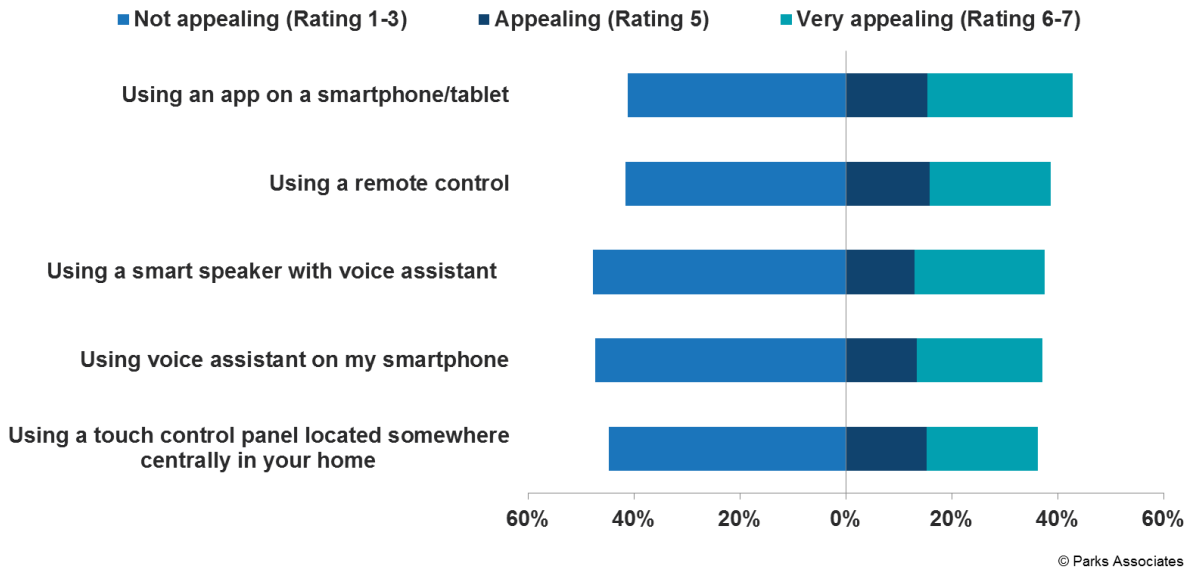


Appeal of Method to Initiate Smart Home Routines

US Broadband Households



Consumer Analytics Team

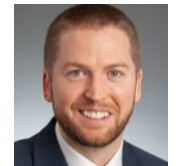


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SYNOPSIS

As the breadth of connected products continues to expand, the opportunities to integrate these devices and create new use cases is clear. Smart products are entering the bedroom, bathroom, and kitchen, yet these devices are disconnected from the rest of the home. This research evaluates the ever-expanding use cases in the smart home, examining priorities for different adjacencies, along with the preferred means of acquiring these devices.

ANALYST INSIGHT

“Market players are now looking beyond established smart home devices like smart thermostats and networked cameras, seeking new and emerging products to add to their smart home offerings. Products like smart water leak detectors, smart pet feeders, and smart air purifiers are slowly gaining familiarity and represent the next wave of connected devices for device-owning households. The value as an incumbent or ‘first-mover’ for these products will help drive additional revenues for these companies in the next five years.”

— Chris O'Dell, *Research Analyst*, Parks Associates

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