

Gartner: Connected Home Still in Early Adopter Phase

Written by Marco Attard
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According to Gartner connected home solution adoption remains at the early adopter phase-- only around 10% of households currently have connected home solutions.



The conclusion is the result of a survey of 10000 online respondents in the UK, US and Australia held during H2 2016. In this case, "connected home solutions" covers devices and services connected to each other and the internet able to respond to preset rules, provide remote access and management via mobile app or browser, and push alerts and messages to users.

"Although households in the developed world are beginning to embrace connected home solutions, providers must push beyond early adopter use," the analyst says. "If they are to successfully widen the appeal of the connected home, providers will need to identify what will really motivates current users to inspire additional purchases."

The survey points out home security alarms as the more established connected home solutions-- the adoption rate totals 18%, nearly double the rate of newer solutions such as home monitoring (11%), home automation or energy management (9%) and health/wellness management (11%). Adoption rates are 5-6% greater in the US, since that is where they were first marketed.

Interestingly, solution providers might find monetising connected services difficult, as the survey shows less than 50% of households pay for subscription-based home monitoring and automation/energy management solutions. In the UK 58% of survey respondents get home automation free of charge.

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As for satisfaction towards the devices, appliances and applications making the connected home ecosystem, 75% of survey respondents are happy to manually set temperature and lighting controls, while only 25% are interested in systems able to anticipate their needs. Furthermore, 58% prefer separate, independent, stand-alone devices, even if 55% are positive to the idea of a single app integrating all connected devices and services and 58% rate positively towards the importance of hardware and services being certified by a specific brand.

"Messaging needs to be focused on the real value proposition that the complete connected home ecosystem provides, encompassing devices, service and experience," Gartner concludes. "The emphasis needs to be on how the connected home can help solve daily tasks rather than just being a novelty collection of devices and apps."

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