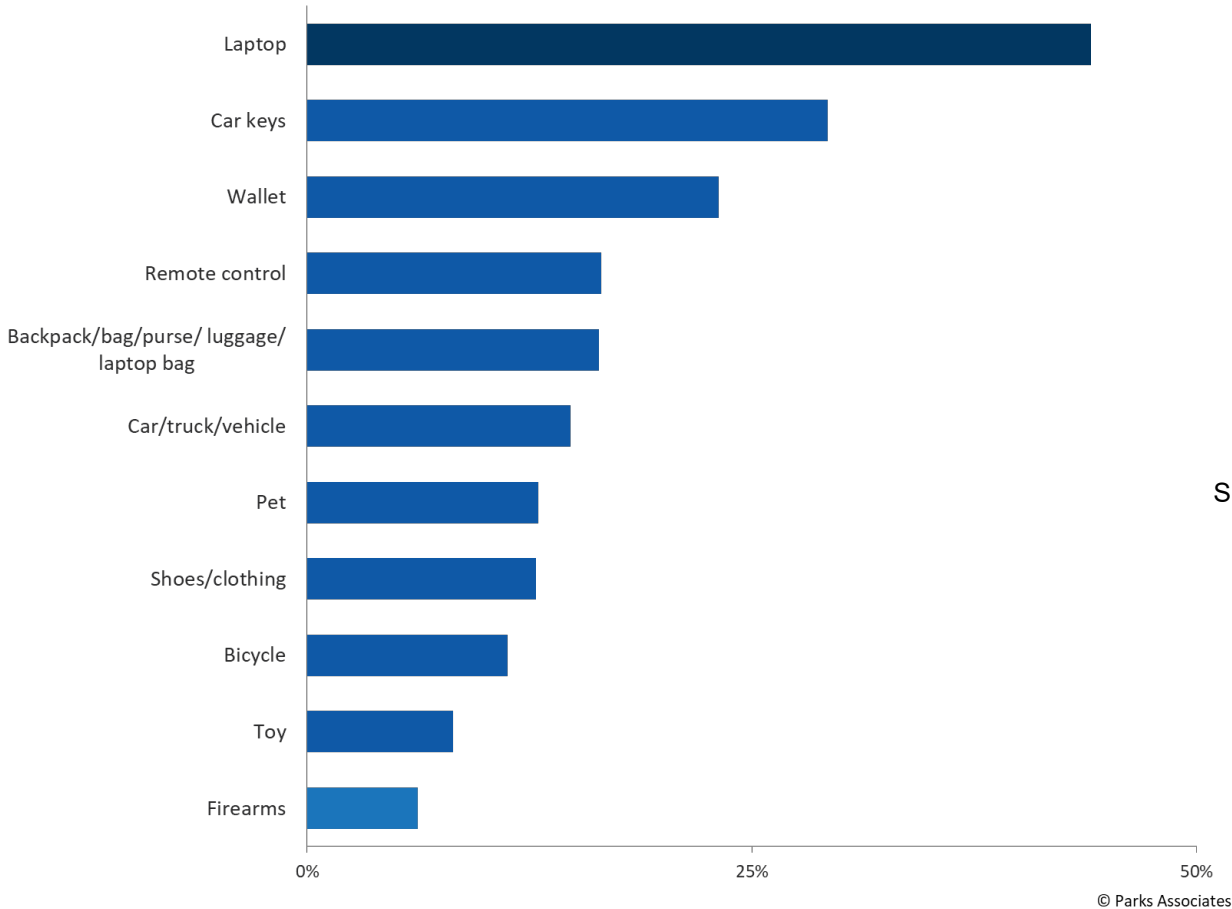


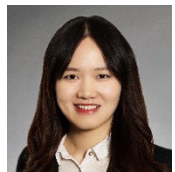
Object Attached with a Smart Tag



Consumer Analytics Team



Yilan Jiang, Senior Director of Consumer Analytics

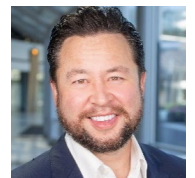


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This **Smart Product Market Assessment** identifies key and emerging players in the Bluetooth / wireless tracker (i.e., smart tag) market.

Other topics include use cases, adoption trends, new developments in smart tag technology, key and emerging competitors, a comparison of features offered by these players, barriers to adoption, and consumer security and privacy concerns.

Parks Associates surveys 10,000 U.S broadband households every quarter, with additional surveys throughout the year. The survey results represent the national demographics for US broadband households, which are 89% of all US households.

Number of Slides: 68

CONTENTS

Survey Methodology and Definitions

Key Terms and Definitions

Executive Summary

- Brand of Smart Tag Purchased
- Using Smart Tags is an Excellent Way to Find Lost Items
- Smart Tag Purchase Intention
- Smart Tag Usage Across Categories
- Consumer Electronics Device Adoption
- Tracking People Without Their Knowledge: Children vs No Children in the Household
- Tracking People Without Their Knowledge by Concern
- US Smart Tag Unit Sales Forecast (2022-2027)

Market Background, Definition, and Trends

- Defining the Smart Tag Market
- Market Background
- Market Trends: Product Development
- Market Trends: Pet Protection
- Market Trends: Privacy and Public Safety

Competitor and Feature Comparison

- Top Market Players
- Emerging Market Players
- Features Driving Smart Tag Adoption by Competitor
- Core Product Specifications and Differentiators
- Differentiating Features in Focus: Location Tracking, On-Tag Features, Battery Options
- Features in Focus: Detailed Product Specifications

Market Drivers, Barriers, Outlook and Forecast

- Market Drivers: Consumer Demand & Bundles
- Market Drivers: Cost, Availability, and Peace of Mind
- Market Drivers: Ecosystem Effect
- Market Barriers
- Market Barriers: Personal Safety, Ongoing Litigation and IP Disputes
- Market Outlook
- US Smart Tag Unit Sales Forecast (2022-2027)

Smart Tag Purchases

- Smart Tag: Adoption, Purchases and Intention to Buy
- Brand of Smart Tag Purchased
- Brand of Smart Tag Among Smartphone Users
- Smart Tag Purchases and Intention to Buy
- Smart Tag Purchase Channels
- Object Attached with a Smart Tag

Smart Tags: Use Cases and User Profile

- Smart Tag Users
- Reasons for Using Smart Tags
- Reasons for Using Smart Tag by Resident Area
- Demographics of Smart Tag Owners vs. Personal Users
- Relationship of Smart Tag Adoption & Commute Frequency
- Frequency of Feature Usage Among Smart Tag Users
- Feature Usage by Age
- Feature Usage by Children at Home

- Reasons of Using Smart Tag by Age
- Reasons of Using Smart Tag by Income

Smart Tags: Attitudes & Preferences

- Attitudes Towards Smart Tag Usage Among All Households
- Attitudes Among Smart Tag Owners vs Non-Owners
- Attitudes Towards Smart Tag Usage: All Households by Age

Tracking People

- Use of Smart Tags to Track Someone Without Their Knowledge
- Level of Agreement Towards Using Smart Tags on Another Person Without Their Knowledge
- Tracking People Without Their Knowledge by Smart Tag Users in the Household
- Tracking Someone Without Their Knowledge By Number of Children
- Attitudes Towards Smart Tag Tracking Function by Children at Home

Home Security Ownership and Smart Tag Use

- Home Security System Adoption Among Smart Tag Owners
- Likelihood of Paying for Extra Security Services
- Reasons for Using Smart Tag by Home Security System Users

Appendix

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