



GfK Consumer Life

Smart Homes Today & Tomorrow

Tech and digital lifestyle
insights to grow your business

How can marketers seize this unique moment to advance their Smart Home plans and opportunities?

While economic uncertainty and restrictions caused by COVID-19 pose short-term challenges for smart home products, the pandemic is also poised to boost their long-term appeal by cementing the role of home as the connected center of life.

GfK's Smart Homes Today and Tomorrow strategic reports – in US and Global (25 markets) editions – provide deep dives into consumer mindsets, attitudes, behaviors and usage for major facets of smart home technologies and appliances.

With these essential guides in hand, brands can identify innovation and marketing opportunity spaces within the smart home ecosphere.

Based on top-quality GfK Consumer Life research, the Smart Home reports include:

- a view of the smart home today, and how recent events have fueled greater interest in connected devices of most type

- smart device “hits” and “misses” – which products are resonating and why, while others falter and need improvement
- “next steps” to reduce barriers and identify white space for future growth

The reports cover key smart home product categories, including:

- smart speakers/
digital assistants
- smart lighting, security,
and thermostats
- smart home
health products
- smart appliances

Leveraging GfK's findings and insights, decision makers can:

- understand the trajectory for smart home devices
- identify met and unmet consumer needs
- prioritize smart home product opportunities
- define regional nuances and opportunities



This report was developed by GfK Consumer Life, the leading authority on the forces and trends that shape consumer decisions.

Drawing on 20-plus years of insights, the Consumer Life team places technology in the context of life today and the evolution of consumers' concerns and activities – the growing demands of their lives, the unique experiences of key generations, and the immense options for entertainment and learning at their fingertips.

GfK Consumer Life brings a truly consumer-centric perspective to its rich new study of technology's impact, spanning 25 countries and hundreds of activities to capture both the breadth of consumer attitudes, needs, and expectations, and the details of people's interactions with a variety of categories ranging from smart-phones, to PCs, to household appliances.

GfK's Smart Homes Today and Tomorrow strategic reports are available as part of the standard package to annual Consumer Life subscribers. They can also be purchased separately at promotional pricing through the end of 2020.



Contact Us

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About GfK

GfK connects data and science. Innovative research solutions provide answers for key business questions around consumers, markets, brands and media – now and in the future. As a research and analytics partner, GfK promises its clients all over the world "Growth from Knowledge".