



The Home and Small Business Security System Market

14th Edition

The Home and Small Business Security System Market is the fourteenth consecutive report from Berg Insight analysing the latest developments on the small alarm market in Europe and North America. This strategic research report from Berg Insight provides you with 130 pages of unique business intelligence including 5-year industry forecasts and expert commentary on which to base your business decisions.

Professionally monitored alarm systems in Europe and North America reached 55 million in 2023

Security systems for small businesses and private homes can be divided into three main categories – local, self-monitored and professionally monitored security systems. When activated, a local security system only emits an alarm sound to alert the surroundings and scare off intruders. Such systems are not monitored and cannot be accessed and controlled remotely. A self-monitored security system is connected and informs the owner of the premises upon activation by sending a text message, email or push notification through a smartphone app. A professionally monitored security system is connected to an Alarm Receiving Centre (ARC). When the system is activated, the ARC can respond by dispatching a security patrol and contacting emergency services. Professionally monitored security systems are dependent on reliable communications networks. The latest generation of such systems uses dual wired and wireless network connections to minimise the risk of communications failure.

The North American market for home and small business security systems is almost twice the size of the European market. There were an estimated 36.0 million active monitored alarm systems in the US and Canada at the end of 2023. The overall penetration rate among the around 155 million households and small business premises in North America was 23.2 percent. Growing at a CAGR of 3.6 percent, the number of monitored alarms in North America is estimated to reach 42.9 million in 2028. In the EU27+3, there were about 19.0 million active monitored alarm systems at the end of 2023. This corresponds to an overall penetration rate of 7.6 percent among the around 250 million households and small businesses in Europe. The market data thus indicate a significant growth potential for alarm systems in Europe, especially in the residential segment where the current penetration is only 6.3 percent. However, growth in the European market is forecasted to vary considerably from country to country in the next few years. Countries with an already established home security industry and with relatively high penetration rates, including countries such as Spain, Norway, France and Sweden, are anticipated to continue to grow faster than the European average. Other markets in Europe will show less growth due to high market fragmentation and fewer specialist alarm service companies that actively market solutions. The number of monitored home and small business alarms in Europe is estimated to grow at a CAGR of 4.7 percent, to reach 23.9 million alarm systems in 2028. In both Europe and North America, interactive security services and smart home products are key growth drivers in the home security market.

The traditional home and small business security systems market in Europe and North America is served by specialist home security companies such as ADT, Verisure, Brinks Home (Monitronics) and Sector Alarm; security service companies such as Prosegur, Securitas and G4S (Allied Universal); telecommunications and cable television companies such as Comcast, Telus, Cox Communications, Rogers and Bell Canada; as well as utilities, banks and insurance companies such as Crédit Mutuel, Groupe IMA, Crédit Agricole and Groupama. Traditional home security systems include professional alarm monitoring. DIY security systems rely on self-monitoring but many DIY system vendors offer professional alarm monitoring services as an optional extra feature. Providers of DIY home security systems include SimpliSafe, Frontpoint, Ring (Amazon), Yale (Assa Abloy), Arlo Technologies, Ooma, Abode Systems (Nice Group) Somfy, Netatmo, Signify, ABUS, Bosch, ERA Home Security and Wyze Labs.

ADT is the leading provider of professionally monitored alarm systems in North America with more than 6 million home and small business customers at the end of 2023. In North America, ADT is followed by Vivint, Comcast, SimpliSafe, Telus and Brinks Home (Monitronics), all with between 0.8 million and 2.0 million monitored alarm system customers each at the end of 2023. In the US and Canada, only a few market players offer services nationwide. Instead, there are many small home security providers with strong local presence. In Europe, Verisure is the clear market leader with over 5 million home and small business customers at the end of 2023. The company is active in 13 European countries and four countries in South America. Verisure has a particularly strong position in Spain, France and the Nordic countries. Other leading players in Europe are Prosegur, EPS Télésurveillance, a subsidiary of Crédit Mutuel, and Sector Alarm.

