

The Home and Small Business Security System Market



The Home and Small Business Security System Market is the tenth consecutive report from Berg Insight analysing the latest developments on the small alarm market in Europe and North America.

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Highlights from this 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 2024.



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Professionally monitored alarm systems in Europe and North America reached 48 million in 2019

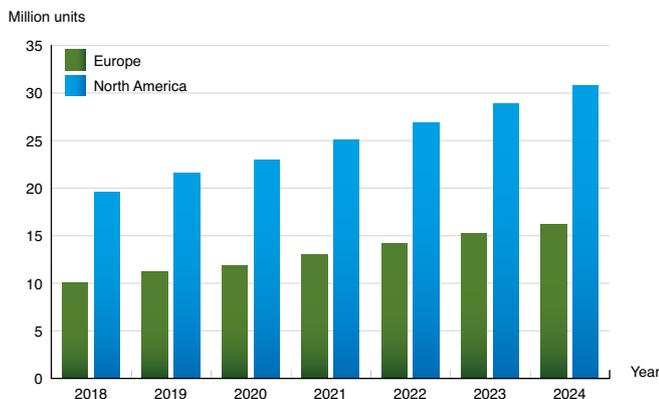
The private security sector is a global industry comprising services and solutions such as manned guarding, alarm system integration and monitoring, cash handling as well as various services like consulting and private investigations. The global market value of the security industry reached an estimated € 170 billion in 2019. The more mature European and North American markets still dominate the industry with a combined market share of around 60 percent. The long-term annual growth rate is estimated to be between 2 and 4 percent in Europe and North America. Historically, annual growth has exceeded GDP by a few percentage points each year. However, the mature markets in Europe and North America are no longer growing faster than GDP, but rather at the same rate as GDP.

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 from remote. 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. 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 contact 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 in order to minimise the risk of communications failure.

The North American market for home and small business security systems is larger than the European market. There were an estimated 31.7 million active monitored alarm systems in the US and Canada at the end of 2019. The overall penetration rate among around 150 million households and businesses was 21.0 percent. In the EU28+2, there were about 16.5 million active monitored alarm systems at the end of 2019. This corresponds to an overall penetration rate of 6.7 percent among 245 million households and small businesses. Fundamental market data thus indicate a significant growth potential for alarm systems on the European market, especially in the ▶

residential segment where the current penetration is only 5.6 percent. However, growth on this market is anticipated to vary considerably from country to country in the next few years. The advanced Nordic market is forecasted to grow the fastest, while other major markets in southern Europe will show less growth due to high market fragmentation and fewer specialist alarm service companies that actively market solutions. New entrants to the market in the form of various providers of home automation systems are also creating consumer awareness, especially in North America. However, many of the security features included in home automation solutions rely on self-monitoring without professional monitoring services.

Companies from a wide range of industries offer home and small business security systems on the European and North American markets. The traditional home security systems market is served by specialist home security companies such as ADT, Verisure, Brinks Home Security (Monitronics) and Sector Alarm; security service companies such as Prosegur, Securitas and G4S; telecommunications and cable television companies such as Comcast, Telus, Cox Communications and AT&T; as well as utilities, banks and insurance companies such as EPS (Crédit Mutuel), BNP Paribas and Groupama. The DIY home security systems are provided by start-ups such as Frontpoint, SimpliSafe, Ajax Systems and Ring (Amazon). The DIY systems typically include self-monitoring as a standard feature and offer professional alarm monitoring services as an option. ADT is the leading provider of monitored alarm systems in North America with 6.5 million residential and business customers at the end of 2019. Vivint, Comcast and Brinks Home Security (Monitronics) follow and had 1.55 million, 1.38 million and 0.85 million residential and small business customers respectively at the end of 2019. In the US, only a few market players offer services nationwide. Instead there are several smaller home security providers with a strong local presence. In Europe, Verisure is the clear market leader with 3.3 million residential and small business customers. The company is active in 12 European countries and four countries in South America. Sector Alarm and EPS Télésurveillance, a subsidiary of Crédit Mutuel, are other leading players in Europe with around 550,000 and 500,000 monitored alarm systems respectively at the end of 2019.



Cellular connections for home and small business security systems (EU28+2 and North America 2018–2024)

This report answers the following questions:

- Who are the leading providers of professionally 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 communications 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?



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About the Author



Martin Bäckman is a Senior IoT Analyst with a Master's degree in Industrial Engineering and Management from Chalmers University of Technology. He joined Berg Insight in 2018 and his areas of expertise include smart home markets and consumer Internet-of-Things.

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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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