



Executive Summary

SMART HOME MARKET

Current Status, Consumption Trends & Future Directions

Introduction – Research Objectives and Methodology

Beecham Research has explored the smart home space extensively during last year. The research team has looked at the market dynamics. But, it has also dedicated specific effort in exploring the IoT security issues around the evolution of the smart home market. The result of this work is based on two publications, the first dedicated to the status of the market and the second one entirely focussed on security. The content of the former, titled “Smart Home Market – Current Status, Consumption Trends and Future Directions”, is briefly illustrated in this document.

Research Objectives

This paper provides an overall assessment of the current status of the smart home market. The research revolves around six key axes:

1. The research will provide a definition of smart home and its components. That definition will be then used to explore the current smart home solutions available in the market place.
2. The report will discuss the state of adoption of smart home solutions. That will be done through an assessment of the current adopters. The research will then propose a view on the groups of adopters that will drive the growth of the smart home market.
3. The research will explore the dynamics of the smart home market highlighting key barriers and drivers for the growth of the market.
4. The report will also assess the smart home value chain describing the key stakeholders and their opportunities.
5. The paper will also analyse existing business models and provide a views on new potential ones.
6. Finally, the report will analyse future directions of the smart home market.

The report is structured in six chapters, each of them discussing the six points discussed previously.

Structure of the Study

The report is structured in six chapters, each of them discussing the six points discussed previously.

1. Dynamics of Adoption. Exploring the level of adoption and the reasons behind that.
2. Drivers to Adoption. Assessing which factors can accelerate the adoption of smart home solutions.
3. Barriers to Adoption. Highlighting the hurdles that can hamper the evolution of the smart home market.
4. Smart Home Value Chain. Discussing the competitive landscape and the modes to engage with consumers highlighting the roles of different stakeholders.
5. Business Models. Illustrating the key business models, currently, used in the market place.
6. Future Directions. Assessing at the evolution of the market forecasting the growth of smart home devices and the relative revenues.

The study contains a number of figures that help the reader navigating the various concepts. It also contains forecasts for smart home devices until 2020 and revenue growth until 2020.





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Beecham Research is a leading market research, analysis and consulting firm, specialising in the worldwide M2M/ Internet of Things market. We are internationally recognised as thought leaders in this area, where we have deep knowledge of the market dynamics at every level in the value chain.

We are experts in M2M/IoT services and platforms, and also in IoT solution security, where we have extensive technical knowledge. We explore the impact of the Internet of Things in various sectors and are also the leading analysts in satellite M2M.

Our range of clients include component and hardware vendors, major network/ connectivity suppliers (cellular, fixed, satellite, short / long range), system integrators, application developers, distributors and enterprise adopters in both B2B and B2C markets.

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