

Parenting Apps Market Overview: Market Trends, Strategies, And Opportunities

*The Business Research Company's
Parenting Apps Global Market Report
2024 – Market Size, Trends, And Global
Forecast 2024-2033*

LANDON, GREATER LONDON, UK, June 27, 2024 /EINPresswire.com/ -- The global [parenting apps market](#) is projected to grow from \$1.36 billion in 2023 to \$1.53 billion in 2024, at a CAGR

of 12.6%. Despite challenges, the market is anticipated to reach \$2.49 billion by 2028, driven by the increasing adoption of smartphones and the integration of advanced technologies like AI and IoT in parenting tools.



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Growing Adoption of Smartphones Drives Market Growth
The growing adoption of smartphones is a significant factor contributing to the growth of the parenting apps market. Smartphones, with their advanced functionalities, aid parents in accessing child development resources and tracking tools, thereby streamlining their parenting journey. According to Uswitch Limited, there were 71.8 million mobile connections in the UK in 2023, with a 3.8%

increase over 2021. With the UK population expected to reach 68.3 million by 2025, and 95% of individuals owning a smartphone, this trend is set to drive market growth further.

Explore comprehensive insights into the global parenting apps market with a detailed sample report: https://www.thebusinessresearchcompany.com/sample_request?id=13504&type=smp

Major Players and Market Trends

Key players such as Alphabet Inc., Microsoft Corporation, and AT&T Inc. are focusing on developing apps with access to extensive resources to maximize market profits. For instance, Talkspace Inc. launched the Parenting Guide app in March 2022, offering self-guided sessions and live classes to help parents tackle issues like anxiety and sibling conflict using evidence-based psychological approaches.

Segments:

1. By Type: Pregnancy Tracker Apps, Baby Tracker Apps, Co-parenting Apps, Baby Care Apps
 2. By App Features: Nutrition Advice, Sleep Management, Developmental Milestones, Health Consult
 3. By Distribution Channel: App Stores, Direct Download
 4. By Application: Android System, IOS (iPhone Operating System) System
- Geographical Insights: North America Leading the Market

North America led the parenting apps market in 2023 and is expected to maintain its dominance. However, Asia-Pacific is anticipated to be the fastest-growing region during the forecast period. The comprehensive report provides detailed insights into regional dynamics, market trends, and growth opportunities.

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Parenting Apps Global Market Report 2024 from TBRC covers the following information:

1. Market size data for the forecast period: Historical and Future
2. Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
3. Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Parenting Apps Global Market Report 2024 by The Business Research Company is the most comprehensive report that provides insights on [parenting apps market size](#), parenting apps market drivers and trends, parenting apps market major players, competitors' revenues, market positioning, and market growth across geographies. The parenting apps market report helps you gain in-depth insights on opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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About the Business Research Company

The Business Research Company has published over 27 industries, spanning over 8000+ markets and 60+ geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

Contact Information

The Business Research Company

Europe: +44 207 1930 708

Asia: +91 8897263534

Americas: +1 315 623 0293

Oliver Guirdham

The Business Research Company

+44 20 7193 0708

info@tbrc.info

Visit us on social media:

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