Written by Frederick Douglas 13. 01. 2020

According to Futuresource Consulting, almost 50% of the population living in the UK, France, Germany and the US owns a smart home device in 2019, up from 30% in 2018, in good part thanks to the popularity of smart speakers and smart security products.



The results come from an October 2018 consumer survey involving a nationally representative sample of around 4000 participants. It shows that while smart speakers are an entry point into the smart home category, smart security is far more prevalent among advanced users. Perhaps predictably, the advanced user skews towards male, younger, higher income and urban profile.

"Smart devices have captured consumers' hearts," the analyst remarks. "With 47% of the population now owning at least one smart device, the technology is moving swiftly through the adoption curve. Our research shows the number one motivator for purchase is to make life easier. Other high-ranking responses include making a home more comfortable, increasing security, improving efficiency and enabling control of devices while outside the home. What's more, over 90% of device owners are either extremely satisfied or very satisfied with their purchases."

The UK, France and US see "strong" uptake over 2018, while the German market is described as "relatively stable." Smart security ownership is up by nearly 100%, with security cameras and video doorbells as the most popular products. Smart speakers see similar growth, with such devices finding primary use to play music. Following are weather reports and checking for traffic updates.

Futuresource: Smart Home Device Ownership on the Up

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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."

Go Smart Home Device Ownership Closing in on 50% of Population