

Social Robots Market - Strategic Insights and Forecasts (2026-2031)

<https://marketpublishers.com/r/SB0E61F12806EN.html>

Date: April 2026

Pages: 146

Price: US\$ 3,950.00 (Single User License)

ID: SB0E61F12806EN

Abstracts

The Social Robots Market is projected to grow from USD 7.4 billion in 2026 to USD 26.7 billion by 2031, at a CAGR of 29.3%.

The global social robot market is positioned for rapid growth, driven by increasing integration of robotics and artificial intelligence into human-centric applications. Social robots are designed to interact with humans through communication, emotional recognition, and assistance, making them valuable across sectors such as healthcare, education, retail, and hospitality. The market is benefiting from macro trends such as aging populations, rising demand for personalized customer experiences, and advancements in AI and machine learning. Growing investments in automation and digital transformation are further accelerating adoption, as organizations seek to enhance efficiency and user engagement. The increasing acceptance of human-machine interaction is also shaping the long-term growth trajectory of the market.

Market Drivers

A key driver of market growth is the rising demand for assistive technologies in healthcare. Social robots are increasingly used for elderly care, patient monitoring, and rehabilitation support. With aging populations and increasing healthcare needs, these robots provide scalable solutions to improve patient outcomes and reduce caregiver burden.

Another major driver is the growing adoption of robots in customer service and hospitality sectors. Social robots enhance customer engagement by providing information, assistance, and interactive experiences in retail stores, hotels, and public spaces.

Advancements in artificial intelligence and natural language processing are also contributing to market expansion. These technologies enable robots to understand and respond to human emotions, gestures, and speech, improving interaction quality and usability.

Additionally, increasing investments in education technology are supporting the use of social robots as learning assistants. They help improve student engagement, especially in early education and special needs programs.

Market Restraints

Despite strong growth potential, the market faces several challenges. High development and deployment costs remain a significant barrier, particularly for small and medium enterprises.

Privacy and data security concerns are also key restraints. Social robots collect and process sensitive user data, raising concerns about data protection and regulatory compliance.

Technical limitations in emotional intelligence and contextual understanding can affect user experience. While advancements are ongoing, achieving natural and intuitive human-like interaction remains a challenge.

Additionally, cultural acceptance and ethical considerations may influence adoption rates in certain regions.

Technology and Segment Insights

The market is segmented by component, application, end-user, and geography. By component, hardware represents a significant share, including sensors, actuators, and processors, while software is rapidly growing due to advancements in AI algorithms.

In terms of application, healthcare and education are major segments, followed by retail, hospitality, and entertainment. Healthcare applications dominate due to the increasing need for assistive technologies and patient support systems.

By end-user, enterprises and service providers represent a key segment, while individual consumers are also adopting social robots for home assistance and

companionship.

Technological advancements are focused on improving human-robot interaction, emotional recognition, and mobility. Integration of AI, computer vision, and IoT is enhancing functionality and enabling more sophisticated use cases.

Competitive and Strategic Outlook

The competitive landscape is dynamic, with key players including SoftBank Robotics, Hanson Robotics, Blue Frog Robotics, Sony Corporation, and UBTECH Robotics. These companies are focusing on innovation, product development, and strategic partnerships to strengthen their market positions.

Strategic initiatives include investment in AI capabilities, expansion into new application areas, and collaborations with healthcare and education institutions. Companies are also exploring subscription-based and service-oriented business models.

North America leads the market due to strong technological infrastructure and early adoption, while Asia Pacific is expected to witness rapid growth driven by robotics innovation and increasing investments in automation.

Conclusion

The global social robot market is expected to witness significant growth through 2031. Demand is driven by advancements in AI, increasing need for assistive technologies, and expanding applications across industries. While challenges related to cost, privacy, and technological limitations persist, ongoing innovation and growing acceptance of human-robot interaction are expected to support long-term market development.

Key Benefits of this Report

Insightful Analysis: Gain detailed market insights across regions, customer segments, policies, socio-economic factors, consumer preferences, and industry verticals.

Competitive Landscape: Understand strategic moves by key players to identify optimal market entry approaches.

Market Drivers and Future Trends: Assess major growth forces and emerging

developments shaping the market.

Actionable Recommendations: Support strategic decisions to unlock new revenue streams.

Caters to a Wide Audience: Suitable for startups, research institutions, consultants, SMEs, and large enterprises.

