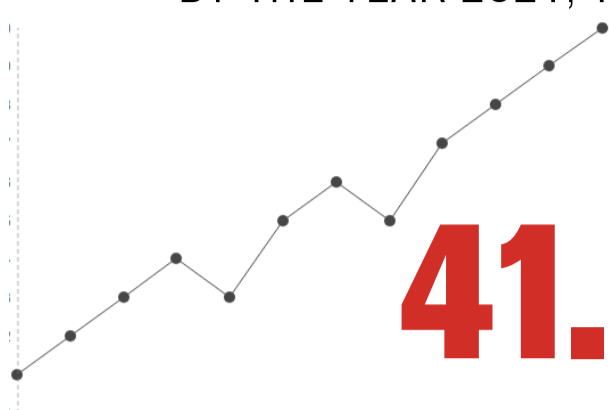


# 2017: THE YEAR OF THE SMART HOME



BY THE YEAR 2021, THE NUMBER OF ACTIVE HOUSEHOLDS IN THE HOME AUTOMATION SEGMENT IS EXPECTED TO REACH



**41.3 MILLION.**<sup>1</sup>



68% of Americans believe smart homes will be as common as smartphones in the next 10 years.<sup>2</sup>



31% compounded annual growth in the number of connected homes in 2017 is expected.<sup>3</sup>

**24.5 MILLION** VOICE-FIRST DEVICES WILL BE SHIPPED IN 2017.<sup>4</sup>

**OVER 5 MILLION** AMAZON ECHO DEVICES HAVE SOLD SINCE 2014.<sup>5</sup>

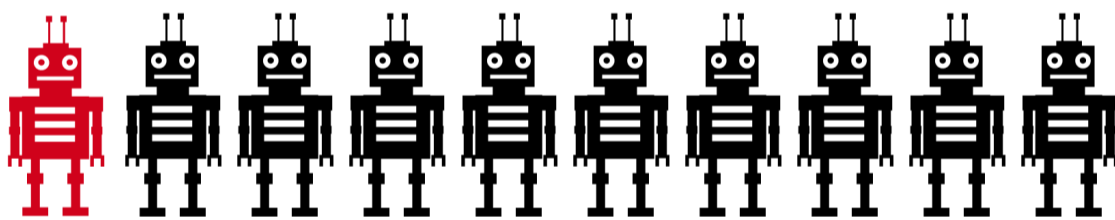
AMAZON ECHO'S ALEXA NOW HAS OVER **10,000 SKILLS** THAT ENHANCE PRODUCTIVITY, MUSIC STREAMING AND MORE.<sup>6</sup>

## THE IoT MARKET WILL GROW

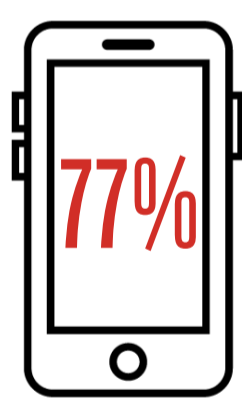
FROM **15.4 BILLION** DEVICES IN 2015 TO AN ESTIMATED **30.7 BILLION** IN 2020 AND **75.4 BILLION** IN 2025.<sup>7</sup>



AUTOMATION DEVICES WILL COMPRISE **80% OF THE MARKET**<sup>8</sup> BY 2020. **ONE IN TEN** AMERICANS WILL USE A HOUSEKEEPING ROBOT BY 2020.<sup>9</sup>



80% of Americans own a computer.<sup>10</sup>



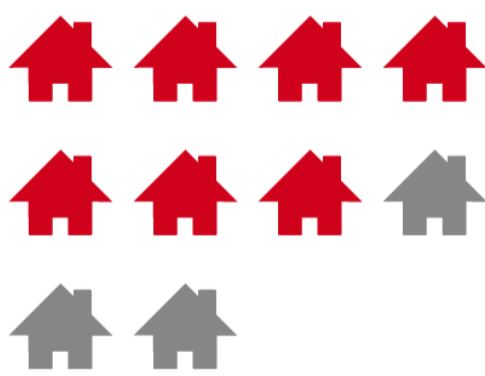
77% of Americans own a smartphone.<sup>11</sup>



50% of Americans own a tablet.<sup>12</sup>

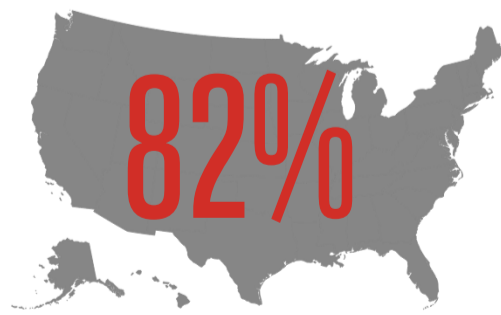
## THE HOME OF THE FUTURE...

WILL BE **ENERGY EFFICIENT**



**7 in 10** U.S. households with smart energy devices report saving money due to reduced consumption.<sup>13</sup>

WILL BE **SECURED & MONITORED**



82% of Americans agree that integrated security is a priority for living in a smart home.<sup>14</sup> There will be about **25 million** professionally monitored smart homes by 2025.<sup>15</sup>

WILL BE **FULLY INTEGRATED**



47% of homeowners own 3 or more connected devices,<sup>16</sup> and **almost 50%** of everyone in the smart home market uses a wearable device.<sup>17</sup>

### Sources

1. Smart Home: Home Automation, Statista
2. Could Smart Homes Be as Commonplace as Smartphones by 2025?, Intel
3. There's No Place Like [A Connected] Home, McKinsey & Company
4. The 2017 Voice Report, VoiceLabs
5. Amazon Echo - What We Know Now (Updated), Consumer Intelligence Research Partners, LLC
6. Amazon Alexa Hits 10,000 Skills, Wired
7. IoT Platforms: Enabling the Internet of Things, IHS Markit
8. Rapid Expansion Projected for Smart Home Devices, IHS Markit
9. Robot Housekeepers to Reside in More Than 1 in 10 American Households in 2020, Juniper Research
10. Mobile Fact Sheet, Pew Research Center
11. Mobile Fact Sheet, Pew Research Center
12. Mobile Fact Sheet, Pew Research Center
13. The Evolution of Home Energy Management, Parks Associates
14. Could Smart Homes Be as Commonplace as Smartphones by 2025?, Intel
15. Household Penetration of Smart Home Subscribers and Devices, IHS Markit
16. Smart Home Security Report 2016, prpl Foundation
17. There's No Place Like [A Connected] Home, McKinsey & Company