



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 2011.1





In Latin America sales in 2016 reached 6.48 million, up from 1.04 million five years earlier.²

2016, up from 348,552 million in 2011.3

For Middle East and Africa sales hit 2.78 million in



way it will enhance consumers' lives, need to be clearly communicated.

The benefits of the **Smart home**, and the

36% currently monitor or control devices in their home

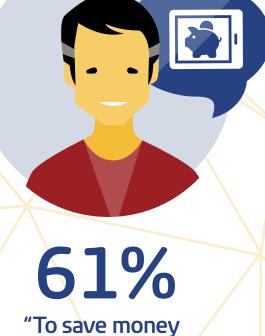
with a smartphone, tablet or computer.

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

What appeals to consumers about the

smart home?⁵ **Boomers**





Millennials

by reducing my

utility costs"

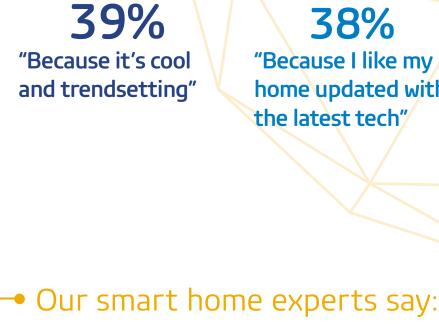




Gen X-ers

Top three reasons older Millennials monitor/

control a device in their home:6





efficiently"

In 2017, we will see global brands launching new

the benefits of the smart

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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.

38%

environmentally

responsible by

using resources

"To be more

THE HYPE ABOUT THE FULLY CONNECTED SMART HOME CONTINUES but we're a long way from realizing the vision.

We believe mainstream adoption is unlikely to happen until manufacturers, retailers and tech players come together to address the obstacles and clearly promote

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