

By Patrice Samuels, Senior Analyst, Parks Associates

<p>Synopsis</p> <p>The smart home market is evolving with new technologies, improved interoperability, expanded product intelligence, enhanced service integrations, and innovations in business models. This report provides insight into market innovations and differentiators and the successful strategies for players in the smart home product and services markets. It also includes case studies of leaders and new entrants that are shaping the evolution of the smart home in the U.S. and key growth areas around the globe.</p>	<p style="text-align: center;">Items to Benefit Smart Home Purchases</p> <p style="text-align: center;">Aids to Ease the Smart Home Purchase Process Smart Home Device Owners or Purchase Intenders</p> <table border="1"> <thead> <tr> <th>Item</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Website that helps with research</td> <td>~55%</td> </tr> <tr> <td>Reading product reviews online</td> <td>~45%</td> </tr> <tr> <td>Knowledgeable salesperson to help understand options</td> <td>~40%</td> </tr> <tr> <td>Someone to come to my home and help figure out what I need</td> <td>~30%</td> </tr> </tbody> </table> <p style="text-align: right;">© Parks Associates</p>	Item	Percentage	Website that helps with research	~55%	Reading product reviews online	~45%	Knowledgeable salesperson to help understand options	~40%	Someone to come to my home and help figure out what I need	~30%
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<p>Publish Date: 4Q 17</p>	<p>“Despite slow overall market traction, the market for smart home devices has grown substantially from 2014, leading many to believe that the market is currently in transition from early adopters to the early majority. As a result, most players in the space are focused on adjusting their business strategies to drive product adoption and increase revenues,” said Patrice Samuels, Senior Analyst, Parks Associates.</p>										
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