

# 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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## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

The issues

Cost is a major barrier to a 'connected' home

Figure 1: Reasons for disinterest in smart home devices, December 2015

Demographic challenges and population growth from immigration

Figure 2: Projected trends in the age structure of the Canada population, 2014-19

Reducing energy use is on the minds of consumers

Figure 3: Energy-related attitudes towards smart home devices (any agree), December 2015

The opportunities

Younger cohorts display more interest in a 'connected' smart home

Figure 4: Interest (any) in smart home connectivity, by age, December 2015

Lowering monthly bills through smart home integration

Figure 5: Money saving related attitudes towards smart home devices, December 2015

Aging consumers and immigration present new opportunities for smart home brands and retailers

What it means

### The Market – What You Need to Know

Canada's population is expected to age in the coming years

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

### Market Factors

Canada's population is expected to age in the coming years

Figure 6: Population aged 65 years and over in Canada, historical and projected (% of total), 1971-2061

Figure 7: Projected trends in the age structure of the Canada population, 2014-19

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

### Key Players – What You Need to Know

Google's Nest Labs positions itself as a leader in smart thermostat devices

The well-connected home is appealing to consumers

Security concerns with smart home device ownership

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Positioned for a bright future, the smart home needs mass appeal

## Launch Activity and Innovation

Google acquires Nest, positioning itself as a leader in smart thermostat devices

Arlo – The home security innovator

Figure 8: Netgear Arlo smart home security cameras, video review, February 2015

LG's Smart ThinQ appliances

Home Depot's smart home partnership

Figure 9: Home Depot, smart home products, print ad, February 2016

New smart home concepts launched at CES 2016

## What's Working?

The well-connected home is appealing to consumers

Figure 10: Rogers Smart Home Monitoring, direct mail, September 2015

Figure 11: Rogers Smart Home Monitoring, print ad, September 2013

Figure 12: Rogers Smart Home Monitoring, television commercial, April 2015

## What's Struggling?

Reversing disinterest in smart home devices

Security concerns

Lack of interoperability between smart home devices

## What's Next?

The smart home is positioned for a bright future

Establishing mass market appeal

## The Consumer – What You Need to Know

TVs and smoke/carbon monoxide detectors lead popularity of smart home devices

Nearly a third of consumers own or are interested in seven or more smart home devices

Younger consumers show more interest in a 'connected' smart home

Smartphones are the device of choice to control/monitor the smart home

Reducing energy use is on the mind of consumers

Cost is a major barrier

## Ownership of and Interest in Purchasing Smart Home Devices

TVs and smoke/carbon monoxide detectors are the most popular smart home devices

Figure 13: Ownership of/interest in purchasing smart home devices, December 2015

Men are more likely to be interested in smart home products

Figure 14: Ownership of/interest in purchasing smart home devices (combined), by gender, December 2015

Parents among the most likely to be interested in a smart home

Figure 15: Ownership of/interest in purchasing smart home devices (combined), parent vs non-parent, December 2015

Chinese Canadians display significant interest in smart home devices

Figure 16: Ownership of/interest in purchasing smart home devices (combined), Chinese Canadians vs overall, December 2015

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Almost a third of consumers own or are interested in seven or more smart home devices

Figure 17: Repertoire of ownership of/interest in purchasing smart home devices, December 2015

## Interest in Smart Home Connectivity and Control Mechanisms

Younger cohorts display more interest in a 'connected' smart home

Figure 18: Interest (any) in smart home connectivity, by age, December 2015

Most prefer to control/monitor smart home devices via smartphones

Figure 19: Interest in how to control smart devices (any rank), December 2015

Figure 20: Interest in how to control smart devices (any rank), by age, December 2015

## Attitudes towards Smart Home Devices

Reducing energy consumption is on the minds of consumers

Figure 21: Energy related attitudes towards smart home devices (any agree), December 2015

Device compatibility

Environmental concerns

Figure 22: Environment related attitudes towards smart home devices, December 2015

Lowering monthly bills through smart home integration

Figure 23: Money saving related attitudes towards smart home devices, December 2015

## Reasons for Disinterest in Smart Home Devices

Cost is a major barrier

Figure 24: Reasons for disinterest in smart home devices, December 2015

Hacking devices are of concern for consumers

Women are more likely to be disinterested in smart home devices

Figure 25: Reasons for disinterest in smart home devices, by gender, December 2015

## Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

Terms

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