



# Connected Living - Smart Home and Integrated Devices - Canada - July 2018

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## This report looks at the following areas:

Many factors such as energy costs, functionality, efficiency and convenience have contributed and will continue to contribute to the rising implementation of smart home products in the homes of Canadian consumers.

While there are some barriers to smart home ownership, such as perceived high cost to purchase, worry of data being tracked and a lack of knowledge on the utility of such devices, there is still an opportunity for smart brands in the category to entice the majority of consumers who are interested. Manufacturers will likely benefit the greatest by offering convenience, cost/energy savings, entry-level pricing and devices, control and secure platforms for device operation.

- Key reasons for disinterest point to data privacy and affordability
- Hardware brands gain most trust
- Nearly a third of consumers believe smart speakers spy on them



"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, knowledge of device/appliance energy consumption, security and energy and money savings will support the progression of the smart home market."

- Andrew Zmijak, Research Analyst

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### What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
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