

Europe Smart Baby Monitor Market Forecast to 2030 - Regional analysis - by Type (Video Monitor Device and Audio Monitor Device), Sales channel (Online and Offline), and Application Type (Home/Family, Hospitals, and Day Care)

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Abstracts

The Europe smart baby monitor market was valued at US\$ 315.07 million in 2022 and is expected to reach US\$ 603.70 million by 2030; it is estimated to grow at a CAGR of 8.5% from 2022 to 2030.

Rising Number of Corporate Day Care/Childcare Centers Drives Europe Smart Baby Monitor Market

Governments of various countries across the globe support the growth of childcare services, and the announcement of public policies is supporting the development of day care/childcare centers globally. Additionally, the rise in employment of women worldwide is forcing parents to put their babies in childcare/day care centers during their absence at home.

Different organizations are offering corporate childcare centers to help their employees focus on their work, alongside allowing them to monitor their babies in the office. The corporate childcare centers are managed or sponsored by employers. They are providing either in-house childcare centers or entering partnerships with local childcare centers to deliver special facilities to attract high-potential candidates and retain top-performing employees. For example, Goldman Sachs has been providing on-site childcare centers at their offices, and at locations where it is unable to offer on-site nursery facilities, the company has signed a partnership agreement with local childcare centers. Therefore, the rising number of corporate day care/childcare centers fuels the smart baby monitor market.

Europe Smart Baby Monitor Market Overview

European countries such as Germany, France, Italy, Russia, the UK, and the Rest of

Europe are encouraging the development of smart baby monitoring systems through significant investments and other initiatives. The increasing number of tech-savvy parents is a key enabler of the procurement of advanced technologies that enhance lifestyle. According to The World Bank Group, the population of the European Union was 447,179,800 in 2021 and increased to 447,956,050 in 2022. Furthermore, according to the European Commission, approximately 4.09 million babies were born in 2021 in the EU, an increase from 4.07 million in 2020. Thus, the rise in population and childbirths is leading to the high adoption of audio and video baby monitor devices. More than 300 million people in 28 EU states fall in the age group of 18-64, and approximately one-third of these people have care responsibilities. Among these, ~90 million people are engaged in the responsibilities of children of age less than 15. Approximately 80.4% of the parents are employed. Such parents install smart baby monitoring devices to monitor their babies while doing other household chores, as these devices offer real-time information about babies with the help of the monitoring camera or audio recording devices installed close to the babies. They provide live audio and/or video and location and enable parents to track their baby's activities using smartphone apps.

The well-known manufacturers of baby monitoring devices in the region include BT Group plc; Samsung Electronics Co. Ltd.; Motorola Mobility LLC.; Angelcare Monitors, Inc.; Tomy Company Ltd.; and Vtech Holdings Ltd. Companies operating in the smart baby monitors market in Europe are investing in the development of intelligent devices for the real-time monitoring of babies. For instance, in February 2019, BT Group launched the UK's first voice-controlled smart baby monitor that can be controlled using Alexa and Google Assistant.

Europe Smart Baby Monitor Market Revenue and Forecast to 2030 (US\$ Million)

Europe Smart Baby Monitor Market Segmentation

The Europe smart baby monitor market is segmented based on type, sales channel, application, and country. Based on type, the Europe smart baby monitor market is bifurcated into video monitor device and audio monitor device. The video monitor device segment held a larger market share in 2022.

In terms of sales channel, the Europe smart baby monitor market is bifurcated into online services and offline services. The offline services held a larger market share in 2022.

By application, the Europe smart baby monitor market is segmented into home/family, hospitals, and day care. The home/family held the largest market share in 2022.

Based on country, the Europe smart baby monitor market is segmented into the France, Germany, the UK, Italy, Russia, and the Rest of Europe. Germany dominated the Europe smart baby monitor market share in 2022.

