

## Home Automation Market by Application (Lighting, Safety & Security, HVAC, Entertainment, and Others), Type (Luxury, DIY, Managed, and Mainstream), and Technology (Wired and Wireless) - Global Opportunity Analysis and Industry Forecast, 2017-2023

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## Abstracts

Home automation is automating home activities by using intelligent terminals to control home appliances and equipment. Home automation includes but not limited to centralized control of lighting, security checks/locks for home access, HVAC control and others.

An automated home provides numerous benefits to end-user such as reduced energy spending, security from theft and protection from unauthorized access to a home. The solutions are gaining popularity among enterprises in order to protect their commercial assets such as buildings, hardware infrastructures and others. The research elaborates the competitive strategies for businesses with detailed market dynamics.

The market is driven by increasing demand of energy efficient solutions and rising security concerns. The market faces limitations due to high cost of automated homes. The growth opportunities of home automation market are due to increasing adoption of automated services, and government incentives for green initiatives.

Home Automation Market by Application

From applications perspectives, market is classified into segments such as lighting, safety & security, entertainment and energy management. About a year ago, safety & security applications market share exceeded the market share of entertainment applications. This is due to rising security concerns among masses. With increased consumer spending on luxury items, HVAC and energy management services adoption is expected to increase.

Home Automation Market by Technology

According to deployment technologies market is categorized into technology types such



as wired, power-line, wireless and computing networks. Wireless market is further classified into Wi-Fi, Zigbee, Z-Wave, KNX and others. Wireless technology is expected to continue driving the market in future due to low set-up cost. Among available wireless technologies, Zigbee, Z-wave and KNX are driving the market. Home Automation Market by Type

Based on types of services, the market is classified into luxury, do it yourself (DIY), mainstream and managed services. Till date, market is dominated by luxury services due to expensive deployment of technology. Eventually market is expected to experience growth in adoption of mainstream and managed services due to entry of telecom operators in the market.

Home Automation Market by Geography

Geographically, market is segmented into regions such as North America, Europe, Asia-Pacific, Middle East & Africa and Rest of the World (RoW). North American region is leading the market and is expected to retain leadership over the forecast period on account of dominance of the US market. The developed market ecosystem and acceptance of luxury services are driving the growth in the US market. Competitive Landscape

To penetrate into the home automation market, companies are adopting expansion strategies. For example, Zigbee has invested on customizing home automation products in order to target government and utilities market. The market is fragmented into numerous players such as Crestron Electronics, Inc.; AMX LLC; Control4 Corporation; Honeywell International, Inc.; Johnson Controls, Inc.; Siemens AG, Zigbee Alliences, Vantage Controls, Lightolier, Inc. and Daintree Networks, Inc. High Level Analysis

The bargaining power of customers is expected to increase due to entry of multiple companies in the market. Whereas, the bargaining power of suppliers is expected to remain moderate due to easier availability of necessary equipment. Degree of intersegment rivalry is expected rise higher as numerous players are present in the market and many other players are expected to step in. Threat of substitutes is low/moderate since the only available substitute to automated systems is human workforce.

#### **KEY BENEFITS**

The report explains advantages of home automation as compared to conventional home management activities by using work force. The advantages help to understand business opportunities in the market

The market dynamics explained in the report evaluates market potential.



Porter's five forces analysis and value chain models help to formulate strategies for the upcoming home automation market

Trends and market figures forecasting for the period 2014-2020 is made by using scientific statistical methodologies. The figures assist top level management in effective business planning.

#### **KEY DELIVERABLES**

The global home automation market is classified according to application, technology, type and geographies. Market by Application

Lighting

Safety and Security

HVAC

Entertainment

Energy Management

Others

Market by Technology

Wired

Power-line

**Computing Networks** 

Wireless

Wi-Fi



Zigbee

Z-Wave

KNX

Others (Insteon, Wavenis, and X-10)

Market by Type

Luxury

DIY (Do-it-yourself)

Mainstream

Managed Services

Market by Geography

North America (NA)

Europe (EU)

Asia-Pacific (APAC)

Rest of the World (RoW)



### Contents

#### **CHAPTER 1 INTRODUCTION**

- **1.1. REPORT DESCRIPTION**
- 1.2. KEY BENEFITS
- 1.3. KEY MARKET SEGMENTS
- 1.4. RESEARCH METHODOLOGY
- 1.4.1. Secondary research
- 1.4.2. Primary research
- 1.4.3. Analyst tools and models

