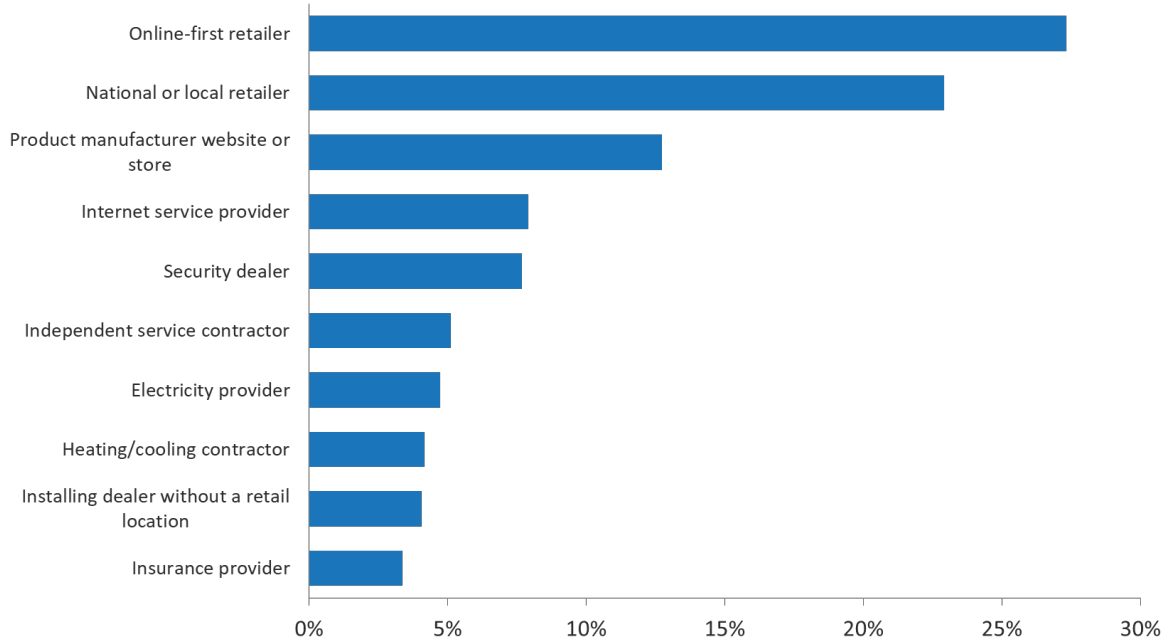


Smart Home Product Purchase Channel



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SYNOPSIS

This flagship consumer study provides the latest trending data on consumer purchase behavior and preferences that are essential for smart home marketing strategies. Key performance indicators such as smart home product adoption and purchase intention by device categories are included, as are buyer's journey elements such as purchase channels, brand consideration, and installation preferences. The study evaluates product bundling as an important and growing merchandising strategy.

ANALYST INSIGHT

"In this challenging environment, the categories that remain strong include video doorbells, cameras, and smart thermostats. While interest in these core devices hold steady, bundles of devices around them and services that support them will be the best chance to grow."

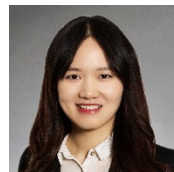
— Chris White, *Research Director*, Parks Associates

Number of Slides: 91

Consumer Analytics Team



Yilan Jiang, Senior Director of Consumer Analytics

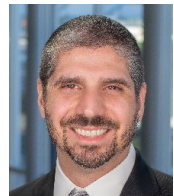


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Smart Home Buyer Journey

**SERVICE:
SMART HOME
DEVICES,
AUTOMATION,
CONTROLS**
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