

Connected Living - Smart Home and Integrated Devices - Canada - April 2016

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"The majority of Canadian consumers are interested in making their home more 'connected' by using smart devices. The growing desire by the consumer for convenience, safety, security and energy and money savings will support the progression of the smart home market."

Andrew Zmijak, Research Analyst, Consumer Behaviour & Social Media

This report looks at the following areas:

- Cost is a major barrier to a 'connected' home
- Demographic challenges and population growth from immigration
- Reducing energy use is on the minds of consumers

While there are some barriers to smart home ownership, such as perceived high cost of ownership and consumer sentiment that these devices are not necessarily needed in the home, there is still plenty of opportunity for smart home brands to capitalize on the majority of consumers that are interested in these devices. Brands will likely benefit the greatest by offering convenience, cost/energy savings, control and secure platforms for device operation.

Definition

This report focuses on "smart home" products, which refers to devices that can be connected to the internet and remotely monitored/controlled using another device (eg app on a smartphone, website on a computer). Products categorized as "smart" in-home devices commonly cover the following: climate control and water management, home security and home access, household appliances, lighting and switches, home monitoring and sensors, and entertainment systems.

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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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The population is growing and ethnically diverse

Proportion of highly indebted households continues to rise

Millennials are moving into prime home buying years

The strong smartphone market bodes well for smart home adoption

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