

Safety First: Global Parental Control Software Market Gains Traction with Increasing Government Oversight 2031

Parental control software market growth is propelled by an increase in government regulations aimed at standardizing digital content for children's safety.

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/EINPresswire.com/ -- As per the findings disclosed in the report by Allied Market Research, the [global parental control software market](#) reached an estimated value of \$1.3 billion in 2021. It is anticipated to experience substantial growth, reaching \$4.3 billion by 2031, with a projected Compound Annual Growth Rate (CAGR) of 13% from 2022 to 2031.



Parental Control Software Market

The comprehensive report offers a detailed examination of key investment opportunities, successful strategies, driving factors, potential opportunities, market size assessments, competitive landscape, and emerging trends. This market study is a valuable resource for industry leaders, new market participants, investors, and stakeholders, aiding them in formulating future strategies and enhancing their market positioning.

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Parental control software encompasses features embedded in digital TV services, video games, mobile devices, and software, enabling parents to control their children's access to content. These controls were developed to empower parents in restricting content inappropriate for their children's age or maturity level. The software plays a crucial role in preventing issues such as cyberbullying, gaming addiction, exposure to online predators, and consumption of harmful content. The market has experienced steady growth, driven by heightened concerns about online safety for children, increased technology usage, and the proliferation of the internet.

The growing demand for parental control software solutions has prompted companies to

incorporate advanced security features to protect children's online activities and personal information. Major market players are implementing various strategies to enhance competition and offer improved services. For example, Verizon partnered with Nova Credit in April 2022 to strengthen network access and device capabilities, expanding their respective markets.

The parental control software market is forecasted to grow rapidly with the integration of technology. The adoption of smartphones and tablets among children is gaining significant traction will be helpful for parental control software market growth. In addition, increasing usage of social media exposes children to too much-targeted marketing and advertising, and breaches of personal information like phone number, location, date of birth, among other things. This can affect the lives of children; hence the, parental control software can be used to prevent children from this exposure. Furthermore, the growing adoption of smartphones among kids will boost the market growth during the forecast period.

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Additionally, market players are adopting acquisition strategies to enhance services and improve customer satisfaction. Norton LifeLock Inc. partnered with Avast in August 2021 to bolster digital security, privacy, and cloud-based software solutions, including parental control software.

In terms of platforms, the Windows segment witnessed significant growth in 2021, driven by the rapid expansion of digital content on various platforms. However, the Android segment is expected to exhibit the highest growth rate in the parental control software market due to the increasing prevalence of Android-based smartphones.

By deployment mode, the on-premise segment contributed more than half of the global parental control software market share in 2021, and is projected to rule the roost by 2031. However, the cloud segment, on the other hand, would display the fastest CAGR of 15.3% throughout the forecast period.

By application, the residential segment accounted for the highest share in 2021, generating more than half of the global parental control software market revenue. However, the educational institutes segment would portray the fastest CAGR of 16.1% during the forecast period.

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Regionally, North America experienced the highest growth in 2021, attributed to the presence of industry players offering top-notch equipment and services. The surge in online learning in the U.S. has led parents to invest in advanced control software to address concerns like cyberbullying and exposure to sensitive content. Meanwhile, the Asia-Pacific region is anticipated to register the highest growth rate in the parental control software industry, driven by technological developments and increased internet penetration.

The COVID-19 pandemic positively impacted the parental control software market as educational institutions turned to digital technologies for remote teaching. This shift fueled internet adoption, with schools using online platforms for teaching activities. Content broadcasting companies also contributed to market growth by adopting parental control software in apps to manage the increased media traffic from teenagers and children. Overall, the pandemic has presented the parental control software industry with lucrative growth opportunities.

The global parental control software report examines key market players 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 implemented various strategies, including partnerships, expansions, collaborations, joint ventures, and more, to showcase their expertise in the industry. The report provides valuable insights for assessing the business performance and advancements made by these leading players.

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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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