

South & Central America 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 (Home/Family, Hospitals, and Day Care)

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Abstracts

The South & Central America smart baby monitor market was valued at US\$ 51.90 million in 2022 and is expected to reach US\$ 81.27 million by 2030; it is estimated to grow at a CAGR of 5.8% from 2022 to 2030.

Rising Population of Tech-Savvy Millennial Parents Fuels South & Central America Smart Baby Monitor Market

Continuous technological advancements are making the lives of working parents more flexible and easy to manage. There is a growing adoption of digital health solutions for maternal and infant care among tech-savvy millennial parents across the globe. Smart baby monitor manufacturers are focusing on designing applications to allow parents to monitor their babies' activities in real time using their smartphones. As per the World Economic Forum in November 2021, the millennial population held 23% of the global population, i.e., ~1.8 billion. The growing digitalization and millennial expectations for enhanced convenience are creating opportunities for advanced solutions to simplify their lives. Thus, the increasing millennial population is likely to create a massive opportunity for the adoption of smart baby monitors worldwide during the forecast period.

South & Central America Smart Baby Monitor Market Overview

The smart baby monitor market in SAM is segmented into Brazil, Argentina, and the

Rest of SAM. The Rest of SAM includes Chile, Colombia, Guatemala, and Peru, among others. Technological developments have directly impacted the economies of Brazil and Argentina. The continuous growth in the adoption of AI and IoT in the region has led to a surge in demand for smart baby monitors across the region, as these technologies integrated in the baby monitor helps the parents to monitor their baby's sleep cycle and behavior. The swift penetration of smartphones and other connected devices and the rise in concerns associated with the safety of babies are further likely to contribute to the smart baby monitor market growth in SAM.

With the rising access of girls to education, a large number of women are entering into professional setups and gaining more control over their finances. Furthermore, the mounting number of tech-savvy parents across the region is boosting the adoption of smart baby monitors. The parents also adopt different parenting apps, which help them search for an efficient caretaker for their babies. A few of the well-known parenting apps used by parents in SAM are Alba, Kinedu, PlayKids, BabySparks, Pollitoingles, akademia, and Blended. The adoption of these parenting apps is supporting the growth of the smart baby monitor market across the region.

South & Central America Smart Baby Monitor Market Revenue and Forecast to 2030 (US\$ Million)

South & Central America Smart Baby Monitor Market Segmentation

The South & Central America smart baby monitor market is segmented based on type, sales channel, application, and country. Based on type, the South & Central America 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 South & Central America 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 South & Central America 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 South & Central America smart baby monitor market is segmented into Brazil, Argentina, and the Rest of South & Central America. Brazil dominated the South & Central America smart baby monitor market share in 2022.

Vtech Holdings Ltd, Koninklijke Philips NV, Samsung Electronics Co Ltd, Panasonic Holdings Corp, Snuzo, Dorel Industries Inc, and NETGEAR are some of the leading companies operating in the South & Central America smart baby monitor market.

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