#### **CHAPTER 2 EXECUTIVE SUMMARY**

2.1. CXO PERSPECTIVE

#### **CHAPTER 3 MARKET OVERVIEW**

- 3.1. MARKET DEFINITION AND SCOPE
- 3.2. KEY FINDINGS
  - 3.2.1. Top impacting factors
  - 3.2.2. Top winning strategies
  - 3.2.3. Top investment pocket
- 3.3. PORTERS FIVE FORCES ANALYSIS
  - 3.3.1. Moderate bargaining power of suppliers
  - 3.3.2. High bargaining power of buyers
  - 3.3.3. Low threat of substitution
  - 3.3.4. Moderate threat of new entrants
  - 3.3.5. High competitive rivalry
- 3.4. MARKET DYNAMICS
  - 3.4.1. Drivers
    - 3.4.1.1. Increasing energy cost
    - 3.4.1.2. Government regulations for energy usage and CO2 emission
    - 3.4.1.3. Increasing awareness for efficient energy usage among consumers
    - 3.4.1.4. Technological advancements
  - 3.4.1.5. Safety and security
  - 3.4.2. Restraints
    - 3.4.2.1. Lack of awareness
  - 3.4.2.2. High initial investment



3.4.3. Opportunities

3.4.3.1. Increasing adoption of automated services

#### CHAPTER 4 HOME AUTOMATION MARKET, BY APPLICATION

- 4.1. OVERVIEW
- 4.1.1. Market size and forecast
- 4.2. LIGHTING
- 4.2.1. Key market trends
- 4.2.2. Key growth factors and opportunities
- 4.2.3. Market size and forecast
- 4.3. SECURITY & SAFETY
- 4.3.1. Key market trends
- 4.3.2. Key growth factors and opportunities
- 4.3.3. Market size and forecast
- 4.4. HVAC
  - 4.4.1. Key market trends
  - 4.4.2. Key growth factors and opportunities
  - 4.4.3. Market size and forecast
- 4.5. ENTERTAINMENT
  - 4.5.1. Key market trends
  - 4.5.2. Key growth factors and opportunities
- 4.5.3. Market size and forecast
- 4.6. OTHERS
  - 4.6.1. Key market trends
  - 4.6.2. Key growth factors and opportunities
  - 4.6.3. Market size and forecast

#### **CHAPTER 5 HOME AUTOMATION MARKET, BY TECHNOLOGY**

- 5.1. OVERVIEW
  - 5.1.1. Market size and forecast
- 5.2. WIRED
  - 5.2.1. Key market trends
  - 5.2.2. Key growth factors and opportunities
  - 5.2.3. Market size and forecast
    - 5.2.3.1. Building automation and control network (BACnet)
  - 5.2.3.2. Power Line Communication (PLC)
- 5.3. WIRELESS



- 5.3.1. Key market trends
- 5.3.2. Key growth factors and opportunities
- 5.3.3. Market size and forecast
- 5.3.3.1. ZigBee
- 5.3.3.2. EnOcean
- 5.3.3.3. Bluetooth

#### **CHAPTER 6 HOME AUTOMATION MARKET, BY TYPE**

- 6.1. OVERVIEW
- 6.1.1. Market size and forecast
- 6.2. LUXURY HOME AUTOMATION
- 6.2.1. Key market trends
- 6.2.2. Key growth factors and opportunities
- 6.2.3. Market size and forecast
- 6.3. DIY HOME AUTOMATION
- 6.3.1. Key market trends
- 6.3.2. Key growth factors and opportunities
- 6.3.3. Market size and forecast
- 6.4. MANAGED HOME AUTOMATION
  - 6.4.1. Key market trends
  - 6.4.2. Key growth factors and opportunities
- 6.4.3. Market size and forecast
- 6.5. MAINSTREAM HOME AUTOMATION
  - 6.5.1. Key market trends
  - 6.5.2. Key growth factors and opportunities
  - 6.5.3. Market size and forecast

#### **CHAPTER 7 HOME AUTOMATION MARKET, BY REGION**

- 7.1. OVERVIEW
- 7.1.1. Market size and forecast
- 7.2. NORTH AMERICA
  - 7.2.1. Key market trends
  - 7.2.2. Key growth factors and opportunities
  - 7.2.3. Market size and forecast
    - 7.2.3.1. U.S.
    - 7.2.3.2. Canada
    - 7.2.3.3. Mexico



