

SMART HOME



MAKING THE SMART HOME A REALITY

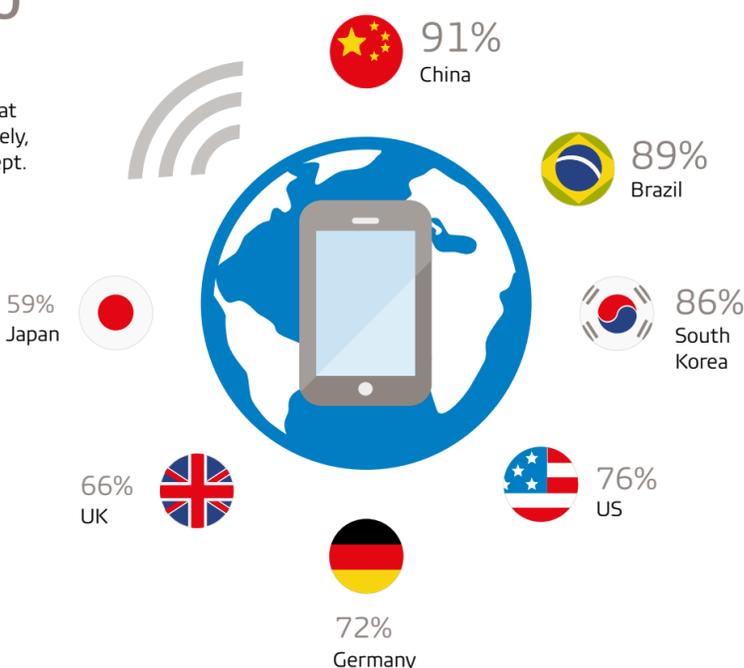
Consumers increasingly expect technology to provide them with a seamless experience that improves their lives. As more products and services become internet enabled, the idea of a fully connected home is becoming a reality.

With numerous opportunities for brands to demonstrate the benefits of the smart home to consumers, what can manufacturers and retailers learn from consumer attitudes in order to focus their strategies for growth in the smart home market?

OVERALL SMART HOME APPEAL

78%

of global consumers agree that the smart home is an extremely, very or fairly appealing concept.



SMART HOME PRODUCT AND DEVICE OWNERSHIP



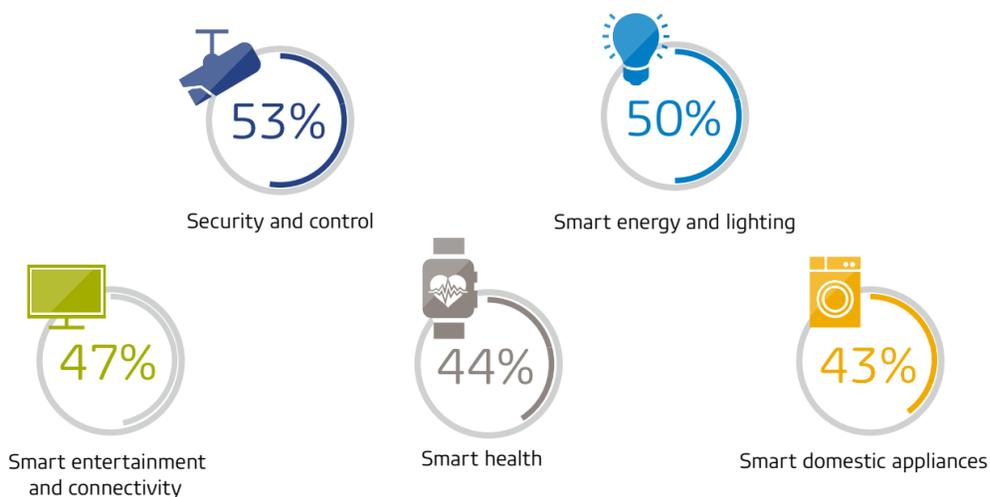
27%

of consumers currently own a smart home product or device.

