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THE CALIFORNIAN

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NEWSLETTER OF



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PREPPING THE PRIVATE SECURITY SECTOR FOR CALIFORNIA'S INCREASING DEMAND

TORY BROWNYARD, BROWNYARD GROUP, ASSOCIATE MEMBER

California is now at the center of the nation's violent crime crisis. February's Woodland Hills party shooting, and June's anti-ICE protests have made the threat immediate. By October 12, 2025, California reported 19 mass shootings, causing 11 deaths and 85 serious injuries, CNN reported.

Each incident of violence amplifies the need for private security in California, and the market for private security is growing in tandem with demand. However, it is not just events in the Golden State fueling this trend. High-profile incidents across the country like the shooting of UnitedHealthcare CEO Brian Thompson have driven more executives and companies across industries to ramp up security.

In fact, the global market for private security services is anticipated to grow to \$8 billion by 2030 up from \$4.62 billion reported in 2024, according to Grand View Research, with North America comprising 75% of the market.

With private security demand increasing at a rapid pace, it's critical for security agency owners and operators to understand their risk exposures, how best to work with their clients, and how they can optimally set their guards up for success.

Private security can be risky business

Among the many risks private security professionals face, two main categories of workplace risk stand out: physical risks and situation-based risks. Physical risks refer to direct or environmental threats to personal safety—such as dangerous structures, faulty equipment, or workplace violence.

