gratitude for your continued support and engagement with our organizations, and we hope that you find great value in this exclusive member benefit.

Sincerely,

Don Erickson
CEO, Security Industry Association

Peter O'Neil, FASAE, CAE
CEO, ASIS International

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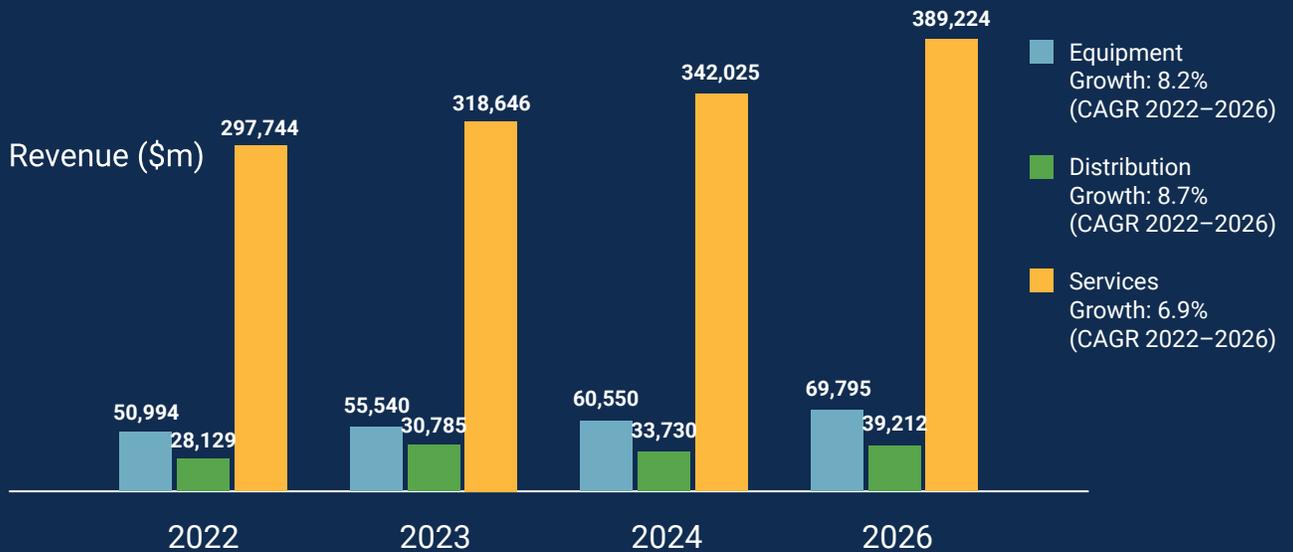
Global Security Market
2022-2026

The market for physical security equipment and services by type

Revenue ($m)

	Equipment	Distribution	Services
2022	50,994	28,129	297,744
2023	55,540	30,785	318,646
2024	60,550	33,730	342,025
2026	69,795	39,212	389,224

- Equipment Growth: 8.2% (CAGR 2022–2026)
- Distribution Growth: 8.7% (CAGR 2022–2026)
- Services Growth: 6.9% (CAGR 2022–2026)

Estimated people employed* across the physical security market

210,000 Equipment market

7,865,000 Services market

22,600,000 End users

*Full-time equivalent (FTE)

The market for physical security services by region (2022−$298 billion)
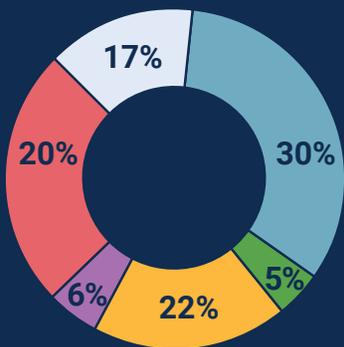
- 30% North America
- 5% Latin America
- 22% Europe
- 6% Middle East & Africa
- 20% China
- 17% Rest of Asia & Oceania

Physical security market in the macro-economy

Equipment, distribution and services market worth a combined

$405 Billion
in 2023

Omdia forecast from 2022 base year

Conclusions & Recommendations

There is no doubt that physical security is an important industry. It provides safety and security, the second most basic need after physiological requirements (food, water, warmth) according to Maslow's hierarchy of needs. It also provides employment to more than 30 million people.

This state of the industry report provides insight into the equipment, services, technologies, and regional markets of the global security industry.

Summary and conclusions:

- The physical security equipment market was worth an estimated $51 billion in 2022 and $56 billion in 2023. The market is forecast to grow at 9% year-on-year in 2024 as the industry continues to recover following the pandemic.

- The physical security services market is much larger, at an estimated $298 billion in 2022 and $319 billion in 2023. Guarding services make up the largest share of the services market. That said, security services, including installation and maintenance of security equipment, is forecast to be worth $117 billion in 2026.

- The market is an important component of the global economy. The services market accounts for 0.3% of world GDP and the combined equipment and services market is worth more than ten times the corresponding equipment and services market in public safety critical communications solutions.

- Regionally, North America, Europe and China are the largest equipment markets in terms of revenues, accounting for a combined threequarters of the world market. It is a similar story for services.

- The physical security market employs more than 30 million people worldwide. Most of these jobs are in guarding services, both in-house and outsourced to a guarding company. Other security services accounted for almost 1 million jobs, while security equipment and security software vendors accounted for 200,000 jobs.

- Artificial intelligence and cloud computing (with its associated security-as-a-service capabilities) are important technology trends impacting the market. Furthermore, product-specific trends, such as mobile credentials, and global trends, such as sustainability, will also be important drivers in the physical security industry.

- Just as the physical security market changed dramatically in the last decade, it will continue to evolve rapidly in the next decade. Solutions providers and vendors will need to future-proof their offerings and consider which technologies and services will be important to deliver in five years' time.

- The competitive environment is different in each region. However, many of the largest equipment and services providers are active across multiple regional markets and have large global market shares (in revenues). Understanding regional solution requirements, economic conditions, service and equipment preferences, and political challenges are all important in understanding the regional security picture.

Introduction

The physical security market plays a critical role in protecting people, buildings, and infrastructure. The equipment and services providers active in the market have a responsibility to ensure that individuals can continue to live and work in a safe environment. Security solutions are mission critical and must be operationally reliable and accurate.

More recently, the market has evolved to offer new services beyond traditional physical security applications. These include video analytics that manage occupancy levels and energy usage in smart buildings, heat mapping and other retail-focused solutions built on sensor input from security cameras, and access control integrations with staff management and other property technology systems.

Technology evolution will continue to change how physical security equipment and services are sold over the next five to ten years. The adoption of cloud technology, including the "as a service" business model, is already impacting the channel's relationship with its customers. Artificial intelligence (AI) solutions will support smarter and more advanced solutions built on the back of video surveillance networks. Drones and robotics will allow security professionals to operate in new locations and with new solution types.

Overall, the security industry is an important contributor to society, providing security and life safety, employment, and innovative operational solutions.

Research objectives

The purpose of this research is to provide a state of the industry report on the global security market. It seeks to quantify the impact of the physical security market in the macro-economy and predict how technology will affect the industry across different regions and vertical markets.

A core element of the research is providing global market statistics for the security equipment and service markets. The research coverage includes the entire route to market from equipment and software companies manufacturing the technology, to the service providers deploying the solutions, through to the end users using the security and life safety solutions in their daily roles.

Physical security channel:

Component Suppliers	Equipment & Software	Distribution	Security Services	Outsourced Frontline Security	Directly Employed Frontline Security	CSOs, Security Managers and Consultants
• Semiconductor suppliers • OEMs and contract manufacturers	• Security equipment • Security software	• Equipment distributors • VARs	• Security integrators & installers • Fire detection integrators • Alarm (remote) monitoring	• Outsourced frontline security • Related outsourced services (e.g. GSOCs and analysts)	• Directly employed frontline security • Other directly employed security non-managers	• CSOs • Security managers • Consultants

The report has three primary objectives.

First, as discussed, to understand the macro-economic importance of the security market. This includes providing revenue estimates and forecasts for the key product and service categories in the security

industry. It also includes comparisons to gross domestic product (GDP) estimates and an assessment of the employment impact of the industry.

Second, to assess how technology is changing the market. The report shows that the market has changed significantly in the last decade and assesses the key technology and market trends that will shape the future physical security market.

Finally, the research proposes to deliver a regional assessment of the security industry. It provides market sizing, identifies key regional equipment and service market differences, and discusses the competitive environment in North America, Latin America, Europe, the Middle East & Africa, China, and the rest of Asia.

The report is designed for practitioners in corporate, organizational, and private security roles as well as security solutions providers and equipment manufacturers. It is also relevant for others interested in the security market, including investors, academics, and government officials.

Methodology and definitions

All market statistics presented in the report are sourced from Omdia (part of Informa Tech) unless otherwise stated. The employment analysis is based on Omdia's market data and secondary research on the guarding market to provide a global employment estimate.

The definitions for each equipment and service market are provided at the end of the report. A description of the research method is also provided.

Physical Security in the Macroeconomy

The physical security equipment and services markets combined (including distribution) were worth almost $377 billion in 2022. The market in 2023 is predicted to be worth almost $405 billion. This is a significant revenue opportunity for service providers and solution vendors active in the industry. The chart below shows the full forecast. The full data tables are included at the end of this report.

Furthermore, by 2026, these combined markets are forecast to be worth $498 billion, growing a compound annual growth rate (CAGR) of 7.2% (2022 – 2026). A CAGR represents the annual average growth rate between two specific years. It helps to compare different markets over an extended period when growth rates change each year.

The market sizing data uses 2021 and 2022 as base years. Omdia collected revenue data from equipment vendors, distributors, and service providers to build up a total market size for each component of the physical security equipment and services market.

Market forecasts are provided from 2023 through to 2026. These forecasts are based on macro-economic factors, such as GDP and construction, historical growth trends, technology impact, and other geopolitical inputs. Forecasts are then tested with participants active in the physical security market. 2023 forecasts also use data from published quarterly results and insights collected from primary research interviews conducted throughout the year.

The market for physical security equipment and services by type
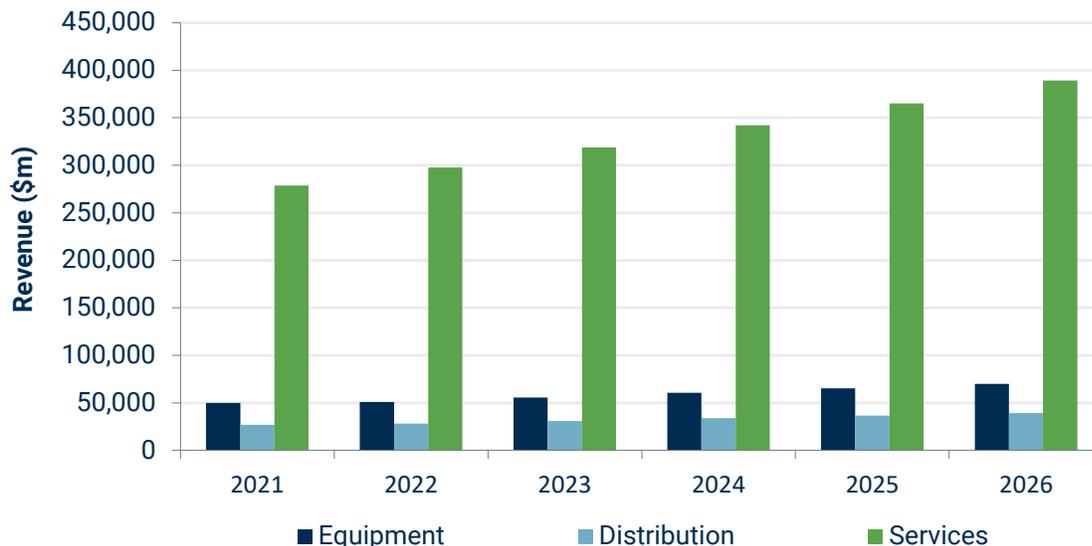
Source: Omdia   © 2023 Omdia

Note: the distribution market sizing does not include distribution of all products included in the equipment market sizing. Full definitions are included at the end of this report.

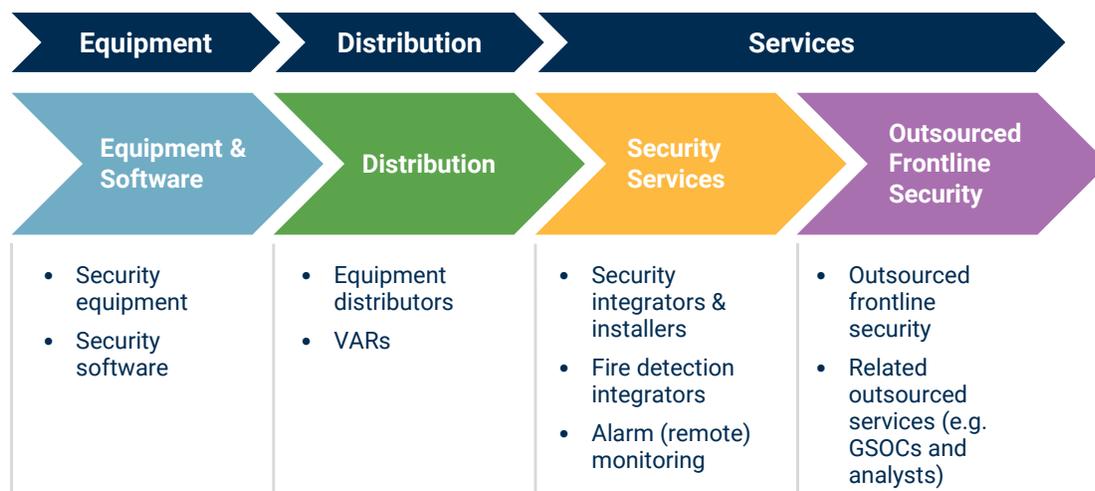**Market sizing measures different points of the channel**

The market data presents the physical security and fire detection equipment, distribution, and services market sizes and forecasts. Market statistics do not include revenue from discrete components, such as semiconductors or image sensors, non-branded OEM production, or the costs incurred by end-users to support their in-house physical security operations.

