

SYNOPSIS

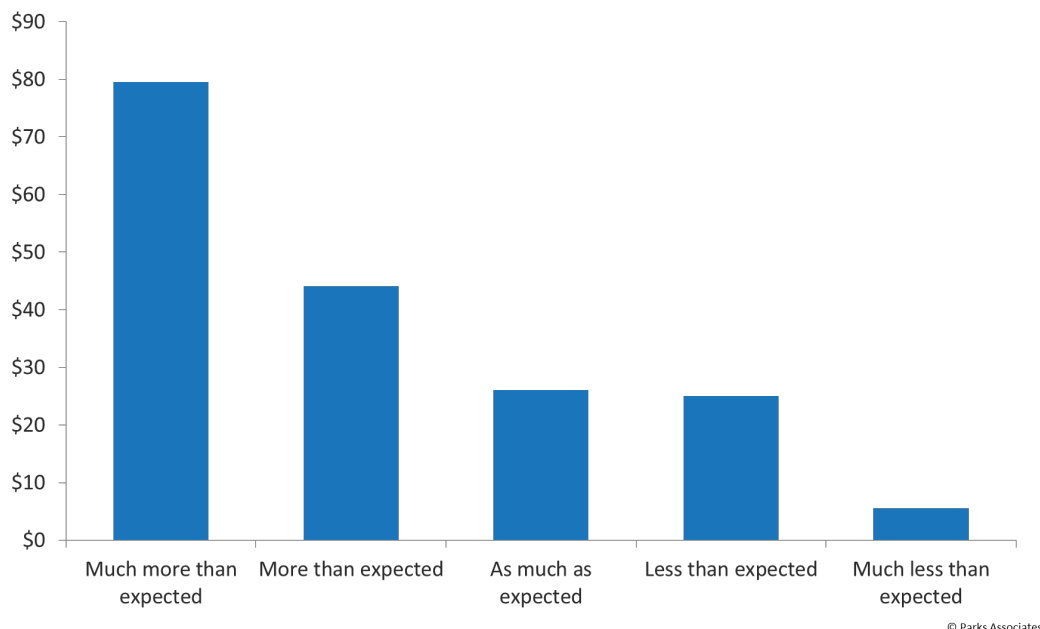
Smart thermostats are becoming a common feature in consumers' homes, offering convenient climate control, and acting as a critical energy management tool. They are also a core component of the smart home and have the potential to act as a whole-home hub.

This market assessment analyzes industry market trends and the competitive landscape, including brands, portfolios, features, and pricing, and includes a five-year forecast of unit sales and revenues in the US. It also provides consumer data on US consumers' engagement with smart thermostats, focusing on consumer familiarity, purchase motivations, the buyer journey with purchase and install channels, average sales price, product returns, and barriers to purchase. Additional findings include user experiences with leading brands' thermostats, controls/interface preferences, and appeal of next generation features.

Number of Slides: 96

AUTHORS

Estimated Monthly Saving Amount by Consumer Perception



Key questions addressed:

1. What are the leading brands and key competitors in the smart thermostat market?
2. What are the current market trends and barriers to growth?
3. How is the market projected to grow through 2030?
4. How familiar are consumers with smart thermostats and their value?
5. What are the main purchase channels and methods for smart thermostats?
6. What features do consumers find most appealing?
7. What benefits do consumers expect regarding energy savings?
8. How do premium thermostats compare with basic and mid-tier options?
9. Are consumers interested in using their smart thermostat as a whole-home hub?

"Smart thermostat makers must leverage not only next-gen hardware to appeal to the mass market and to ensure that the thermostats end up on the wall, but they must consider that for consumers to value smart thermostats, consumers must be educated on their features and money savings."

— Daniel Holcomb, Senior Analyst, Parks Associates

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Appendix

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