Global personal & lone worker safety device market:

Forecast to 2030

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January 2025

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Introduction

The global personal and lone worker safety device market is experiencing unprecedented growth. With advancements in technology, increasing awareness of workplace safety, and a rising emphasis on employee well-being, this market is set to transform industries worldwide.

For Australia, a nation with a robust commitment to worker safety and a vast number of lone workers, the ripple effects of this global trend are profound.

This article delves into the forecasted trends, drivers, and impacts of the global personal safety device market through 2030, with a focus on Australia's unique position within this industry.

1. Market overview: growth projections

According to the latest report from Data Bridge Market Research, the global smart personal safety and security devices market is expected to grow significantly, achieving a Compound Annual Growth Rate (CAGR) of 7.8% from 2022 to 2030. By 2030, the market is projected to be valued at over USD 74,420.55 million. This growth reflects a heightened demand for innovative safety solutions across various sectors, including healthcare, construction, retail, and hospitality.

Australia, as a key player in workplace safety, is poised to benefit from this trend. The country's adoption of smart safety technologies—such as wearable devices, GPS-enabled trackers, and mobile panic alarms—aligns with global advancements, ensuring its workforce remains protected in high-risk scenarios.

2. Key drivers of market growth

Technological advancements

Smart personal safety devices are no longer limited to basic alarms. Modern devices come equipped with GPS localisation, two-way audio communication, and silent SOS features. These innovations enhance the usability and effectiveness of safety tools, making them indispensable for lone workers.

Increasing lone worker populations

Globally, the number of lone workers is on the rise, particularly in sectors like healthcare, social services, and logistics. 15-20% of employees work alone at least part of the time. This demographic requires specialised safety solutions to mitigate risks associated with isolation.

Stringent regulatory frameworks

Legislation such as Australia's Work Health and Safety Act 2011 and its 2024 updates place a legal obligation on employers to ensure the safety of their workforce, including lone workers. This regulatory landscape has driven demand for compliance-friendly safety devices.

Rising workplace safety awareness

The global push for mental health and physical safety has encouraged businesses to adopt technologies that prioritise worker well-being. Campaigns like "Be Kind in Retail" in December 2024 in Australia highlight the need for respectful and secure workplaces.

3. Trends shaping the market

Adoption of wearable safety tech

Wearable devices, such as ID badges or Bluetooth buttons connected to the app (wearable as a wristband or at the belt), are becoming the norm in workplace safety. These devices provide real-time monitoring and allow workers to call for help instantly. In Australia, all sectors are leading the adoption of such technologies to protect their workforce and stay compliant.

Integration of IoT and AI

The Internet of Things (IoT) and AI are enhancing the functionality of safety devices. IoT-enabled devices can connect to ASIAL Grade A1 Alarm Receiving Centres and monitoring systems, providing employers with real-time data on worker safety. AI-powered systems can analyse this data to identify patterns and predict potential risks, allowing for timely interventions.

Rise of silent SOS features

Silent alarms have gained popularity as they enable workers to discreetly call for help in dangerous situations without escalating the threat. This feature is particularly relevant for Australian retail and healthcare workers who often face aggressive customer and patient interactions.

4. Impacts on the Australian market

Enhanced safety for Lone Workers

Australia's vast geography often translates in isolated work environments. From healthcare professionals conducting home visits to agricultural workers in remote areas, personal safety devices ensure these workers remain connected and protected at all time.

Increased employer accountability

With the Australian Human Rights Commission gaining regulatory powers to enforce compliance with safety laws, businesses are under pressure to adopt advanced safety solutions. Failure to provide adequate protection can result in hefty fines and reputational damage.

Reduction in workplace incidents

The adoption of advanced safety devices has led to a decline in workplace incidents. Employers report fewer injuries and faster response times during emergencies, contributing to improved employee satisfaction and retention.

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5. Challenges facing the industry

Economic slowdown

Investing in lone worker safety devices with advanced features may seem like a significant expense for small and medium-sized enterprises (SMEs), particularly during periods of economic uncertainty.

However, these tools offer unparalleled value, protecting employees and minimising financial risks.

> According to SafeWork Australia, the median compensation paid per claim in 2024 were:
>
> - **$14,400** for work related injury and illness
> - **$65,400** for work related mental health conditions
>
> These numbers exclude medical expenses, lost productivity, legal fees and other indirect costs.

With a year-on-year increase of the average cost of a workplace injury claim in Australia, the cost of implementing personal safety devices— starting at **$1/day** per employee, is making it clear that investing in these solutions can save businesses tens of thousands in potential expenses.

