

Global Parental Control Software Market Size study & Forecast, by Operating System (Windows, Android, iOS, Cross Platform/Multiplatform), by Deployment (On-premise, Cloud), by Application (Residential, Educational Institutes) and Regional Analysis, 2023-2030

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Abstracts

Global Parental Control Software Market is valued approximately at USD 1112.8 Million in 2022 and is anticipated to grow with a healthy growth rate of more than 12.1% over the forecast period 2023-2030. Parental control software enables parents to impose limits on their kids' internet usage. This stops kids from using computers, smartphones, or tablets to view inappropriate online content. Microsoft Vista's (an operating system used on personal computers, laptops) control panel has parental controls software that allows users to access accounts and keep an eye on their kids' activities and behavior. This makes it easier to make a specific check list for each device's parental settings, especially for family users. Additionally, a lot of schools now include laptops, PCs, and tablets in their curricula, which has boosted the demand for installing technologies that filter material and restrict websites. The market is growing due to the factors such as increasing demand of smart devices, rise in the viewing of online video content by kids and the increasing government regulations to standardize children content for kids.

According to Statista, the market for smart appliances is expected to reach a value of USD 87.90 billion, with revenue predicted to rise at a rate of 12.97% annually (CAGR 2022-2027). By 2027, there should be 445.30 million active households using the Smart Appliances market. Rising number of views of online content by kids is also driving the market. According to Statista, in a survey of kids and their parents conducted in the UK in 2020–2021, 87 percent of participants said their kids watch internet videos on

YouTube. TikTok, ranked second, where 42 percent of parents said their kids used the app to watch content. Moreover, increasing use of social media by kids and growing demand of advanced AI/ML-powered parental control software may create lucrative opportunities in the forecast years. However, the high initial cost of and data privacy concerns of software stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Parental Control Software Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 with largest market share due to the early adoption of digitization in the field of education. Government restrictions governing children's online safety are accelerating software adoption in North America. Laws such as the Children's Online Privacy Protection Act (COPPA) in the United States protect children's information. Asia Pacific is expected to become the fastest growing during the forecast period, because of technological advancements and increasing cyber-crimes among children.

Major market player included in this report are:

Alphabet Inc. (Google LLC)

Microsoft Corporation

McAfee, LLC

Bark Technologies, Inc.

Avast Software

AO Kaspersky Lab

BitDefender

Salfeld Computer GbH

CyberPatrol

NortonLifeLock Inc.

Recent Developments in the Market:

In February 2022, Quostudio has teamed with France-based Bouygues Telecom to provide children with digital and online safety through its next-generation parental control solutions.

In Aug 2021, NortonLifeLock Inc. partnered with Avast to improve online security and privacy.

Global Parental Control Software Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered – Operating System, Deployment, Application, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Operating System:

Windows

Android

iOS

Cross Platform/Multiplatform

By Deployment:

On-premise

Cloud

By Application:

Residential

Educational Institutes

By Region:

North America

U.S.

Canada

Europe

UK
Germany
France
Spain
Italy
ROE

Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC

Latin America
Brazil
Mexico

Middle East & Africa
Saudi Arabia
South Africa
Rest of Middle East & Africa

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