

# Global Baby Monitors Market 2023

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## Abstracts

According to the latest estimates, the global baby monitors market is set to achieve an incremental growth of USD 0.9 billion, accelerating at a CAGR of almost 7.8% during the forecast period 2023-2029. Advanced baby monitors refer to technologically advanced devices used by parents to monitor their babies' movements, vital functions, and overall well-being. These monitors offer features like remote monitoring through smartphones or portable devices, enhancing convenience and peace of mind for working parents.

The increasing number of working parents is a primary driver for the adoption of advanced baby monitors. With both parents often working long hours, the need to ensure the baby's security and well-being becomes a concern. Advanced baby monitors provide a solution by allowing parents to remotely monitor their baby's movements and vital functions.

The report covers market size and growth, segmentation, regional breakdowns, competitive landscape, trends and strategies for global baby monitors market. It presents a quantitative analysis of the market to enable stakeholders to capitalize on the prevailing market opportunities. The report also identifies top segments for opportunities and strategies based on market trends and leading competitors' approaches.

### Market Segmentation

Product: audio only, video and audio, movement monitor

Connectivity: wired, wireless

Type: smart baby monitors, conventional baby monitors

Distribution channel: online, offline

Region: Asia-Pacific, Europe, North America, Middle East and Africa (MEA), South America

This industry report offers market estimates and forecasts of the global market, followed by a detailed analysis of the product, connectivity, type, distribution channel, and region. The global market for baby monitors can be segmented by product: audio only, video and audio, movement monitor. Globally, the video and audio segment made up the largest share of the baby monitors market. The major reason for the high demand for these devices is the widespread adoption of these devices and the potential for real-time interaction between parents and their babies. Video and audio baby monitors allow parents to receive live sounds and video footage from their baby's room, enabling them to stay connected and engaged with their little ones even when they are not physically present.

The ability to transmit real-time sounds and video footage is a key feature of video and audio baby monitors. Parents can see and hear their baby in real-time, providing them with a sense of security and allowing them to monitor their baby's activities closely. This real-time connection helps parents respond promptly to their baby's needs and provides them with peace of mind.

Baby monitors market is further segmented by connectivity: wired, wireless. The wireless segment captured the largest share of the market in 2022. One of the key advantages of wireless baby monitors is the ability to remotely monitor the baby's movements and vital functions on a smartphone or other parent units. Parents can access a dedicated app or interface on their smartphones, allowing them to view live video feeds, receive notifications, and access additional features such as two-way communication. This remote monitoring capability provides parents with peace of mind and allows them to stay connected with their baby even when they are not physically present in the same room.

Wireless baby monitors often come with additional features to enhance the monitoring experience. These features may include temperature sensors to monitor the baby's room temperature, night vision for clear monitoring in low-light conditions, lullabies or white noise to soothe the baby, and even motion detection to alert parents of any unusual movements.

Based on type, the baby monitors market is segmented into: smart baby monitors, conventional baby monitors. According to the research, the conventional baby monitors segment had the largest share in the global baby monitors market. Conventional baby monitors have traditionally held a significant share in terms of revenue and shipments in the market. However, the smart segment is expected to gain traction and gradually

surpass conventional monitors in terms of shipment share. During the forecast period, the smart segment is projected to experience an impressive absolute growth rate of 11.3%.

The increasing popularity of smart baby monitors can be attributed to their advanced features and functionalities. These monitors offer innovative capabilities such as real-time video streaming, two-way communication, temperature monitoring, sleep tracking, and integration with smartphones and other smart devices. The convenience and peace of mind provided by these features have resonated well with consumers, driving the demand for smart monitors.

The adoption of smart monitors is particularly high in North America and European regions, where tech-savvy parents are more inclined towards embracing new technologies. The availability of reliable internet connectivity and the presence of a well-established smart home ecosystem contribute to the higher adoption rates in these regions.

However, there is also potential for wider penetration of smart monitors in emerging markets such as Japan, South Korea, and Australia. These markets have a significant population of tech-savvy millennial parents who are open to adopting new technologies. By targeting these markets, manufacturers can tap into the growing demand for smart baby monitors and expand their customer base.

On the basis of distribution channel, the baby monitors market also can be divided into: online, offline. Offline held the highest share in the global baby monitors market. However, the online segment is forecast to register the highest CAGR during the forecast period 2023 - 2029. The online stores platform has emerged as a highly convenient marketplace for purchasing baby monitors, offering a wide range of options from audio to video monitors. The robust growth of e-commerce has provided unprecedented opportunities for consumer goods manufacturers in the baby monitor market.

