Global Parental Control Software Market Research Report: Information by Device Type (Computer & Video Games, Mobiles and Digital Television), Platform (iOS, Android and Windows), Deployment (On-Cloud and On-Premise), Application (Residential and Education Institutes) and Region (North America, Europe, Asia-Pacific and RoW) - Forecast till 2023

Market Snapshot

The Global Parental Control Software Market is expected to expand at a 9.54% CAGR during the forecast period 2018–2023.

Parental control software is a tool that allows parents to limit the access or use of adult content or a specific type of content to their children. This content view deals with some inappropriate things, which is not suitable for children's age. It is also known as content filtering that block access to websites categories such as porn and violence. Parent control software is installed in the control panel in Vista (comprehensive suite of programs). To operate a parental control application, the user needs to set up a new user account. The parental controls will be associated through this user account.

The trend of social media is increasing not only among adults but also in children and teenagers. There are various benefits of using social media among youngsters as they can self-educate, expand their social circle, and get exposed to informative content on multiple topics. However, there are risks associated with the social media, which children and teenagers are sensitive to such as inappropriate content such as violent videos, aggressive or sexual comments, pictures, games, and others that might affect the behavior of a child. The popularity of social media has led to the younger population spending hours each day watching photos, videos, and other content posted by friends, family members, celebrities, or public figures. To control the activities of children on the internet, parental control software is used as these allow parents to monitor the activity of their children and set filters on internet research. Thus, parental control software reduces cyberbullying and limits the research as per the age. Moreover, increasing cyberbullying cases across the globe is a significant factor, which is also driving the growth of the market. Centers for Disease Control and Prevention (CDC) in the US, in 2017, 14.9% of high school students were cyberbullied, through Facebook, texting, Instagram, or other social media platforms. The percentage of students who were bullied has not seen a significant changed from 2011 through 2017. However, the lack of awareness among the users regarding parental control software hampers the growth of the market globally.

Based on device type, the global market has been segmented as computer & video games, mobile and digital television. The computer & video games segment is expected to hold the largest market share of 53.3%, growing with a CAGR 7.82%. Parental controls are being provided for computers and video games to limit the children activities and ultimately the time being spent on the computer. Parents usually tend to deploy such software when the child has difficulty limiting the time being spent playing games.

Regional Analysis

Global Parental Control Software Market Share, by Region, 2017 (%)
The global parental control software market by region has been segmented into North America, Europe, Asia-Pacific, and the rest of the world.

North America accounted for the largest market share of 46.37% in 2017, with a market value of USD 705.81 million; the market is expected to register 8.63% CAGR during the forecast period. Europe was the second-largest market in 2017, valued at USD 436.15 million; it is projected to grow at the highest CAGR of 10.23%. The growth in the market in North America is driven by the increase in internet usage among children, the growing adoption of smartphones and tablets among children, increasing cases of cyberbullying activities in the country, and the emergence of harmful games, including the Blue Whale Challenge, which asked the recruited kids to commit suicide in its final tasks. Additionally, the increasing use social media platforms and sites in the country and rising investments from key players of the market in research and development of parental control software solutions are also contributing in boosting the market in North America.

Companies Covered

The key players of global parental control software market are McAfee LLC (US), Avanquest (France), Bitdefender (Romania), SaferKid (US), Symantec Corporation (US), Webroot Inc. (US), Content Watch Holdings, Inc. (US), Verizon Communications Inc. (US), Mobicip LLC (US), and Trend Micro Inc. (Japan).

Key Developments

- **In April 2018**, Verizon Communications Inc. upgraded the Family Base parental control app and renamed it Verizon Smart Family. It enables parents to manage the aspects of their children’s smartphones, such as content filter and time limits.

- **In August 2018**, Webroot Inc. partnered with Zerum Lynx to stop potential threats quickly and efficiently by detecting hateful files in the network limit and keeping end users away from visiting malicious or unwanted websites.

- **In September 2018**, Bitdefender acquired SMS eTech for establishing and expanding its business in Australia and New Zealand.

- **In July 2018**, McAfee LLC partnered with LG for delivering parental control solutions for LG smartphone users. This software is pre-loaded on LG G7 ThinQ, Q7, Q7+, and Q Stylus in 32 European countries. McAfee Security helps parents to observe children’s every movement and activities over the Internet.

- **In March 2018**, McAfee acquired TunnelBear, integrating TunnelBear’s technologies into the company’s VPN product known as Safe Connect. Safe Connect is used for
Wi-Fi privacy, privacy protection, and accessing geo-restricted sites and apps from anywhere

**Market Segmentation**
- By Device Type – Computer & Video Games, Mobiles, and Digital Television
- By Platform – iOS, Android, and Windows
- By Deployment – On-Cloud and On-Premise
- By Application – Residential and Education Institutes

**Key questions addressed by the report**
- What was the historical market size (2017)?
- Which segmentation (Device Type/ Platform/ Deployment/ Application) is driving the market?
- What will be the growth rate by 2023?
- Who are the key players in this market?
- What are the strategies adopted by key players?

**Infographic Summary:**

**GLOBAL PARENTAL CONTROL SOFTWARE MARKET**

Global Parental Control Software market has generated revenue of USD XX billion in 2017 and is expected to reach market value of USD XX billion by 2023 growing with 9.54% CAGR.

**Geographical Overview**
- North America: Generated revenue of USD XX million in 2017 and is projected to grow with XX% CAGR.
- Europe: Generated highest revenue of USD XX billion in 2017 and growing with XX% CAGR.
- Asia Pacific: Projected to grow with fastest growing XX% CAGR.
- Rest of the World: Growing with XX% CAGR.

**Market Drivers**
- Increasing use of social media platform
- Increasing cases of Cyberbullying

**Market Restraint**
- Lack of awareness about parental control software

**Market Opportunity**
- Increasing deployment of connected devices

**Key Players**
- McAfee LLC
- Symantec
- Verizon
- Claranova
- Webroot
- Bitdefender

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