

## Smart Home - China - November 2020

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“The smart home market retained a positive outlook under the influence of COVID-19, as the market has continued to grow at a steady speed over the past four years, fuelled by consumers’ willingness to upgrade their devices, IoT technology and the 5G applicable penetration. Sectors such as smart security, smart lighting and smarter appliances will drive market innovation forward.”

– **Amy Xu, Associate Research Analyst**

This report looks at the following areas:

- **Green energy, smarter sustainability, smarter home**
- **Cross-category collaborations**
- **Smarter home for the ageing society**

The volume of the retail market of the smart home industry is estimated at 62 million in 2016, and is estimated to hit 158 million in 2020 at a CAGR at 26%. There are huge opportunities provided by IoT, 5G technology and upgrade desires which will push the industry forward.

COVID-19 had a short-term sales impact on the domestic market as customers were hesitant to indulge in high-ticket spending. Consumer confidence towards smart home appliances can have added quality to improve their existence, while continuously pushing the possibilities and willingness to update to consumer transactions. The most significant factor in shaping the introduction of smart home technology for brands and manufacturers still lies in functionality and user operation experiences.

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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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The implications

### The Market – What You Need to Know

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