#### 7.3. EUROPE

- 7.3.1. Key market trends
- 7.3.2. Key growth factors and opportunities
- 7.3.3. Market size and forecast
- 7.3.3.1. UK
- 7.3.3.2. Germany
- 7.3.3.3. France
- 7.3.3.4. Italy
- 7.3.3.5. Rest of Europe
- 7.4. ASIA-PACIFIC
  - 7.4.1. Key market trends
  - 7.4.2. Key growth factors and opportunities
  - 7.4.3. Market size and forecast
    - 7.4.3.1. China
    - 7.4.3.2. India
    - 7.4.3.3. Japan
    - 7.4.3.4. Australia
  - 7.4.3.5. Rest of Asia-Pacific
- 7.5. LAMEA
  - 7.5.1. Key market trends
  - 7.5.2. Key growth factors and opportunities
  - 7.5.3. Market size and forecast
    - 7.5.3.1. Latin America
    - 7.5.3.2. Middle-East
    - 7.5.3.3. Africa

#### **CHAPTER 8 COMPANY PROFILES**

- 8.1. CRESTRON ELECTRONICS INC.
  - 8.1.1. Company overview
  - 8.1.2. Operating business segments
  - 8.1.3. Business performance
  - 8.1.4. Key strategic moves and developments
- 8.2. AMX LLC (HARMAN)
  - 8.2.1. Company overview
  - 8.2.2. Operating business segments
  - 8.2.3. Business performance
- 8.2.4. Key strategic moves and developments
- 8.3. CONTROL4 CORPORATION



- 8.3.1. Company overview
- 8.3.2. Operating business segments
- 8.3.3. Business performance
- 8.3.4. Key strategic moves and developments
- 8.4. HONEYWELL INTERNATIONAL INC
  - 8.4.1. Company overview
  - 8.4.2. Operating business segments
  - 8.4.3. Business performance
  - 8.4.4. Key strategic moves and developments
- 8.5. JOHNSON CONTROLS INC.
- 8.5.1. Company overview
- 8.5.2. Operating business segments
- 8.5.3. Business performance
- 8.5.4. Key strategic moves and developments
- 8.6. SIEMENS AG
- 8.6.1. Company overview
- 8.6.2. Operating business segments
- 8.6.3. Business performance
- 8.6.4. Key strategic moves and developments
- 8.7. ZIGBEE ALLIANCE
  - 8.7.1. Company overview
  - 8.7.2. Operating business segments
  - 8.7.3. Business performance
- 8.7.4. Key strategic moves and developments
- 8.8. VANTAGE CONTROLS (LEGRAND)
  - 8.8.1. Company overview
  - 8.8.2. Operating business segments
  - 8.8.3. Business performance
  - 8.8.4. Key strategic moves and developments
- 8.9. SAVANT SYSTEMS LLC.
  - 8.9.1. Company overview
  - 8.9.2. Operating business segments
  - 8.9.3. Business performance
  - 8.9.4. Key strategic moves and developments
- 8.10. ABB
  - 8.10.1. Company overview
  - 8.10.2. Operating business segments
  - 8.10.3. Business performance
  - 8.10.4. Key strategic moves and developments



Home Automation Market by Application (Lighting, Safety & Security, HVAC, Entertainment, and Others), Type (Lu...



## **List Of Tables**

#### LIST OF TABLES

TABLE 1. GLOBAL HOME AUTOMATION MARKET REVENUE, BY APPLICATION, 2016-2023 (\$MILLION)

TABLE 2. HOME AUTOMATION MARKET: LIGHTING SEGMENT, BY REGION, 2016-2023 (\$MILLION)

TABLE 3. HOME AUTOMATION MARKET: SECURITY & SAFETY SEGMENT, BY REGION, 2016-2023 (\$MILLION)

TABLE 4. HOME AUTOMATION MARKET: HVAC SEGMENT, BY REGION, 2016-2023 (\$MILLION)

TABLE 5. HOME AUTOMATION MARKET: ENTERTAINMENT SEGMENT, BY REGION, 2016-2023 (\$MILLION)

TABLE 6. HOME AUTOMATION MARKET: OTHERS SEGMENT, BY REGION, 2016-2023 (\$MILLION)

TABLE 7. GLOBAL HOME AUTOMATION MARKET REVENUE, BY TECHNOLOGY, 2016-2023 (\$MILLION)

TABLE 8. HOME AUTOMATION MARKET REVENUE FOR WIRED TECHNOLOGY, BY REGION, 2016-2023 (\$MILLION)

