

## The Connected Home - UK - May 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

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“Companies are hoping that voice control will help connected devices make sense for consumers. Although the concept is unfamiliar to many, consumers are open to the idea.”

– **Mark Flowers, Research Analyst – Consumer Technology**

This report looks at the following areas:

- Will voice control make smart home interactions intuitive?
- Education and demonstration

The connected home market is yet to develop into a mainstream one, with smart thermostats having gone the furthest to becoming an alternative to traditional devices. The added value of smart devices is still not always clear to consumers, making education and demonstration initiatives impor

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Will voice control make smart home interactions intuitive?

The facts

The implications

Education and demonstration

The facts

The implications

## The Market – What You Need to Know

Demystifying the connected home

Platform compatibility arms race

Virtual assistants are a move from app-control to voice-control

Unwanted intrusions in the connected home

Growth in spending on electronics could benefit the connected home market

## Market Drivers

Demystifying the connected home

Platform compatibility arms race

Virtual assistants are a move from app-control to voice-control

Unwanted intrusions in the connected home

Growth in spending on electronics could benefit the connected home market

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Amazon Echo arrives in the UK...

...followed by Google Home

Microsoft to compete with Amazon and Google

IKEA makes first step into the smart home

Olly is the 'personable' virtual assistant

New smart devices from LG in 2017

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...followed by Google Home

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Microsoft to compete with Amazon and Google

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Olly is the 'personable' virtual assistant

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New smart devices from LG in 2017

## The Consumer – What You Need to Know

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 Opportunities with older consumers  
 Out-of-home interactions are the most worth paying for  
 Three in 10 would pay for data on their own usage habits  
 Automation is a selling point for busy consumers  
 Voice controlled speakers and smart hubs get consumers interested in smart features  
 Data privacy second only to technical support  
 Half want to try connected devices themselves  
 Education can help demystify the connected home  
 Security concerns a barrier for half of those interested

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## Factors Impacting Likelihood of Purchase

Data privacy second only to technical support

Half want to try connected devices themselves

Education can help demystify the connected home

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Security concerns a barrier for half of those interested

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