

Middle East & Africa 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 Middle East & Africa smart baby monitor market was valued at US\$ 92.93 million in 2022 and is expected to reach US\$ 155.39 million by 2030; it is estimated to grow at a CAGR of 6.7% from 2022 to 2030.

AI-Based Smart Baby Monitors Boost Middle East & Africa Smart Baby Monitor Market

The smart baby monitoring device manufacturers are investing in the integration of artificial intelligence (AI) technology with their offerings. The integration of AI confers various intelligent features to the systems, such as baby cry detection, humidity and temperature measurements, and smart alerts, along with advanced speaker and microphone competencies for recording, singing, or storytelling; it also allows the replay of the recordings with high quality. It alerts parents through a wake-up light and night light that help them change diapers without startling the baby during the night. For instance, KamiBaby integrates edge computing technology with its baby monitors, which record the moments and share them with people who have access to the system. The integration of such advanced technologies with smart home devices allows parents to monitor their baby on devices run by Google Assistant and Amazon Alexa that are equipped with displays. Other features of KamiBaby devices include sleep summary of baby, live stream video sharing, two-way talk, 360-degree high-quality speakers, temperature and humidity sensors, built-in night light, kami cloud and SD card storage, and FHD 1080P premium image quality. In addition, in January 2023, Chillax, manufacturers of the first baby monitor that uses edge computing-based AI and machine learning techniques to precisely detect a covered face, roll-over, and breathing rate, introduced its latest solutions at the Consumer Electronics Show (CES) 2023. The

company also introduced all-new Giraffe AI, Thermo AI, and Care Plus models. Thus, the development of AI-based smart baby monitors is emerging as a key trend in the market and is expected to gain traction in the coming years.

Middle East & Africa Smart Baby Monitor Market Overview

The MEA includes South Africa, Saudi Arabia, the UAE, and the Rest of MEA. The region is projected to witness a rapid rise in industrialization, which would further drive the growth of its currently average economy. The Gulf countries are economically advanced, while the African countries are yet to match their economic conditions. Rise in per capita income, recovery of economic conditions, and increase in government spending on the development of day care/childcare centers are among the factors anticipated to boost the adoption of smart baby monitors across the Gulf countries. The rising number of women working and stepping out of their houses is one of the key factors likely to contribute to the smart baby monitor market growth in the MEA. As per UNICEF, the organization encouraging the children's well-being and enhance children's lives by protecting them. This initiative makes the organizations treat their employees, develop, and market their products, operate facilities, provide services, and influence economic and social development. This factor has led to the launch of day care and child care centers in the region. These conditions boost the demand for the installation of smart baby monitors at the day care or childcare facilities built for the children of employees. Furthermore, the increasing number of tech-savvy parents is leading to a rise in adoption of smart baby monitor in the MEA.

Middle East & Africa Smart Baby Monitor Market Revenue and Forecast to 2030 (US\$ Million)

Middle East & Africa Smart Baby Monitor Market Segmentation

The Middle East & Africa smart baby monitor market is segmented based on type, sales channel, application, and country.

Based on type, the Middle East & Africa smart baby monitor market is segmented into video monitor device and audio monitor device. The video monitor device segment held a larger market share in 2022.

Based on sales channel, the Middle East & Africa smart baby monitor market is bifurcated into online and offline. The offline held a larger market share in 2022.

Based on application, the Middle East & Africa 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 Middle East & Africa smart baby monitor market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. The UAE dominated the Middle East & Africa smart baby monitor market share in 2022. Vtech Holdings Ltd, Koninklijke Philips NV, Samsung Electronics Co Ltd, Panasonic Holdings Corp, Snuza, and NETGEAR are some of the leading companies operating in

the Middle East & Africa smart baby monitor market.

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