

## **Video Content Analytics Market Trends, Research Approach, Analytical Figures and Forecast to 2021**

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Video Content Analytics market is expected to grow with the CAGR of more than 24% from 2016 to 2021, and due to this it is predictable to cross USD \$4 billion by 2021. Pune, India - April 20, 2017 /MarketersMedia/ -- For the video content analytics market drivers are reducing reliance on physical security, growing security concerns, demand of security products and adoption of network based video surveillance. Also factors such as cost-performance of new edge-based video analytics DSP technologies, video analytics for business intelligence and retail sector, and declining prices of network/IP video surveillance cameras are supporting growth of this market.

### **Market Scenario**

The major growth driver of video content analytics market includes reducing reliance on physical security, growing security concerns, and demand of security products and adoption of network based video surveillance. Also, cost-performance of new edge-based video analytics DSP technologies and video analytics for business intelligence and retail sector are supporting the growth of video content analytics market. Hence the market for video content analytics market is expected to grow above ~24-25% CAGR (2015-2021). However, factors such as high system cost, privacy issues, and lack of awareness may challenge the growth of Video Content Analytics Market.

### **Key Players**

- o ADT security (U.S.)
- o Avigilon corporation (U.S.)
- o Cisco (U.S.)
- o HikVision Digital (China)
- o Mobotix (Germany)
- o Verint Systems (U.S.)
- o Allgo Vision (India)
- o Bosch security system (Germany)
- o VCA Technology (U.K.)

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### **Segments**

#### **Segmentation by Application:**

- o Government
- o Commercial
- o Transport & Logistics

#### **Segmentation by Software:**

- o Detection
- o Recognition
- o License Plate Recognition

#### **Segmentation by Architecture**

- o Server
- o Edge

### **Key Findings**

- o North America is expected to dominate the global market throughout the forecast period with annual revenue reaching over ~\$1- 2billion by 2022 at an estimated CAGR of ~22-24% through the

forecast period.

o APAC with the multiple infrastructure projects and a large population requiring surveillance will be driving the region to grow at the fastest

o The servers based VCA will occupy major share in the forecast period but edged based VCA are expected to grow at high CAGR from 2016 to 2021.

o Edge based VCA includes the revenue generation through sales of VCA software and embedded VCA IP cameras.

Regional Analysis of Video Content Analytics Market:

North-America is dominating the global video content analytics market with the largest market share, and thereby accounting high market above ~37%. The Asia-Pacific region is expected to grow at high CAGR during the forecast period 2016-2021 and expected to reach above ~USD 1 billion by 2021. The European market for video content analytics market is expected to grow at above ~20% CAGR (2016-2021).

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