

SYNOPSIS

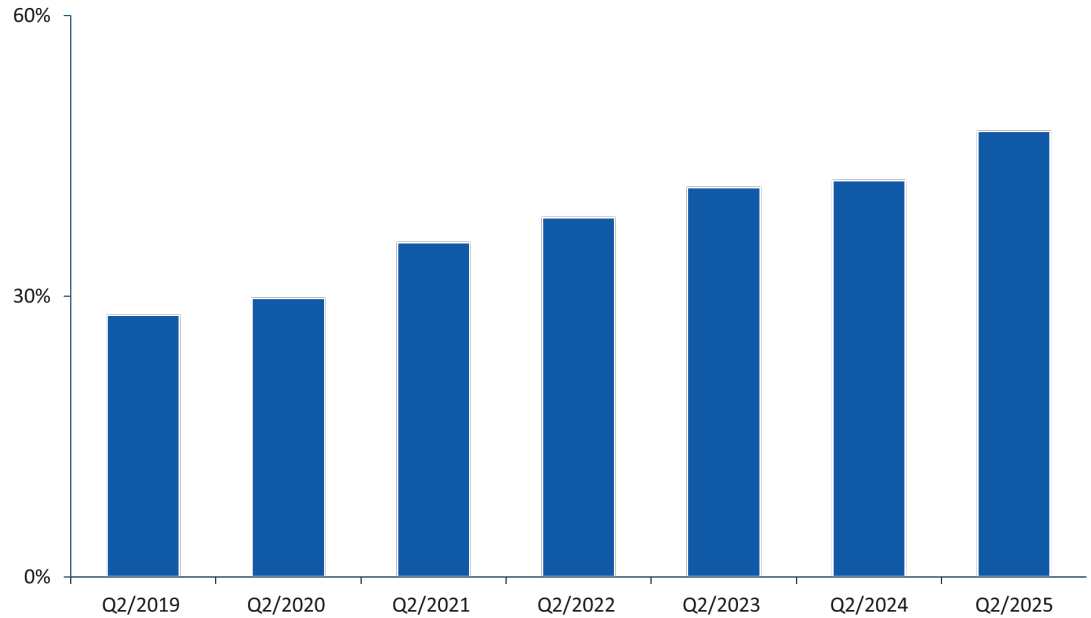
The **Smart Home Dashboard** visualizes the most important metrics necessary for companies in the connected home space to make informed strategic decisions for design, sales, and marketing.

Consumer Insights Dashboards present survey-based consumer research that tracks the movement of foundational market metrics, such as product or service adoption, household spending intentions, installation trends, and key tracking metrics on leading industry players. Parks Associates surveyed 8,000 US internet households, which is statistically representative of all US internet households.

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AUTHORS

Own One or More Core Smart Home Devices: US Internet Households



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“The smart home market saw resumed growth in 2025, with adoption approaching 50%. Smart home manufacturers spent early 2025 focusing on interoperability and AI features, to lure new and repeat consumers. Creating an interoperable smart home at an affordable price is key to weathering tariffs and beating the top barrier to adoption: **cost.**”

— Daniel Holcomb, Senior Analyst, Smart Home Research, Parks Associates

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ATTRIBUTES

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