Replacing methods like the "buddy system" with modern safety devices also streamlines operations and ensures reliable 24/7 monitoring without the need for doubling up on resources. Furthermore, these technologies drastically reduce the likelihood of accidents, legal claims, and associated downtime, safeguarding not only employee wellbeing but also business continuity.

With government incentives and industry collaborations making these tools even more accessible, SMEs can stay compliant, protect their employees, and maintain financial sustainability.

Investing in safety is more than compliance—it's a proactive strategy to protect both people and profits.

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Data privacy concerns

The integration of advanced features such as GPS localisation upon activation from the user, audio recording, and real-time monitoring in safety devices has transformed worker protection. However, these technologies also bring concerns about data privacy and security, particularly regarding how and where sensitive information is stored.

Data sovereignty provides an effective solution to address these concerns. In Australia, businesses are required to adopt safety solutions that ensure data is stored and managed within the country, adhering to Privacy Act and Data Sovereignty regulations. This approach not only aligns with compliance requirements but also reassures employees that their privacy is respected and their data is secure.

To navigate these challenges, businesses should look for safety providers that prioritise transparency in how data is collected, stored, and used. Providers offering local data storage and compliance with Australian data sovereignty laws make it easier for businesses to balance worker safety with privacy.

Adoption barriers

While safety technologies have advanced significantly, some industries have been slower to embrace these innovations. Lack of awareness, resistance to change, and concerns about implementation can hinder adoption. For businesses with established routines or an older workforce, new technologies may seem unnecessary or disruptive.

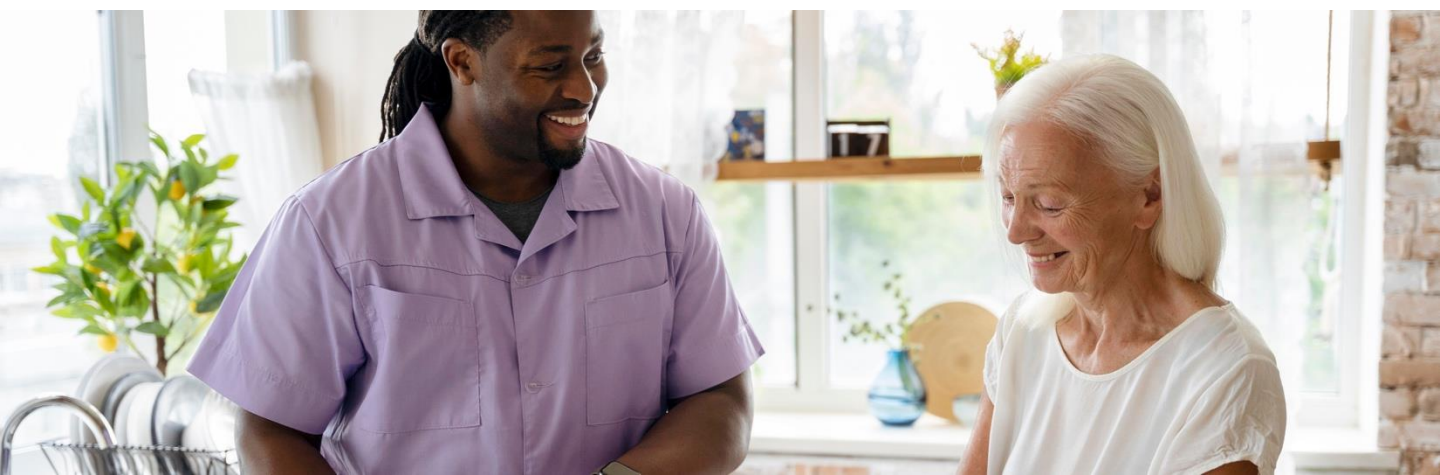However, adopting safety technology doesn't have to be complicated or costly.

Many providers include training, guidance on lone worker policies, and support for risk assessments as part of their contracts—at no additional cost. This means businesses can confidently implement safety solutions with expert assistance, ensuring that devices are integrated seamlessly into operations. Industry bodies like SafeWork Australia also offer templates and best practices to simplify the process.

Conclusion

The global personal and lone worker safety device market is on a trajectory of rapid growth, driven by technological advancements, increasing lone worker populations, and stringent safety regulations. For Australia, the impacts are significant. With its vast lone worker demographic and strong commitment to workplace safety, the nation stands to benefit immensely from these developments.

By embracing modern safety technologies, Australian businesses can not only comply with legal obligations but also create safer, more supportive work environments. As we look ahead to 2030, one thing is clear: the future of worker safety is smart, connected, and indispensable.

For more information, visit:
www.safetcard.com.au

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