








SYNOPSIS

Smart access control solutions, including locks, external video devices, and smart garage door openers, are among the leading smart home products. New players are entering the access control space, while existing lock and garage door opener manufacturers expand their product lines and service offerings. This market assessment analyzes industry market trends related to smart access control and identifies key market drivers and barriers informing a five-year forecast of US unit sales and revenues for smart door locks and smart garage door openers. It reviews the competitive landscape and assesses consumer engagement with smart access devices and services. It evaluates the buyer journey, including buyer motivations, purchase and install channels, average sales price, product returns, and barriers to purchase, user experience with leading brands’ products, controls/interface preferences, and appeal of next-generation features, such as biometrics and authentication standards.

Number of Slides: 88

AUTHORS

Value of Next-Generation Access Control Features

| | Intenders | Owners | Valuable (5-7) |
|---|-----------|--------|--|
|  | 80% | 70% | Trigger home/away mode when door is opened/closed |
|  | 78% | 69% | Ensure garage door is open when vehicle is running, to prevent CO build-up |
|  | 80% | 67% | Video camera integrated into the opener, to see inside the garage |
|  | 77% | 66% | Video camera integrated in a keypad/accessory located outside the garage door |
|  | 75% | 64% | Sound or chime for open or close |
|  | 68% | 52% | Opens automatically for self-driving/self-parking vehicle to pull in/out by itself |
|  | 67% | 51% | License plate recognition enabled from integrated video |

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Key questions addressed:

1. What are the leading brands and key competitors in the smart lock and garage door market?
2. What are the current market trends and barriers to growth?
3. How is the market projected to grow through 2030?
4. What is the buyer journey, including purchase channels and marketing influences, for smart locks and garage door openers?
5. What next-generation features do consumers find most appealing?
6. Are consumers willing to pay for ongoing services related to access control?
7. Which demographic and housing segments induce the most demand for access control?

“As access control becomes embedded within security, platform, and service ecosystems, success will hinge on standards alignment, lifecycle transparency, and channel partnerships that balance control with interoperability.”

— Daniel Holcomb, Senior Analyst, Parks Associates

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CONTENTS

Executive Summary

- Smart Door Lock Adoption
- High Intention to Buy a Smart Door Lock
- Type of Smart Door Lock Owned
- Average Selling Price: Smart Door Lock
- Smart Garage Door Opener Adoption
- High Intention to Buy a Garage Door Opener
- Type of Smart Garage Door Opener Owned
- Average Selling Price: Smart Garage Door Opener
- Movers and Renovators-Future Intentions
- Smart Door Lock & GDO Adoption by Security System Ownership
- Smart Door Lock Purchase Channel, Q2 2025
- Smart Garage Door Opener Purchase Channel, Q2 2025
- Value of Next-Generation Access Control Features
- Package/Grocery Delivery Frequency
- Use of In-Home Delivery Service
- Smart Access Credential Preferences
- Access Method for In-Home Delivery Service
- Newly Released Smart Garage Door Opener Models and Pricing
- Top 10 Brand Owned: Smart Door Lock
- Top 10 Brand Purchased: Smart Door Lock
- Top 10 Brand Owned: Smart Garage Door Opener
- Top 10 Brand Purchased: Smart Garage Door Opener
- Smart Door Lock Net Promoter Score (NPS)
- Net Promoter Score of Top Brands Owned
- Smart Garage Door Opener Net Promoter Score (NPS)
- Net Promoter Score of Top Brands Owned

The Access Control Market: Industry Trends & Forecast

- Product Evolution & Sunset: Lifecycle Management
- Smart Lock Standards and Interoperability
- The Battle of the Protocols
- Biometrics And Touchless Entry
- Smart Garage Door Openers: Hardware & Ecosystems
- Partnerships, Integrations & Platforms
- Subscriptions and The Smart Lock
- Market Forces Impacting Smart Access Control Device Adoption
- Smart Door Locks Forecast
- US Forecast – Smart Door Locks: Annual Unit Sales (#M)
- US Forecast – Smart Door Locks: Annual Sales Revenue at End-user Value (\$M)
- Smart Garage Door Openers Forecast
- US Forecast - Smart Garage Door Openers: Annual Unit Sales (#M)
- US Forecast - Smart Garage Door Openers: Annual Sales Revenue at End-user Value (\$M)

The Competitive Landscape

- Newly Released Smart Locks Models and Pricing

Smart Access Control Key Trending Metrics

- Smart Home Device Ownership
- Smart Door Lock: Familiarity, Perceived Value, and Affordability
- Smart Door Lock Ownership
- Smart Garage Door Opener Adoption
- Smart Door Lock & Garage Door Opener Adoption by Security System Ownership
- Smart Door Lock Purchases and Future Intentions
- Smart Garage Door Opener Purchases and Future Intentions
- Movers and Renovators-Smart Lock Future Intentions
- Movers and Renovators-Smart Garage Door Opener Future Intentions

Smart Access Control Buyer Journey

- Demographic of Access Control Device Buyers
- Housing Factors Breakdown of Access Control Device Buyers
- Reasons for Purchasing Smart Access Control Devices Over Traditional
- Initial Source of Awareness — Smart Access Control Devices
- Information Sources When Shopping
- Smart Door Lock Acquisition Method
- Smart Garage Door Opener Acquisition Method
- Smart Door Lock Purchase Channel
- Smart Garage Door Opener Purchase Channel
- Average Selling Price: Smart Door Lock
- Average Selling Price: Smart Garage Door Opener
- Installation Method of Smart Door Lock
- Installation Method of Smart Garage Door Opener

- Purchase Type: Smart Door Lock
- Age of Old Smart Door Lock
- Purchase Type: Smart Garage Door Opener
- Barriers to Purchase Smart Door Lock
- Barriers to Purchase Smart Garage Door Opener

Smart Access Control: Form Factors & Usage

- Smart Door Lock: Active Internet Connectivity
- Reasons for Not Connecting Lock to Internet
- Smart Door Lock Form Factor
- Smart GDO Product Type Owned
- Methods Used to Open Smart Garage Door
- Smart GDO: Active Internet Connectivity
- Reasons for Not Connecting to Internet
- Features of Smart Door Lock
- Frequency of Using Smart Door Lock Features
- Primary Control Method of Smart Door Lock
- Primary Control Method of Smart Garage Door Opener
- Platforms Used to Control Smart Access Devices

Next-Generation Features

- Preferred Features for Future Smart Door Lock Purchase
- Valuable Features of Smart Door Lock
- Value of Smart Garage Door Opener Capabilities: Owners vs Intenders

Delivery Use and Experience

- Preferred Groups to Grant Access to Through Smart Locks and GDOs
- Package/Grocery Delivery Frequency
- Use of In-Home Delivery Service
- Interest for In-Home Delivery Service
- Access Method for In-Home Delivery Service
- Items Delivered Through In-Home Delivery Service
- Last Time When Packages Were Stolen
- Interest in In-Home Delivery, by Stolen Package Experience

Appendix

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