

Smart Homes - US - April 2016

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"Only in the past few years has the smart home market emerged onto solid footing following a variety of early product failures. The shift to a more attractive product mix came when manufacturers not only brought down prices but also began to take consumer needs into greater consideration."

- Billy Hulkower, Senior Technology Analyst

This report looks at the following areas:

- Difficulty communicating product benefits
- Custom install a tough sell
- Home automation/security subscriptions pull consumers out of market

This Report further delineates those needs via both quantitative and qualitative research, and finds substantial and increasing interest in smart home devices that increase safety within the home or reduce power bills. Other motivations explored for adoption of smart home products include the convenience of remote access to home devices, again with data from original qualitative and quantitative research helping to wed insights to pressing concerns.

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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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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Difficulty communicating product benefits

Figure 1: Interest in remote access to home devices, December 2015

Custom install a tough sell

Figure 2: Professional electronics installation, by household income, December 2015

Home automation/security subscriptions pull consumers out of market

Figure 3: US home security subscriptions, 2012-15

The opportunities

Energy efficiency gateway to smart home

Figure 4: Attitudes to energy consumption, December 2015

Figure 5: Interest in energy consultations for the home, December 2015

Nowhere for penetration to go except up

Figure 6: Current ownership of smart home hardware, December 2015

Strong demand for heightening security, reducing power

Figure 7: Interest in acquisition of smart home hardware, December 2015

What it means

The Market – What You Need to Know

Sales of connected devices for the home triple from 2013-15

Number of households, spending on homes favors growth

Installation, subscription services create challenges

Market Sales

Sales top \$5 billion

Figure 8: Manufacturer sales and fan chart forecast of security and connected devices, at current prices, 2011-20

Figure 9: Manufacturer sales of security and connected devices, at current prices, 2011-20

Connected devices growing fast but security retains bulk of sales

Figure 10: Manufacturer sales of security and connected devices, at current prices, 2011-20

Market Perspective

Trouble communicating product benefits

Remote access not for everyone

Timing not of the essence

Value of smart thermostats not self-evident to all

DIY more attractive than professional installation

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Figure 11: Professional electronics installation, by household income, December 2015

Subscriptions may negatively impact hardware sales

Retail competes with subscriptions for security hardware

Figure 12: US home security subscriptions, 2012-15

Privacy, hacking, problematic for camera sales

Market Factors

Growth in US households

Figure 13: Number of US households, 2010-15

Americans spending more on homes, gardens

Figure 14: Best- and worst-case forecast value sales of home and garden, at current prices, 2010-20

Interest in reducing power bills

Figure 15: Attitudes to energy consumption, December 2015

Pets, kids, elderly create interest in monitoring

Figure 16: Interest in monitoring the safety of home inhabitants, December 2015

Households with children

Figure 17: Households with children, by age of householder, 2013

Parents remain top audience for smart home products

Figure 18: Interest in entertaining, green products, and new technology, by parental status, December 2015

Pet ownership

Figure 19: Types of pets living in household, February 2015

Key Players – What You Need to Know

Vast majority unaware of smart home brands

Poor familiarity with protocols creates opportunities

Larger tech firms likely to overtake early movers

What's Working?

Four connectivity brands carry double-digit awareness

Figure 20: Awareness of smart home brands, December 2015

What's Struggling?

Networking protocols: The audience is not listening

Figure 21: Awareness of communication protocols, December 2015

Smart lighting brands jeopardized by low awareness

Figure 22: Awareness of smart lighting brands, December 2015

Broad audience for efficient lighting

Figure 23: Light bulb purchasing, December 2015

What's Next?

