Connected Cars and the Smart Home: Crossover Opportunities

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By Jennifer Kent, Director, Research Quality and Product Development

Synopsis
Growing adoption of smart home systems and technologies is coinciding with the increasing prevalence of connected consumer vehicles. Crossover solutions between these two ecosystems are emerging in the home security, home controls, entertainment, and energy sectors, among others. This report assesses smart home-connected car crossover opportunities, profiles early initiatives, and highlights the significant complexities inherent in bridging the ecosystems. The report includes a five-year forecast of connected cars in the U.S. market.

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“Both the connected car and the smart home industries are experiencing a period of tremendous growth,” said Jennifer Kent, Director, Research Quality and Product Development. “Consumer demand is driving both industries to manufacture products that can be connected into the Internet of Things. Both industries are similarly interested in the potential recurring revenue streams that can be obtained from the connected car and smart home markets. Mobile network operators and software developers are in a great position to benefit from these new platforms for connected services and applications by also participating in the revenue stream in both the connected car and smart home markets.”

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