What Businesses Use Our Reports For

Industry and market insights, opportunity assessment, product demand forecasting, market entry strategy, geographical expansion, capital investment decisions, regulatory analysis, new product development, and competitive intelligence.

Report Coverage

Historical data from 2021 to 2025 and forecast data from 2026 to 2031

Growth opportunities, challenges, supply chain outlook, regulatory framework, and trend analysis

Competitive positioning, strategies, and market share evaluation

Revenue growth and forecast assessment across segments and regions

Company profiling including strategies, products, financials, and key developments

Contents

1. EXECUTIVE SUMMARY

2. MARKET SNAPSHOT

- 2.1. Market Overview
- 2.2. Market Definition
- 2.3. Scope of the Study
- 2.4. Market Segmentation

3. BUSINESS LANDSCAPE

- 3.1. Market Drivers
- 3.2. Market Restraints
- 3.3. Market Opportunities
- 3.4. Porter's Five Forces Analysis
- 3.5. Industry Value Chain Analysis
- 3.6. Policies and Regulations
- 3.7. Strategic Recommendations

4. TECHNOLOGICAL OUTLOOK

5. SOCIAL ROBOTS MARKET BY COMPONENT

- 5.1. Introduction
- 5.2. Hardware
- 5.3. Software
- 5.4. Services

6. SOCIAL ROBOTS MARKET BY PRODUCT TYPE

- 6.1. Introduction
- 6.2. Companion Robots
- 6.3. Service Robots
- 6.4. Education Robots
- 6.5. Others

7. SOCIAL ROBOTS MARKET BY TECHNOLOGY

- 7.1. Introduction
- 7.2. Artificial Intelligence (AI)
- 7.3. Natural Language Processing
- 7.4. Machine Learning
- 7.5. Computer Vision
- 7.6. Others

8. SOCIAL ROBOTS MARKET BY END-USER

- 8.1. Introduction
- 8.2. Medical and Healthcare
- 8.3. Education
- 8.4. Retail
- 8.5. Media and Entertainment
- 8.6. Others

9. SOCIAL ROBOTS MARKET BY GEOGRAPHY

- 9.1. Introduction
- 9.2. North America
 - 9.2.1. USA
 - 9.2.2. Canada
 - 9.2.3. Mexico
- 9.3. South America
 - 9.3.1. Brazil
 - 9.3.2. Argentina
 - 9.3.3. Others
- 9.4. Europe
 - 9.4.1. Germany
 - 9.4.2. France
 - 9.4.3. United Kingdom
 - 9.4.4. Italy
 - 9.4.5. Spain
 - 9.4.6. Others
- 9.5. Middle East and Africa
 - 9.5.1. Saudi Arabia
 - 9.5.2. UAE
 - 9.5.3. Israel

- 9.5.4. Others
- 9.6. Asia Pacific

- 9.6.1. China
- 9.6.2. India
- 9.6.3. Japan
- 9.6.4. South Korea
- 9.6.5. Indonesia
- 9.6.6. Thailand
- 9.6.7. Taiwan
- 9.6.8. Others

10. COMPETITIVE ENVIRONMENT AND ANALYSIS

- 10.1. Major Players and Strategy Analysis
- 10.2. Market Share Analysis
- 10.3. Mergers, Acquisitions, Agreements, and Collaborations
- 10.4. Competitive Dashboard

11. COMPANY PROFILES

- 11.1. Blue Frog Robotics
- 11.2. Knightscope Inc.
- 11.3. Intuition Robotics Inc.
- 11.4. Furhat Robotics
- 11.5. SoftBank Robotics
- 11.6. ASUSTeK Computer Inc.
- 11.7. UBTECH ROBOTICS CORP LTD.
- 11.8. Hanson Robotics
- 11.9. Luvozo
- 11.10. Honda Motor Co., Ltd.
- 11.11. Aeolus Robotics
- 11.12. Andromeda

12. APPENDIX

- 12.1. Currency
- 12.2. Assumptions
- 12.3. Base and Forecast Years Timeline
- 12.4. Key benefits for the stakeholders

12.5. Research Methodology

12.6. Abbreviations

I would like to order

Product name: Social Robots Market - Strategic Insights and Forecasts (2026-2031)

Product link: <https://marketpublishers.com/r/SB0E61F12806EN.html>

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/SB0E61F12806EN.html>