Important point: The equipment, distribution, and services markets each measure a different stage of the channel, which results in some double-counting of sales. Equipment is measured at the factory gate price. Distribution is measured as the product leaves the distributor for the integrator or end user. Services include all services sold at end user pricing.

Consequently, a product sale will be counted in each market as it moves through the channel from vendor to end user. Each segment of the market is further defined as follows:

- The equipment market provides the technology layer that enables security professionals to deliver on their core function of protecting people and assets. Equipment and software include video surveillance, access control, intruder alarms, fire detection, and other physical security equipment markets such as perimeter security and body-worn cameras.

- The distribution market supports the movement of equipment from the manufacturer to the service providers installing and commissioning physical security solutions. Note that this data shows the distribution market size for video surveillance, access control, intruder alarms, fire detection equipment, and video door phones. All other equipment distribution is not included in the market sizing.

- The services market includes the security service providers delivering installation and maintenance of security solutions, the monitoring of intruder alarm systems, and the guarding services that support safety and security operations across different vertical markets and applications.

Segments of the physical security channel included in the market sizing:

Equipment	Distribution	Services	
Equipment & Software	**Distribution**	**Security Services**	**Outsourced Frontline Security**
• Security equipment • Security software	• Equipment distributors • VARs	• Security integrators & installers • Fire detection integrators • Alarm (remote) monitoring	• Outsourced frontline security • Related outsourced services (e.g. GSOCs and analysts)

The physical security market represents an important contributor to the macroeconomy. The services market accounted for more than 0.3% of total global GDP in 2022, with this number forecast to increase to almost 0.4% by 2026 (GDP data source: S&P Global).
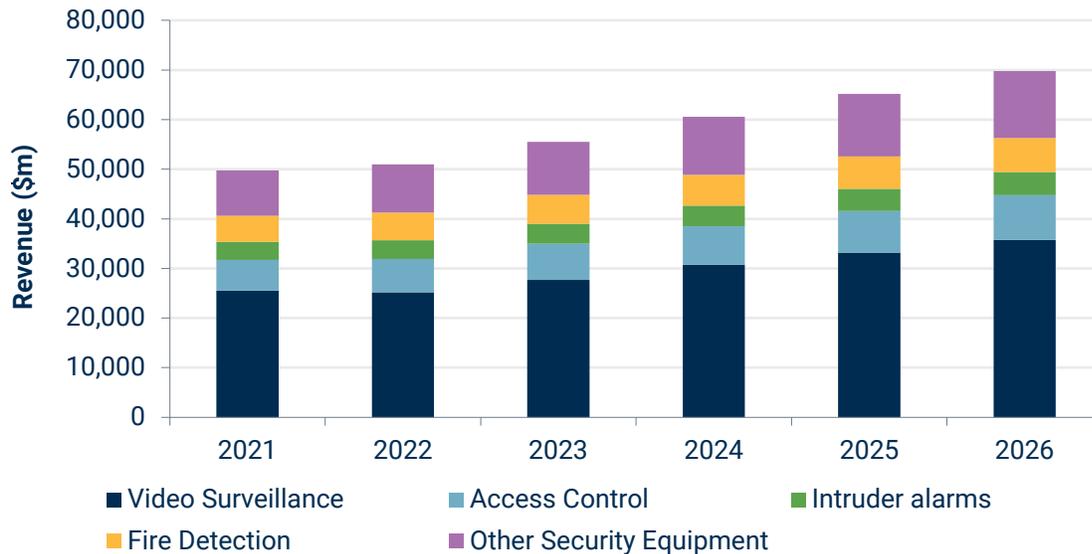
Physical Security Equipment

The physical security equipment market was worth an estimated $51 billion in 2022. The market in 2023 will be worth almost $56 billion and is predicted to grow to $70 billion in 2026. The CAGR from 2022 to 2026 is forecast to be 8.2%. The chart below shows the full forecast.

The market includes the following equipment types (full definitions at the end of the report):

– Video Surveillance Equipment

– Physical Access Control Equipment

– Intruder Alarm Equipment

– Fire Detection Equipment

– Other Security Equipment

The "other security equipment" market includes body-worn camera solutions, mobile video surveillance, ANPR (Automatic Number Plate Recognition), perimeter security, audio and video door phones, and explosives, weapons, and contraband detection equipment.

The market for physical security equipment by type

Source: Omdia

The video surveillance market accounted for around half of the security equipment market globally in 2022. It is also forecast to be the fastest growing equipment market between 2022 and 2026. In terms of revenues, China is the largest country market. However, the Chinese market's growth rate for video surveillance equipment is beginning to slow from rates seen over the last decade.

The second largest equipment market is physical access control. North America is estimated as the largest regional market, while Latin America and the Middle East & Africa are forecast to be the fastest growing regional markets.

The fire detection equipment market is a close third in terms of estimated market size. North America is its largest regional market. This market is forecast to grow more slowly, with a CAGR of 5.5% between 2022 and 2026. A significant share of fire detection equipment is deployed in new construction, so spending and activity here are important market drivers.

The intruder alarm market is the only equipment market forecast to grow slower than the fire detection market. It is also the smallest market in revenue terms.

The "other security equipment" market is comprised of various equipment types, each with different drivers and market barriers. The market for body-worn cameras and digital evidence management solutions is forecast to grow at almost double the rate of the combined market. At the other end of the spectrum, the market for explosives, weapons, and contraband detection equipment is predicted to grow in low single digits over the next few years.

In many cases, the regional breakdown of the market has a material impact on the overall market growth. The chart below shows regional market sizing. Technology evolution and end user budgets are also important in the growth story.

It is important to note that the security equipment market does not include some adjacent equipment types, such as pedestrian entrance control equipment (turnstiles and speed gates) and door automation (sliding or swinging doors).

Physical Security Equipment Market by Region
(2022 - Global Market $51 billion)

Europe
$9.5 billion (19% share)

North America
$13.6 billion
(27% share)

China
$14.8 billion (29% share)

Latin America
$2.5 billion
(5% share)

Rest of Asia
$7.5 billion (15% share)

Middle East & Africa
$3.1 billion
(6% share)
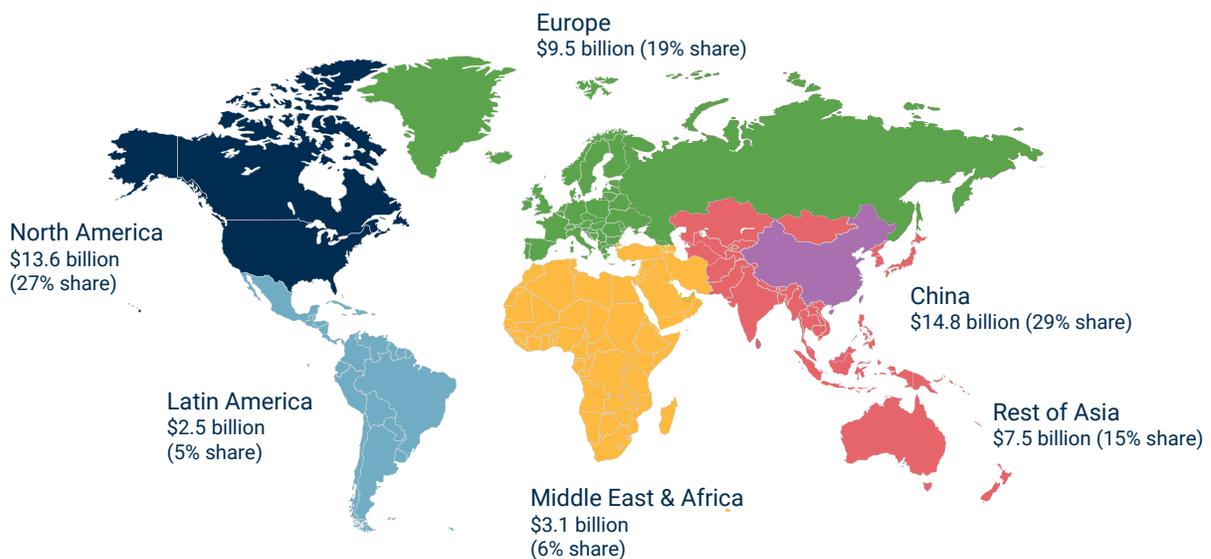
Physical security equipment trends

Each equipment market has unique market trends, drivers, and barriers.

Video Surveillance

The video surveillance equipment market recovered well in 2023 following a challenging 2022. Overall, the market (in revenue terms) declined in calendar year 2022, though most regions other than China grew, some at double-digit rates.

The Chinese market had a difficult year as COVID-19 restrictions impacted installations and revenue opportunities.

Like most security equipment markets, inflationary pressures and supply chain constraints were barriers over the past 18 months. Many vendors had backorders resulting from supply chain disruptions.

However, most equipment vendors indicated that supply chain problems had been adequately addressed and resolved by early 2023, so the impact in 2024 will be limited. In terms of inflation, price increases were regional. Some countries had relatively stable pricing while others felt more impact from increasing costs, including employee wages, energy, and components.

Government spending on physical security equipment has increased substantially. Driven by growing security concerns and a renewed focus on infrastructure protection, this surge has roots in several key factors, most notably legislative changes, and economic circumstances. This trend was a growth driver for the video surveillance market.

The video surveillance market is also at the epicenter of the industry's adoption of both artificial intelligence (AI) and cloud-based, "as-a-service" solutions. With the spread of AI applications into the mobile and embedded markets (nonphysical security markets), demand emerged for hardware that could perform neural network inference at the edge.

At the same time, the increasingly advanced semiconductors developed for the large smartphone market began to penetrate other sectors, such as robotics, automotive, industrial automation, and unmanned aerial vehicles (UAV).

The increased use of embedded analytics is expected to continue. Although the trend first started as a value-add proposition, as the technology has developed, so has the market. Camera vendors are increasingly adding embedded analytics to devices, although only basic analytics will be free of charge for now. There remain additional charges for premium analytics.

The video surveillance market is also seeing a definite shift toward cloud-based solutions. Solutions providers have adapted their offerings to respond proactively to this demand by expanding cloud services, enhancing remote capabilities, improving storage flexibility, and delivering new data management capabilities. The impact of cloud technology is not restricted to just video surveillance, as a similar trend is impacting the physical access control market.

Physical Access Control

Regionally, the access control market has a similar growth outlook to the video surveillance market. The market in China declined in 2022 but will grow in 2023 and 2024. All other regional markets recovered well and continue to perform strongly.

The market also felt the impact of supply chain disruption, with some growth driven by fulfilling back orders. Lead times are generally back to prepandemic levels.

An important trend in the market is the emergence of mobile credentials as a viable alternative to physical credentials.

Mobile credentials store credentialing data on a smartphone application. The credential interacts with a mobile-capable reader using NFC, Bluetooth, Wi-Fi, or cellular 3G/4G transmissions from the smartphone to the reader.

They can offer building occupants greater flexibility because entrants only need to possess one device to enter any number of compatible facilities. The use of a personal smartphone is also considered a more hygienic alternative compared with cards and badges.

Additionally, mobile credentials offer improved privacy. Personal data, such as biometrics, can be restricted to the smartphone itself while still being used by access control systems to authenticate entry. They can also lower the maintenance costs of credential management.

Wallet-based credentials could help the transition to mobile credentials. In 2021, Apple announced that it will upgrade its Apple Wallet application to be capable of storing digitized copies of physical access control credentials. This has resulted in some access control vendors providing compatible mobile credentials.

Other Security Equipment

In addition to the core physical security equipment markets, there are several other equipment types that are relevant to the security and fire detection industry. These include body-worn camera solutions, mobile video surveillance, ANPR, perimeter security, robotics, biometrics, door phones, and explosives, weapons, and contraband (EWC) detection equipment.

Body-worn cameras and mobile video surveillance are ruggedized video surveillance devices that are used on a person or a vehicle. They include cameras used by the police to monitor activity, as well as security cameras and recorders on trains, school buses, and other transit. Body-worn cameras are often sold with digital evidence management solutions (DEMS) on a recurring contract basis.

ANPR solutions are analytics designed to read vehicle license plates and are used in parking and restricted areas to identify whether the vehicle should be there. At the other end of the detection scale is the EWC equipment market. These scanners are used to check luggage, vehicles, and people entering certain areas such as airports, ports, and hotels.

Biometrics and identity management is an opportunity for physical security professionals to leverage technology from other applications, such as fingerprint readers and face recognition. There is an increasing need for identity management and authentication to combat risk, meet regulations, and support cybersecurity concerns.

