

The Connected Home - UK - June 2019

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“Growth in the connected home market is primarily being driven by voice-controlled smart speakers, with Amazon continuing to dominate the sector with its expanding Echo range. Competition in the smart speaker market and improving sound quality will support further growth over the next year.”

– **Matt King, Category Director, Technology and Media Research**

This report looks at the following areas:

In the wider connected home market, many people still need convincing of the necessity of such devices, although heating, lighting and security are all delivering promising year-on-year ownership growth, with security showing most short-term potential among non-owners.

- **The success of voice-controlled smart speakers must be used to drive the wider connected home**
- **Maximising the potential of the smart security market**

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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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Proportion of people renting could limit connected home investment
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Twice as many would pay for professional installation than would do it themselves

Six in 10 people keen to use smart security for parcel deliveries

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Over four in 10 people have a connected home device

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