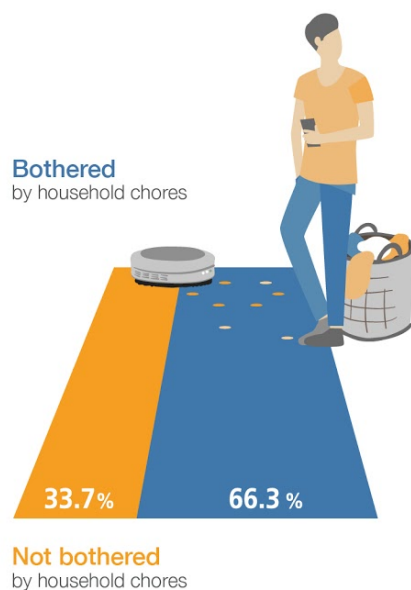


A Smart Home Awareness Opportunity in Europe?

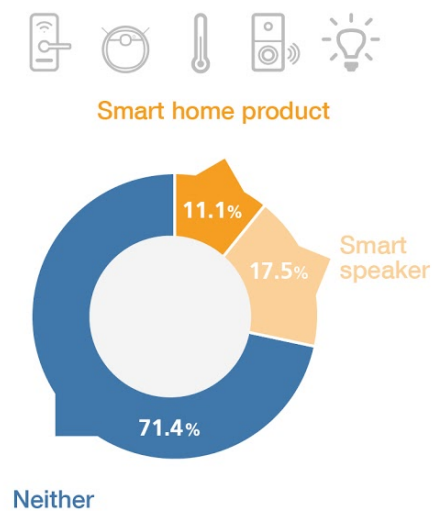
Written by Marco Attard
19. 11. 2019

According to the Smart Home League, the majority of Europeans (66%) are bothered by time-consuming household tasks, but while 63% are positive towards the idea of a connected home, 71% are still to actually own a connected product at home.

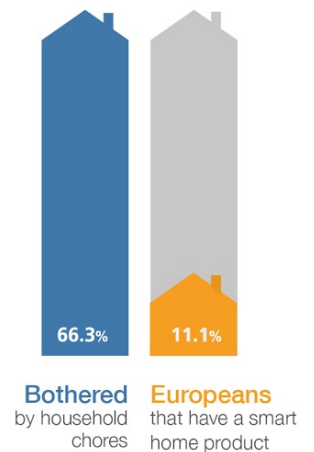
The majority of Europeans are bothered by household chores



The connected home can support but most do not have any smart home products



There is an awareness gap...



Based on a study commissioned by Ecovacs, Philips Hue, Ring, tado°, and Yale with 6,000 Europeans in August 2019.



The findings come from a Dynata study involving 6000 participants (1000 each from the UK, Germany, France, Italy, Spain and the Netherlands) commissioned by Ecovacs, Philips Hue, Ring, tado°, and Yale. It shows current smart home adoption in Europe stands at just 11%, as well as strong signs adoption is all but set to accelerate. After all, many Europeans need help with menial household tasks, be it searching for the keys, switching off lights and turning down heating, as well as vacuum cleaning and picking up parcels, all tasks one can simplify with effective smart home solutions.

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The research also shows 37% of respondents plan to buy a smart home product within the next 12 months, while current owners of such a device are more likely (68%) to buy another. Thus, one can safely assume smart home product owners are more aware of the value and benefits. In addition, Europeans feel good about a smart home, with 63% being positive about the idea. The figure rises to over 80% in Italy and Spain.

However, many Europeans are still unaware of the value of smart home devices. To help spread awareness, the industry needs to ensure devices are accessible, affordable and easy to use. Smart speakers have accelerated adoption, thanks to simple setup, attractive price points and easy daily routine integration. In fact, 28% of respondents prefer to interact with smart home devices via voice, 40% prefer an app and 32% combine voice and app.

The study points out an opportunity in educating potential customers in how smart home can make for safer, more comfortable, more energy efficient and ultimately cost effective living. Intelligent robot vacuums clean while one is not at home, and voice control can help people with limited mobility or health issues. Video doorbells, smart locks and security cameras connected to smartphones offer safety and peace of mind, and connected thermostats and lights can help save energy in a time of climate change.

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