The technology is improving, and solutions are becoming more accurate and easier to use. Frictionless systems are also in demand following the COVID-19 pandemic.

Robotics is another emerging physical security market. These systems have the potential to provide remote eyes and ears across a site, supplement guarding, and operate in remote locations, often where conditions are not well suited to a human working in the environment.

As with other emerging solutions, there remains a need for education, use cases, and general acceptance of the technology. However, this is changing with more successful deployments.

While wallet-based credentials tend to cost more, they also remove a barrier to adoption and increase awareness of the technology.

The access control market is also well positioned to benefit from different integrations with building management systems and physical identity and access management (PIAM) solutions. Drivers include tracking occupancy levels, ensuring logical access to IT infrastructure, supporting energy management and sustainability targets, and combining video with access to verify entrants more accurately.

Finally, there has been a proliferation of real estate software designed to integrate access control systems with other property management features, including leasing, human resources, amenities, tenant acquisition, and other fintech applications.

Intruder Alarms

The professional security intruder alarm equipment market is moving toward software and services. The most prevalent example is monthly monitoring with subscription fees. In many regions, there are fewer new residential construction projects, so there will be reduced growth opportunities for hardware equipment sales and installations. Instead, improved services will be offered to the existing installed base of customers. These include services such as automated arming and disarming of the security system.

Over the years, manufacturers have refreshed their product designs, usually in the sensor category. However, the general design and architecture of intruder alarm sensors has not significantly changed, nor has the fundamental functionality. That said, there are some technology trends that are important in the professional market, as distinct from the smart home, do-it-yourself equipment market.

Integration with video cameras continues to gain momentum, so much so that it is likely that cameras will one day form an integral part of a standard intrusion installation. One key area in which intrusion and video camera capabilities overlap is outdoor security systems. A new approach to intrusion is coming in the form of proactive deterrence: catching intruders before they break in.

Typically, an installation will have indoor motion detectors, contacts for the doors, and a glass-break detector. However, if no one is on premises and an intruder breaks in and sets off an alarm, significant damage and loss can occur before police arrive.

Proactive deterrence aims to prevent the intruder from entering the premises. Integrated outdoor systems that have both intrusion sensors and cameras are more likely to prevent a break-in, sending alerts to the monitoring professional or end user to notify them that a perimeter or virtual boundary has been crossed. Some systems will include sensors with two-way audio or sirens that can notify the intruder that they have been detected and local authorities are responding.

These benefits can also be applied to small and medium-sized businesses (SMBs) that have stock deliveries, vehicles, or ATMs outside the premises. These outdoor systems are where much of the innovation will take place in the intruder alarm market. With the integration of video, products such as PIR (passive Infrared) cameras will likely play a key role in this trend.

Fire Detection

New construction is a core driver of the fire detection equipment market, accounting, according to some estimates, for between 60% and 80% of annual fire detection installations. Compared with the physical security market, the fire safety industry is also conservative in its technology adoption. This is due to the consequences of a life safety solution failing when needed. Legislative and regulatory changes are typically the driving factors for technological change.

However, technology advancements and innovative new products can still have an impact. End users are starting to ask for equipment with connectivity capabilities. The main purpose of these applications is the increased visibility of equipment health and the automation of services, such as remote access and predictive maintenance. Systems integrators and software vendors can now implement cloud-based self-testing services for the automatic maintenance of fire safety systems.

In some regions, the fire detection market is also moving to wireless solutions. Wireless panels, or standard panels connected to wireless translators, can be networked to wireless fire detection sensors to provide a fully wireless system. Improvements in battery life, the increasing cost of cabling, and the potential for significantly quicker installations are key market drivers, while the concerns around wireless reliability and higher product prices act as market barriers. This trend is primarily in Western Europe, with countries such as the United States still reluctant to move to wireless fire solutions.

Notification products are primarily used to alert users to potential hazards detected by a fire safety system. In a notable market trend, these devices are becoming more intelligent and possess multiple installation benefits. Technology evolution, such as LED replacing xenon flash tubes in visual notification products, is enabling a more reliable supply of current throughout the system. This in turn enables more intelligent devices to be installed.

In the United States, there is a market shift for notification devices to move away from being specific to the fire detection industry. The emerging market relates to two-way emergency communications, which were historically common in the elevator telephone and nurse call markets. More stringent regulations in these sectors have brought two-way communication systems in line with traditional fire alarms.

This should increase the adoption of voice alarms, which can be modified to provide different evacuation modes, while also being able to be targeted to a specific section of a building that needs to be evacuated.

Physical Security Services

The physical security services market was worth an estimated $298 billion in 2022. The market in 2023 will be worth $319 billion and is predicted to grow to $389 billion in 2026. The CAGR from 2022 to 2026 is forecast to be 6.9%. The chart below shows the full forecast.

The market includes the following service types (full definitions at the end of the report):

– Security Services

– Fire Detection Services

– Alarm Monitoring

– Guarding

Important point: Omdia has not included distribution services in the physical security services market sizing. The distribution market measures a point in the supply chain between equipment vendors and systems integrators. Equipment sold by distributors to integrators is included in the market revenues presented for security services, which includes installation, maintenance, and equipment sales at end user prices. Consequently, the distribution market is not included so as not to double count these revenues.

However, distributors are an important part of the overall physical security channel and have been included in the employment analysis presented later in the report and in the top line market sizing presented at the beginning of this report.

The market for physical security services by type
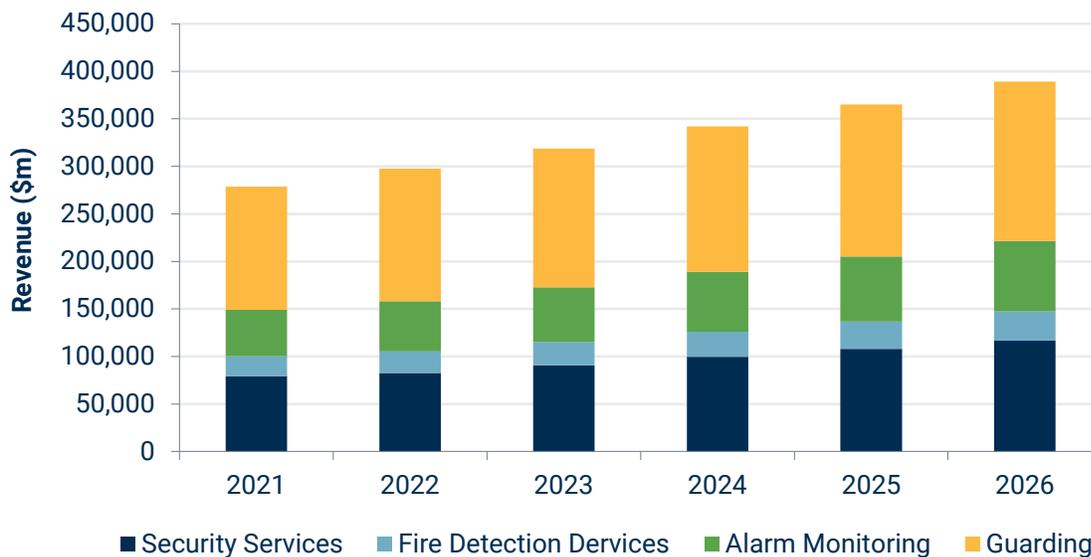
Source: Omdia

The security services markets are more heavily influenced by regional or country-specific trends when compared with the equipment markets. Guarding costs are driven by local salary requirements and infrastructure costs. This means that North America has a proportionally higher market size when compared with lower-cost regions such as India or Southeast Asia. The guarding market accounted for an estimated 47% of the total security services market in 2022.
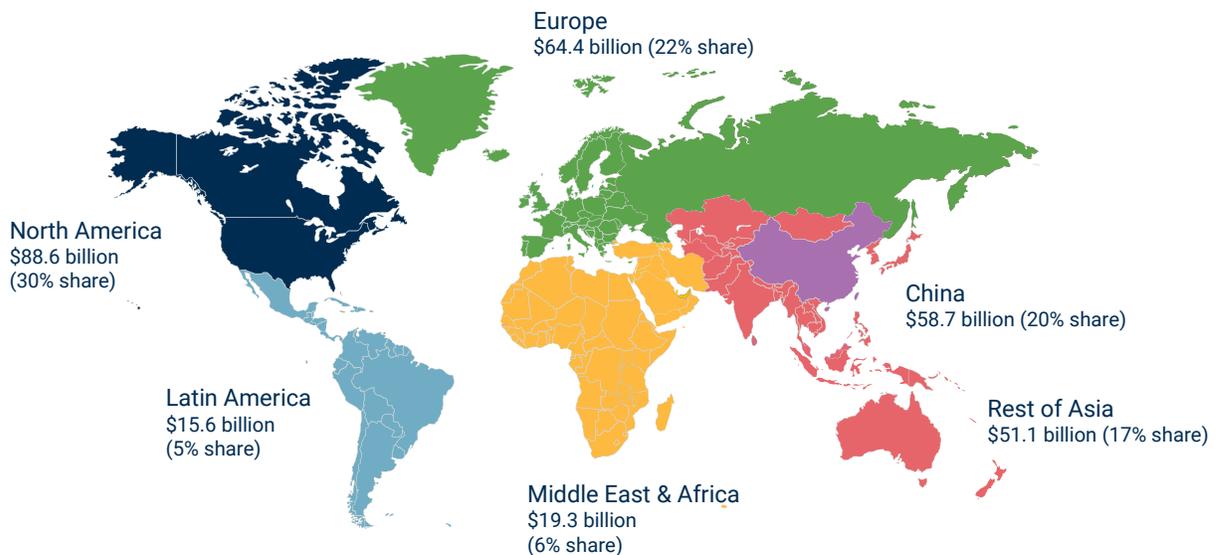
The same is true for other services, with the cost to install a device varying between regions. In some regions, such as North America and Europe, the equipment cost of an installation can be relatively high. However, in lower-cost regions, the equipment expense contributes a much larger proportion of the overall end user cost. Consequently, higher-cost regions often look for efficiencies from technology, whether that is a quicker installation or augmenting a manual task with a technological solution.

There are also regional service differences due to sentiment. For example, the alarm monitoring market is a large segment in North America, with many large central stations monitoring millions of residential and commercial accounts. North America accounted for an estimated 45% of the global monitoring market in revenues.

In other regions, such as Europe, the market penetration of alarm monitoring remains much lower. There are also unique situations within country markets. In South Africa, there is often a requirement for a guard response to an alarm, which can be included in the monitoring cost for an additional fee. Ultimately, the services market has more regional nuance than the equipment market in the go-to-market approach.

The chart below shows regional services market sizing.

Physical Security Services Market by Region
(2022 – Global Market $298 billion)

Europe
$64.4 billion (22% share)

North America
$88.6 billion
(30% share)

China
$58.7 billion (20% share)

Latin America
$15.6 billion
(5% share)

Rest of Asia
$51.1 billion (17% share)

Middle East & Africa
$19.3 billion
(6% share)

Physical security services trends:

Each services market has unique market trends, drivers, and barriers.

Security Services

Security services refer to the services provided by security systems integrators and installers. It includes design and consultancy, installation, and service and maintenance of video surveillance, access control and intruder alarm equipment. Integrators range from large multi-national service providers, with thousands of employees, through to local installers with one or two vehicles.

The competitive market for service providers is also quite fragmented. Beyond the top few integrators, with business across countries, most service providers are regional or specific to their locality. Often, these companies have a couple of large accounts, such as a utility company or healthcare facility, supplemented by smaller projects in commercial and retail markets.

There are several trends impacting the security services market.

Predictive maintenance

Digital transformation has changed how organizations manage facilities. Predictive maintenance is one application that can benefit from the increased connectivity and data creation at the center of this digital transformation.

It is important for security solutions to always be reliable and operational. Monitoring the status of these systems is a key part of ensuring this reliability. Consequently, security professionals are spending more time monitoring facilities' security status on software interfaces and proportionally less time on routine physical inspections. Over time, this approach will become even more common.

Sensors embedded in security equipment can provide data and insight into the actual operating condition of the equipment. Condition-based monitoring of security installations allows the security integrator to lay down appropriate predictive maintenance strategies, potentially with AI models predicting failure patterns and modes of security assets.

Furthermore, as security technologies take on wider functions within an organization, any downtime can impact other departments. This will act as another market driver to support predictive maintenance activities.

Building management systems (BMS)

A BMS is a control system that monitors many of a building's mechanical and electrical systems, including systems in the energy, security, and life-safety domains. Unlike security integration platforms, BMS platforms are designed as complete solutions to tie together every domain of IoT equipment in a commercial building.

A BMS platform is capable of aggregating data from equipment across many domains, identifying trends in building use and operations, reducing energy consumption, improving occupant comfort levels, and securing the building against threats accordingly. This is often referred to as building automation or a smart building.

Despite the gradual move to BMS platforms, there remains a separation between the security system and the building management system. However, increasingly, systems integrators are involved in both solution types.

The potential for large integrators with these combined capabilities to win market share will depend on the continued trend for integrating all the sensors in a building. If this happens, systems integrators with competency across heating, lighting, air conditioning, physical security and fire detection will have a competitive advantage.

Converging roles of security and IT integrators

The video surveillance market has been transitioning to networked equipment for a long time. In parallel, the industry has adopted enterprise storage capabilities and increasingly more complex networking and cloud infrastructure.