Vtech Holdings Ltd, Koninklijke Philips NV, Samsung Electronics Co Ltd, Panasonic

Holdings Corp, Snuz, Dorel Industries Inc, NETGEAR, and Withings are some of the leading companies operating in the Europe smart baby monitor market.

Contents

1. INTRODUCTION

- 1.1 The Insight Partners Research Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 Key Insights
- 2.2 Market Attractiveness

3. RESEARCH METHODOLOGY

- 3.1 Coverage
- 3.2 Secondary Research
- 3.3 Primary Research

4. EUROPE SMART BABY MONITOR MARKET LANDSCAPE

- 4.1 Overview
- 4.2 Ecosystem Analysis

5. EUROPE SMART BABY MONITOR MARKET - KEY INDUSTRY DYNAMICS

- 5.1 Drivers
 - 5.1.1 Increasing Number of Working Parents
 - 5.1.2 Rising Number of Corporate Day Care/Childcare Centers
- 5.2 Market Restraints
 - 5.2.1 Privacy Concerns Associated with Smart Baby Monitor Devices
- 5.3 Market Opportunities
 - 5.3.1 Rising Population of Tech-Savvy Millennial Parents
 - 5.3.2 Rise in Smart Home
- 5.4 Future Trends
 - 5.4.1 AI-Based Smart Baby Monitors
- 5.5 Impact of Drivers and Restraints:

