

Smart Homes - US - January 2017

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"Smart home product sales continue to represent a small slice of expenditures on the home despite sales growth leaving room for further expansion. This Report explores how consumers view smart home hardware and home security services, providing perspective on the obstacles to growth that are preventing wider adoption."
- Billy Hulkower, Senior Analyst, Technology and Media

This report looks at the following areas:

- Smart home not prioritized in spending
- Known brands more trusted than specialists
- Even most popular products desired by minority

This Report covers smart hardware and services for the home. Smart home products typically relate to climate control, water management, home security, lighting, and home monitoring. Smart products are defined as those that satisfy one of the following criteria:

- Electronics that communicate between themselves within the home
- Devices that can be remotely monitored/controlled using a mobile app or website
- Devices that adjust operation based on observed behavior
- Home security and automation subscription services

Some products excluded because they do not satisfy the criteria above include:

- Mechanized products (eg garage door, sprinklers) or household systems (eg climate control, lighting) that do not connect to other devices in the home and cannot be controlled remotely
- Smart televisions and digital media players, unless these products are expressly tied into other smart home products for purposes beyond video content consumption
- Major appliances that do not offer remote monitoring

Note that the market size differs somewhat from the definition above, excluding categories in which sales cannot be differentiated between smart products and a standard version of the same product (ie major appliances and entertainment systems).

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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