But ownership levels are significantly higher among Leading Edge Consumers (+50%).

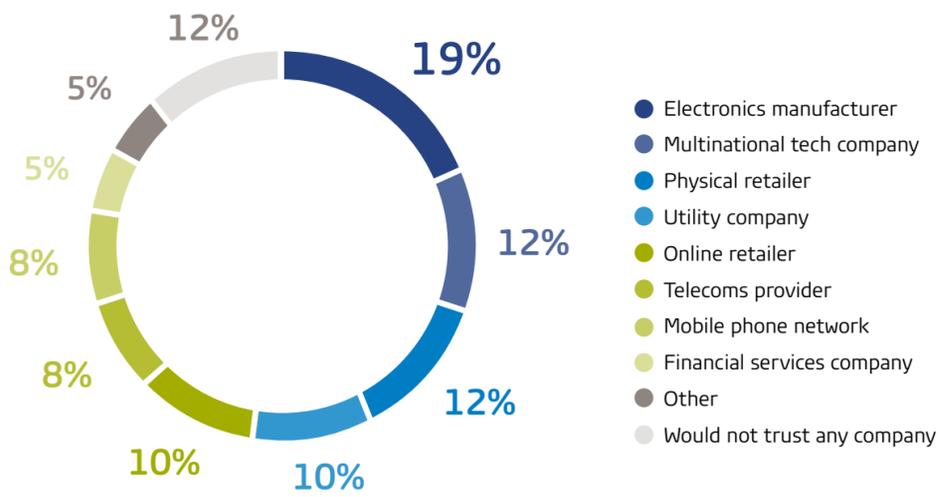
CATEGORY APPEAL OF SMART HOME SOLUTIONS

Security and control as well as smart energy and lighting resonate most with consumers. This is driven by a clear understanding of what these categories cover and the proliferation of devices already available in these areas.

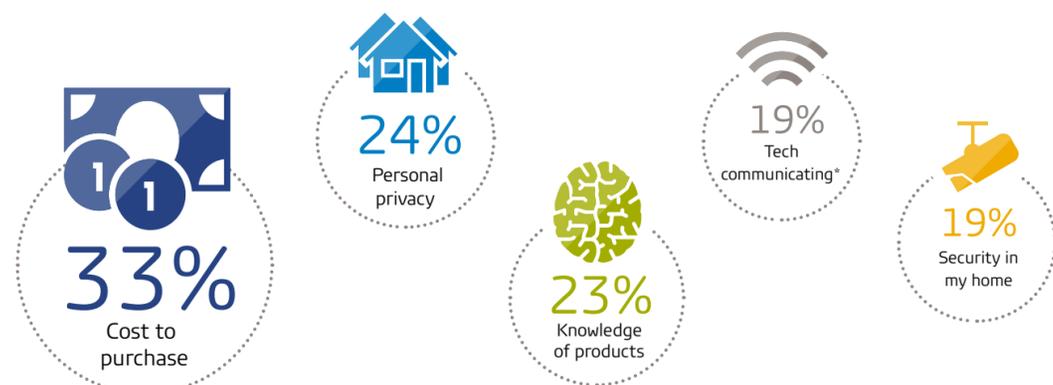


MULTIPLICITY OF VENDORS TRUSTED TO DELIVER SMART HOME BENEFITS

As the benefits become clearer, consumers are looking to a wide range of vendors to deliver smart home products and services.



KEY BARRIERS TO SMART HOME ADOPTION



CONCLUSION:

To accelerate smart home adoption, retailers and manufacturers need to communicate the full benefits of innovative devices and how they can enhance the lives of today's Connected Consumers.

*across different systems

Interested in more detailed insights? Contact: Ranjiv.Dale@gfk.com or visit our website: www.gfk.com

Source: GfK smart home study 2015, +7,000 consumers interviewed in Brazil, China, Germany, Japan, South Korea, UK and US in September and October 2015