Smart Home Intelligence Service

Part of the Consumer Electronics & Display Applications and Digital Consumer Services Service Area Package

From devices, technical specs and service provider analysis to business models, platforms and market shares, our service connects all the dots for the smart home.

" Companies that offer services beyond hardware will be in a better strategic position in the coming years compared with companies that have focused solely on hardware. "

Blake Kozak
Sr. Principal Analyst

OMDIA

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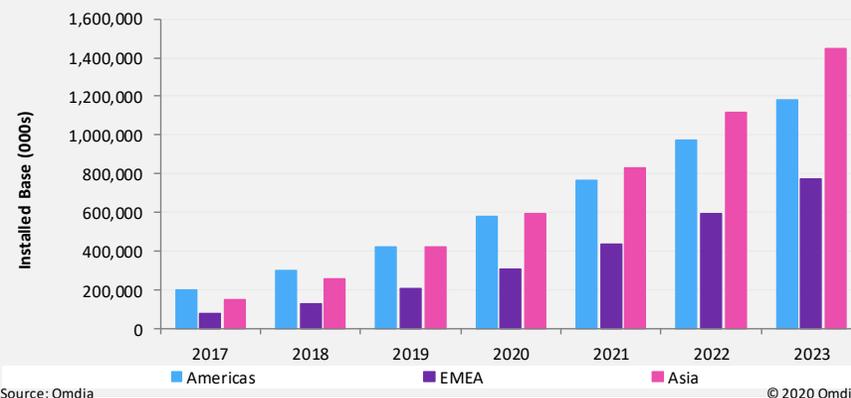**World market for smart home devices/ installed base**

HOW OMDIA HELPS YOU

- Impact of voice assistants/smart speakers in the smart home
- Trackers for consumer video and thermostats by brand, technical specifications, technology type and MSRP
- Remote monitoring analysis: impact of interactive security vs. home automation
- Competitive analysis:
  - Devices, platforms and service providers
- Insurance provider and utility adoption
- Multifamily property manager use cases
- Premium version of service includes Smart Speaker Tracker

KEY QUESTIONS ADDRESSED

- How are brands pivoting from hardware only offerings to services?
- What impact will adjacent markets have on smart home adoption: Multifamily dwellings, insurance and aging-in-place?
- Which smart speaker types are growing the fastest: displays, agnostic, premium?
- What are the market sizes for smart home devices and what is the penetration by country?
- Which smart home vendors are rapidly gaining ground and how?
- How are telcos and security service providers influencing smart home adoption?

World Market for Connected Home Devices Installed Base

Source: Omdia   © 2020 Omdia

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Smart Home: Deliverables

MARKET COMENMENTARY
—Monthly—

Insight briefs on the latest smart home trends

DATABASES
—Bi-Annually—

- Smart Home Device Database
- Smart Home Penetration Database
- Smart Speakers Report

REPORTS
—Annual—

- Consumer & DIY Video Surveillance Report
- Smart Home Vendor Scorecard Report
- Smart Home Broadband Service Provider Tracker
- Best of Breed Service Providers case studies
- Assisted Living Forecast and Report
- Smart Home Tech-leaders
- Tradeshow Reports
- 2021 Trends to Watch
- Road to 2025

**ANALYST INSIGHTS/
ANALYST ACCESS**
—Ongoing—

Frequent analyst commentary on product launches, market news and analysis. For prompt responses to urgent unique questions

PRESENTATIONS
—Quarterly—

Quarterly scheduled briefings with analysts on research highlights from all aspects of the market

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Smart Home: Databases, Forecasts & Reports

Smart Home Device Database

Frequency: Bi-annually

This database offers a complete view of the smart home market by device type (revenue and shipments), market shares and installed base grouped by safety & security, climate control, consumer electronics, energy & water control and lighting control. This database includes market sizing forecasts for revenues, ASP, unit shipments and installed base.

Residential Alarm Monitoring Report

Frequency: Every 2 Years

This is the fifth edition of the world market for remote monitoring services. The previous edition was published in May 2018. Provides market shares, market sizes and forecasts for the number of smart home subscriptions in EMEA, Americas and Asia segmented by application and system provider.

Consumer Video Report

Frequency: Annual

Examines the consumer and DIY standalone network cameras including market shares, storage type, resolution and power source.

See descriptions at 'Research Coverage' page

Assisted Living Forecast and Report

Frequency: Annual

These studies examine the opportunities and challenges of providing assisted living (aging-in-place) technology and services to consumers.

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Smart Home: Reports

Multifamily

This report assesses the opportunities and challenges for deploying smart home technology in multifamily dwellings and quantifies the market size for smart home device shipments as well as smart apartment penetration by major region.

