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Axis strengthens in global security market

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Axis Communications has maintained its market-leading position for network cameras and further improves its position in the category - global vendors providing video surveillance equipment. This was published in the latest report from IMS Research.

The 2009 edition of the annual IMS Research report "The World Market for CCTV & Video Surveillance Equipment" is based on data compiled in 2008 and provides an overall view of the video surveillance market for both traditional analogue manufacturers and the network video market where Axis is active. In the report, Axis is ranked fourth in the world in the category - vendors providing video surveillance equipment - compared with sixth place last year. Axis retains as number three in the world in the security cameras category, which includes analogue as well as network cameras. In the network cameras category, Axis is identified as clear market leader and retains its market leading position.

"The fact that Axis strengthened the company's position in the overall security surveillance category and now ranks as one of the four largest vendors providing video surveillance equipment shows that the ongoing shift from analogue to digital surveillance continued at a strong pace in 2008", says Ray Mauritsson, president of Axis Communications.

"In just three short years Axis Communications has moved from being the 12th largest vendor of video surveillance equipment globally to the 4th spot in 2008 - an impressive and noteworthy achievement by any standard. Axis Communications remains the largest provider of network video surveillance equipment by market share globally", says Alastair Hayfield, senior market

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research analyst at IMS Research.

Axis focuses on the professional segment of the network video market with customers in sectors including education, transportation and government. In the IMS report these customer segments are identified as the largest growth areas for network video in the coming years.

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