

The Connected Home: Inc Impact of COVID-19 - UK - June 2020

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"Voice-controlled speakers continue to be the fastest-growing smart home product and consumers had greater incentive to buy smart displays during the early stages of the COVID-19 lockdown."

– **Zach Emmanuel, Consumer Technology Analyst**

This report looks at the following areas:

- The short, medium and long-term impact of COVID-19 on the connected home sector
- Which products will be most successful in appealing to people confined to their homes during lockdown period or are still cautious about going out as restrictions are lifted
- Launch activity and innovation in the connected home sector across the last year
- Consumer ownership of smart home devices and interest in buying
- Opinions on the importance of smart home devices and barriers to purchasing

There continues to be significant growth in the ownership of voice-controlled speakers, rising from 23% in 2019 to 29% in 2020, with an expanding range of speakers from the likes of Amazon, Google and Apple at a variety of price points. Amazon continues to dominate the voice-controlled speaker market, with 76% of people who have a speaker in their household saying their main or only speaker is an Echo.

The COVID-19 lockdown has increased the incentive for people to buy smart displays, which made up 26% of the voice-controlled speakers in March 2020. Smart displays are an appealing product as more people video call friends and family and the devices can provide weather and news information at a quick glance for people working from home.

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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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