

By Tricia Parks, CEO, and Christopher Jones, Researcher

<p><b>Synopsis</b></p> <p>Smart home controllers are now entering the marketplace and being adopted in higher volumes than in previous decades when the nomenclature was "home controllers" and being "connected" was not a given. The report focuses on segmenting and forecasting smart home controllers by type and channel. It also addresses emerging strategies – strategies designed to overcome the barrier inherent in a product that is beneficial AFTER smart devices are attached and integrated. It includes profiles of selected smart home control companies within market segments and U.S. forecasts from 2016-2020.</p>	<p style="text-align: center;"><b>Smart Home Controller Sales</b></p> <p style="text-align: center;"><b>U.S. Smart Home Controller Unit Sales by Installation Method* (2016 - 2020)</b></p> <table border="1"> <caption>U.S. Smart Home Controller Unit Sales by Installation Method* (2016 - 2020)</caption> <thead> <tr> <th>Year</th> <th>Installed by dealers (#M)</th> <th>Self-installed (#M)</th> </tr> </thead> <tbody> <tr> <td>2016</td> <td>~2.8</td> <td>~1.2</td> </tr> <tr> <td>2017</td> <td>~3.2</td> <td>~1.4</td> </tr> <tr> <td>2018</td> <td>~3.6</td> <td>~1.6</td> </tr> <tr> <td>2019</td> <td>~3.9</td> <td>~1.7</td> </tr> <tr> <td>2020</td> <td>~4.1</td> <td>~1.8</td> </tr> </tbody> </table> <p style="text-align: right;">*Does not include embedded controllers with smart home devices © Parks Associates</p>	Year	Installed by dealers (#M)	Self-installed (#M)	2016	~2.8	~1.2	2017	~3.2	~1.4	2018	~3.6	~1.6	2019	~3.9	~1.7	2020	~4.1	~1.8
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<p><b>Publish Date:</b> 4Q 16</p>	<p>“To date, the most successful channel for smart home controllers is security providers. These salespeople typically visit a home and have the opportunity to explain benefits. Some costs are deferred to monthly fees. However, for smart home controllers to be adopted by a true mass market, new strategies must emerge. And they will. One such strategy is embedding the smart home controller at little to no extra cost into high-volume products such as smart TVs. If this is done well, it may change the game,” said Tricia Parks, CEO, Parks Associates.</p>																		
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