



SMART HOME

When will all homes be smart homes?

**Smart TVs** are the **most popular smart device** for the home, with sales of 17.38 million in Europe in 2016, up from 5.61 million in 2011.<sup>1</sup>



In **Latin America** sales in 2016 reached 6.48 million, up from 1.04 million five years earlier.<sup>2</sup>

For **Middle East** and **Africa** sales hit 2.78 million in 2016, up from 348,552 million in 2011.<sup>3</sup>



The benefits of the **smart home**, and the way it will enhance consumers' lives, **need to be clearly communicated**.

Millennials are leading the take-up in the smart home.

**36%**<sup>4</sup> currently monitor or control devices in their home with a **smartphone, tablet or computer**.

What appeals to consumers about the smart home?<sup>5</sup>

Boomers



**61%**

"To save money by reducing my utility costs"

Gen X-ers



**52%**

"To keep my home safe and secure"

Millennials



**39%**

"Because it's cool and trendsetting"

Top three reasons older Millennials monitor/control a device in their home:<sup>6</sup>



**39%**

"Because it's cool and trendsetting"



**38%**

"Because I like my home updated with the latest tech"



**38%**

"To be more environmentally responsible by using resources efficiently"

Our smart home experts say:

THE HYPE ABOUT THE FULLY CONNECTED SMART HOME CONTINUES

but we're a long way from realizing the vision.

**In 2017**, we will see global brands launching new offerings that could **drive further growth in adoption**. The most successful will be those that can help deliver the simple, seamless experience that consumers crave.

We believe mainstream adoption is unlikely to happen until **manufacturers, retailers and tech players come together** to address the obstacles and clearly promote the benefits of the **smart home**.

Sources:  
<sup>1,2,3</sup> GfK Point of Sales Tracking 2016, estimated total market  
<sup>4,5,6</sup> GfK Consumer Life 2015, US, 1,000 consumers 18+, asked online  
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