Smart Speakers Report

This report delivers a breakdown of the drivers, competitive landscape, and expected future direction of the smart speaker category. A global shipments, revenue and installed base is provided through 2024.

Device - Technical Specifications

These databases (consumer video, video doorbells and thermostats) aim to provide analysis by brand, technical specifications, and manufacturer's suggested retail price (MSRP).

Scorecards

This report provides scorecard evaluations of the top smart home players on criteria using concrete data and metrics, including direct feedback from buyers, vendor market share, market share momentum, financials, brand recognition, reputation for innovation, and other benchmarks. In our Scorecards, we classify vendors as leaders, established players, or challengers depending on their overall scores compared against the industry averages.

Use Cases

This market brief analyzes 3 key vertical markets of insurance, utilities and builders/developers by describing the opportunities and challenges each vertical faces as well as the total addressable market for smart home device revenue for each vertical.

Connectivity

This market brief analyzes the various protocols being deployed in the smart home today. Quantitative and qualitative analysis will be provided by device category for the American, EMEA and Asian regions.

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Smart Home: Reports

Smart Home Voice Assistants – Vendor & Service Provider Strategies

This report analyses the AI assistant strategy of leading vendors and service providers in the smart home market. The report focuses on key areas such as applications and users experience.

Smart Home Broadband Service Provider Tracker

This report provides an analysis of the most relevant trends that define the smart home market from a telco perspective, paying attention to key market participants around the world.

Smart Home Broadband Service Provider Best of Breed Case Studies

These case studies detail the go-to-market strategies of the most leading smart home service providers in the market, focusing on key areas such as business model, partnership ecosystem and AI innovation.

Trends to Watch & Road to 2025

These reports analyse the main market opportunities and challenges ahead, outlining the most relevant trends that will shape the smart home market in the upcoming years.

Smart Home as a Service (SHaaS)

This report analyzes the recurring revenue models currently deployed by leading players in the smart home market including: video-cloud storage, energy management, analytics, among others.

Smart Home Tech-leaders

These reports provide a deep dive into Amazon, Google and Apple's market strategy for the smart home, analyzing the business models, ecosystems, user experience approaches, and international reach. The case studies also offers a strategic insight into how these brands are increasing market footprint while setting the pace of innovations across the consumer IoT industry.

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Smart Home: Databases

Smart Home Device Database

Measures
- Unit Shipments
- Revenue
- Installed Base

Safety and Security
- Garage Door Operators
- Hazard Detection
- Electronic Locks
- Video Cameras
- Video Doorbells
- Intruder Alarms

Lighting and Controls
- Lighting
- Plugs/Switches
- Blinds/Shades

Energy & Water
- Irrigation
- Appliances
- Air Quality

Climate Control
- Fans
- Radiator Valves
- Thermostats
- Air Conditioners

Consumer Electronics
- Smart Speakers
- Appliances
- Health/Fitness

System Type
- Professional
- DIY
- Hybrid

Housing Type
- Multifamily
- Single-family

Route to Market
- MSO
- Security Provider
- Retail
- Builders
- Utilities

Controllers/hubs
- Professional Hubs/panels
- DIY hubs/panels

Residential Alarm Monitoring Database

Regions
- Americas
- Asia
- EMEA

Measures
- RMR
- Revenue
- Monitored accounts
- ARPU
- Market shares

System providers
- Security provider
- MSO
- Pro monitor/DIY install
- Self-monitoring

Application
- Traditional monitoring
- Connected Monitoring (interactive/automation)
- Independent living (IL)

System attach rates
- Video, energy, (IL)

Consumer & DIY Video Surveillance Report

Regions
- Americas
- Asia
- EMEA
- USA

Measures
- Revenues
- Unit shipments
- Installed base
- ASP

System Type
- Analog Bundles
- Network Bundles
- Standalone Network Cameras
- Video Doorbells
- Discrete Sales of Equipment

Product Type
- Analog Security Cameras
- Network Security Cameras
- DVRs & Recorders
- Network Video Recording Hardware
- Accessories

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Related Content: Consumer Electronics & Display Applications Service Area Coverage

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Service Area Package: Consumer Electronics & Display Applications

Desktop Monitor Market Tracker	Digital Signage & Prof Display Intelligence Service
Home Appliance Intelligence Service	LED Video Displays Intelligence Service
Mobile PC Intelligence Service	Smartphone Intelligence Service
Smart Home Intelligence Service	TV Sets Intelligence Service
Medical Imaging Specialty Displays Tracker	