TABLE 9. HOME AUTOMATION MARKET REVENUE FOR WIRELESS

TECHNOLOGY, BY REGION, 2016-2023 (\$MILLION)

TABLE 10. GLOBAL HOME AUTOMATION MARKET REVENUE, BY TYPE, 2016-2023 (\$MILLION)

TABLE 11. HOME AUTOMATION MARKET REVENUE FOR LUXURY AUTOMATION, BY REGION, 2016-2023 (\$MILLION)

TABLE 12. HOME AUTOMATION MARKET REVENUE FOR DIY TECHNOLOGY, BY REGION, 2016-2023 (\$MILLION)

TABLE 13. HOME AUTOMATION MARKET REVENUE FOR MANAGED TECHNOLOGY, BY REGION, 2016-2023 (\$MILLION)

TABLE 14. HOME AUTOMATION MARKET REVENUE FOR MAINSTREAM TECHNOLOGY, BY REGION, 2016-2023 (\$MILLION)

TABLE 15. HOME AUTOMATION MARKET, BY REGION, 2016-2022 (\$MILLION) TABLE 16. NORTH AMERICA HOME AUTOMATION MARKET REVENUE, BY APPLICATION, 2016-2023 (\$MILLION)

TABLE 17. NORTH AMERICA HOME AUTOMATION MARKET REVENUE, BY TECHNOLOGY, 2016-2023 (\$MILLION)

TABLE 18. NORTH AMERICA HOME AUTOMATION MARKET REVENUE, BY TYPE, 2016-2023 (\$MILLION)



TABLE 19. NORTH AMERICA HOME AUTOMATION MARKET REVENUE, BY COUNTRY, 2016-2023 (\$MILLION)

TABLE 20. EUROPE HOME AUTOMATION MARKET REVENUE, BY APPLICATION, 2016-2023 (\$MILLION)

TABLE 21. EUROPE HOME AUTOMATION MARKET REVENUE, BY TECHNOLOGY, 2016-2023 (\$MILLION)

TABLE 22. EUROPE HOME AUTOMATION MARKET REVENUE, BY TYPE, 2016-2023 (\$MILLION)

TABLE 23. EUROPE HOME AUTOMATION MARKET REVENUE, BY COUNTRY, 2016-2023 (\$MILLION)

TABLE 24. ASIA-PACIFIC HOME AUTOMATION MARKET REVENUE, BY APPLICATION, 2016-2023 (\$MILLION)

TABLE 25. ASIA-PACIFIC HOME AUTOMATION MARKET REVENUE, BY TECHNOLOGY, 2016-2023 (\$MILLION)

TABLE 26. ASIA-PACIFIC HOME AUTOMATION MARKET REVENUE, BY TYPE, 2016-2023 (\$MILLION)

TABLE 27. ASIA-PACIFIC HOME AUTOMATION MARKET REVENUE, BY COUNTRY, 2016-2023 (\$MILLION)

TABLE 28. LAMEA HOME AUTOMATION MARKET REVENUE, BY APPLICATION, 2016-2023 (\$MILLION)

TABLE 29. LAMEA HOME AUTOMATION MARKET REVENUE, BY TECHNOLOGY, 2016-2023 (\$MILLION)

TABLE 30. LAMEA HOME AUTOMATION MARKET REVENUE, BY TYPE, 2016-2023 (\$MILLION)

TABLE 31. LAMEA HOME AUTOMATION MARKET REVENUE, BY REGION, 2016-2023 (\$MILLION)