This has meant the installation and service of these solutions is increasingly more suited to IT integrators and their expertise in managing IT infrastructure.

Several underlying factors are driving the trend toward integration. Video analytics, computer vision, and machine learning are all important technological evolutions that move the industry away from traditional physical security projects. The use of the IT network also means that IT leaders are more involved in the discussion and decision process.

End users often expect a more IT-led solution and service offering, where equipment is serviced based on time installed as opposed to its current condition.

Finally, at the enterprise level, end users are increasingly treating security as a boardroom-level discussion.

There are competitive threats from the professional audio and visual industry, too. AV integrators are used to installing technology in commercial, retail, and hospitality settings, including the telecommunications and video-based solutions used in these markets.

Installing network cameras is a relatively minor step for these integrators to expand their product offering and grow their business.

Alarm Monitoring

The remote monitoring of intruder alarms and other physical security equipment is a large business. North America remains the dominant regional market.

The primary market driver for these end users is the protection of sites. In some cases, an alarm monitoring contract is a requirement of their insurance plan.

In other cases, the market driver is more likely to be peace of mind and the outsourcing of any response.

In other countries, the monitored response is integrated with a guarding service.

In the residential monitoring market, automation and analytics are a differentiator for alarm companies, with outdoor cameras and video doorbells important product categories.

Many customers who opt for a professionally monitored system think about security and life safety (including intruder alarms) first and home automation second.

This means that, while lighting, smart shades, and other features could be a tipping point for a consumer to choose one provider over another, the primary focus is on security and privacy.

Additionally, many home automation features remain difficult for alarm providers to install, such as in-wall switches, water valves, and other devices that require a specialized professional.

This means that many alarm providers are limited in smart home solutions they can offer. There is also a real threat from the less expensive do-it-yourself providers in the residential space.

Fire Detection Services

Fire system integrators in many regions are constrained by the regulatory requirements of the industry. Life safety solutions must work when called upon or there could be life-and-death consequences.

Consequently, the pace of evolution, both in terms of fire equipment and services, is slower than in other industrial markets.

Despite this, remote services and cloud-based maintenance applications are beginning to gain mindshare with end users.

Previously, a lack of awareness surrounding the potential benefits of remote maintenance acted as a market barrier. However, strict restrictions during the pandemic, including social distancing and lockdowns, prevented physical access to sites, which impacted maintenance cycles.

A range of new regulations has slowly opened the door for the provision of secure remote services and self-testing devices. Updates to NFPA (National Fire Protection Association) codes in the United States have implemented conditions for remote access, such as requiring a qualified representative onsite for site-specific software testing.

Additionally, other codes require regular performance checks on remote inspection systems. For example, new regulations in Europe include requirements for improved remote access security and self-testing device performance.

Software solutions are becoming more desirable, with systems integrators increasingly asking for them, rather than just being pitched by the manufacturer. Many parts of the fire safety business are starting to acknowledge the potential benefits of scheduled maintenance cycles. Systems integrators and contractors are taking advantage of this development.

However, this trend is slow-moving. A key challenge is end user acceptance of cloud connectivity and remote services.

Guarding

The largest services market in contract security is guarding. However, the role of guarding companies has changed in recent years. Traditionally, security guards would protect buildings and campuses by conducting regular patrols. The requirements are now more sophisticated, leveraging technology to augment and enhance the guarding operation.

For example, smartphone applications can help to track guarding activity, and automated reporting can generate audits of each operation. Remote video monitoring solutions can ensure that guards are as efficient as possible in their response to any alert. Video analytics are now used to identify threats, so operators spend less time watching screens and more time conducting impactful security operations. This reduces the dependence on operators to notice any potential threat, which has traditionally been a challenge for human operators.

Robotics are increasingly used as part of the guarding solution. Global security operation centers (GSOCs) are now larger and more sophisticated, providing central control of guarding operations and associated technology. Guarding companies are either integrating with, or acquiring, these technologies to meet the new demands of end users.

Another market trend is the balance between outsourced guarding and in-house security personnel. Many large organizations have internal security teams, some supplemented with contract security and others not.

As the level of technology offered by guarding companies increases, more of the guarding effort is being outsourced, as the end user often does not have the capability or resources to manage the new technologies. An important opportunity in the guarding market is supplementing more of the end users' guarding operations.

Distribution Services

There are a range of additional services offered in the physical security market, including equipment distribution and security consulting services. Distributors play an important role in the market by ensuring that equipment gets from the factory gate to the systems integrator or end user. They also support training, logistics, product testing and financial management between the integrator and the vendor. The market for distribution is gaining share as manufacturers take advantage of the benefits of using distributors in their channel approach.

Another important service in the physical security industry is provided by consultants. Security consultants are active in advising end users on how best to approach their unique physical security requirements. Often, they are instrumental in the equipment and solution decision and support the industry with technical expertise in specific vertical markets. (Consultant services have not been included in the market sizing presented in this report.)

Employment in the Security Market

The physical security industry is a series of integrated solutions and services. Equipment manufacturers and software providers deliver the technology that security solutions are built on. Distributors, integrators, and installers move the technology from the factory to the end user and ensure systems are maintained.

Other service providers, such as guarding and alarm monitoring companies, ensure that security professionals have additional services to meet their physical security needs while consultants provide expertise on which of the different solutions should be deployed. Finally, end users have dedicated security professionals on staff to support the security requirements of their organizations.

The market is complex, and solutions providers can overlap. In some situations, companies will compete on one project while, on the next project they will partner to provide a unique solution to the end user.

The security industry is an important employer across the world.

Omdia has estimated that over 30 million people (full-time equivalent) are directly employed across the physical security and fire detection channel. Most of these jobs are in guarding roles, either for services providers or employed directly at end user organizations.

Security roles included in the employment analysis:

Equipment & Software	Distribution	Security Services	Outsourced Frontline Security	Directly Employed Frontline Security	CSOs, Security Managers and Consultants
• Security equipment • Security software	• Equipment distributors • VARs	• Security integrators & installers • Fire detection integrators • Alarm (remote) monitoring	• Outsourced frontline security • Related outsourced services (e.g. GSOCs and analysts)	• Directly employed frontline security • Other directly employed security non-managers	• CSOs • Security managers • Consultants

30,675,000 people employed in the physical security industry

The following method was used to estimate the employment data presented in this report:

– Employment estimates are provided as FTE (full-time equivalent). This means that one full-time employee would be counted as one employee while two part time employees working half a working week each would be counted as one employee.

– The analysis is based on Omdia's market sizing for the physical security equipment and services markets. The data is based on hundreds of primary research interviews and questionnaires collected from vendors and services providers active in the market.

- The Omdia market definitions provide the scope for employee estimates. Employees working for security manufacturers in business lines outside these definitions (for example, pedestrian entrance control or mechanical locks) are not included in the estimates.

- Each of the equipment and services markets was split by region: North America, Latin America, Europe, the Middle East & Africa, China, and the Rest of Asia and Oceania. In each regional equipment and services market researchers made an assessment of revenue-per-employee based on company accounts, analyst knowledge, and other secondary research.

- This approach took into consideration both regional and equipment/service market differences in employment impact. For example, guarding is more manually resource intensive than manufacturing video surveillance equipment and the salary impact in North America is more impactful than in China.

- Estimates for directly employed frontline security, CSOs, security managers, and consultant FTEs were based on insights from labor statistics in key regions, input from end-user organizations, and other secondary research sources. End-user physical security personnel are defined as frontline and associated leadership roles active in the protection of people, property, and assets.

- Top-level data was compared with GDP, population, and other relevant global data to provide regional comparisons and to sense check the final data.

- Where possible, Omdia has excluded OEM manufacturers and semiconductor/component manufacturing from the employment data. Manufacturers that are both OEM and sell directly were included.

- Estimates represent the employment position in January 2023.

Channel breakdown of security employment:

Frontline security roles accounted for most of the employment in the security industry. The estimate for both outsourced frontline security and directly employed frontline security is over 28.5 million employees. The total number of chief security officers (CSOs), other management level roles, and consultants is estimated at 900,000.

Security services are less resource intensive than guarding but still account for almost 1 million employees globally. Finally, equipment manufacturers, software vendors, and distributors accounted for almost 250,000 employees worldwide.

Overall, the security industry is an important job creator.

Category	Employees
Distribution	35,000 employees
Equipment & Software	210,000 employees
Security Services	980,000 employees
Outsourced Frontline Security	6,850,000 employees
Directly Employed Frontline Security	21,700,000 employees
CSOs, Security Managers and Consultants	900,000 employees

Frontline Security:

28.55 million employees

(Combined outsourced and directly employed FTEs)

Regional employment

The regional employment picture varies depending on technology acceptance, cost of labor and geo-political risk. Europe and North America accounted for fewer job roles because technology is used to augment security operations and police forces support more core security responsibilities. That said, these regions are important employment markets for the equipment market, ranking behind only China in terms of estimated employment numbers (compared across the six regions presented).

In fact, North America accounted for around 22% of equipment & software employees globally. This compares to an estimated 6% share of all physical security employment. Likewise, Europe accounted for almost 18% of equipment & software employees globally.

In Asia, countries such as China and India account for a significant proportion of global security industry employment. Average salaries are lower, and it is more cost effective to employ people to support threat mitigation. As outsourced and in-house guarding is the primary security employer globally, regions with lower cost of labor create opportunity for increased employment.

Furthermore, there are regional differences in the split between in-house and outsourced guarding roles. In North America and China, there is a roughly even split between the different approaches. However, in Latin America, the Middle East & Africa and the Rest of Asia and Oceania, the balance leans towards in-house guarding over outsourcing to guarding companies.

Estimates for total employment by region are presented below.

Physical Security Employment Share by Region
(2023 - 30,675,000 employees)

Europe
3,140,000 employees (10% share)

North America
1,750,000 employees
(6% share)

China
6,520,000 employees
(21% share)

Latin America
3,850,000
employees
(13% share)

Rest of Asia & Oceania
11,385,000 employees
(37% share)

Middle East & Africa
4,030,000 employees
(13% share)
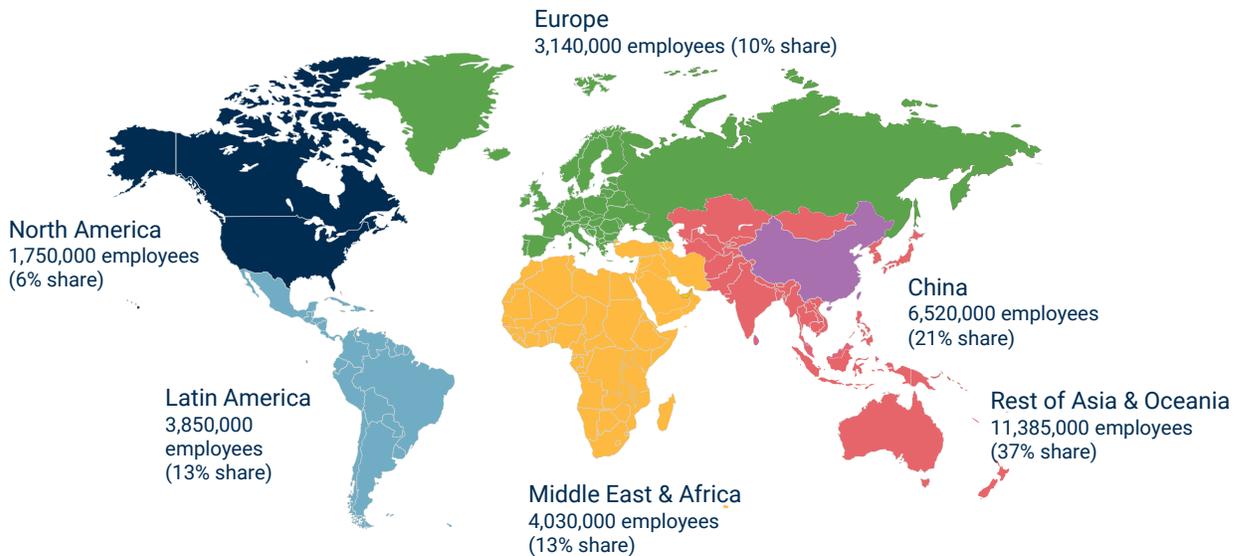
Impact of Technology on the Security Industry

History shows the physical security market changes over time

Industrial markets are often considered to be relatively slow at adopting new technologies or services. To some extent, this is true when compared with consumer-facing markets, such as smartphones, computing, or gaming. However, significant market shifts have occurred in both the physical security equipment and services markets over the last decade.

Taking the video surveillance market as an example:

- Seven video surveillance equipment vendors from Omdia's 2012 world market share estimates are no longer listed in the top fifteen equipment and software providers in the 2022 market share estimates (based on market revenues).

- Global network camera revenues accounted for 45% of the security camera market in 2012. A decade later, the network camera market accounted for almost 90% of security camera revenues.

- More than half of network camera revenues in 2012 came from cameras with less than 2MP resolution. In the latest data for 2022, less than 2% of network camera revenue is for cameras with less than two megapixel resolution.

The video surveillance market has clearly changed over a ten-year period. Similar trends can also be identified in the physical access control market, around the technology used in credentials and readers, and in the intruder alarm market in terms of sensor types and wireless networking.

