

Who's Afraid of the Big Bad Smart Home?

Written by Marco Attard
02. 08. 2011

GfK says German customers are afraid of smart homes-- specifically technical demands and costs such an enterprise involves.



While the smart home market has high growth potential-- with the "vast majority" of retailers and contractors expecting growing sales in the next 3 years-- consumers still have doubts.

Customers' main fear involves finding smart homes' technical demands overwhelming, together with high costs and too small added value.

The analyst's study collates interviews with 180 representatives, retailers and contractors operating in the German market.

GfK says entertainment and security applications are the market's key success drivers, while retailers and contractors must improve their customer service and standards if they're to present smart homes' worth and advantages.

Go [Consumers Remain Unsure About Smart Homes \(GfK\)](#)