

The Connected Home - UK - 2021

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This report looks at the following areas:

- The short, medium and long-term impact of COVID-19 on ownership and interest in connected home products.
- Type of voice-controlled speaker owned at home and which features are most important to consumers who have one or are interested in buying one.
- How consumers have used their voice-controlled speakers since COVID-19 and how these services could be developed to provide even greater functionality.
- The potential impact of the Matter protocol on the market and what a seamless connected home experience means for consumers.

Over half (56%) of people would buy a smart home device to live more sustainably. Smart thermostats are often the device most associated with this; however, products like the TP-Link Kasa Mini help with sustainable living. This is a smart plug that monitors the energy usage of the appliance that is plugged into it, and 83% of consumers interested in smart plugs would buy smart home devices to live more sustainably.

The overall smart home market has been boosted by the lifestyle changes from COVID-19, with ownership of all connected home products increasing between March 2020 and March 2021. Older Millennials are expected to be key to the market's long-term success as they are the most likely (66%) to say that spending time at home during COVID-19 has made them more likely to buy smart home devices. With a section of them intending to work from home in the long-term, this should help the overall connected home market.

Privacy with voice-controlled speakers remains a concern for a section of consumers. Some 37% of people without a speaker say having more control over how their data is used would encourage them to buy one, despite there already being several key data management features offered. Something that could help ease these concerns is getting regular emails, for example, once a



“The Matter protocol will bring seamless connectivity between connected home products, regardless of brand or voice assistant, making buying and using these devices much easier.”

– Zach Emmanuel, Consumer Technology Analyst, 27 May 2021

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week, detailing every interaction with a voice assistant, instead of manually finding this history in an app.

As part of the Matter internet protocol, the key smart home manufacturers are also trying to make devices at home interact more seamlessly, regardless of brand or voice assistant. This could open up possibilities for features like a voice-controlled speaker notifying a person when a smart thermostat or smart plug has consumed a lot of energy, which would appeal to people trying to live more sustainably.

What's included

- Executive Summary
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