Given these statistics, it is rational to predict that the physical security equipment and services markets will evolve and change over the next five to ten years. There are several market and technology trends that are already on the physical security market's horizon, including AI, cloud solutions, and improved communications technology. Sustainability is another trend that will change how markets operate in the future.

Artificial Intelligence (AI).

AI is increasingly prevalent in the video surveillance market. Distributed architectures mean that the processing can be done on the camera, on a recorder or dedicated device, or in the cloud.

By 2027, Omdia forecasts that over 60% of network camera and recorder revenue will be from devices with deep-learning analytics onboard. This is an increase from 44% in 2023, showing the growth potential for AI and deep-learning analytics in the market.

The market for embedded video analytics in network cameras and recorders (revenues in 2027)

38%

62%

■ Deep learning embedded   ■ Rules-based analytics or no analytics
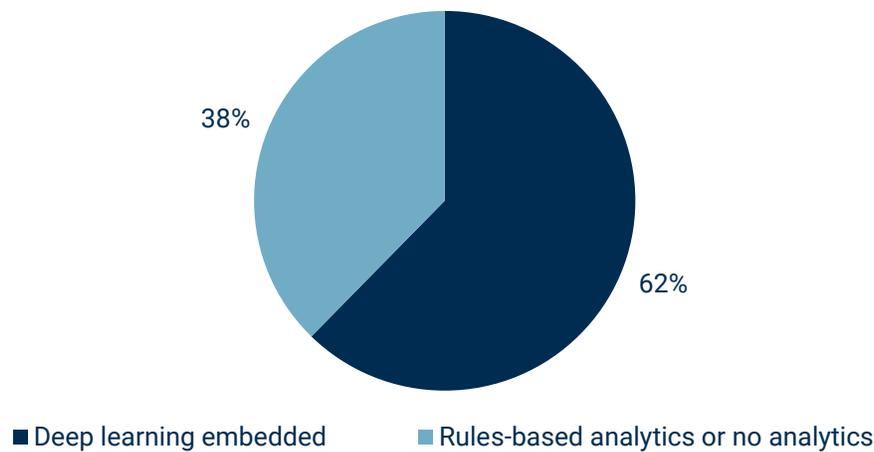
Source: Omdia

There are several drivers and barriers for AI at the edge (on the security camera) compared with other processing locations. These include:

Technology

One of the most common use cases for AI is recognizing faces, identifying emotion, and generally processing images or videos automatically. As such, there is a strong fit with video surveillance. The need to backhaul streaming video and associated networking challenges creates an argument for embedded processing at the edge.

Availability

The issue here is between technology originally developed for the mobile space but scaled down from PC or server categories and technology repurposed from other categories such as automotive. Sourcing the right processing components for a camera can be challenging.

"Easy" AI

Image classification, object detection, and semantic segmentation models are some of the best-understood AI workloads, and pre-trained models and vendor-optimized implementations are widely available. Most silicon vendors have a vertical solution for video surveillance.

Cloud versus edge versus on-device

The AI models used on video surveillance devices are well-known and productized, but there is also a further step: relying on a cloud service. Data gravity and security are important concerns, but most users will have a meaningful decision to make between an edge solution and a cloud solution.

Stranded assets

A lot of potential adopters have a substantial estate of non-AI cameras in place, making it easier to move to an edge-based video analytics device or cloud-based solution.

Privacy and regulatory issues

Public opinion remains a key concern with topics such as AI and automated video surveillance.

AI standalone software is also a growing market segment. Software can be run on dedicated analytics devices, traditional video surveillance recorders, or in the cloud infrastructure. The software analytics market has seen several types of new or previously small-scale analytics applications emerge. Some of these analytic types require more substantial hardware to operate efficiently. Important trends to consider include:

– Emotional recognition. The ability to detect and analyze human emotion from facial expressions is becoming an area of exploration given the benefits for marketing and sales.

– Occupancy management. These algorithms initially rose with COVID-19 public safety and social distancing protocols. They have since gained importance in applications that previously did not use them, such as HVAC and lighting management solutions that use occupancy to better manage the energy usage in a building.

– Perimeter intrusion detection. While not a new analytic type, it has been a prime testing ground and application for AI-powered object detection and tracking.

– Audio analytics. Again, not a new analytic type for many major manufacturers, it has recently seen a surge in popularity both in cameras and as integration of separate sensors.

– Predictive maintenance. Users leverage data from video feeds to predict equipment failures or maintenance needs in industrial settings.

What is clear is that the video surveillance industry is moving increasingly to AI capabilities in cameras and related infrastructure. Consequently, companies that have strong capabilities in these offerings will be well placed to win market share in the future.

Physical Security as a Service

Video surveillance as a service (VSaaS) is an increasingly important business model. Many end users are seeking a blend of on-premises and cloud-based surveillance to address security and compliance requirements. Hybrid setups offer flexibility, allowing organizations to retain critical data onsite while leveraging the scalability and accessibility of the cloud for non-sensitive information.

Hybrid setups also allow end users to retain existing infrastructure if they gradually transition to the cloud, minimizing disruptions and optimizing costs. This trend has been particularly appealing to enterprise clients seeking a gradual migration while maintaining a high level of data control.

VSaaS solutions initially targeted commercial markets. However, there has been a sizable shift toward diversification across industry verticals and the development of vertical-specific solutions. This expansion is partly due to more general market awareness of cloud solutions and partly due to the positive case studies of early adopters opening new markets.

A common sales technique is to highlight that end users use lots of cloud solutions in their daily life, from social media to banking, so putting the video surveillance system on the cloud becomes less daunting.

VSaaS and cloud solutions in general face most customer pushback when it comes to cybersecurity concerns. The rising importance of cloud-based storage and processing has meant ensuring robust cybersecurity measures is a top priority for providers. High-profile data breaches and privacy concerns have highlighted the need for more public and stringent security protocols. As a result, solutions providers are investing heavily in advanced encryption, multi-factor authentication, and continuous monitoring. Demonstrating compliance with industry regulations and standards has become a competitive advantage for VSaaS providers.

The market has experienced a notable geographic expansion too, with increasing adoption across different regions worldwide. As cloud infrastructure becomes more accessible, businesses of all sizes and locations are showing interest in the technology.

While North America and some parts of Western Europe have observed market growth for years, other regions are now showing signs of catching up. Emerging economies are seeing a surge in demand for VSaaS, driven by the need for cost effective solutions and the desire for modern systems.

User experience and ease of deployment have become the key differentiators and considerations for both customers and providers. Cloud-based solutions have greatly simplified the deployment process, in the simplest cases eliminating the need for complex onsite installations and reducing setup times. Swift and straightforward implementations appeal to a growing customer base.

The VSaaS market is going through a transformative phase driven by evolving customer needs, technological advancements, and the integration of AI and analytics. Customers are no longer passive recipients of these services and have been transformed into active partners in the development and customization of their VSaaS solutions. There is demand for greater flexibility, scalability, and tailored features mixed with the inherent developmental flexibility of VSaaS offerings.

Access control as a service (ACaaS) is another cloud application in the physical security market that is gaining market share. In its largest market, North America, there is already demand in the property management, retail, education, healthcare, utilities, and multifamily residential markets.

There has been some movement toward combining access control and video surveillance solutions into a physical security as a service offering. However, the market has some barriers that have limited this trend. First, there is reluctance to change among some end users. Traditionally, ACaaS and VSaaS systems have been separate and distinct entities, and many end users are resistant to changing these expectations.

Each solution also has a unique sales model. VSaaS sales models generally revolve around the number of security cameras installed in a building. ACaaS sales models are generally based around the number of doors across facilities with installed ACaaS equipment. There has also been resistance from some resellers of one solution who are not familiar with the other solution type.

All that said, just like with the AI video analytics market, the physical security industry is moving to a more cloud and "as a service" based future, and vendors and systems integrators will gain share if they embrace the technology. Whether this is discrete video surveillance and access control solutions or an integrated physical security as a service offering, cloud will be a dominant trend in the coming years.

Broader Trends Impacting the Security Market

Sustainability

Almost every corporation has an ESG (environmental, social, and governance) objective. For other industrial markets, such as manufacturing or building automation, the sustainability opportunity is clear with improvements driving lower energy usage or more sustainable manufacturing processes.

In the physical security and fire services market, it is less obvious where the immediate opportunity lies.

A potential application is using video surveillance cameras to provide the sensor input for more sustainable smart city solutions.

Sustainability Readiness — Investment, Data, Skills, Leadership, Partnerships
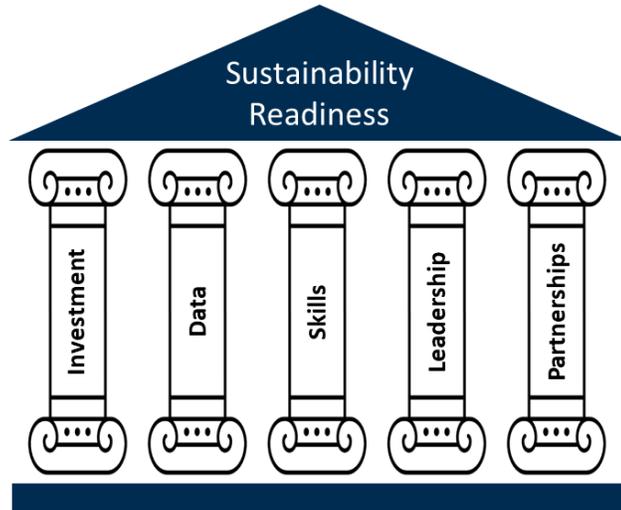
Examples include managing refuse collections based on how full the waste bins are or managing traffic based on the relative flow of different routes. There is also potential for cameras to provide the data for building automation systems to manage heating and lighting based on the number of people on a particular location or floor.

Solutions that reduce the need for physical actions, including traveling to a site, can also be considered sustainable. In the fire detection market, there is an opportunity for detection sensors to be tested remotely, meaning that a technician is not required to go and physically test each detector. In situations where the detectors require a cherry picker for access, this can save money and time, too.

In the access control market, mobile credentials can replace plastic cards. More eco-friendly credentials, made from organic materials, can also support sustainability goals. However, the sustainability opportunity for physical security vendors and service providers remains challenging.

Networking and 5G communications
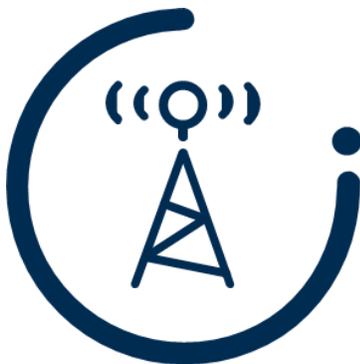
While there are some opportunities and use cases for 5G deployments across the physical security markets, it remains very early in the process.

This is similar to the critical communications market, where 4G/LTE is increasingly common but 5G remains more future potential than current opportunity.

Despite this, the communications market is moving toward 5G. In the telecoms market, private networks using 5G is a potential growth driver for service providers in the future. It is therefore interesting to assess some of the potential applications.

There are several possible use cases across the market, specifically around machine vision, smart cities, and fleet management solutions. The cloud camera market has seen some excitement for the advent of 5G technology. Substantial improvements in data transfer speeds, reduced latency, and higher device capacity should have a positive effect. While it is true that bandwidth

pressure increases as demand for better image quality and video analytics increases, most video surveillance installations use wired connectivity solutions, such as fiber. Only a small share of the network camera installed base function on an entirely cellular protocol, so scale remains relatively limited.

There are some applications where a purely cellular approach is feasible. These tend to be at remote industrial and construction sites and some mobile video surveillance applications. Even in those instances, 4G and LTE are proving robust enough for now. The ongoing efforts with advanced codecs processing data more efficiently have limited any immediate need for investment in 5G infrastructure.

Initially, the intruder alarm market might not seem the most obvious prospect regarding 5G connectivity. In the past, the communicators that were part of the intruder alarm control panel system only saw connectivity upgrades, such as from 2G to 3G, when the carriers shut down or sunset older networks.

However, across the intruder alarm market, there is an ongoing trend toward integrating video cameras, particularly driven by the ever-increasing requirement for video verification. In the longer term, there is potential for these devices to be on commercial 5G networks, even if the short-term outlook remains limited.

Ultimately, 5G is a technology for security professionals to monitor, but it is not likely to dramatically change the industry in the next few years.

What is the impact of these technology trends?

Changes in the technology landscape represent an opportunity for both equipment vendors and service providers to win business. For security integrators, new applications can provide end users with services more aligned to their requirements and corporate goals.

It can also mean that the installation is more efficient and less labor intensive. The result is increased margins or more ability to compete based on price. In an employment environment where it can be difficult to hire skilled installers and technicians, using technology to make the service process quicker or more efficient can help alleviate some of the labor challenges.

The guarding market is also increasingly leveraging technology for the same benefit, to ensure that guards are more efficient and, operationally, spend time on higher-value activities.

The challenge for physical security and fire services providers is how to ensure that they take advantage of these opportunities while still operating their day-to-day business. A key part of this is understanding which technologies will be important. There are applications that service providers will be required to support in the future to continue doing business. When viewed in that context, it can be easier to make the investment today to ensure that the business will be successful in the future.

North America

Each regional security market is unique with a different mix of equipment and services markets, key verticals, and competitive environment.

