

Global Smart Home Extended Warranty Market Research Report 2026(Status and Outlook)

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Abstracts

A Smart Home Extended Warranty is a service agreement that provides additional coverage for smart home devices beyond the manufacturer's warranty period. This type of warranty typically covers repairs and replacements for a range of smart home products, such as smart thermostats, security cameras, and smart appliances. By purchasing an extended warranty, homeowners can have peace of mind knowing that their smart devices are protected against unexpected malfunctions or breakdowns, potentially saving them money on costly repairs or replacements in the future. With the development of the smart home industry, consumers are more aware of the importance of extended warranties and the benefits they offer, such as longer - term protection and better after - sales service. Manufacturers and retailers use extended warranties as a marketing tool to enhance competitiveness, increase customer satisfaction and loyalty, and establish long - term relationships with customers. E-commerce platforms have made it easier to purchase smart home products and extended warranties. The bundling of extended warranties with product sales and the convenience of online shopping have driven the growth of the smart home extended warranty market. The smart home market is well-developed in North America, with high consumer acceptance of smart home devices and a strong awareness of extended warranties. The region has a large number of well - known smart home brands and extended warranty service providers, occupying a large market share. With a high level of economic development and a focus on quality of life, European consumers have a certain demand for smart home extended warranties. The European market is characterized by strict product quality and safety regulations, which promote the standardization and development of the extended warranty market. Asia-Pacific is a rapidly growing market. Driven by the booming economy and the acceleration of urbanization, countries such as China, Japan, and South Korea have a large number of smart home device consumers. The demand for extended warranties is increasing due to the large market base and the

rising awareness of consumer protection.

The global Smart Home Extended Warranty market size was estimated at USD 1173.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 9.20% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Smart Home Extended Warranty market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Smart Home Extended Warranty market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Smart Home Extended Warranty market.

Global Smart Home Extended Warranty Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate

product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Asurion
American International Group (AIG)
Assurant
Allstate
Amtrust
Allianz
SureBright
Upsie
AAA
Best Buy
Home Warranty
Super
CPS
Securranty
HSA
Smart-Home Ensured
Extend
Brinks Home

Market Segmentation (by Type)

Security and Access Control
Lighting Control
Home Appliances Control
Entertainment Control
Others

Market Segmentation (by Application)

Household
Commercial

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Smart Home Extended Warranty Market

Overview of the regional outlook of the Smart Home Extended Warranty Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Smart Home Extended Warranty Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream

and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Smart Home Extended Warranty, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change. This enables you to anticipate market changes to remain ahead of your competitors.

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

- 1.1 Market Definition and Statistical Scope of Smart Home Extended Warranty
- 1.2 Key Market Segments
 - 1.2.1 Smart Home Extended Warranty Segment by Type
 - 1.2.2 Smart Home Extended Warranty Segment by Application
- 1.3 Methodology & Sources of Information
 - 1.3.1 Research Methodology
 - 1.3.2 Research Process
 - 1.3.3 Market Breakdown and Data Triangulation
 - 1.3.4 Base Year
 - 1.3.5 Report Assumptions & Caveats

2 SMART HOME EXTENDED WARRANTY MARKET OVERVIEW

- 2.1 Global Market Overview
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

3 SMART HOME EXTENDED WARRANTY MARKET COMPETITIVE LANDSCAPE

- 3.1 Company Assessment Quadrant
- 3.2 Global Smart Home Extended Warranty Product Life Cycle
- 3.3 Global Smart Home Extended Warranty Revenue Market Share by Company (2020-2025)
- 3.4 Smart Home Extended Warranty Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.5 Headquarters, Areas Served, and Product Types of Major Players
- 3.6 Smart Home Extended Warranty Market Competitive Situation and Trends
 - 3.6.1 Smart Home Extended Warranty Market Concentration Rate
 - 3.6.2 Global 5 and 10 Largest Smart Home Extended Warranty Players Market Share by Revenue
 - 3.6.3 Mergers & Acquisitions, Expansion