Consumer Electronics Viewpoint Service

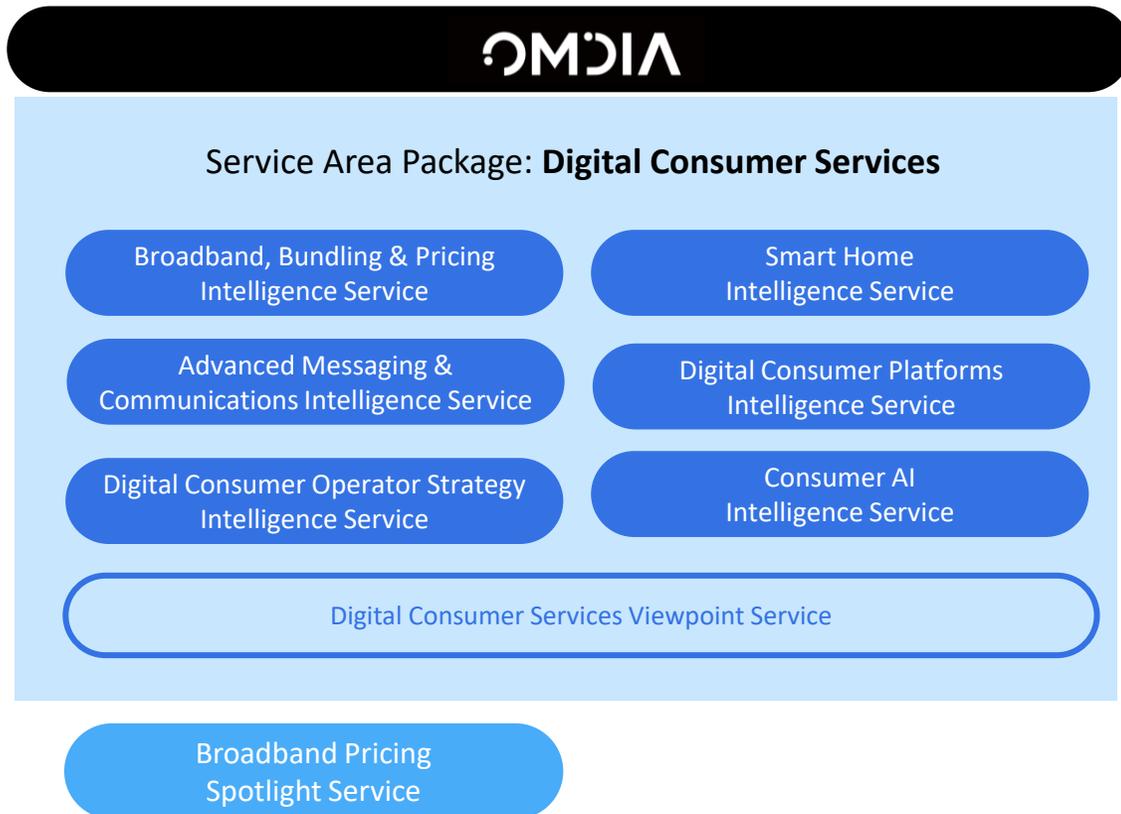|	
Digital Signage & Prof Display Spotlight Service	Smartphone Spotlight Service
TV Sets Spotlight Service	World Cellular Handset Spotlight Service

About Omdia's
Consumer Electronics & Display Application Research

World-class coverage of the consumer electronics industry, this research is led by analysts who come from the industry and have extensive experience from supply chain to market verticals.

This research services allows accessibility to Omdia expertise covering TVs, smartphones, mobile PC, smart home, home appliance and professional AV products.

With in-depth coverage of shipments, prices, install base, market opportunities, regional trends, companies and new technologies, our research coverage covers all important analysis incorporating context and industry implications.

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Related Content: Digital Consumer Services Service Area Coverage

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Service Area Package: **Digital Consumer Services**

- Broadband, Bundling & Pricing Intelligence Service
- Smart Home Intelligence Service
- Advanced Messaging & Communications Intelligence Service
- Digital Consumer Platforms Intelligence Service
- Digital Consumer Operator Strategy Intelligence Service
- Consumer AI Intelligence Service

Digital Consumer Services Viewpoint Service

Broadband Pricing Spotlight Service

About Omdia's Digital Consumer Services Research

Omdia provides expert analysis and data across Digital Consumer Services with unique coverage of service providers', over the top players', and major tech platforms' activity in this space. We can help identify which markets and offerings are driving growth in Digital Consumer Services, understand the strategies of key competitors and customers, and assess the impact of this rapidly evolving market across different businesses.

Our global team of analysts provides expertise on service provider and tech company strategy across Digital Consumer services including: broadband and bundling, messaging and communications, consumer platform strategies, digital operator services, app ecosystems, payments and commerce, smart home, and consumer AI.

Custom Solutions

Omdia's consulting services offer a true end-to-end service capability across all aspects of your product lifecycle, from concept and product development, to go-to-market and sales effectiveness. **Contact us** if you have a project that you would like to discuss with a member of the team.

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Our "Ask an Analyst" Service Provides Best in Class Customer Support

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