The North American market is the largest security services region globally and the second-largest equipment market after China. The size of the market means equipment vendors often prioritize product management around the requirements of North American security professionals. They also prioritize new product launches at its leading security exhibitions. North America also has a large guarding industry, and its alarm monitoring market accounts for around 45% of global revenues. The market is open to new technology, and both cloud and AI adoption are relatively high compared with other regions.

Increasingly, there is a need for enhanced cybersecurity and data protection in the United States market. State-level data protection laws, similar to the EU's GDPR, have become more common, with recent iterations and interpretations imposing larger penalties and facilitating stricter and more frequent cybersecurity risk assessments. These measures are not new to the industry, but public perceptions and more visible consequences for failure to comply have increased the pressure to make it a higher priority.

The market for physical security equipment and services by type: North America
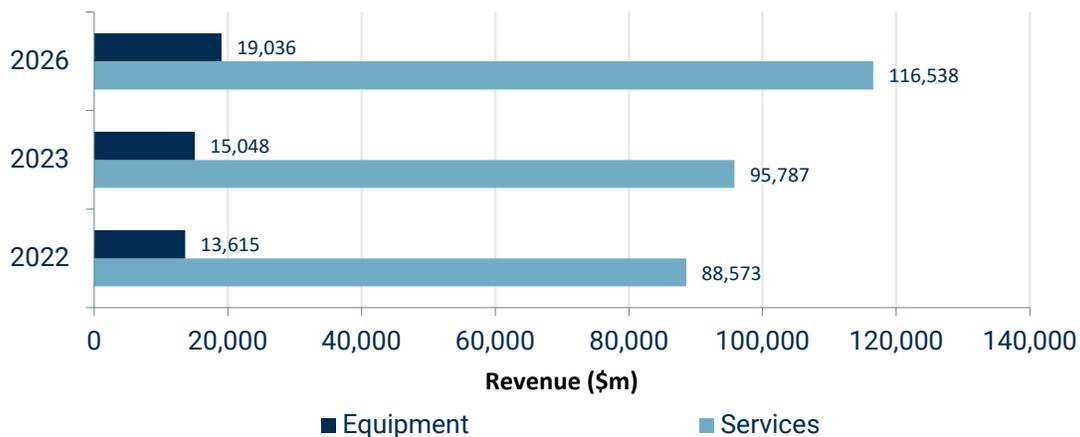
Source: Omdia

Competition

The competitive market in North America is led by large US-headquartered equipment and services providers, including Johnson Controls, Motorola Solutions, ADT, and Honeywell. These companies have a strong presence in their local markets.

Axis Communications has a strong position in the video surveillance equipment market. Assa Abloy, Carrier, and Hanwha Vision are other market leaders in the equipment market.

In the US market, the alarm monitoring sector has a disproportionate impact on the competitive environment, compared with other regions. This means companies such as ADT and Vivint hold leading market positions in North America.

The impact of telecom companies in the smart home market has also been more important. Comcast, for example, has built a smart home and remote-monitoring business that has taken some share from the incumbent physical security service providers.

Key Vertical Markets – North America

Education

Casinos

Airports

Government

In terms of verticals, education is one of the largest sectors for both video surveillance and access control equipment. Government is another large vertical market, while casinos and airports represent fast growing markets with unique use case requirements.

Education

The education market is unique due to the unfortunate prevalence of security incidents in schools and universities across the United States. This has led to much more sophisticated video surveillance, access control, and contraband detection solutions being installed at school facilities.

In the access control market, architectures with prioritized integrations with other security equipment, such as intruder detection and emergency notification systems, are common. North America accounted for over 50% of the global access control market for education projects in 2022.

Casinos and gaming

The second fastest growing video surveillance equipment market in the United States is casinos and gaming. The industry has a need for video surveillance to manage the different gaming in a casino. Multiple cameras are used to view each location. Casinos also have lots of retail, hospitality, parking, and commercial sites within the same facility. This is like airports and colleges, where the requirements and use cases are complex and often characterized as mini-cities.

Airports

In February 2023, the US Department of Transportation awarded nearly $1 billion of additional funding to support 99 airport terminal retrofit projects. Some of this funding will be allocated to upgrade security systems. Grants awarded in 2023 include new terminal construction projects at Des Moines International Airport, Salt Lake City International Airport, and Baltimore-Washington International Airport. The Federal Aviation Administration (FAA) expects funding for terminal projects to continue to grow as more airports seek these grants.

Security projects in airports tend to invest in advanced AI-enabled and fully integrated access control systems, which include IP-enabled network controllers, biometric readers, and software applications with cutting-edge analytics. They have also shown an interest in video analytics for both physical security and business intelligence applications.

Government

Government spending and legislation is a key market driver for the North American security market. Infrastructure projects, like the Infrastructure Investments and Jobs Act in the United States, will provide significant funding for the foreseeable future. US state and municipal budgets reflect a higher-than-normal allocation of funds toward public safety, education, and city security. Video surveillance manufacturers and end users have reported investing more heavily into grant-applying resources as well as government-adjacent verticals.

Section 889 of the NDAA for FY2019 prohibits the US governments from purchasing video surveillance or telecommunications equipment from companies placed on an entity list or their subsidiaries This produced a shakeup in video surveillance market shares in the United States and a change in end-user behavior, including a higher-than-normal rate of rip-and-replaces. Supply chain strengthening policies pushed manufacturers to invest in more local sourcing and manufacturing in order to reduce reliance on foreign-made surveillance equipment and components. Mexico and Canada, as well as certain states like Texas, saw an increase in manufacturing and distribution.

In the access control market, government is also a unique vertical, with much of the sector's revenues corresponding to sales to the Department of Defense. There are stringent security requirements for these projects with a focus on biometrics.

Latin America

The Latin American market has also felt the impact of the US NDAA and the associated political pressures. However, there is no push toward adopting NDAA-like legislation in the region. Rather, some of the vendors that have found business restricted in North America are reported to be investing heavily across Latin America.

Consumer behavior has shifted with an increased willingness to invest in security systems in the region. Governments have been enacting more legislation to support this. However, high inflation and cyclical government investments will exert some downward pressure on growth. Historically, the US fire safety market has had a strong influence on the Latin American market, and new legislation, such as UL 268 7th Ed related to fire detectors, will have some impact on the region.

The market for physical security equipment and services by type:
Latin America

Year	Equipment	Services
2026	3,590	20,515
2023	2,723	16,742
2022	2,473	15,639

Revenue ($m)

■ Equipment ■ Services
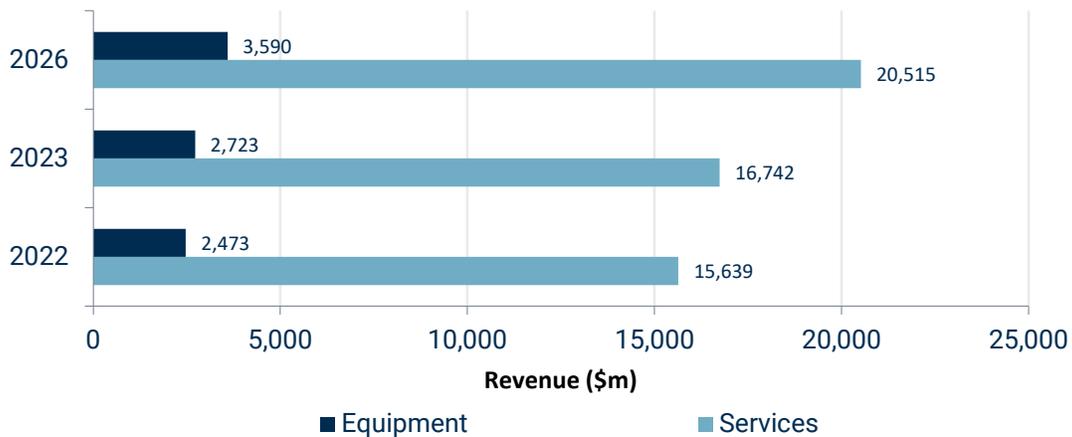
Source: Omdia

Competition

The competitive environment in Latin America is a mix of local vendors, North American vendors, and Chinese vendors. The leading video surveillance company (in terms of revenues) is Intelbras, a local video surveillance and communications equipment provider headquartered in Brazil with a strong presence in the Latin American market. Hikvision and Dahua are other manufacturers with large market shares.

In terms of security services providers, Honeywell and Telefonica have strong business operations. Prosegur is another important service provider, with leading positions in the security systems integration and commercial remote monitoring markets. They also have business in guarding.

Johnson Controls is another leading service provider in the Latin American security services market. It is estimated to be the leading monitoring provider to the commercial market. Convergint is assessed to have a strong position in Brazil.

Key Vertical Markets – Latin America

Industrial **Hospitality** **Banking and finance**

The hospitality, banking, and industrial/manufacturing markets have new physical security demands emerging. In terms of revenue opportunity, commercial, city surveillance, and government are the largest markets while the traffic monitoring market is growing quickly.

One of the bigger fire detection markets in Latin America is the Chilean copper mining sector. Since 2018, there have been a lot of investments into underground mining, which is a shift from the more traditional open pit mining. The transition to underground environments will require more fire detection and life safety equipment.

Industrial and manufacturing

The industrial sector in Mexico is experiencing a unique growth opportunity as the recent nearshoring trend leads to an uptick of interest from global physical security manufacturers. New manufacturing facilities need physical security and fire solutions and there is often less of an incumbent supplier barrier for new projects.

Hospitality

Hospitality is a key access control market in regions such as the Caribbean and countries such as Brazil. Driven by luxury hotels, rather than the major brands that drive sales in North America, these projects often have customized access control and security system designs. New projects with enterprise requirements mean the vertical is a growth driver for the regional market.

Banking and finance

The banking and finance sector in countries like Brazil, Mexico, and Chile are investing heavily in video surveillance, access control, and intrusion detection systems to enhance branch security and financial data. This is a particularly important market opportunity for the video surveillance industry.

Europe

Like most regions, Europe suffered from availability and supply chain difficulties for more than a year. Inflation has also been a significant challenge for the region, but average pricing is expected to recover to more traditional year-on-year changes. However, there are other challenges in the region, including Russia's war in Ukraine, which is impacting European economies, and the longer-term political and economic outlook remains uncertain.

Environmental, social, and governance (ESG) audits are expected to become increasingly important, especially within the Western European market. In the access control market, concerns relating to GDPR compliance, and the hygiene of traditional touch-based fingerprint readers have reduced demand for biometric readers in Europe.

In the intruder alarm market, outdoor systems play a larger role in Europe compared with the North American market, which favors the use of video cameras in outdoor settings. Outdoor perimeter-based sensors are common in Southern European countries, such as Spain and Italy. As a result, the average size of installations is growing in many Western European countries, with additional peripherals being added as demand for perimeter-based systems increases.

The market for physical security equipment and services by type: Europe
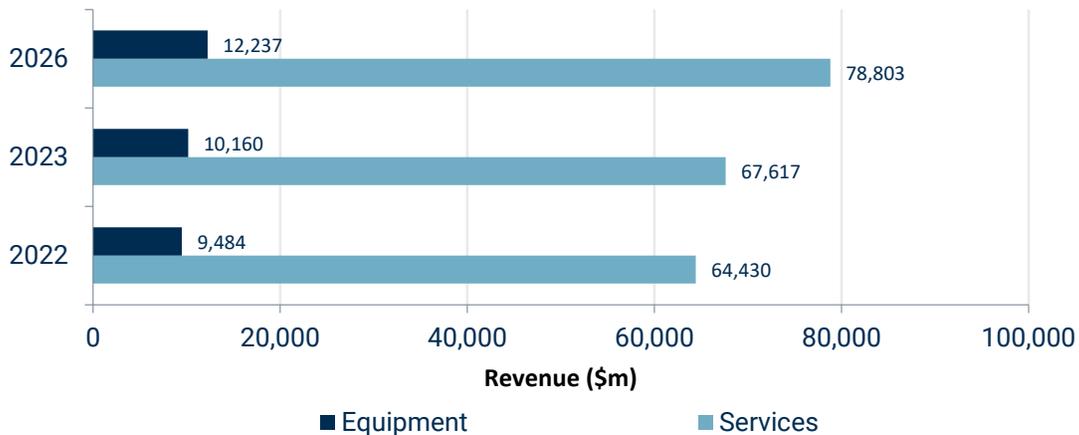
Source: Omdia

Competition

Axis Communications is one of the leading security equipment providers in the region. It is estimated to be the leading video surveillance equipment vendor to the Western European market (in revenues). Assa Abloy is another important equipment provider in the European market with its physical access control portfolio. Both companies are headquartered in Sweden.

Other important equipment providers include Bosch, Motorola Solutions, and Carrier, while Hikvision and Dahua both have strong business in the region, especially in Eastern Europe.

Companies with the largest service revenues in the market include Johnson Controls and Siemens, with Verisure focused on alarm monitoring solutions. However, the security services competitive landscape often differs by country. For example, G4S Security Services (part of Allied Universal) has significant share in the UK market, while Bosch is estimated as the market leader in Germany, and Thales is an important player in France.

Similarly, Prosegur is assessed to be the market leader in Spain and Leonardo has an important position in Italy. In the Nordics, Securitas and Bravida Säkerhet are market leaders.

