

Home Security: State of the Market & Outlook

SYNOPSIS

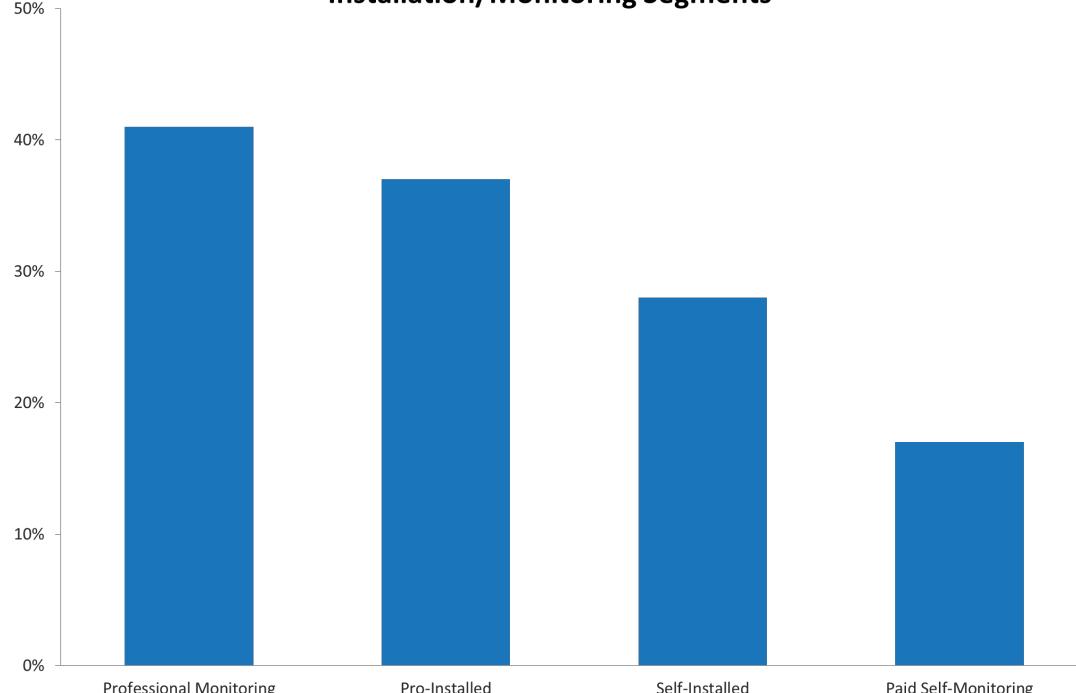
This report examines the rapidly evolving residential security industry, grounded in Parks Associates' latest consumer data, market tracking, and competitive intelligence. As the market reaches a new stage of maturity—where security intersects with AI, energy management, personal safety, and connected lifestyle ecosystems—this report provides executives, product leaders, and investors with the insight needed to navigate shifting consumer expectations and rising competitive pressure.

This report also includes Parks Associates' projections from its annual **US Home Security Forecasts: 2025-2030**. Through detailed analysis of adoption patterns, usage, churn, business models, and the strategic moves of leading brands, stakeholders will gain a comprehensive understanding of the forces shaping the next decade of the residential security landscape.

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AUTHORS

Security System Owners Completely Satisfied with System, by Installation/Monitoring Segments



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“By Q2 2025, nearly half of US internet households owned a security solution, driven by accelerating adoption of video-first devices, flexible subscription models, and the mainstreaming of DIY installation. At the same time, professional providers and technology giants are redefining their roles in the home with intelligent verification, automation, and increasingly integrated service bundles. This report decodes these trends and quantifies the opportunities emerging across systems, devices, platforms, and value-added services.”

— Jennifer Kent, SVP and Principal Analyst, Parks Associates

Industry Analysts

Jennifer Kent, SVP and Principal Analyst, Parks Associates
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% Completely Satisfied with System

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US Residential Security Service Revenues (\$M, Annual)

Security Solution Households, by Segment (#M)

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Published by Parks Associates
© 2025 Parks Associates
Plano, Texas 75075

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Printed in the United States of America.

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