4 SMART HOME EXTENDED WARRANTY VALUE CHAIN ANALYSIS

- 4.1 Smart Home Extended Warranty Value Chain Analysis

- 4.2 Midstream Market Analysis
- 4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF SMART HOME EXTENDED WARRANTY MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
 - 5.4.1 New Product Developments
 - 5.4.2 Mergers & Acquisitions
 - 5.4.3 Expansions
 - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
 - 5.5.1 Industry Policies Analysis
 - 5.5.2 Economic Environment Analysis
 - 5.5.3 Social Environment Analysis
 - 5.5.4 Technological Environment Analysis
- 5.6 Global Smart Home Extended Warranty Market Porter's Five Forces Analysis

6 SMART HOME EXTENDED WARRANTY MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Smart Home Extended Warranty Market by Type (2020-2025)
- 6.3 Global Smart Home Extended Warranty Market Size Growth Rate by Type (2021-2025)

7 SMART HOME EXTENDED WARRANTY MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Smart Home Extended Warranty Market Size (M USD) by Application (2020-2025)
- 7.3 Global Smart Home Extended Warranty Market Size Growth Rate by Application (2021-2025)

8 SMART HOME EXTENDED WARRANTY MARKET SEGMENTATION BY REGION

8.1 Global Smart Home Extended Warranty Market Size by Region

8.1.1 Global Smart Home Extended Warranty Market Size by Region

8.1.2 Global Smart Home Extended Warranty Market Size Market Share by Region

8.2 North America

8.2.1 North America Smart Home Extended Warranty Market Size by Country

8.2.2 U.S.

8.2.3 Canada

8.2.4 Mexico

8.3 Europe

8.3.1 Europe Smart Home Extended Warranty Market Size by Country

8.3.2 Germany

8.3.3 France

8.3.4 U.K.

8.3.5 Italy

8.3.6 Spain

8.4 Asia Pacific

8.4.1 Asia Pacific Smart Home Extended Warranty Market Size by Region

8.4.2 China

8.4.3 Japan

8.4.4 South Korea

8.4.5 India

8.4.6 Southeast Asia

8.5 South America

8.5.1 South America Smart Home Extended Warranty Market Size by Country

8.5.2 Brazil

8.5.3 Argentina

8.5.4 Columbia

8.6 Middle East and Africa

8.6.1 Middle East and Africa Smart Home Extended Warranty Market Size by Region

8.6.2 Saudi Arabia

8.6.3 UAE

8.6.4 Egypt

8.6.5 Nigeria

8.6.6 South Africa

9 KEY COMPANIES PROFILE

9.1 Asurion

9.1.1 Asurion Basic Information

- 9.1.2 Asurion Smart Home Extended Warranty Product Overview
- 9.1.3 Asurion Smart Home Extended Warranty Product Market Performance
- 9.1.4 Asurion SWOT Analysis
- 9.1.5 Asurion Business Overview
- 9.1.6 Asurion Recent Developments
- 9.2 American International Group (AIG)
 - 9.2.1 American International Group (AIG) Basic Information
 - 9.2.2 American International Group (AIG) Smart Home Extended Warranty Product Overview
 - 9.2.3 American International Group (AIG) Smart Home Extended Warranty Product Market Performance
 - 9.2.4 American International Group (AIG) SWOT Analysis
 - 9.2.5 American International Group (AIG) Business Overview
 - 9.2.6 American International Group (AIG) Recent Developments
- 9.3 Assurant
 - 9.3.1 Assurant Basic Information
 - 9.3.2 Assurant Smart Home Extended Warranty Product Overview
 - 9.3.3 Assurant Smart Home Extended Warranty Product Market Performance
 - 9.3.4 Assurant SWOT Analysis
 - 9.3.5 Assurant Business Overview
 - 9.3.6 Assurant Recent Developments
- 9.4 Allstate
 - 9.4.1 Allstate Basic Information
 - 9.4.2 Allstate Smart Home Extended Warranty Product Overview
 - 9.4.3 Allstate Smart Home Extended Warranty Product Market Performance
 - 9.4.4 Allstate Business Overview
 - 9.4.5 Allstate Recent Developments
- 9.5 Amtrust
 - 9.5.1 Amtrust Basic Information
 - 9.5.2 Amtrust Smart Home Extended Warranty Product Overview
 - 9.5.3 Amtrust Smart Home Extended Warranty Product Market Performance
 - 9.5.4 Amtrust Business Overview
 - 9.5.5 Amtrust Recent Developments
- 9.6 Allianz
 - 9.6.1 Allianz Basic Information
 - 9.6.2 Allianz Smart Home Extended Warranty Product Overview
 - 9.6.3 Allianz Smart Home Extended Warranty Product Market Performance
 - 9.6.4 Allianz Business Overview
 - 9.6.5 Allianz Recent Developments