TABLE 32. CRESTRON ELECTRONICS INC: COMPANY SNAPSHOT

TABLE 33. CRESTRON ELECTRONICS INC.: OPERATING SEGMENTS

TABLE 34. CRESTRON ELECTRONICS INC.: STRATEGIC MOVES AND DEVELOPMENTS

TABLE 35. AMX LLC (HARMAN): COMPANY SNAPSHOT

TABLE 36. AMX LLC (HARMAN): OPERATING SEGMENTS

TABLE 37. AMX LLC (HARMAN): STRATEGIC MOVES AND DEVELOPMENTS

TABLE 38. CONTROL4 CORPORATION: COMPANY SNAPSHOT

TABLE 39. CONTROL4 CORPORATION: OPERATING SEGMENTS

TABLE 40. CONTROL4 CORPORATION: STRATEGIC MOVES AND DEVELOPMENTS

TABLE 41. HONEYWELL INTERNATIONAL INC: COMPANY SNAPSHOTTABLE 42. HONEYWELL INTERNATIONAL INC: OPERATING SEGMENTS



TABLE 43. HONEYWELL INTERNATIONAL INC: STRATEGIC MOVES AND DEVELOPMENTS TABLE 44. JOHNSON CONTROLS INC.: COMPANY SNAPSHOT TABLE 45. JOHNSON CONTROLS INC .: OPERATING SEGMENTS TABLE 46, JOHNSON CONTROLS INC.: STRATEGIC MOVES AND **DEVELOPMENTS** TABLE 47. SIEMENS AG: COMPANY SNAPSHOT TABLE 48. SIEMENS AG: OPERATING SEGMENTS TABLE 49. SIEMENS AG: STRATEGIC MOVES AND DEVELOPMENTS TABLE 50. ZIGBEE ALLIANCE: COMPANY SNAPSHOT TABLE 51, ZIGBEE ALLIANCE: OPERATING SEGMENTS TABLE 52, ZIGBEE ALLIANCE: STRATEGIC MOVES AND DEVELOPMENTS TABLE 53. VANTAGE CONTROLS (LEGRAND): COMPANY SNAPSHOT TABLE 54. VANTAGE CONTROLS (LEGRAND): OPERATING SEGMENTS TABLE 55. VANTAGE CONTROLS (LEGRAND): STRATEGIC MOVES AND **DEVELOPMENTS** TABLE 56. SAVANT SYSTEMS LLC .: COMPANY SNAPSHOT TABLE 57. SAVANT SYSTEMS LLC.: OPERATING SEGMENTS TABLE 58. SAVANT SYSTEMS LLC.: STRATEGIC MOVES AND DEVELOPMENTS TABLE 59. ABB: COMPANY SNAPSHOT

TABLE 60. ABB: OPERATING SEGMENTS

TABLE 61. ABB: STRATEGIC MOVES AND DEVELOPMENTS



## **List Of Figures**

#### LIST OF FIGURES

FIGURE 1. HOME AUTOMATION MARKET SEGMENTATION FIGURE 2. TOP IMPACTING FACTORS OF HOME AUTOMATION MARKET FIGURE 3. TOP WINNING STRATEGY ANALYSIS FIGURE 4. TOP WINNING STRATEGIES, BY COMPANY, 2013-2016 (%) FIGURE 5. TOP INVESTMENT POCKETS FIGURE 6. COMPARATIVE REGIONAL SHARE ANALYSIS OF LIGHTING MARKET, 2016 & 2023 (%) FIGURE 7. GLOBAL HOME AUTOMATION MARKET: LIGHTING SEGMENT, BY REGION, 2016-2023(\$MILLION) FIGURE 8. COMPARATIVE REGIONAL SHARE ANALYSIS OF SECURITY & SAFETY MARKET, 2016 & 2023 (%) FIGURE 9. GLOBAL HOME AUTOMATION MARKET: SAFETY & SECURITY SEGMENT, BY REGION, 2016-2023(\$MILLION) FIGURE 10. COMPARATIVE REGIONAL SHARE ANALYSIS OF HVAC MARKET, 2016 & 2023 (%) FIGURE 11. GLOBAL HOME AUTOMATION MARKET: HVAC SEGMENT, BY REGION, 2016-2023(\$MILLION) FIGURE 12. COMPARATIVE REGIONAL SHARE ANALYSIS OF ENTERTAINMENT MARKET, 2016 & 2023 (%) FIGURE 13. GLOBAL HOME AUTOMATION MARKET: ENTERTAINMENT SEGMENT, BY REGION, 2016-2023(\$MILLION) FIGURE 14. COMPARATIVE REGIONAL SHARE ANALYSIS OF OTHERS MARKET, 2016 & 2023 (%) FIGURE 15. GLOBAL HOME AUTOMATION MARKET: OTHERS SEGMENT, BY REGION, 2016-2023(\$MILLION) FIGURE 16. COMPARATIVE REGIONAL SHARE ANALYSIS OF WIRED TECHNOLOGY MARKET, 2016 & 2023 (%) FIGURE 17. GLOBAL WIRED HOME AUTOMATION MARKET, 2016-2023(\$MILLION) FIGURE 18. COMPARATIVE REGIONAL SHARE ANALYSIS OF WIRELESS TECHNOLOGY MARKET, 2016 & 2023 (%) FIGURE 19. GLOBAL WIRELESS HOME AUTOMATION MARKET, 2016-2023(\$MILLION) FIGURE 20. COMPARATIVE REGIONAL SHARE ANALYSIS OF LUXURY HOME AUTOMATION MARKET, 2016 & 2023 (%) FIGURE 21. GLOBAL LUXURY HOME AUTOMATION MARKET,



