

# Airport & Marine Port Security 2016 Market Prospectus, Future Demand And Opportunities Research Report

*World Airport & Marine Port Security Market - Opportunities and Forecasts, 2014 - 2022*

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Airport & marine ports are the gateways to the global economy for exchange of goods and for passenger travel. The aim of this report is to analyze the present and projected future trends of the port security market as it is expected that airports and marine ports would enhance the security parameters due to growing security concerns globally. The study covers a deep-dive analysis of the market potential of the various port types, solutions and services of the port security market. The report analyzes opportunities in the developed and developing nations so that companies can make strategies as per their targeted regions.

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Since airports and marine ports are essential transit points to the global business operations, security is a crucial aspect to allow sustained business continuity. Therefore, the need of business continuity is a key driver for the market. Terror threats to the ports are continuously increasing; therefore, efficient security arrangement is required, which is driving the market. Moreover, governments across the globe understand the importance of providing efficient security measures at ports, which has led to several government initiatives to beef-up port security. However, governments across the globe are making country specific regulations for port security, which leads to inconsistency among regulatory authorities. This inconsistency does not allow security agencies to provide security at same levels globally which is the key restraint for the market. Economic developments in emerging nations and increasing number of airports and marine ports offer several growth opportunities for the market.

Global Airport & Marine Port Security Market Analysis by Port Type



The report segments the market by port types on the basis of airports and marine ports. Currently, the airports have the highest market share as airport security has been a key area of concern globally due to the high value assets and risk of air crashes. Additionally, attacks such as the 9/11 emphasizes on security up gradation at airports. It is projected that airport security would continue to have the larger revenue share in the future as well. However, it is expected that marine ports would have higher growth potential as marine security needs are growing due to the increased international trade requirements.

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### Global Airport & Marine Port Security Market Analysis by Solution

The market is segment by solutions on the basis of access control, video surveillance & analytics, screening and scanning, weapons, drugs, & explosives detection, asset & visitor management, perimeter intrusion detection, fire protection and network & cyber security. Video surveillance & analytics currently has the highest market share as several security cameras are installed at ports for video surveillance. Additionally, large amount of data is generated through video surveillance, which needs analytical equipments. The asset & visitor management solution is expected to have the highest market potential as it is essential to monitor the security of key assets and visitors.

### Global Airport & Marine Port Security Market Analysis by Service

The services market is segmented on the basis of consultation & designing, integration, managed services, and maintenance & support. Consultation & designing services currently have the highest market share as these services form the base of port security to setup all the security solutions. However, it is expected that maintenance & support would have the highest market potential as it is an ongoing service that would be required constantly at old and new ports.

### Global Airport & Marine Port Security Market Analysis by Geography

The geography segment includes North America, Europe, Asia-Pacific, and Latin America, Middle-East and Africa (LAMEA). Currently, North America has the highest revenue share as it has been a pioneer in implement strict security measures at ports from early days. However, it is expected that Asia-Pacific would have the highest market potential as several new ports are being developed in the emerging nations, which would have security requirements.

### Competitive Landscape

Partnerships & collaboration has been the key strategy adopted by leading companies in the market, as it is a very high profile market, which requires different expertise to provide varied solutions. By forming strategic alliances, companies are able to share technical expertise. Some of the key companies profiled in the report are Honeywell International, Inc., Siemens Ag, Huawei Technologies Co., Ltd., Unisys, Motorola Solutions, Inc., Tyco International Ltd., Flir Systems, Inc., James Fisher and Sons Plc, L-3 Communications Holdings, Inc., and Rapiscan Systems.

### High level Analysis

The report analyzes the potency of buyers & suppliers, threat of substitute products and new entrants based on the Porter's five force model. The bargaining power of suppliers is low as the buyers are government organizations that have higher negotiating power in the market. Potency of buyers is high as they are knowledgeable about requirements of security at ports. Moreover, there are multiple suppliers in the market and buyers can easily switch to other suppliers at

minimal switching cost. The threat of substitute products is high as companies are constantly developing new solutions and services. The market requires high technical expertise and capital investment; therefore, the threat of new entrants is low. Companies are involved in partnerships and collaborations to share technical expertise, which minimizes the intensity of rivalry in the market. The key investment pockets are analyzed based on the market estimations of each segment.

#### KEY BENEFITS

Detailed analysis of the factors that driving and limiting the growth of the market are provided  
Market estimations are done according to the present market scenario and expected future trends for the period 2014-2020 with 2013 as base year

In-depth analysis of various geographies would give an understanding of the trends in various regions so that companies can make region specific plans

In-depth analysis of segments such as port types, solutions and services provide insights that would allow companies to gain competitive edge

The detailed discussion of the role

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