What appeals to consumers about the smart home?

- “Because it’s cool and trendsetting” (39%)
- “Because I like my home updated with the latest tech” (38%)
- “To be more environmentally responsible by using resources efficiently” (38%)
- “To save money by reducing my utility costs” (36%)
- “To keep my home safe and secure” (61%)
- “To be more environmentally responsible by using resources efficiently” (52%)

Millennials are leading the take-up in the smart home. 36% currently monitor or control devices in their home with a smartphone, tablet or computer. 39% of Millennials monitor or control a device in their home.

Top three reasons older Millennials monitor/control a device in their home:

- “Because it’s cool and trendsetting” (39%)
- “Because it helps me relax” (38%)
- “To keep my home safe and secure” (38%)

Our smart home experts say:

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 the benefits of the smart home.

In 2017, we will see global brands launching new products that can control many connected devices.

The most successful will be those that can help deliver the simple, seamless experience that consumers crave.

Smart TVs are the most popular smart device for the home, with sales of 6.9% in 2016, up from 4.9% in 2015.

In Latin America, sales in 2016 reached 6.4 million, up from 3.1 million in 2015.

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