

Smart Baby Monitor Market Size and Forecasts (2020 - 2030), Global and Regional Share, Trends, and Growth Opportunity Analysis Report Coverage: By Type (Video Monitor Device and Audio Monitor Device), Sales Channel (Online and Offline), and Application (Home/Family, Hospitals, and Day Care)

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Abstracts

The smart baby monitor market is expected to grow from US\$ 1.22 billion in 2022 and is expected to reach US\$ 2.28 billion by 2030; it is estimated to record a CAGR of 8.1% from 2022 to 2030.

The Europe smart baby monitor market is segmented into the Germany, UK, France, Italy, Russia, and rest of Europe. The market growth in Europe is attributed majorly to its favorable government policies and positive outlook toward the adoption of new technology. Furthermore, the presence of a large number of daycare centers and corporate childcare centers in Europe has paved the way for the smart baby monitor market growth in Europe. The UK, Germany, and the Netherlands are expected to be the leading markets for smart baby monitors in Europe over the forecast period. These countries have a high birth rate and a strong demand for innovative childcare products.

The third-highest revenue-generating region is APAC. APAC includes various developed and developing economies, such as China, India, and several Southeastern countries, along with developed economies, such as Japan and Australia. Moreover, a continuous rise in population and increase in income levels of the middle- and upper-class populations are the significant factors contributing to the baby monitor market growth in APAC. Meanwhile, several reasons such as increasing number of working parents, rising number of day cares across Asia Pacific is fueling the growth of smart

cities in various countries including India, China, South Korea, Japan, and Singapore which are expected to create enormous opportunities for the smart baby monitor market players.

Based on type, the market is segmented by type into video monitor device and audio monitor device. The video monitor device segment held the largest share in 2022 and is expected to grow with the highest CAGR. A video monitor can help observe babies from a distance or track their heart rate or breathing. A video monitor is a display device that enables one to observe the output from a piece of video equipment, such as a camera or video player. They are often called reference monitors, as an individual refers to them to make sure the video is working properly. The video monitor device has several advantages, such as remote monitoring in which parents can keep an eye on their baby from anywhere using a smartphone or tablet, providing convenience and peace of mind. It also has enhanced night vision capabilities to ensure clear video feed in low-light conditions, enabling continuous monitoring during nighttime. As the video monitor device has several benefits, its demand is increasing, further fueling the smart baby monitor market growth.

Allen & Heath Ltd; VTech Holdings Ltd; Koninklijke Philips NV; Samsung Electronics Co Ltd.; Panasonic Holdings Corp; iBaby Labs, Inc.; INFANT OPTICS; Snuzo; Dorel Industries Inc; NETGEAR; and Withings are among the key smart baby monitor market players that are profiled in this market study.

The overall smart baby monitor market size has been derived using both primary and secondary sources. Exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the smart baby monitor market size. The process also helps obtain an overview and forecast of the market with respect to all the market segments. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain analytical insights. This process includes industry experts such as VPs, business development managers, market intelligence managers, and national sales managers, along with external consultants such as valuation experts, research analysts, and key opinion leaders, specializing in the smart baby monitor market.

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