

White Noise Machine Market Size, Share & Trends Analysis Report By Product Type (Plug-in Noise Machines, Portable Noise Machines), By Application, By Distribution Channel, By Region, And Segment Forecasts, 2023 - 2030

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Abstracts

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White Noise Machine Market Growth & Trends

The global white noise machine market size is expected to reach USD 2,247.8 million by 2030, registering a CAGR of 6.2% over the forecast period, according to a new report by Grand View Research, Inc. The growing problem of sleep difficulties and cases of insomnia each year is predicted to boost market growth. Key players operating in the market are developing new products and undertaking strategic initiatives to extend their consumer base, which is projected to drive market growth over the forecast period. However, excessive white noise levels over safe decibel levels have the potential to harm, causing greater damage to babies' ears than if they had not been exposed at all.

The COVID-19 pandemic has had a positive impact on the growth of the market. The COVID-19 pandemic's increased stress is exacerbating sleep problems, leading to what some experts have dubbed coronasomnia. Hence, when an individual is unable to sleep, many people rely on the low, static buzz of a sleep sound machine. In addition, one of the major factors driving the demand for white noise machines during pandemics is the rise in cases of sleep disorders caused by anxiety.

The online segment is likely to dominate over the forecast period from 2023 to 2030.

Online purchasing allows customers to find a variety of white noise machines that are not accessible in a physical store. There are so several more options to select from at online shops. Shopping for white noise machines online is quite easy. The user can simply browse over numerous brand names. The growth of this industry will have to keep up with customer inclinations, as they demand more comfort as well as easiness in buying white noise machine products online.

North America acquired the largest revenue share in the market in 2022. This is owing to product launches by key companies in the region. For instance, in January 2021, Hatch, Ltd. introduced a new sleep product called Rest Mini which is a sleek, strong sound machine designed to aid babies and children fall asleep and sleep well through the night. Thus, North America generated the largest revenue in 2022.

The companies working in the white noise machines industry are growing globally to cater to the demand and offering new designs through constant development is expected to push the market development uphill. Some of the key companies operating in the market are concentrating on strategic assessment to increase their competitive edge and reinforce their foothold in the global market.

White Noise Machines Market Report Highlights

Asia Pacific is expected to dominate the market over the forecast period from 2023 to 2030. This is owing to the increasing population and consistently developing economies, increasing adoption of advanced technologies, and supportive government regulations in major economies such as China, India, and Japan.

Portable white noise machines segment is likely to dominate over the forecast period from 2023 to 2030. A portable sound machine for the baby can be beneficial during infancy. Moreover, portable white noise machine is largely preferred by adults as they can be carried anywhere.

Babies and kids segment is likely to dominate over the forecast period from 2023 to 2030. This is due to the advantages of using white noise to help newborns sleep. White noise devices are specifically gaining traction across families with many children of varying ages.

Online segment is likely to dominate over the forecast period from 2023 to 2030. This is attributed to the shopping advantages such as festive and seasonal

discounts, lower prices, and big displays with freedom of choice offered by the retail shops. Also, individuals get a chance to select the best possible options and brands for online purchases.

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