Tech titans aim to own the smart home

Samsung

Samsung smart fridge headed to stores

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Apple HomeKit
 Google Brillo and Weave
 Amazon Echo
 Microsoft and AllJoyn
 Retailers open smart home demos
 Wearables join forces with If This Then That (IFTTT)

The Consumer – What You Need to Know

Market still in early adoption
 Five products sought by more than a third of respondents
 Interest in home monitoring high

Motivations for Adoption

Home safety a concern for some consumers
 Figure 24: Concern over the safety of the home, December 2015

Younger adults more likely to worry
 Figure 25: Concern over the safety of the home, December 2015

Entertaining and going green
 Figure 26: Interest in entertaining and green products, December 2015

Young men want to impress others
 Figure 27: Interest in entertaining and green products, by gender and age, December 2015

“Wow” factor, green status can increase product premiums
 Figure 28: Interest in entertaining and green products, by household income, December 2015

Remote Control of the Home

Phone as controller of choice
 Figure 29: Interest in smart home convenience functions, December 2015

Young women see convenience in remote access
 Figure 30: Interest in smart home convenience functions, by gender and age, December 2015

Interest in remote access high for categories with clear usage cases
 Figure 31: Interest in remote access to home devices, December 2015

Younger consumers more desirous of remote access
 Figure 32: Interest in remote access to home devices, by age, December 2015

Interest in Home Safety and Monitoring

Security and monitoring hardware a leading smart home category
 Figure 33: Interest in and ownership of home security/monitoring, December 2015

Men 18-34 lead in interest in home security
 Figure 34: Interest in home security/monitoring, by gender and age, December 2015

Home monitoring appealing to Hispanic audience
 Figure 35: Interest in home security/monitoring, by Hispanic origin, December 2015

Urbanites seek security

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Figure 36: Interest in and ownership of home security/monitoring devices, by area, December 2015

Homeowners, urbanites seek to secure their home

Figure 37: Interest in smart home products – CHAID – Table output, December 2015

Interest in Smart Lighting and Thermostats

Smart lighting and thermostats ready for mainstream adoption

Figure 38: Interest in and ownership of smart thermostats and lighting, December 2015

Urbanites ready to adopt products with panache

Figure 39: Interest in and ownership of smart thermostats and lighting, by area, December 2015

Capitalizing on synergy across categories

Figure 40: Interest in smart lighting, by attitudes to home technology, December 2015

Consumer Highlight – Parents

Home security/monitoring carry elevated interest for parents

Figure 41: Interest in home security/monitoring, by parental status, December 2015

Parents safe choice for creative materials

Figure 42: Interest in remote access to the home, by parental status, December 2015

Parents keen on keyless entry

Figure 43: Interest and ownership in smart home products – CHAID – Tree output, December 2015

Interest in Multi-Room Audio

Half of adult consumers want multi-room audio

Figure 44: Interest in and ownership of multi-room audio systems, December 2015

Young adults with high household income more receptive

Figure 45: Interest in multi-room audio, by age and income, December 2015

New audio products may help young men impress guests

Figure 46: Interest in multi-room audio, by gender and age, December 2015

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

Terms

Appendix – Additional Demographic Data

Presence of children in the home

Figure 47: Households, by presence of children, 2003-13

Appendix – CHAID Analysis Methodology

Appendix – Additional Consumer Data

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Interest in smart thermostats and lighting

Figure 48: Interest in smart lighting and thermostats, by gender and age, December 2015

Figure 49: Interest in smart lighting and thermostats, by parental status, December 2015

Interest in remote access

Figure 50: Interest in remote access to home devices, by gender and age, December 2015

Figure 51: Interest in smart home convenience functions, by parental status, December 2015

Figure 52: Interest in remote access to home devices, by home ownership, December 2015

Interest in home security hardware

Figure 53: Interest in home security/monitoring, by homeownership, December 2015

Figure 54: Interest in home security/monitoring, by attitudes to home technology, December 2015

Energy efficiency

Figure 55: Perception of current home energy efficiency, by household income, December 2015

Figure 56: Perception of current home energy efficiency, by age, December 2015

Figure 57: Perception of current home energy efficiency, by Hispanic origin, December 2015

Figure 58: Perception of current home energy efficiency, by home ownership, December 2015

Figure 59: Interest in room-by-room temperature control, by gender and age, December 2015

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