Industry Report

IoT Connectivity in Europe: Value of Connected Products

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The European smart home market remains virtually untapped. Many companies have been slow to act due to their sense of overhype and gadgetry. However, some early activity and accompanying success are happening. This report provides an approach to analyzing smart home/connected products needs and services. It provides deep profiles of 11 different types of EU companies and how they are addressing strategies for smart home product and services. This report provides insight to the multiple activities of diverse players and helps each company expand its own vision.

"EU companies must begin or accelerate their efforts to develop connected products and corollary services of value. While the tipping point has not yet been reached and most consumers do not yet demand connectivity, the time for the tipping point is not far away, as giants such as Amazon, Google, Apple, and even IKEA view the marketplace with hunger," said Erik Overbeeke, European Partner Alliance, Parks Associates.
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### Attributes

Parks Associates  
5080 Spectrum Drive  
Suite 1000W  
Addison, TX 75001  
800.727.5711 toll free  
972.490.1113 phone  
972.490.1133 fax  
parksassociates.com  
sales@parksassociates.com  

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