

Futuresource: Smart Home Device Ownership on the Up

Written by Frederick Douglas
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Smart appliances are also starting to take hold. Around 30% of survey participants own one such device, such as a smart coffee machine, air conditioner, microwave or toaster. Ownership is highest in the US, and the non-owners of such devices are more likely to buy one once an existing appliance breaks.

“The future is smart,” Futuresource concludes. “With 2 out of every 5 people surveyed saying they want to control their home more wirelessly within the next year, there are exhilarating times ahead for the industry.”

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