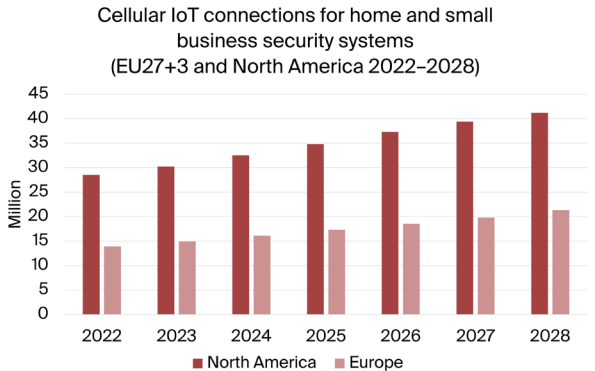


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Glossary

Highlights from the report

Insights from 30 executive interviews with market leading companies.

New data on alarm system adoption by country and segment.

Comprehensive overview of the home and small business alarm system value chain.

Detailed profiles of key players on the European and North American security markets.

In-depth analysis of market trends and key developments.

Market forecasts by region, lasting until 2028.

The report answers the following questions

- Who are the leading providers of monitored home and small business alarm systems?
- Why are alarm system providers investing in smart home technology?
- Are DIY home alarm systems providers a threat to the traditional players?
- What is the potential market size for cellular IoT in the alarm systems industry?
- Which are the leading providers of secure alarm communications services?
- What is the market value of the alarm system industry in Europe and North America?
- What are the latest trends and developments on this market?



About Berg Insight's IoT market research

Our market reports offer comprehensive information and analysis on key IoT technologies and markets, addressing important concerns including total addressable market, market penetration, market shares, industry landscape, regulatory environment, market trends and forecasts. Our research portfolio today comprises more than 70 items, where each market report focuses on a specific vertical application area or cover horizontal themes. All market reports come with complementary data sets in Excel format that can be easily analysed and converted into tables and charts. We offer a range of different license options together with bundled packages and subscriptions to suit your specific needs.



SMART BUILDINGS

The Home and Small Business Security System Market

Cellular connectivity is rapidly becoming a standard feature in security alarm systems for the consumer and small business markets. Berg Insight estimates the number of cellular IoT connections for home and small business security systems in Europe and North America will grow at a compound annual growth rate of 6.7 percent from 45.1 million in 2023 to 62.5 million in 2028. Learn about the business opportunities associated with wireless IoT solutions for the alarm system industry in this 130-page report covering both Europe and North America.

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Who should read this report?

The Home and Small Business Security System Market is the foremost source of information about the professionally monitored security system market in Europe and North America. Whether you are a vendor, telecom operator, investor, consultant, application developer or government agency, you will gain valuable insights from our in-depth research.

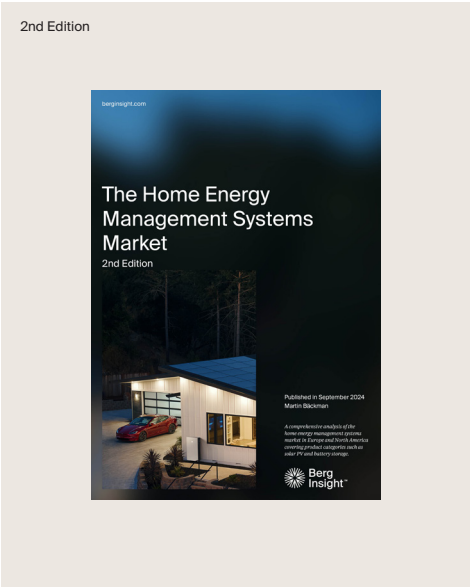
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Martin is a principal analyst who specialises in IoT applications for the smart homes and buildings, transportation and security markets. He joined Berg Insight in 2018 and is the lead author of numerous research reports. In addition to published research, he has provided bespoke research to clients ranging from IoT solution providers, management consulting firms, private equity firms and others. Prior to joining Berg Insight, Martin worked as a supply chain analyst at Volvo Group. Martin holds a Master's degree in Industrial Engineering and Management from Chalmers University of Technology.

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