



# Smart Home Devices and Systems - Canada - 2021

Report Price: £3695 | \$4995 | €4400

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## This report looks at the following areas:

- The impact of COVID-19 on the smart home. This includes smart TVs, smart speakers, smart lighting, smart thermostats, smart security systems, smart carbon-monoxide/smoke detector, smart vacuum, smart garage door, smart refrigerator, smart oven and smart microwave.
- How the market for smart home devices and systems will fare post-COVID-19.
- Ownership of smart home devices, interest in smart home devices, important features when choosing a smart home device, smart home perceptions, home maintenance and status, as well as attitudes towards smart home technology.
- The challenges the market faces, market factors impacting the category, marketing and advertising campaigns, as well as innovations and trends in the market.

The smart home has been gaining momentum over the years, with smart TVs and smart speakers the most commonly owned devices in this space. Interest across several smart home items is strong, as more time spent at home in combination with a surge in Canadians moving, has meant a re-evaluation of what is in their home and what can help consumer make everyday living easier. Additionally, innovative products spark consumer interest and entry-point products such as smart speakers and smart light bulbs make connected household technology an affordable option.

Security concerns still persist, as the majority of consumers are concerned about smart home products getting hacked. Hence, the most sought-after feature when selecting a smart home device is security. This is followed by compatibility with a smartphone and energy usage. Many do not have reliable wireless internet everywhere in their home, posing a barrier to adoption of smart home devices. Comfort, convenience and saving money are attractive attributes of the smart home to consumers, however, most also view smart home devices as expensive.



“The smart home market continues to evolve with new concepts and a greater array of products available. However, it faces barriers to ownership such as cost, security concerns and a lack of operational knowledge. Newly established digital behaviours due to COVID-19 should help drive adoption of smart home devices that lasts beyond the pandemic.”

– Andrew Zmijak, Research Analyst, Consumer Behaviour

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Smart home technology has evolved from surveillance/security systems and novelty for entertainment to more diverse areas such as cleaning, HVAC systems and the kitchen. As the benefits and affordability of smart home technology improve, more consumers will enter the category seeking solutions for their homes.

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## Table of Contents

### OVERVIEW

- What you need to know
- Key issues covered in this Report

### EXECUTIVE SUMMARY

- Top takeaways
- Market overview
- Impact of COVID-19 on smart home devices
- Summary  
Figure 1: Short-, medium- and longer-term impact of COVID-19 on smart home devices, November 2021
- Opportunities
- Interest among non-owners provides opportunity for growth
- Canadians are renovating and some are planning a move
- Comfort and convenience are strong points
- Challenges
- Older consumers lack participation in the category
- Safety concerns arise
- Smart home tech is viewed as pricey

### THE MARKET – KEY TAKEAWAYS

- Household savings scaling back but still high
- New Canadians to help drive growth
- Microchip shortages will impact category
- The pandemic has influenced decisions on where to live
- Connectivity standards alliance starts Matter protocol
- Wi-Fi 6 to support more connected devices

### MARKET FACTORS

- Household savings scaling back but still high  
Figure 2: Canadian household saving rate, Q3 2018–Q3 2021
- New Canadians to help amplify growth  
Figure 3: Facebook Portal Instagram post, November 2021
- Microchip shortages will impact category
- The pandemic has influenced decisions on where to live
- Connectivity standards alliance starts Matter protocol
- Wi-Fi 6 to support more connected devices

### KEY PLAYERS – KEY TAKEAWAYS

- The smart kitchen has room to grow
- Ezlo platform provides first look at unified smart home experience

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- **The category moves into wellness products**
- **Ring leverages Instagram to spotlight device footage**
- **Health with be at the heart of the new smart home**

