

# The Connected Home - UK - May 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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*“The appeal of connected home devices is increasing as second-generation products improve functionality and devices are released that cover broadening price points.”*  
**– Andrew Moss, Consumer Technology Analyst**

This report looks at the following areas:

- Can digital assistants become ubiquitous in daily life?
- Is the connected home suitable for the whole family?
- The potential for voice to disrupt the grocery market

Ownership of voice-controlled speakers is currently at 13%, and it's these devices that tend to serve as an opening into expanding the connected home. Smart speakers must still overcome consumer misgivings over using voice control to interact with other devices, but these barriers will fade with further improvements in the ability of digital assistants to execute commands and connect with other devices.

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## DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The implications

Is the connected home suitable for the whole family?

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The implications

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The facts

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## The Market – What You Need to Know

Digital assistants battle for a presence in the home

Creating a more consistent user experience for third-party products

Voice-controlled smart speakers diversify, at the top end ...

... and at the budget end of the market

Facebook's issue with data privacy has wide-reaching consequences

The smart home presents an opportunity for insurers

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Digital assistants battle for a presence in the home

Creating a more consistent user experience for third-party products

Voice-controlled smart speakers diversify, at the top end ...

... and at the budget market

Amazon uses its position to promote its own products

Facebook's issue with data privacy has wide-reaching consequences

GDPR could help improve trust

The smart home presents an opportunity for insurers

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## Companies and Brands – What You Need to Know

Amazon Echo leads share of voice-controlled speakers

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HomePod shows initial promise  
Bixby faces a difficult fight against the momentum of established digital assistants  
Competing standards may stifle competition  
Google Home Max aims to compete on sound quality  
Smart doorbell makers Ring acquired by Amazon  
Echo Show arrives in the UK

## Market Share

Amazon Echo leads share of voice-controlled speakers  
HomePod shows initial promise  
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Echo Plus aims to provide a complete home hub  
Smart doorbell makers Ring acquired by Amazon  
Echo Show arrives in the UK  
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Speakers the primary device for a connected home ...

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... and these devices are key for connected home expansion

Smart thermostats boosted by partnerships with energy firms

Consumers open to smarter home security

Few have actually tried out connected home devices

Playing music is the key draw for voice-controlled speakers

Retailers push to integrate voice commerce

Consumers think the technology needs time to mature

Perceived complexity may limit adoption

Trust in listening devices

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Multiple ownership will continue to grow

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General digital assistant functions

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Retailers push to integrate voice commerce

Consumers interested in speakerphone use, but functionality varies by device

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## Attitudes towards Connected Home Technology

Consumers think the technology needs time to mature

Figure 18: Consumer attitudes towards connected home products, April 2018

Perceived complexity may limit adoption

Know your audience: from Receptive Optimists to outright Rejectors

Receptive Optimists

Rejectors

Cautious Optimists

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Trust in listening devices

Internet connectivity brings vulnerability to the home

Bundling devices may be the key to increasing adoption

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