One of the key advantages of online stores is the ability to offer a diverse selection of baby monitors. Consumers can easily browse through different brands, models, and features, allowing them to find the perfect monitor that suits their specific needs and preferences. From basic audio monitors that provide sound-only monitoring to advanced video monitors that offer real-time video streaming, online stores provide a comprehensive range of options for parents to choose from.

Furthermore, the growth of e-commerce has significantly improved the ease of shipping baby monitors. Baby monitors are generally compact and portable, making them ideal for online purchases and delivery. The lightweight and portable nature of these devices enable efficient shipping, ensuring that consumers receive their orders in a timely manner. This convenience has further fueled the popularity of online stores for purchasing baby monitors.

In addition to the convenience and wide selection, companies in the baby monitor market are increasingly adopting online retail strategies to reduce costs and increase their profit margins. By selling directly to consumers through online platforms, manufacturers can eliminate the need for intermediaries and traditional brick-and-mortar retail channels. This direct-to-consumer approach allows companies to streamline their operations, reduce overhead costs, and have better control over pricing and profit margins.

Baby monitors market by region is categorized into: Asia-Pacific, Europe, North America, Middle East and Africa (MEA), South America. Globally, North America made up the largest share of the baby monitors market. In North America, the United States stands out as the leading market for baby monitors, with the highest sales compared to other countries in the region. The popularity of connected devices, including smart baby monitors, has contributed to the growth of the market in the US.

One of the key factors driving the high sales of baby monitors in the US is the increasing adoption of connected devices. With the advancement of technology and the widespread use of smartphones and other smart devices, consumers in the US have shown a strong interest in connected devices for various applications, including baby monitoring.

Smart baby monitors, in particular, have gained significant popularity in the US market. These monitors offer advanced features and functionalities that go beyond traditional audio or video monitoring. They are equipped with internet connectivity, allowing parents to remotely monitor their babies using their smartphones or other smart devices. This convenience and peace of mind have resonated well with US consumers, driving the demand for smart baby monitors.

Furthermore, the US market has witnessed a growing emphasis on child safety and well-being. Parents are increasingly seeking innovative solutions to monitor their babies and ensure their safety. Smart baby monitors, with features such as real-time video streaming, two-way communication, temperature monitoring, and sleep tracking,

provide parents with a comprehensive monitoring solution that aligns with their safety concerns.

The availability of a wide range of smart baby monitor options in the US market has also contributed to their popularity. Various manufacturers and brands offer a diverse selection of smart baby monitors with different features, designs, and price points, catering to the preferences and budgets of different consumers.

### Major Companies and Competitive Landscape

The report also provides a detailed analysis of several leading baby monitors market vendors that include Angelcare plc, Blue Spark Technologies, Inc., Dorel Industries Inc., Empowerment Technologies Inc. o/a Levana, First Years, Inc., Foscam, Inc., Hanwha Vision Co., Ltd. (Wisenet Life), Hisense Ltd., Holding Angelcare Inc., iBaby Labs, Inc., Infant Optics Limited, Jablotron Alarms A.S., Koninklijke Philips N.V., LOREX Technology, Inc., Mayborn Group Limited, Motorola, Inc., Owlet Baby Care, Inc., Panasonic Corporation, Safety 1st, Inc., Samsung Electronics Co., Ltd., Snuza International Pty Ltd, Summer Infant, Inc., Udisense, Inc. dba Nanit, VTech Holdings Limited, Withings S.A., among others. In this report, key players and their strategies are thoroughly analyzed to understand the competitive outlook of the market.

### Scope of the Report

To analyze and forecast the market size of the global baby monitors market.  
To classify and forecast the global baby monitors market based on product, connectivity, type, distribution channel, region.  
To identify drivers and challenges for the global baby monitors market.  
To examine competitive developments such as mergers & acquisitions, agreements, collaborations and partnerships, etc., in the global baby monitors market.  
To identify and analyze the profile of leading players operating in the global baby monitors market.

### Why Choose This Report

Gain a reliable outlook of the global baby monitors market forecasts from 2023 to 2029 across scenarios.  
Identify growth segments for investment.  
Stay ahead of competitors through company profiles and market data.  
The market estimate for ease of analysis across scenarios in Excel format.  
Strategy consulting and research support for three months.  
Print authentication provided for the single-user license.

### Recent Developments

? VTech Communications, Inc. announced its first-ever line of LeapFrog® Baby Monitors. Now the beloved brand parents know and trust to provide delightful toys for their little ones will offer premium baby monitors delivering sought-after features such as adaptive, dimmable night light, high-definition video, high-definition color LCD screens, color night vision and 360-degree pan, tilt camera with zoom. The introductory line is launching with the LeapFrog LF920HD, which is available now.

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10.24 VTech Holdings Limited

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