

Home Automation Sales Shift

Shifts in U.S. consumer purchase behaviors show signs of a maturing home automation marketplace. **Here's a closer look at what's happening in key categories.**



18%

From 2017 to 2018, we noted **18%** dollar sales growth in home automation.

We expect the category to reach **\$2.5 billion dollars** by the end of 2019.

22%

22% of U.S. internet households owned a smart home device in Q4 2018.

This is up from **17%** percent in Q4 2017.



The Market is Changing...

Smart home device awareness reached **42%** percent among non-owners.

Growth in awareness is beginning to slow, indicating the marketplace is maturing.

42%

The largest increase in ownership occurred in the 35–54 age bracket, growing from **16% to 22%**.

This a sign that the smart home concept is shifting from early adopters to mainstream consumers.

AGE
35-54

13% of smart home device owners surveyed said they made at least one smart home purchase through their cable/telco provider in Q4 2018, up 6 percentage points from year ago.

13%

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As consumers become more familiar with smart home products we are seeing that they are more open to purchasing through a wider variety of channels. This demonstrates the importance of having strong retail distribution across a wider number of retailer categories for smart home OEMs.

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Weston Henderek,
Director, Industry Analyst, The NPD Group

*Source: The NPD Group/Future of Tech Report, Connected Intelligence- Home Automation Report
Home automation devices include these categories: system controllers, security and monitoring, power and sensors, home automation kits, smart entry, and smart lighting. Smart speakers are not included.*

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