

The Connected Home - UK - 2022

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This report looks at the following areas:

- Type of smart home devices that consumers own and which they intend to buy in the next year.
- The brand of connected home product that people own.
- The ways consumers control their smart home devices.
- The impact of the upcoming Matter protocol and how it will affect how people use their smart home products.
- Barriers to buying smart home devices for consumers who do not have nor intend to get them.

Over a quarter (26%) of smart home device owners used automation to control their devices, highlighting clear awareness and engagement in this feature. Automation is set to become a bigger aspect of the connected home. With the Matter protocol bringing compatibility between many of the smart home companies, it is likely that in the future a smart doorbell could recognise a member of the home and activate various devices, like the smart thermostat or smart lighting, regardless of brand.

The impact of inflation means that some consumers will hold off on buying smart home devices, however sales of smart security will be resilient. Smart doorbells are the product that people are most likely to buy in the next year and sales will be resilient because consumers will see it as a purchase to protect them or members of their home – whereas other connected home products might be seen as ‘nice to have’.

Privacy concerns with smart home devices have been a consistent theme in recent years and will not go away as long as the ‘always on’ functionality is included in voice-controlled speakers. Voice-controlled speakers have lost some momentum following strong take-up between 2018 and 2020, with consumers now being more engaged in the smart security options.



“With Matter bringing interactivity across a wide array of smart home products, there is the opportunity to build a platform which shows energy consumption across all the smart home devices in the household.”

– Zach Emmanuel, Consumer Technology Analyst

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58% of people with smart home devices intend to get another one in the next 12 months, indicating that consumers are unlikely to keep to just one smart home device. Bundles of multiple smart home products will therefore be appealing and brands should highlight payment plans to enable customers to spread out the cost as they deal with the impact of inflation.



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