

White Noise Machine Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Product Type (Plug-In Noise Machine, Portable Noise Machine, Stuffed Animal Machine, Others (Combination Noise Machine)), By Application (Adult, Babies/Kids)), By End User (Household, Commercial), By Distribution Channel (Online, Offline), By Region, Competition

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Abstracts

Global White Noise Machine Market is expected to be driven with the increase in health and well-being awareness, increasing cases of insomnia and anxiety and upgradations in standard of living, which is expected to fuel market growth during the forecast period.

Their demand is expected to rise due to the stress of work and school among adults and children, respectively. While noise pollution has an impact on people's health. According to the World Health Organization (WHO), approximately 1.1 billion young people (aged 12 to 35 years) are at risk of hearing loss because of noise exposure. These factors are expected to enhance the market growth. Similarly, In 2022, According to the American Sleep Apnea Association, sleep-related problems are estimated to affect 50 to 70 million Americans of all ages. Issues related to sleep are common, whether they are caused by medical conditions or a 24/7 lifestyle and work schedule. 70% of adults in America take insufficient sleep at least once a month, and 11% getting insufficient sleep every night. As a result of growing prevalence of sleep disorders in both men and women has increased global demand for White Noise Machines Market.

Rising Incidence of Tinnitus and Insomnia Boost the Market Growth



The market for white noise machines is growing as more people use them for sleeping purposes, as well as increasing health and well-being awareness are some of the major factors driving the market growth. The rising prevalence of tinnitus and insomnia among adults is expected to drive the growth of the Global White Noise Machine Market. For instance, according to data published in The Lancet Regional Health in 2022, the prevalence of any tinnitus in Europe was 14.7%, ranging from 8.7% in Ireland to 28.3% in Bulgaria. Aside from that, the average person's life is very stressful because of modern lifestyles and job schedules. As a result, when they are unable to sleep, many people turn to the soft, constant buzz of a sleep sound machine or smartphone app.

According to a published article by the American Academy of Sleep Medicine in 2021, patients with COVID-19 appeared to be the most impacted group with sleep issues, with a pooled incidence of sleep problems of 74.8% among the people of America, while the global prevalence rate of sleep problems was about 35.7%. As a result, with the rising awareness and their benefits are expected to aid market expansion during the forecast period.

New Product Launches Fueled the White Noise Machine Market

New product launches that have entered the market by incorporating innovative and distinctive features like portable, lightweight, Bluetooth-compatible devices, and various soothing sounds are important factors. Therefore, in order to fulfil the growing demand, industry players are focusing on developing new products and expanding existing product lines. For instance, in 2022 "Dreamegg", a manufacturer of baby sleep products, introduced 'D11 Max Portable Sleep Aid,' a new device in its line of sound machines that creates white noise to lull infants to sleep and is suitable for travelling. The machine's ground-breaking battery system allows parents to transport it on long journeys without worrying about running out of power.

Similarly, "Mintal" introduced their Premium White Noise Machine for Healthier Sleep in 2021. This gadget is especially designed to enhance sleep quality and provides consumers with unmatched customizing possibilities to design their own white noise environment. Through the forecast period, it is anticipated that this would lead to an increase in steady demand for white noise machines.

Impairs the Auditory System Hindering the Market Expansion.

Some drawbacks of white noise machines could limit the market's expansion, for



instance when someone listens to white noise while they sleep, their brain is actively interpreting the signals coming from the inner ear. This prevents the auditory system from resting and regenerating, which over time may have a negative impact on the hearing system. Additionally, listening to white noise too often can increase a person's dependence on it and affect their ability to fall asleep on their own, which will negatively influence the market growth.

Market Segmentation

The Global White Noise Machine Market is segmented based on product type, application, end user, distribution channel, region, and competitive landscape. Based on product type, the market is fragmented into plug-in noise machine, portable noise machine, stuffed animal machine, others like combination noise machine, etc. Based on application, the market is segmented into adult and babies/kids. Based on end user, the market is fragmented into household and commercial. Based on distribution channel, the market is segmented into online, offline. The market analysis also studies the regional segmentation divided among North America, Europe, Asia-Pacific, South America, and Middle East & Africa.

Company Profiles

Marpac, LLC (Yogasleep), SNOOZ, INC, FKA Distributing Co., LLC (HoMedics USA), Munchkin, Inc., Hatch Inc., Sweet ZZZ Mattress, Shenzhen Zhuocai Electric Appliance Co. Ltd, pNeo LLC (Baby Shusher), Adaptive Sound Technologies, Inc., Graco Inc., are among the major market players in the global platform that lead the market growth of the Global White Noise Machine Market.

Report Scope:

In this report, the global white noise machine market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

White Noise Machine Market, By Product Type:

Plug-In Noise Machine

Portable Noise Machine



Stuffed Animal Machine		
Other		
White Noise Machine Market, By Application:		
Adult		
Babies/Kids		
White Noise Machine Market, By End User:		
Household		
Commercial		
White Noise Machine Market, By Distribution Channel:		
Online		
Offline		
White Noise Machine Market, By Region:		
North America		
United States		
Canada		
Mexico		
Europe		
United Kingdom		
Germany		

France



	Spain	
	Italy	
Asia-Pacific		
	China	
	Japan	
	India	
	Australia	
	South Korea	
South America		
	Brazil	
	Argentina	
	Colombia	
Middle East & Africa		
	Saudi Arabia	
	UAE	
	Turkey	
	South Africa	

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global white



noise machine market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).



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