

Smart Home - China - December 2018

Report Price: £3302.97 | \$4460.00 | €3717.16

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“Home appliances being ‘smart’ is no longer distant from Chinese consumers, and consumers are educated that automation can save them effort and bring convenience. Price instead of privacy is the biggest barrier to purchasing, suggesting brands need to put more effort into communicating the smart home’s value for money.”
– Yihe Huang, Research Analyst

This report looks at the following areas:

- A competition between product manufacturers and service providers
- Smart home for wider range of consumers
- Uncover the true meaning of value for money to bargain hunters and trend leaders

The smart home market is booming, driven by consumers’ strong interest as well as the fast development of the industry. Various market players provide diversified offerings, but eventually consumers see ‘smart’ as more about bringing them convenience by automation. As shopping websites are an important information channel, marketing and advertising should highlight user experience and cover a wider range of consumers. Providing solid proof of value for money will also contribute to sales.

This Report covers consumer views on the differences between traditional and smart home products, ownership and interest in smart home devices, preferred voice control functions, triggers and barriers to purchase a smart home product and information channels where consumers learn about new smart home products. This Report also explores market factors impacting the category, innovations and trends the market is experiencing.

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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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Market Overview

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