

The Connected Home - UK - May 2016

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“The smartphone is consumers’ preferred mechanism for the connected home but may need several apps to control their devices. Android and iOS dominate the smartphone OS market in the UK. Familiarity with Google and Apple and preference for smartphones means that their activity is likely to be key to market development.”
 – Matt King, Head of Leisure, Tourism, Technology and Media Research

This report looks at the following areas:

- Addressing security concerns
- Making the most of data

The idea of a connected, automated home has been around for years, but we are now at the stage where enough major companies and brands are establishing themselves on the edge of the mainstream market, with products at affordable price points, that it can really be considered something approaching a mass-market proposition. The start of 2016 has seen companies like Google and Samsung make major strides in this direction, the former with the launch of its Google Home in-home personal assistant and the latter embedding IoT Hub technology in all of its 2016 Samsung Smart TVs. While ownership of products like smart thermostats remains fairly low, Mintel’s consumer research shows that interest in future purchases is high, at nearly four in ten consumers, for most of these types of products.

This Report looks at the growing range of connected devices and appliances that consumers have in their homes. It also analyses how these devices are becoming increasingly able to send and receive commands to and from each other (sometimes referred to as ‘talking together’), via either manual instruction or automated means.

This is often referred to as ‘home automation’, the idea of an online system being able to control the functionality of several smart devices by either reacting to a set schedule, or from user input, which can sometimes be communicated from a remote location. This could be via a number of different protocols, including Wi-Fi and Bluetooth, among others.

In this Report the concept of the ‘Internet of Things’ (IoT) is another term used to describe the ever-increasing set of smart products that sit within a consumer’s connected ecosystem.

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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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