

IHS: The Video Door Phone Opportunity

Written by Marco Attard
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Video is set to account for 50% of a global door phone market worth around \$1.8 billion by 2017 IHS reports, with WW shipments to grow with a 7.5% CAGR over the next 5 years.



A number of advances push the transition from audio to video door phones, including growing integration with building automation, transition toward "hands off" indoor units, larger 7-inch screens and rising network system and megapixel camera adoption.

"The transition from audio to video door phones is occurring in all regions around the world, and is being driven by many factors," the analyst says. "Ultimately, this change is due to a reduction in the price of video door phones, and the consumer's perception of increased security via better identification of those who are trying to gain access."

However price remains key-- the majority of video door phone shipments consists of entry-level devices, even if low-cost Chinese vendors should intensify competition while promoting the rise of video solutions.

"The increased price competition has led to traditional branded suppliers moving away from the audio door phone market and pushing their video door phone products more aggressively in order to maximize profits," IHS concludes. "This has allowed low-priced, unbranded products to gain market share in the audio door phone market... Video door phones are also dropping in price, making them more accessible to wider markets."

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