

# Connected Living and Device Ecosystems - UK - 2023

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## This report looks at the following areas:

- The impact of the cost of living crisis on the connected living and device ecosystem market.
- Factors driving the market for connected living and device ecosystems.
- Launch activity and innovations of companies operating in the smart home space.
- Competitive strategies of companies operating in the smart home space.
- Smart home devices consumers have in their household, how they interact with smart devices and platforms used to operate smart home devices.
- Smart home behaviours and consumer attitudes towards smart home devices and connected living.

37% of consumers with smart home devices in their homes find it frustrating to get devices to work together. This rises to 50% for those with 5-16 devices in their homes. New industry standards such as Matter will make it easier for devices from different brands to interoperate, reducing friction for consumers. It suggests that a trusted integrator or advisor could help play a role in helping consumers build their connected ecosystem vision.

With consumers' finances stretched, smart home brands need to build a case for the economic upside smart home devices can bring. Highlighting the energy saving potential, and consequent cost savings, of smart home devices, such as smart thermostats, brands can help consumers feel like they are making a sound investment that will bring them long-term benefits.

Consumers believe that smart home devices pose a security risk, regardless of whether they own such devices or not. In order for brands to effectively cross-sell new devices to existing owners and attract new entrants to the smart home market, they must build trust and address security concerns.

New technologies such as wireless network sensing blended with personalised AI, can help deliver the true connected living vision for the household. This has



“The connected living experience can be enhanced by focusing on the cost saving and sustainable upside of smart devices. Longer term, technologies such as wireless protocols and personalised AI can deliver on the vision of the of truly automated and proactive smart home that that can support consumers' individual lifestyles.”

– **Joe Birch, Technology Analyst**

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possibilities to deliver not just assistance with managing energy but also living healthily, helping older consumers live independently and also being a hub for entertainment within the house.

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- Brands aim to unleash the power of generative AI to enhance the voice experience

## COMPETITIVE STRATEGIES

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