Global Advanced Baby Monitors Market: Information by Product (Stationary and Wearable), by End User (Home Care and Day Care) and by Region (Americas, Europe, Asia-Pacific and the Middle East & Africa) - Forecast till 2025

The Global Advanced Baby Monitors Market is expected to register a CAGR of 9.20% to reach USD 1880.57 million till 2025.

Advanced baby monitors are used to monitor baby movements and vital body functions of the baby, such as breathing. Advanced baby monitors mostly work through Wi-Fi networks and is wireless devices with a baby unit and a parent unit. The growing concern about the baby’s health and well-being has led to the increase in adoption of advanced baby monitors in recent years. Factors such as the increasing number of working parents in both developing as well as developed countries and a growing trend of nuclear families contribute to the growth of the market. In addition to this, the easy availability of advanced baby monitors on online portals is expected to fuel the growth of the market. However, high cost associated with advanced baby monitors and lack of FDA approved baby monitors are likely to restrain the market growth over the forecast period.

Market Dynamics

The increasing number of working parents is the primary driver for the growing adoption of baby monitors. The increasing standard of living in developed as well as developing countries has led to the growing need for both the parents to work for economic stability. In most cases, parents are not available for the baby during working hours, which increases the concern about baby's security. Additionally, advanced baby monitors help parents to monitor baby’s movements and vital functions remotely on their smartphones or other parent units such as portable devices. According to the Bureau of Labor Statistics, in 2017, the participation of mothers in labor force with children under six years was 65.1% and for mothers with youngest children between 6 to 17 years was 75.7%. According to the same source, in 2016, 34.2 million families included children below the age of 18. It also stated that among the married couples with children, 96.8% had at least one parent employed, and 61.1% had both parents employed.

Additionally, according to an article named Families and Labor Market, England, 2017 published by the Office for National Statistics, there were about 4.9 million mothers in employment in 2017, whereas, in 1996 there were 3.7 million mothers in employment. In the past years, there had been observed an increase in the employment rate of mothers with dependent children (i.e., children who require continuous attention and care from parents). Conclusively, the increasing number of working parents globally provides a favorable environment for the market to grow.

Global Advanced Baby Monitors Market Share, by Company Share, 2017 (%)
Segmentation

The global advanced baby market, by product, has been segmented into stationary type and wearable type. Based on end user, the advanced baby market has been categorized as home care and daycare.

Key Players


Asia-Pacific Advanced baby Market Share, 2017 (%)

Regional Analysis

The global advanced baby monitors market, by region, has been segmented into the Americas, Europe, Asia-Pacific, and the Middle East & Africa. The Americas is anticipated to dominate the global advanced baby monitors market owing to the improving technological infrastructure and rising adoption of innovative and niche baby products. The Americas market for advanced baby monitors has been segmented into North America and South America. The North American region is sub-segmented into the US and Canada.

Europe is the second-largest region in the global advanced baby monitors market. The European advanced baby monitors market is segmented into Germany, France, the UK, Russia, Spain, Italy,
and the rest of Europe. The advanced baby monitors market in Europe is expected to propel owing to factors such as a rise in the number of employed parents and e-commerce trends, which lead to increased spending on baby care. Baby monitors are becoming a vital part of working parents having small children. Workload and rising number of nuclear families are boosting the demand for advanced baby monitors in Europe. According to the global E-commerce report in 2017, Europe has an e-commerce turnover of USD 472.65 billion. Also, according to Statistisches Bundesamt (Destatis), in 2016, 74% of the mothers in Germany were employed.

The market in Asia-Pacific is divided into China, Japan, India, South Korea, Australia, and the rest of Asia-Pacific. It is the third-largest market and is anticipated to be the fastest-growing region in the global advanced baby monitors market owing to the increasing population, rising number of working women, a high percentage of educated people, and rise in disposable income.

The Middle East and Africa are divided the Middle Eastern region and Africa the advanced global baby monitors market in the Middle Eastern and African region are expected to grow slowly owing to rise in the monetary status, expanding the capability of people, and increasing online retailing.

Some of the key strategies followed by players operating in the global advanced baby market were innovation, product development, and acquisition & mergers.

- **In February 2018**, Angelcare launched a wireless product in the market as baby monitor AC 117. It is primarily used to monitor the breathing movement and sound.
- **In April 2018**, Lorex Technology Inc., launched a range of 4K security network video recorders (NVR), which are advanced and easy-to-use. NVR systems can be operated through many locations, and for that, the company provides cloud-based support.

**Market Segmentation**

**Global Advanced baby Market, by Product**

- Stationary Type
- Wearable Type

**Global Advanced baby Market, by End User**

- Home Care
- Day Care
- Others

**Global Advanced baby Market, by Region**

- Americas
  - North America
    - US
    - Canada
  - Latin America
- Europe
  - Western Europe
    - Germany
    - UK
    - France
    - Italy
    - Spain
    - Rest of Western Europe
  - Eastern Europe
- Asia-Pacific
  - China
  - Japan
  - India
Available Additional Customizations
- Product Benchmarking
- Advanced baby Market, Industry Trends

Intended Audience
- MedTech companies
- Government organizations
- Consulting firms

Infographic Summary:

GLOBAL ADVANCED BABY MONITORS MARKET

The advanced baby monitors market is expected to reach USD 1,860.57 million by 2025.

Advanced Baby Monitors Market Share, by Region, 2017

DRIVERS:
- Increasing number of working parents
- Availability of advanced baby monitors on online portals

RESTRICTIONS:
- High cost of advanced baby monitors
- Lack of advanced baby monitors which are approved by the US Food and Drug Administration (FDA)

KEY PLAYERS:
- Summer Infant, Inc.
- MOTOROLA HOME
- Safety 1st
- The First Years, Inc.
- Angelcare
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