Key Vertical Markets – Europe

Data centers   Commercial   Retail

In terms of vertical markets, retail, commercial and government are the largest equipment revenue opportunities. Data centers are considered one of the fastest growing markets for both video surveillance and physical access control equipment.

Data centers

Data centers are one of the few markets in the region that will be predominantly driven by new construction projects. Construction projects for these facilities grew to record levels during the pandemic in 2020. New construction is forecast to continue to grow through to 2027. The United Kingdom, Germany, Netherlands, and France are the countries with the four largest markets for data centers. The adoption of 5G networks and consumer demand for cloud services and high-bandwidth internet across the technology market will drive growth in the sector. Operators of these facilities often invest in more expensive solutions than those sold to support most other building types.

Commercial

There are many retrofit projects with a broader focus on wireless access control equipment in the interior rather than perimeter access control architectures, as well as unique (mostly smaller and less expensive) control panel and reader installations. There is also the ongoing impact of where people work and how commercial locations should be arranged to support more collaborative working and less solo working. These redesigns often require new security solutions. On the other hand, commercial real estate is a challenging sector currently as a result of how organizations have changed since COVID, making future forecasts difficult.

Retail

Retail is one of largest markets for video surveillance equipment in Western Europe. The need to protect against litigation (such as slip and fall), fraud, and protect staff are all key drivers. Demand for access control equipment in shopping centers, malls, and physical storefronts has stalled in many countries. However, the European Commission has projected that construction of new warehouses will experience double-digit annual growth rates over the next decade to accommodate an accelerating trend of online retail and e-commerce fulfillment services.

Middle East & Africa

The Middle East & Africa market is forecast to be one of the fastest growing regional markets for video surveillance equipment. An increase in oil prices has created a beneficial market in the Middle East. There is also a lot of investment in the region, whether this be sporting events or strategic initiatives to grow economies, such as Vision 2030 in Saudi Arabia or the industrial strategy announced in Abu Dhabi.

Africa remains a challenging market but is increasingly adopting safe city solutions, resulting in more acceptance of security technology.

The market for physical security equipment and services by type: Middle East & Africa

Horizontal bar chart. Revenue ($m), x-axis from 0 to 30,000.

- 2026: Equipment 4,737; Services 27,104
- 2023: Equipment 3,531; Services 21,112
- 2022: Equipment 3,127; Services 19,253

Legend: Equipment, Services
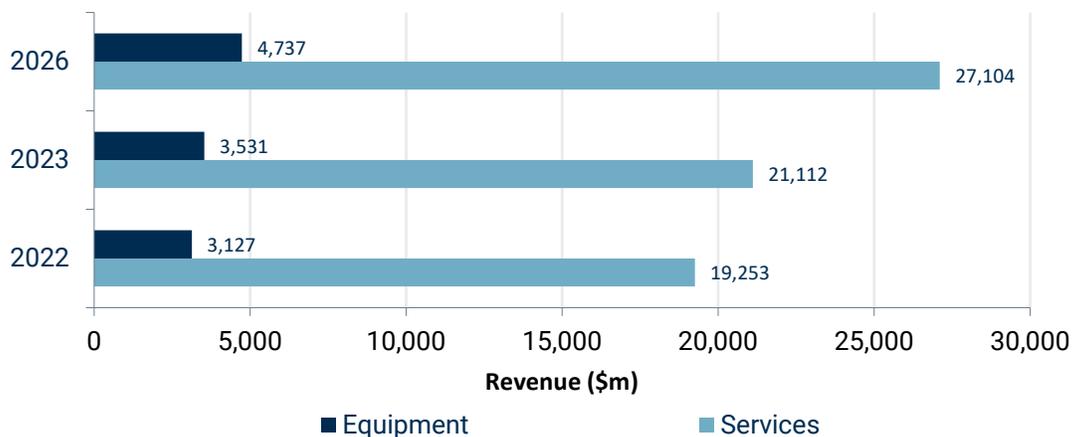
Source: Omdia

Competition

The market-leading equipment providers in the Middle East market are typically Chinese-headquartered companies. Hikvision and Dahua both have strong market positions. The remaining suppliers are the large companies dominating the global market. The market is relatively open to higher-priced products, especially in the key oil and gas projects.

The African market is similar, although slightly more dominated by Chinese companies (in revenue terms). There are few local vendors that have significant business, at least in the key product markets of video surveillance and access control.

Key Vertical Markets – Middle East & Africa

Airports   Ports   Utilities and energy

In terms of verticals, the airports market is one of the fastest growing market opportunities in the Middle East. Ports and utilities and energy are other growth opportunities. Commercial and government are the largest markets.

Airports

According to the Centre for Aviation, the Middle East is projected to emerge as one of the fastest-growing global markets for airport construction and expansion projects. Airports in the Middle East are expected to invest over $150 billion in air capacity expansion projects as air passenger traffic more than doubles between 2023 and 2040.

Middle Eastern governments have sought to position their countries as major international stopover points for travel between Europe, Africa, and Asia & Oceania. Significant ongoing projects include the King Abdullah Bin Abdulaziz Airport in Saudi Arabia, the Musandam Airport in Oman, and the New Sharjah International Airport in the UAE. Saudi Arabia has been especially aggressive in its plans for airport investment as a component of its Vision 2030 investment plan and has committed to develop new infrastructure to support a new airline formally announced in 2023, Riyadh Air.

Ports

The Middle East has become an alternative route for supply chain networks, which is leading to a major increase in construction projects and new sales opportunities in ports.

Utilities and energy

Offshore facilities that extract crude oil will drive market opportunity in the fire safety market. The utilities, energy, and mining sector is forecast to account for almost a quarter of all fire detection and suppression equipment revenue by 2026 in the Middle East market.

The utilities and energy video surveillance market in Africa is forecast to be the second-fastest growing vertical after traffic monitoring. It is also estimated to account for over 10% of the total revenue opportunity for video surveillance equipment.

China

China was the one regional market that struggled in 2022. The video surveillance and access control markets both declined in terms of revenues. This was due to several factors. First, repeated and mass lockdowns across China due to the COVID-19 pandemic caused projects to be delayed and postponed. These projects are now picking up after China lifted lockdowns and reopened its borders.

Second, the weak economic environment because of these lockdowns has suppressed market demand. Business confidence is still recovering. Finally, the Chinese government's pandemic containment measures and restrained budget for video surveillance, the largest security equipment market in China, weighed on an already weak government market.

Despite these challenges, the Chinese video surveillance market remains an important part of the global market. The country accounts for more than 40% of network camera revenue and almost all the video analytics appliance market.

In China, the access control market can be divided into two categories: the traditional access control market and a newly emerging innovative market for "X-in-one" security products. Competing "X-in-one" products, such as health condition management terminals that combine biometric and access control systems with functions of health condition (health code) detection, experienced market growth because of the normalized nucleic acid test for Covid-19 requirement by governments in many Chinese cities.

Other examples of "X-in-one" products that have gained prominence over the past few years include attendance terminals and security integration terminals. "X-in-one" products have replaced readers and control panels in many access control systems. However, market demand for credentials, access control software, and electronic locks have been mostly unaffected by the trend of "X-in-one" equipment.

The market for physical security equipment and services by type: China

Horizontal bar chart showing Revenue ($m) by year:

Year	Equipment	Services
2026	19,988	79,450
2023	15,904	63,042
2022	14,765	58,718
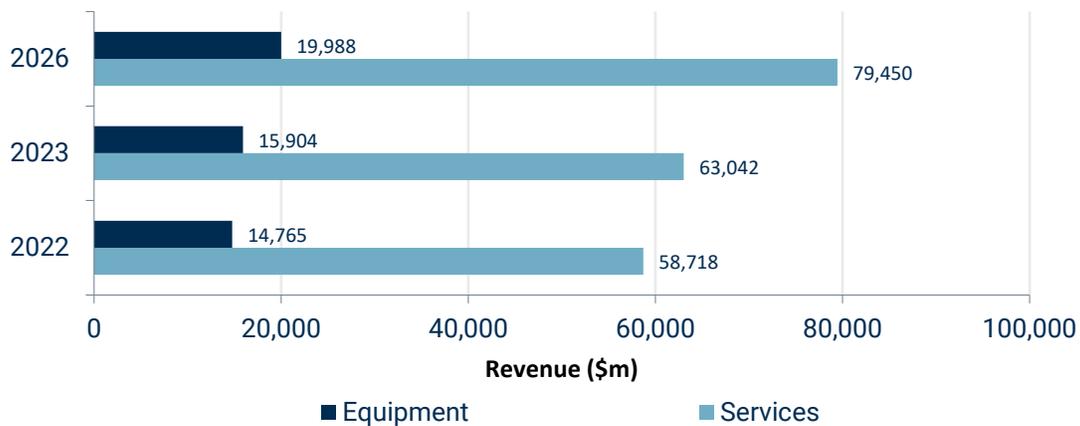
Source: Omdia

Competition

The security equipment market in China is led by video surveillance equipment and by the leading manufacturer (in revenues) Hikvision. Dahua is the second-largest vendor, with Huawei and Unview also holding strong positions. AI software vendors have also gained market share. Examples include Sensetime and Megvii.

The leading service providers are typically telecoms companies, such as China Telecom, China Mobile, and China Unicom, although each has a very small market share. Some of the lager equipment vendors headquartered in China are also active in the security services market.

In terms of verticals, government sectors, such as city surveillance and traffic monitoring, remain the largest revenue opportunities.

City surveillance

Unlike in the past decade when the Chinese market was mainly driven by government-funded projects under the Xue Liang program, the market is gradually shifting to the enterprise sector. That said, the city surveillance sector has remained the dominant market in China, despite reduced government investments in public safety and smart city construction.

Market growth will be supported by various government policies around smart city and Digital China under China's 14th Five-Year Plan (2021–25) and Vision 2035 program. In addition, the Chinese government also emphasized the construction of smart cities in its 13th National People's Congress in early 2023.

Traffic monitoring

In April 2023, the Chinese government announced the Five-Year Action Plan for Building a Powerful Transportation Country (2023-2027) to enhance the infrastructures in transportation. The traffic monitoring sector will continue to accelerate as the equipment deployed during the Xue Liang program approaches the three-to-five-year replacement period.

Commercial/private offices

Private offices are an interesting vertical market in China due to the high usage of facial recognition and video surveillance integration with physical access control in these projects. This is much less common in office access control systems in other parts of the world.

Rest of Asia and Oceania

The rest of Asia and Oceania region includes all of Asia, excluding China, as well as Australia and New Zealand.

India has been one of the fastest-growing video surveillance markets recently. Government-funded projects are expected to continue as India enters an election year; the next general election will be in May 2024, and large-scale infrastructure projects have been announced.

Additionally, the Indian government's "Make in India" incentive has also benefited the industrial and manufacturing markets. One downside to the Indian market has been its large US-focused IT services sector, which has slowed in recent years. As such, it is expected to have a knock-on effect within the video surveillance industry, but this should be limited to South Indian regions.

The Southeast Asian market is another fast-growing region driven by pent-up demand owing to continued infrastructure investments and the recovery of tourism. This region also benefited from the supply chain shift, given the need for diversification in terms of manufacturing locations.

In some of the larger economies, such as Japan and South Korea, growth has been more restrained. Currency depreciation has influenced the overall growth rate when considered in US dollars. In May 2023, South Korea's Personal Information Protection Commission (PIPC) announced the creation of a research group to collect data on biometric use cases and recommend a national regulatory framework to prevent future abuses of the technology.

The market for physical security equipment and services by type: Rest of Asia & Oceania
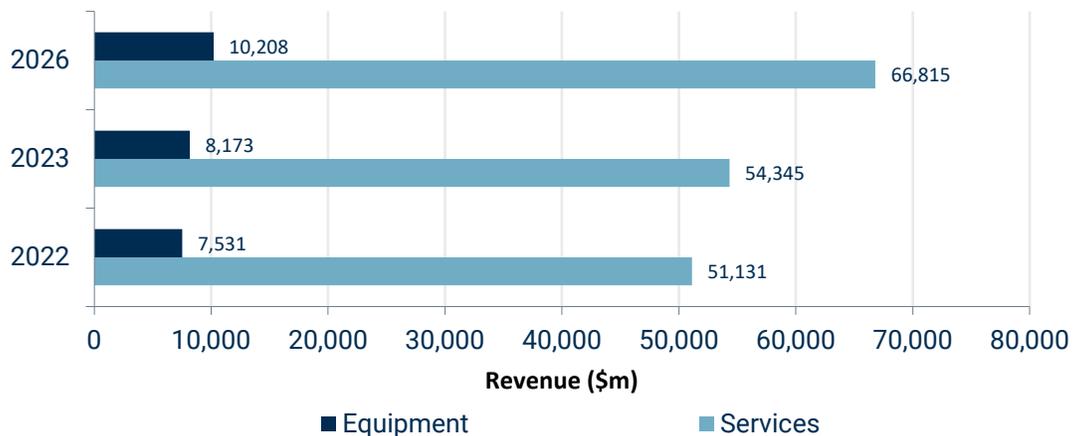
Source: Omdia

Competition

The Rest of Asia and Oceania region is difficult to assess from a competitive perspective due to the variety of country markets included in the regional definition. For example, in Japan and South Korea, many of the leading equipment and services providers are locally headquartered companies.

