

The Connected Home - UK - 2021

Report Price: £1995.00 | \$2693.85 | €2245.17

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This report looks at the following areas:

- The short, medium and long-term impact of COVID-19 on ownership and interest in connected home products.
- Type of voice-controlled speaker owned at home and which features are most important to consumers who have one or are interested in buying one.
- How consumers have used their voice-controlled speakers since COVID-19 and how these services could be developed to provide even greater functionality.
- The potential impact of the Matter protocol on the market and what a seamless connected home experience means for consumers.

Over half (56%) of people would buy a smart home device to live more sustainably. Smart thermostats are often the device most associated with this; however, products like the TP-Link Kasa Mini help with sustainable living. This is a smart plug that monitors the energy usage of the appliance that is plugged into it, and 83% of consumers interested in smart plugs would buy smart home devices to live more sustainably.

The overall smart home market has been boosted by the lifestyle changes from COVID-19, with ownership of all connected home products increasing between March 2020 and March 2021. Older Millennials are expected to be key to the market's long-term success as they are the most likely (66%) to say that spending time at home during COVID-19 has made them more likely to buy smart home devices. With a section of them intending to work from home in the long-term, this should help the overall connected home market.

Privacy with voice-controlled speakers remains a concern for a section of consumers. Some 37% of people without a speaker say having more control over how their data is used would encourage them to buy one, despite there already being several key data management features offered. Something that could help ease these concerns is getting regular emails, for example, once a



“The Matter protocol will bring seamless connectivity between connected home products, regardless of brand or voice assistant, making buying and using these devices much easier.”

– Zach Emmanuel, Consumer Technology Analyst, 27 May 2021

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week, detailing every interaction with a voice assistant, instead of manually finding this history in an app.

As part of the Matter internet protocol, the key smart home manufacturers are also trying to make devices at home interact more seamlessly, regardless of brand or voice assistant. This could open up possibilities for features like a voice-controlled speaker notifying a person when a smart thermostat or smart plug has consumed a lot of energy, which would appeal to people trying to live more sustainably.

What's included

- Executive Summary
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Table of Contents

OVERVIEW

- **What you need to know**
- **Key issues covered in this Report**
- **COVID-19: market context**
- **Economic and other assumptions**
- **Products covered in this Report**

EXECUTIVE SUMMARY

- **Impact of COVID-19 on the connected home**

Figure 1: Short, medium and long-term impact of COVID-19 on the connected home, 19 May 2021

- **The market**
- **Interest in voice commands grows to aid connected home market**
- **Ezlo platform gives first look at unified smart home experience**
- **Connectivity Standards Alliance starts Matter protocol**
- **Companies and brands**
- **Google launches second-generation Nest Hub with a focus on sleep tracking**
- **Amazon's new Echo Show 10 features a rotating screen**
- **The Amazon Echo is people's most-used speaker**

Figure 2: Ownership of voice-controlled speakers in the household, March 2021

- **The consumer**
- **COVID-19 drives growth in ownership of all connected home devices**

Figure 3: Ownership of connected home devices, March 2019-March 2021

- **Older Millennials have been driving interest in connected home products**

Figure 4: Interest in buying connected home devices, March 2019-March 2021

- **Older generations are more likely to prioritise the brand of voice assistant**

Figure 5: Most important features in a voice-controlled speaker, March 2021

- **Older Millennials are driving the use of voice-controlled speakers for work**
- **Over a third of voice-controlled speaker owners use it to improve mental or physical wellbeing**

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Figure 6: Use of voice-controlled speaker for work or improving wellbeing, March 2021

- **Over half of people would buy smart home devices to live sustainably**
- **COVID-19 lockdown has encouraged consumers to buy smart home products**
- **Consumers without voice-controlled speakers would like greater privacy controls**

Figure 7: Attitudes towards smart home devices, March 2021

ISSUES AND INSIGHTS

- **How COVID-19 is shaping the connected home market**
- **Changes to ownership and interest**
- **Marketing smart displays for work is most suitable for Older Millennials**
- **Using voice-controlled speakers to improve physical and mental wellbeing**
- **Social gaming on smart displays could appeal to families**

THE MARKET - KEY TAKEAWAYS

- **Growth in usage of voice commands compared to pre-COVID-19**
- **Ezlo platform provides universal control of Zigbee smart home devices**
- **CSA announces Matter protocol with products set to be certified this year**

