

SYNOPSIS

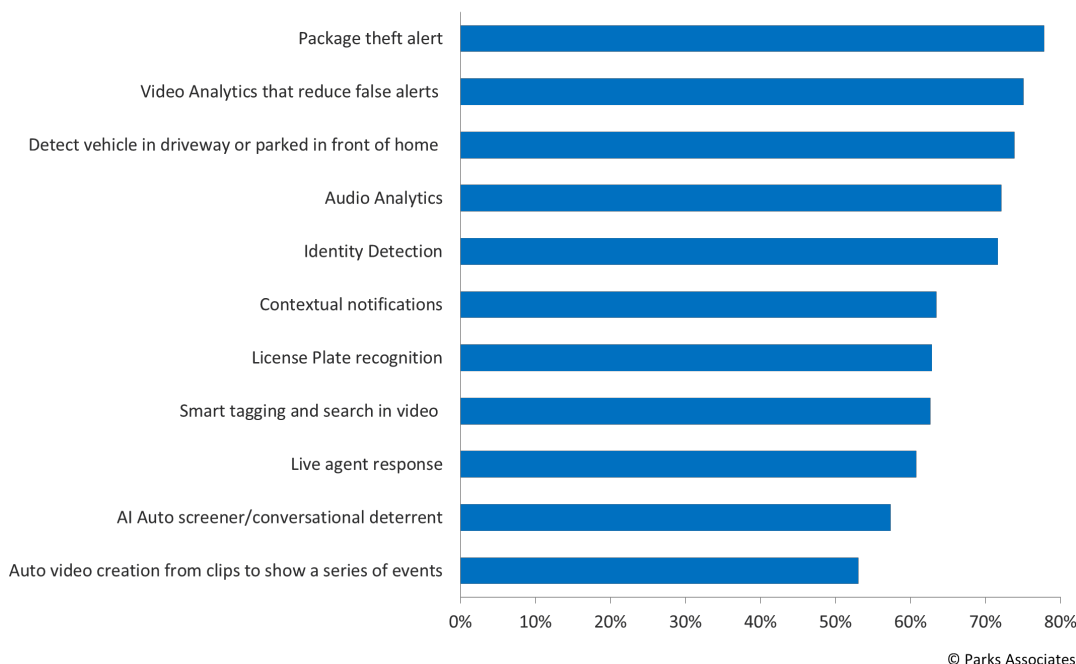
This research examines key industry trends shaping the market, including advancements in AI-powered video analytics, privacy and security enhancements, and the growth of subscription-based services. It identifies market drivers and barriers informing a five-year forecast of US unit sales and revenues for smart cameras and video doorbells. It features a competitive analysis of leading brands and products, evaluating differentiation in hardware, software, and service offerings.

This study also provides years of trending data tracking consumer familiarity, adoption, and purchases. It evaluates the buyer journey, including buyer motivations, purchase and install channels, average sales price, product returns, barriers to purchase, user experience with leading brands' products, and controls/interface preferences. The research tests next generation features, such as AI-driven object and facial recognition, proactive crime deterrence, thermal and low-light imaging, integration with other smart home devices, and encrypted video streaming.

Number of Slides: 109

AUTHORS

Value of Advanced AI Features of Smart Video Products among Smart Video Product Owners or Intenders



Key questions addressed:

1. What are the leading brands and key competitors in the smart video device market?
2. What are the current market trends and barriers to growth?
3. How is the market projected to grow through 2030?
4. What is the buyer journey, including purchase channels and marketing influences?
5. What next-generation features do consumers find most appealing?
6. What differentiates tiers and willingness to pay for video services?
7. Which demographic and housing segments show the most demand?

“Smart video is the most widely adopted smart home category—and the frontline of security, privacy, AI, and ecosystem battles. Industry players need clear, current insights into consumer demand, emerging features, competitive differentiation, and monetization pathways to navigate a rapidly shifting landscape.”

— Jennifer Kent, Senior VP and Principal Analyst, Parks Associates

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Appendix

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Printed in the United States of America.

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