6. SMART BABY MONITOR MARKET - EUROPE MARKET ANALYSIS

6.1 Smart Baby Monitor Market Revenue (US\$ Million), 2022 - 2030

6.2 Smart Baby Monitor Market Forecast and Analysis

7. EUROPE SMART BABY MONITOR MARKET ANALYSIS - TYPE

7.1 Video Monitor Device

7.1.1 Overview

7.1.2 Video Monitor Device Market Revenue and Forecasts to 2030 (US\$ Million)

7.2 Audio Monitor Device

7.2.1 Overview

7.2.2 Audio Monitor Device Market Revenue and Forecasts to 2030 (US\$ Million)

8. EUROPE SMART BABY MONITOR MARKET ANALYSIS - SALES CHANNEL

8.1 Online

8.1.1 Overview

8.1.2 Online Market Revenue and Forecasts to 2030 (US\$ Million)

8.2 Offline

8.2.1 Overview

8.2.2 Offline Market Revenue and Forecasts to 2030 (US\$ Million)

9. EUROPE SMART BABY MONITOR MARKET ANALYSIS - APPLICATION

9.1 Home/Family

9.1.1 Overview

9.1.2 Home/Family Market Revenue and Forecasts to 2030 (US\$ Million)

9.2 Hospitals

9.2.1 Overview

9.2.2 Hospitals Market Revenue and Forecasts to 2030 (US\$ Million)

9.3 Day Care

9.3.1 Overview

9.3.2 Day Care Market Revenue and Forecasts to 2030 (US\$ Million)

10. EUROPE SMART BABY MONITOR MARKET - COUNTRY ANALYSIS

10.1 Europe

10.1.1 Europe Smart Baby Monitor Market Overview

10.1.2 Europe Smart Baby Monitor Market Revenue and Forecasts and Analysis - By Countries

10.1.2.1 France Smart Baby Monitor Market Revenue and Forecasts to 2030 (US\$ Mn)

10.1.2.1.1 France Smart Baby Monitor Market Breakdown by Type

10.1.2.1.2 France Smart Baby Monitor Market Breakdown by Sales Channel

10.1.2.1.3 France Smart Baby Monitor Market Breakdown by Application

10.1.2.2 Germany Smart Baby Monitor Market Revenue and Forecasts to 2030 (US\$ Mn)

10.1.2.2.1 Germany Smart Baby Monitor Market Breakdown by Type

10.1.2.2.2 Germany Smart Baby Monitor Market Breakdown by Sales Channel

10.1.2.2.3 Germany Smart Baby Monitor Market Breakdown by Application

10.1.2.3 UK Smart Baby Monitor Market Revenue and Forecasts to 2030 (US\$ Mn)

10.1.2.3.1 UK Smart Baby Monitor Market Breakdown by Type

10.1.2.3.2 UK Smart Baby Monitor Market Breakdown by Sales Channel

10.1.2.3.3 UK Smart Baby Monitor Market Breakdown by Application

10.1.2.4 Italy Smart Baby Monitor Market Revenue and Forecasts to 2030 (US\$ Mn)

10.1.2.4.1 Italy Smart Baby Monitor Market Breakdown by Type

10.1.2.4.2 Italy Smart Baby Monitor Market Breakdown by Sales Channel

10.1.2.4.3 Italy Smart Baby Monitor Market Breakdown by Application

10.1.2.5 Russia Smart Baby Monitor Market Revenue and Forecasts to 2030 (US\$ Mn)

10.1.2.5.1 Russia Smart Baby Monitor Market Breakdown by Type

10.1.2.5.2 Russia Smart Baby Monitor Market Breakdown by Sales Channel

10.1.2.5.3 Russia Smart Baby Monitor Market Breakdown by Application

10.1.2.6 Rest of Europe Smart Baby Monitor Market Revenue and Forecasts to 2030 (US\$ Mn)

10.1.2.6.1 Rest of Europe Smart Baby Monitor Market Breakdown by Type

10.1.2.6.2 Rest of Europe Smart Baby Monitor Market Breakdown by Sales Channel

10.1.2.6.3 Rest of Europe Smart Baby Monitor Market Breakdown by Application

11. COMPETITIVE LANDSCAPE

11.1 Heat Map Analysis By Key Players

12. INDUSTRY LANDSCAPE

12.1 Overview

12.2 Market Initiative

12.3 Product Development

13. COMPANY PROFILES

13.1 VTech Holdings Ltd

- 13.1.1 Key Facts
- 13.1.2 Business Description
- 13.1.3 Products and Services
- 13.1.4 Financial Overview
- 13.1.5 SWOT Analysis
- 13.1.6 Key Developments

13.2 Koninklijke Philips NV

- 13.2.1 Key Facts
- 13.2.2 Business Description
- 13.2.3 Products and Services
- 13.2.4 Financial Overview
- 13.2.5 SWOT Analysis
- 13.2.6 Key Developments

13.3 Samsung Electronics Co Ltd

- 13.3.1 Key Facts
- 13.3.2 Business Description
- 13.3.3 Products and Services
- 13.3.4 Financial Overview
- 13.3.5 SWOT Analysis
- 13.3.6 Key Developments

13.4 Panasonic Holdings Corp

- 13.4.1 Key Facts
- 13.4.2 Business Description
- 13.4.3 Products and Services
- 13.4.4 Financial Overview
- 13.4.5 SWOT Analysis
- 13.4.6 Key Developments

13.5 Snuz

- 13.5.1 Key Facts
- 13.5.2 Business Description
- 13.5.3 Products and Services
- 13.5.4 Financial Overview
- 13.5.5 SWOT Analysis
- 13.5.6 Key Developments

13.6 Dorel Industries Inc

- 13.6.1 Key Facts

- 13.6.2 Business Description
- 13.6.3 Products and Services
- 13.6.4 Financial Overview
- 13.6.5 SWOT Analysis
- 13.6.6 Key Developments

13.7 NETGEAR

- 13.7.1 Key Facts
- 13.7.2 Business Description
- 13.7.3 Products and Services
- 13.7.4 Financial Overview
- 13.7.5 SWOT Analysis
- 13.7.6 Key Developments

13.8 Withings

- 13.8.1 Key Facts
- 13.8.2 Business Description
- 13.8.3 Products and Services
- 13.8.4 Financial Overview
- 13.8.5 SWOT Analysis
- 13.8.6 Key Developments

14. APPENDIX

14.1 Word Index

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