MARKET DRIVERS

- **Impact of COVID-19 on the connected home**

Figure 8: Short, medium and long-term impact of COVID-19 on the connected home, 19 May 2021

- **Interest in voice commands grows to aid connected home market**

Figure 9: Usage of voice commands in previous three months, January 2019-February 2021

- **Ezlo platform gives first look at unified smart home experience**
- **Links to Zigbee Alliance**
- **Connectivity Standards Alliance starts Matter protocol**
- **Clarity for consumers can only help connected home market**

COMPANIES AND BRANDS – KEY TAKEAWAYS

- **Google provides sleep insights with Nest Hub**

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- Potential privacy concerns over rotating Amazon Echo Show 10
- Difference between ownership of Apple HomePod and it being the main home speaker

LAUNCH ACTIVITY AND INNOVATION

- Google launches second-generation Nest Hub with a focus on sleep tracking
- The appeal of sleep tracking
- Fitbit integration
- Amazon's new Echo Show 10 features a rotating screen
- Privacy concerns and brand perceptions
- Signify releases Philips Hue smart light strip for TVs
- Miscato's Aromeo combines lighting, sounds and smells in a smart diffuser
- Direct Smarter announces All-In Sensor with 18 detectors built-in

ADVERTISING AND MARKETING ACTIVITY

- Amazon's drop in advertising spend potentially linked to greater social media focus
- Greater advertising of Alexa brand
- Possibly greater focus on social media
- Rise in digital advertising

Figure 10: Total above-the-line, online display and direct mail advertising expenditure on connected home devices by category, 2017-20

Figure 11: Total above-the-line, online display and direct mail advertising expenditure on connected home devices, Top 10, 2020

Figure 12: Total above-the-line, online display and direct mail advertising expenditure on connected home devices, by share, 2020

- Nielsen Ad Intel coverage

BRAND OWNERSHIP – VOICE-CONTROLLED SPEAKERS

- Consumers likely to select an Amazon Echo as their most-used speaker
- Data could point to high take-up of HomePod Mini

Figure 13: Ownership of voice-controlled speakers in the household, March 2021

What's included

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Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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THE CONSUMER – KEY TAKEAWAYS

- **Social gaming experiences with smart displays could appeal to families**
- **People could be interested in getting notifications on high energy use as they look to live more sustainably**
- **Getting regular summaries of voice assistant usage could further ease privacy concerns**

IMPACT OF COVID-19 ON CONSUMER BEHAVIOUR

- **COVID-19 drives growth in ownership of all connected home devices**
- **High-resolution smart doorbells likely to appeal to dual-parent families**

Figure 14: Ownership of connected home devices, March 2019–March 2021

- **Older Millennials have been driving the interest in connected home products**

Figure 15: Interest in buying connected home devices, March 2019–March 2021

Figure 16: Interest in buying connected home devices (Older Millennials), March 2019–March 2021

Figure 17: Influence of COVID-19 in intention to buy connected home devices, March 2021

- **Older Millennials driving use of voice-controlled speakers for work**

Figure 18: Ownership of a smart display, March 2021

Figure 19: Usage of voice-controlled speaker for work or studying, March 2021

- **Over a third of voice-controlled speaker owners use it to improve mental or physical wellbeing**

- **Predictive assistants can be applied to mindfulness or exercise apps**

Figure 20: Use of voice-controlled speaker to improve wellbeing, March 2021

MOST IMPORTANT FEATURES OF VOICE-CONTROLLED SPEAKERS

- **Older generations are more likely to prioritise the brand of voice assistant**
- **Speakers with a camera appeal to dual-parent families more than other demographics**
- **Social gaming experiences on smart displays**

Figure 21: Most important features in a voice-controlled speaker, March 2021

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Full Report PDF

Infographic Overview

Powerpoint Presentation

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SMART HOME ATTITUDES

- **Over half of people would buy smart home devices to live more sustainably**
- **Notifications on energy usage could appeal**
- **Consumers without voice-controlled speakers would like greater privacy control**

Figure 22: Attitudes towards sustainability and smart speaker privacy, March 2021

APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Abbreviations**
- **Consumer research methodology**

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Executive Summary

Full Report PDF

Infographic Overview

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