

Next Gen Home Security: Competition, Innovation, New Services

2025

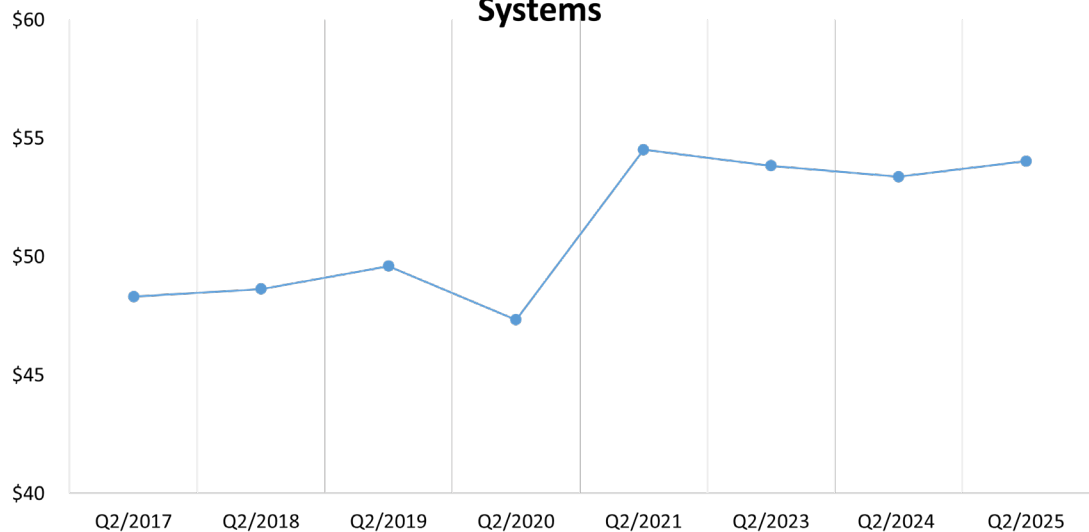
SYNOPSIS

This flagship trending study tracks the evolving home security landscape by surveying consumers about their adoption, usage, and purchasing behaviors for security systems and video devices, including cameras and video doorbells. The study examines key market trends across pro vs. self-installation and pro vs. self-monitoring models, providing insights into shifting consumer preferences. The study also evaluates demand for new security features and solutions, the growing role of AI in video analytics and automation, the demand for personal security solutions beyond the home, and the impact of smart home integration on security decisions. It also quantifies churn rates, consumer satisfaction, and recurring fees paid for monitoring and security services. Additionally, the research explores competitive pressures from tech giants, security brands, and new market entrants, assessing how innovation and pricing influence consumer choices.

Number of Slides: 96

AUTHORS

Average Monthly Service Fees for Home Security Systems



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Key questions addressed:

1. How are security segments shifting, between systems and devices and between installation and monitoring methods?
2. How are the competitive dynamics shifting between leading brands and service providers?
3. What are the most impactful triggers for purchasing security solutions?
4. What is the take rate of professional monitoring and other recurring revenue security services?
5. What would encourage self-monitoring system owners to subscribe to professional monitoring?
6. What new security solutions show promise to attract new subscribers and increase ARPU?
7. What is the demand for security and safety solutions beyond the home, such as apps, wearables, dashcams, and who are target buyers?

“Growing adoption of paid services reflects a broadening monetization opportunity for the industry as consumers seek flexible, affordable approaches to protection and see security systems as key providers of home automation.”

—Jennifer Kent, VP, Research, Parks Associates

Industry Analyst

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Appendix B

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