In Oceania, many of the leading providers are global companies headquartered in Europe or North America. In Southeast Asia, the market is more open to companies headquartered in China, such as Hikvision and Dahua.

In terms of service providers, India and Oceania are serviced by many large multi-nationals. In the Japanese market, the leading companies are locally headquartered, such as Secom and Alsok. South Korea is similar with SK-Telecom and S1 holding market leadership positions.

Key Vertical Markets – Rest of Asia & Oceania

$ Banking and finance   Rail   Healthcare

In terms of verticals, banking, rail, and healthcare are all market opportunities based on transitions in demand or technology requirements. The largest verticals remain commercial and retail.

Banking and finance

Banking is one of the fastest-growing markets in Southeast Asia, with a huge focus on digital banking institutions and alternatives to cash-based banking. The rise of the middle class in many of these countries has led to the establishment of new corporations. However, many citizens in these nations do not have access to conventional financial tools like credit cards and bank accounts. Fintech companies have begun to provide digital alternatives to resolve these issues.

In Vietnam, which has the strongest fintech market in the region, over 3,000 new fintech startups entered the market between the end of the pandemic and April 2023. Fintech companies in Southeast Asia are generally more eager to invest in more advanced technologies such as biometric readers, IP-enabled controllers, and smart locks compared to owners of private offices in other industries.

Rail

Rail in India is an important market and is expected to grow as the electrification of the national railways continues. There is also opportunity in the Oceania and Southeast Asia rail markets.

Healthcare

In access control, there is more use of finger vein and iris recognition biometrics, rather than the facial recognition alternatives popular in other regions. There is also market opportunity in South Korea due to

new legislation designed to protect the rights and safety of patients, which requires video surveillance to be installed.

Methodology, Definitions & Data Tables

Methodology

Market statistics are derived from Omdia's research portfolio across the physical security and fire detection equipment markets. In the statistical analysis, 2022 was used as the base year. Estimates for equipment sales totals were made using a bottom-up approach, referencing both qualitative and quantitative data from equipment vendors and other sources. Final estimates of market sizes were compared with data drawn from top-down analyses to identify any statistical discrepancies.

Once the data for 2022 was established, growth rates based on construction, building stock, and GDP growth data were applied to each market split to generate forecasts for 2023 through 2026. Indications of market trends were derived from primary interviews with the marketing and executive personnel of key suppliers across the different equipment markets assessed in the report. This information was used to weigh growth for different product types, subregions, and end-user industries.

The following sources are used as part of Omdia market sizing methodology:

– Interviews with key market vendors, distributors, and service providers.

– Vendor responses to questionnaires.

– Omdia's economics, building stock, energy, and country risk research.

– Other relevant Omdia reports from the Semiconductors and Artificial Intelligence research teams.

– IHS Markit's Global Construction tracker.

– Business and financial press.

– Vendor brochures, data books, and other technical literature.

– Publications by professional and market associations.

– International organizations such as the UN and its affiliate organizations, the International Monetary Fund (IMF), the Organization for Economic Co-operation and Development (OECD), and the European Commission.

Service market data was modelled from equipment data forecasts and other primary and secondary information such as company reports, interviews, public information, and other Omdia research reports. Omdia has been researching the security market since 2001 when it published its first report on the CCTV & video surveillance market. It now provides reports on key equipment, service, and end user markets across the physical security and building technology sectors.

Equipment Market Tables

The market for physical security equipment by type

Revenue ($m)

		2021	2022	2023	2024	2025	2026	CAGR 22–26
Video Surveillance	Revenue ($m)	25,509.1	25,211.0	27,705.0	30,738.2	33,216.0	35,741.4	9.1%
	Growth rate		-1%	10%	11%	8%	8%	
Access Control	Revenue ($m)	6,179.3	6,673.5	7,300.8	7,773.0	8,381.2	9,007.1	7.8%
	Growth rate		8%	9%	6%	8%	7%	
Intruder alarms	Revenue ($m)	3,686.6	3,814.4	3,978.8	4,178.9	4,428.4	4,669.1	5.2%
	Growth rate		3%	4%	5%	6%	5%	
Fire Detection	Revenue ($m)	5,236.8	5,536.5	5,872.8	6,201.0	6,529.4	6,870.6	5.5%
	Growth rate		6%	6%	6%	5%	5%	
Other Security Equipment	Revenue ($m)	9,152.7	9,758.9	10,682.5	11,658.6	12,637.7	13,507.2	8.5%
	Growth rate		7%	9%	9%	8%	7%	
Total								
Revenue ($m)			**49,764.4**	**50,994.3**	**55,540.0**	**60,549.7**	**65,192.8**	**69,795.4**	**8.2%**
Revenue growth			**2.5%**	**8.9%**	**9.0%**	**7.7%**	**7.1%**	

Data issued: November 2023

Other security equipment includes body-worn camera solutions, mobile surveillance, ANPR, perimeter security, audio/video door phones and explosives, weapons and contraband detection equipment.

Source: Omdia

The market for physical security equipment by region

Revenue ($m)

		2021	2022	2023	2024	2025	2026	CAGR 22–26
North America	Revenue ($m)	11,966.1	13,614.9	15,047.8	16,319.5	17,668.1	19,036.0	8.7%
	Growth rate		14%	11%	8%	8%	8%	
Latin America	Revenue ($m)	2,162.4	2,472.9	2,723.3	2,979.9	3,273.2	3,589.7	9.8%
	Growth rate		14%	10%	9%	10%	10%	
Europe	Revenue ($m)	8,829.1	9,484.1	10,160.3	10,805.2	11,508.3	12,237.6	6.6%
	Growth rate		7%	7%	6%	7%	6%	
Middle East & Africa	Revenue ($m)	2,710.1	3,126.6	3,531.3	3,959.6	4,360.2	4,737.0	10.9%
	Growth rate		15%	13%	12%	10%	9%	
China	Revenue ($m)	17,196.0	14,765.1	15,904.4	17,597.3	18,818.4	19,987.7	7.9%
	Growth rate		-14%	8%	11%	7%	6%	
Rest of Asia & Oceania	Revenue ($m)	6,900.7	7,530.6	8,172.8	8,888.2	9,564.5	10,207.7	7.9%
	Growth rate		9%	9%	9%	8%	7%	
Total								
Revenue ($m)			**49,764.4**	**50,994.3**	**55,540.0**	**60,549.7**	**65,192.8**	**69,795.4**	**8.2%**
Revenue growth			**2.5%**	**8.9%**	**9.0%**	**7.7%**	**7.1%**	

Data issued: November 2023

Other security equipment includes body-worn camera solutions, mobile surveillance, ANPR, perimeter security, audio/video door phones and explosives, weapons and contraband detection equipment.

Source: Omdia

Service Market Tables

The market for physical security services by type
Revenue ($m)

		2021	2022	2023	2024	2025	2026	CAGR 22–26
Security Services	Revenue ($m)	79,246.8	82,551.6	90,765.5	99,641.9	107,971.8	116,592.4	9.0%
	Growth rate		4%	10%	10%	8%	8%	
Fire Detection Dervices	Revenue ($m)	20,948.8	22,651.9	24,581.7	26,572.0	28,658.3	30,900.9	8.1%
	Growth rate		8%	9%	8%	8%	8%	
Alarm Monitoring	Revenue ($m)	49,053.2	52,831.2	57,627.8	62,912.1	68,428.8	74,093.2	8.8%
	Growth rate		8%	9%	9%	9%	8%	
Guarding	Revenue ($m)	129,392.7	139,709.5	145,671.0	152,898.5	160,131.6	167,637.8	4.7%
	Growth rate		8%	4%	5%	5%	5%	
Total								
Revenue ($m)		**278,641.5**	**297,744.2**	**318,646.1**	**342,024.5**	**365,190.5**	**389,224.3**	**6.9%**
Revenue growth			**6.9%**	**7.0%**	**7.3%**	**6.8%**	**6.6%**	
Distribution	Revenue ($m)	26,900.9	28,128.8	30,784.7	33,729.5	36,430.6	39,211.5	8.7%
	Growth rate		5%	9%	10%	8%	8%	

Data issued: November 2023

Source: Omdia

The market for security services by region
Revenue ($m)

		2021	2022	2023	2024	2025	2026	CAGR 22–26
North America	Revenue ($m)	80,289.2	88,572.6	95,786.7	102,654.9	109,438.8	116,537.8	7.1%
	Growth rate		10%	8%	7%	7%	6%	
Latin America	Revenue ($m)	14,013.1	15,639.3	16,742.2	17,961.2	19,186.7	20,515.1	7.0%
	Growth rate		12%	7%	7%	7%	7%	
Europe	Revenue ($m)	60,694.5	64,430.0	67,617.5	71,042.3	74,821.2	78,803.2	5.2%
	Growth rate		6%	5%	5%	5%	5%	
Middle East & Africa	Revenue ($m)	17,324.6	19,253.2	21,112.4	23,095.9	25,118.4	27,104.1	8.9%
	Growth rate		11%	10%	9%	9%	8%	
China	Revenue ($m)	59,814.4	58,718.0	63,042.2	68,865.8	74,074.5	79,449.5	7.9%
	Growth rate		-2%	7%	9%	8%	7%	
Rest of Asia & Oceania	Revenue ($m)	46,505.8	51,131.1	54,345.0	58,404.4	62,550.8	66,814.6	6.9%
	Growth rate		10%	6%	7%	7%	7%	
Total								
Revenue ($m)		**278,641.5**	**297,744.2**	**318,646.1**	**342,024.5**	**365,190.5**	**389,224.3**	**6.9%**
Revenue growth			**6.9%**	**7.0%**	**7.3%**	**6.8%**	**6.6%**	

Data issued: November 2023

Source: Omdia

Regional definitions

North America

Canada, and the United States.

Latin America

Mexico, and all countries in Central America, South America, and the Caribbean.

Europe

Albania, Austria, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Denmark, Estonia, Finland, France, Georgia, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Montenegro, Netherlands, North Macedonia, Norway, Poland, Portugal, Republic of Moldova, Romania, Romania, Russia, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, UK, Ukraine.

Middle East & Africa

Afghanistan, Bahrain, Iran, Iraq, Israel, Jordan, Kazakhstan, Kuwait, Kyrgyzstan, Lebanon, Oman, Qatar, Saudi Arabia, Syria, Tajikistan, Turkey, Turkmenistan, UAE, Uzbekistan, Yemen.

All countries in the African continent.

China

Including Hong Kong and Macau.

Rest of Asia and Oceania

Australia, Bangladesh, Bhutan, Brunei, Burma, Cambodia, Fiji, India, Indonesia, Japan, Laos, Malaysia, Maldives, Micronesia, Mongolia, Nepal, New Zealand, North Korea, Pakistan, Papa New Guinea, Philippines, Singapore, South Korea, Sri Lanka, Taiwan, Thailand, Vietnam.

Equipment and service definitions

Video surveillance

Accessories, backend hardware (recorders and storage), security cameras, software.

Access control

Access control readers, control panels, credentials, electronic locks, software.

Intruder alarms

Accessories, control panels, Intrusion sensors, keypads.

Fire detection

Fire detectors, fire panels, manual call points, notification products, pull stations, video smoke detection.

Other security equipment

ANPR, audio/video door phones, body-worn camera solutions, explosives, weapons, and contraband detection equipment, mobile surveillance, perimeter security.

Distribution

Distribution of access control, intruder alarms, fire detection equipment, video door phones, and video surveillance.

Security services

Design and consultancy, installation, service and maintenance, and equipment (access control, intruder alarms, and video surveillance).

Fire detection services

Installation and maintenance of all fire detection equipment.

Alarm monitoring

Connected alarm monitoring services, personal emergency response systems (PERS) monitoring, professional alarm monitoring, and video monitoring.

Guarding

Physical on-site guarding and associated activities including roving patrols, investigation services, GSOC staffing and analysts. Note, excludes cash in transit services.

End users

Physical security personnel are defined as front line and associated leadership roles active in the protection of people, property, and assets. Employment numbers are measured as full time equivalent. Personnel who are primarily focused on cybersecurity have been excluded.

Appendix

Omdia consulting

Omdia is a market-leading data, research, and consulting business focused on helping digital service providers, technology companies, and enterprise decision-makers thrive in the connected digital economy. Through our global base of analysts, we offer expert analysis and strategic insight across the IT, telecoms, and media industries.

We create business advantage for our customers by providing actionable insight to support business planning, product development, and go-to-market initiatives. Our unique combination of authoritative data, market analysis, and vertical industry expertise is designed to empower decision-making, helping our clients profit from new technologies and capitalize on evolving business models.

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About ASIS International

Founded in 1955, ASIS International is the world's largest membership organization for security management professionals. With hundreds of chapters across the globe, ASIS is recognized as the premier source for learning, networking, standards, and research. Through its board certifications, award-winning Security Management magazine, and Global Security Exchange (GSX)—the most influential event in the profession—ASIS ensures its members and the security community have access to the intelligence and resources necessary to protect their people, property, and information assets.

Learn more about the work we do at www.asisonline.org.

About the Security Industry Association (SIA)

The Security Industry Association (SIA) is the leading trade association for global security solution providers, with more than 1,300 innovative member companies representing thousands of security leaders and experts who shape the future of the industry.

For more information, visit www.securityindustry.org.