## COMPETITIVE STRATEGIES

- **The smart kitchen has room to grow**  
Figure 4: Smart Kitchens for Better Together Time, January 2021  
Figure 5: Tovola Food Instagram post, November 2021
- **Ezlo platform provides first look at unified smart home experience**
- **The category moves into wellness products**  
Figure 6: KOHLER's retweet of Gadget Flow's post, January 2021  
Figure 7: ReST Instagram post, January 2021
- **Ring leverages Instagram to spotlight device footage**  
Figure 8: Ring Instagram post, June 2021  
Figure 9: Ring Instagram post, November 2021
- **Signify releases Philips Hue smart light strip for TVs**  
Figure 10: Philips Hue Instagram post, November 2021

## MARKET OPPORTUNITIES

- **Health with be at the heart of the new smart home**

## THE CONSUMER – KEY TAKEAWAYS

- **Interest among non-owners is strong**
- **Security features are critical**
- **Not everyone has reliable wireless internet**
- **Three quarters of Canadians look at smart home tech as expensive**
- **Security concerns persist**

## OWNERSHIP AND INTEREST IN SMART HOME DEVICES

- **Interest among non-owners is strong**  
Figure 11: Ownership and interest in owning smart home devices, 2021  
Figure 12: Positive attitudes toward smart home tech, (% any agree), 2021
- **Most own at least one smart home device**  
Figure 13: Repertoire of smart home device ownership, 2021  
Figure 14: iRobot Instagram post, October 2021
- **Men are key to the market**  
Figure 15: Ownership of smart home devices, men vs women, 2021

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Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 16: Interest in smart home devices, men vs women, 2021

Figure 17: How to install and set up Nest Thermostat, October 2020

- **Younger consumers to grow their repertoire of device ownership**

Figure 18: Ownership of smart home devices, by age, 2021

- **Younger consumers are drawn to most devices**

Figure 19: Interest in owning smart home devices, by age, 2021

- **Asian Canadians are a key audience**

Figure 20: Ownership of smart home devices, Chinese and Asian Canadians vs overall, 2021

## SMART HOME FEATURES

- **Security features are critical**

Figure 21: Key smart home features, 2021

Figure 22: Shine Bathroom Instagram post, July 2021

Figure 23: Sonos Instagram post, September 2021

- **Women want to be confident buying a smart home device**

Figure 24: Key smart home features, by gender, 2021

- **Older consumers also want to feel secure with their purchase**

Figure 25: ecobee 'Imagine what home could be', March 2021

Figure 26: Key smart home features, by age, 2021

## HOME MAINTENANCE AND STATUS

- **Not everyone has reliable wireless internet**

Figure 27: Home maintenance and status, 2021

- **Women will aid in pushing adoption forward**

Figure 28: Home maintenance and status, men vs women, 2021

- **Younger consumers are planning to make a move**

Figure 29: Home maintenance and status, by age, 2021

## ATTITUDES TOWARD SMART HOME TECHNOLOGY

- **Three quarters of Canadians look at smart home tech as expensive**

Figure 30: Wiz Lighting Instagram post, April 2021

Figure 31: Cost and time-related attitudes toward smart home tech (% any agree), 2021

Figure 32: Select attitudes toward smart home tech, by parental status, (% any agree), 2021

Figure 33: Ecobee Instagram post, October 2021

Figure 34: Ecobee Instagram post, November 2021

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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- **Security concerns persist**

Figure 35: Attitudes of concern toward smart home tech (% any agree), 2021

Figure 36: How to control your Nest thermostat from the Google Home app, October 2020

Figure 37: How to install and setup Nest Thermostat, October 2020

- **The comfort factor resonates with many**

Figure 38: Attitudes toward smart tech and the home (% any agree), 2021

- **New concepts arise due to COVID-19**

Figure 39: Attitudes toward new smart home tech (% any agree), 2021

Figure 40: Airthings Instagram post, November 2021

## APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Consumer survey data**
- **Mintel Trend Drivers**
- **Consumer qualitative research**
- **Abbreviations**

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Executive Summary

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Powerpoint Presentation

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