2016-2023(\$MILLION) FIGURE 22. COMPARATIVE REGIONAL SHARE ANALYSIS OF DIY HOME AUTOMATION MARKET, 2016 & 2023 (%) FIGURE 23. GLOBAL DIY HOME AUTOMATION MARKET, 2016-2023(\$MILLION) FIGURE 24. COMPARATIVE REGIONAL SHARE ANALYSIS OF MANAGED TECHNOLOGY MARKET, 2016 & 2023 (%) FIGURE 25. GLOBAL MANAGED HOME AUTOMATION MARKET, 2016-2023(\$MILLION) FIGURE 26. COMPARATIVE REGIONAL SHARE ANALYSIS OF MAINSTREAM TECHNOLOGY MARKET, 2016 & 2023 (%) FIGURE 27. GLOBAL MAINSTREAM HOME AUTOMATION MARKET, 2016-2023(\$MILLION) FIGURE 28. HOME AUTOMATION MARKET SHARE, BY REGION, 2016(%) FIGURE 29. NORTH AMERICA HOME AUTOMATION MARKET REVENUE, BY COUNTRY & TECHNOLOGY, 2016-2023 (\$MILLION) FIGURE 30. EUROPE HOME AUTOMATION MARKET REVENUE, BY COUNTRY & TECHNOLOGY, 2016-2023 (\$MILLION) FIGURE 31. ASIA-PACIFIC HOME AUTOMATION MARKET REVENUE, BY COUNTRY & TECHNOLOGY, 2016-2023 (\$MILLION) FIGURE 32. LAMEA HOME AUTOMATION MARKET REVENUE, BY COUNTRY & TECHNOLOGY, 2016-2023 (\$MILLION) FIGURE 33. CRESTRON ELECTRONICS INC: REVENUE, 2014-2016 (\$MILLION) FIGURE 34. CRESTRON ELECTRONICS INC: REVENUE SHARE BY BUSINESS SEGMENT, 2016(% SHARE) FIGURE 35. AMX LLC (HARMAN): REVENUE, 2014-2016 (\$MILLION) FIGURE 36. AMX LLC (HARMAN): REVENUE SHARE BY BUSINESS SEGMENT, 2016(% SHARE) FIGURE 37. CONTROL4 CORPORATION: REVENUE, 2014-2016 (\$MILLION) FIGURE 38. CONTROL4 CORPORATION: REVENUE SHARE BY BUSINESS SEGMENT, 2016(% SHARE) FIGURE 39. HONEYWELL INTERNATIONAL INC: REVENUE, 2014-2016 (\$MILLION) FIGURE 40. HONEYWELL INTERNATIONAL INC: REVENUE SHARE BY BUSINESS SEGMENT, 2016(% SHARE) FIGURE 41. JOHNSON CONTROLS INC.: REVENUE, 2014-2016 (\$MILLION) FIGURE 42. JOHNSON CONTROLS INC.: REVENUE SHARE BY BUSINESS SEGMENT, 2016(% SHARE) FIGURE 43. SIEMENS AG: REVENUE, 2014-2016 (\$MILLION) FIGURE 44. SIEMENS AG: REVENUE SHARE BY BUSINESS SEGMENT, 2016(% SHARE)



FIGURE 45. ZIGBEE ALLIANCE: REVENUE, 2014-2016 (\$MILLION) FIGURE 46. ZIGBEE ALLIANCE: REVENUE SHARE BY BUSINESS SEGMENT, 2016(% SHARE)

FIGURE 47. VANTAGE CONTROLS (LEGRAND): REVENUE, 2014-2016 (\$MILLION) FIGURE 48. VANTAGE CONTROLS (LEGRAND): REVENUE SHARE BY BUSINESS SEGMENT, 2016(% SHARE)

FIGURE 49. SAVANT SYSTEMS LLC.: REVENUE, 2014-2016 (\$MILLION)

FIGURE 50. SAVANT SYSTEMS LLC.: REVENUE SHARE BY BUSINESS SEGMENT, 2016(% SHARE)

FIGURE 51. ABB: REVENUE, 2014-2016 (\$MILLION)

FIGURE 52. ABB: REVENUE SHARE BY BUSINESS SEGMENT, 2016(% SHARE)



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