

Access Control in the Smart Home: Locks and Garage Door Openers

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.

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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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Appendix

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