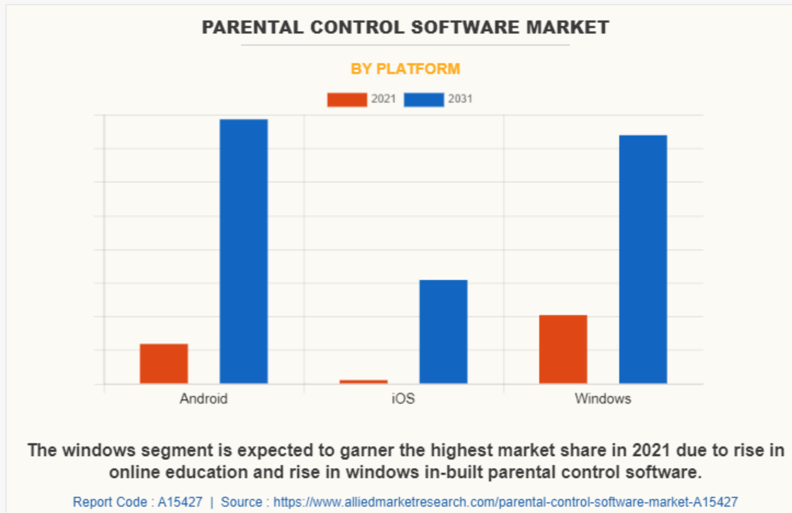
Parental Control Software Market Size Surges as Parents Seek Digital Safeguards for Their Kids' Online Activities

Rising internet risks for kids, increased digital device usage, and growing parental concerns are key drivers of the parental control software market growth.



Parental Control Software Market Report

PORTLAND, OREGON, UNITED STATES, October 26, 2023 /EINPresswire.com/ -- The parental control software market was valued at $1.3 billion in 2021, and is estimated to reach $4.3 billion by 2031, growing at a CAGR of 13% from 2021 to 2031.

Parental controls are features which may be included in digital television services, computer & video games, mobile devices & software that allow parents to restrict the access of content to their children. These controls were created to assist parents in their ability to restrict certain content viewable by their children. This may be content which is inappropriate for children’s age; maturity level or is aimed more at adult audiences. Thus, this software helps in the prevention of cyberbullying, gaming, internet addiction, online predators, and other potentially harmful content for children.

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The parental control software has seen steady growth in recent years, driven by increased concern over online safety for children, the rise of technology usage, and the growth of the internet. In addition, many parental control software companies are incorporating advanced security features to protect children's personal information and online activities, which is increasing the demand for parental control software solutions.

Furthermore, major market players are undertaking various strategies to increase the competition and offer enhanced services to their customers. For instance, In April 2022, VERIZON entered into a partnership with Nova Credit. The key feature of this partnership was to strengthen easy access to network and devices capabilities for consumer. This partnership enhanced the parental control portfolio using the advanced network. Through this both, the companies expanded their respective market. Which provided a strategic advantage to the company and parental control software market size.

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In addition, market players are adopting acquisition strategies for enhancing their services in the market and improving customer satisfaction. For instance, in August 2021, Norton LifeLock Inc. entered into a partnership with Avast. The main objective behind this partnership was to strengthen digital security and privacy. Moreover, it also aimed to improve cloud-based software solution portfolios such as parental control software. This partnership helped both the companies to grow their market in terms of revenue and attract more customers.

Based on platform, the windows segment attained the highest growth in 2021. This is attributed to the rapid expansion of digital content on various platforms, including websites, social media networks, and app store. This is providing a major impetus to the growth of windows based parental control software. However, android segment is anticipated to register highest market growth rate in parental control software market forecast due to rise in number of android based smartphones.

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Based on region, North America attained the highest growth in 2021. This is attributed due to the presence of industry players with best-in-class equipment and service to offer. Moreover, online learning has exploded in popularity in the U.S., as the internet and education have fused to give consumers with the chance to learn new skills. Parents around the country are investing in sophisticated control software solutions in response to incidents ranging from cyberbullying to exposure to sensitive or malicious content, as well as data leaks. However, Asia-Pacific is expected to register highest growth rate in parental control software industry due to rise in technological developments and rise in internet penetration across the region.

The report analyzes the profiles of key players operating in the parental control software market such as AO Kaspersky Lab, AT&T, Cisco Systems, Inc., Google LLC, McAfee, LLC, Microsoft, Mobile Fence, SafeDNS, Inc., SentryPC and Verizon. These players have adopted various strategies to increase their market penetration and strengthen their position in the parental control software market.

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Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision-making for the existing market players as well as those willing to enter the market.

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