

## Smart Homes - US - May 2021

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### This report looks at the following areas:

- The impact of COVID-19 on consumers and their engagement with smart home technology.
- Who are the key demographics for smart home products and where marketers should focus efforts for sales growth.
- What factors shoppers look for in smart home purchases and what themes resonate best with smart home participants.
- Attitudes toward smart home technology and how consumers perceive the category.

The smart home category continues to grow as innovative products pique consumer interest and entry-point products such as smart speakers and smart light bulbs make connected household technology an affordable option. Smart home technology has evolved from surveillance/security systems and novelty for entertainment to more diverse areas such as cleaning, HVAC systems and more. As the benefits and affordability of smart home technology improve, more consumers will enter the category seeking solutions for their homes.



“COVID-19 drove consumers back into their homes, which led them to prioritize their surroundings. As a result, spending on the home increased dramatically over the last year, which has benefited the smart home category.”

- **Buddy Lo, Senior Technology and Consumer Electronics Analyst**

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