9.7 SureBright

9.7.1 SureBright Basic Information

9.7.2 SureBright Smart Home Extended Warranty Product Overview

9.7.3 SureBright Smart Home Extended Warranty Product Market Performance

9.7.4 SureBright Business Overview

9.7.5 SureBright Recent Developments

9.8 Upsie

9.8.1 Upsie Basic Information

9.8.2 Upsie Smart Home Extended Warranty Product Overview

9.8.3 Upsie Smart Home Extended Warranty Product Market Performance

9.8.4 Upsie Business Overview

9.8.5 Upsie Recent Developments

9.9 AAA

9.9.1 AAA Basic Information

9.9.2 AAA Smart Home Extended Warranty Product Overview

9.9.3 AAA Smart Home Extended Warranty Product Market Performance

9.9.4 AAA Business Overview

9.9.5 AAA Recent Developments

9.10 Best Buy

9.10.1 Best Buy Basic Information

9.10.2 Best Buy Smart Home Extended Warranty Product Overview

9.10.3 Best Buy Smart Home Extended Warranty Product Market Performance

9.10.4 Best Buy Business Overview

9.10.5 Best Buy Recent Developments

9.11 Home Warranty

9.11.1 Home Warranty Basic Information

9.11.2 Home Warranty Smart Home Extended Warranty Product Overview

9.11.3 Home Warranty Smart Home Extended Warranty Product Market Performance

9.11.4 Home Warranty Business Overview

9.11.5 Home Warranty Recent Developments

9.12 Super

9.12.1 Super Basic Information

9.12.2 Super Smart Home Extended Warranty Product Overview

9.12.3 Super Smart Home Extended Warranty Product Market Performance

9.12.4 Super Business Overview

9.12.5 Super Recent Developments

9.13 CPS

9.13.1 CPS Basic Information

9.13.2 CPS Smart Home Extended Warranty Product Overview

- 9.13.3 CPS Smart Home Extended Warranty Product Market Performance
- 9.13.4 CPS Business Overview
- 9.13.5 CPS Recent Developments
- 9.14 Securranty
 - 9.14.1 Securranty Basic Information
 - 9.14.2 Securranty Smart Home Extended Warranty Product Overview
 - 9.14.3 Securranty Smart Home Extended Warranty Product Market Performance
 - 9.14.4 Securranty Business Overview
 - 9.14.5 Securranty Recent Developments
- 9.15 HSA
 - 9.15.1 HSA Basic Information
 - 9.15.2 HSA Smart Home Extended Warranty Product Overview
 - 9.15.3 HSA Smart Home Extended Warranty Product Market Performance
 - 9.15.4 HSA Business Overview
 - 9.15.5 HSA Recent Developments
- 9.16 Smart-Home Ensured
 - 9.16.1 Smart-Home Ensured Basic Information
 - 9.16.2 Smart-Home Ensured Smart Home Extended Warranty Product Overview
 - 9.16.3 Smart-Home Ensured Smart Home Extended Warranty Product Market Performance
 - 9.16.4 Smart-Home Ensured Business Overview
 - 9.16.5 Smart-Home Ensured Recent Developments
- 9.17 Extend
 - 9.17.1 Extend Basic Information
 - 9.17.2 Extend Smart Home Extended Warranty Product Overview
 - 9.17.3 Extend Smart Home Extended Warranty Product Market Performance
 - 9.17.4 Extend Business Overview
 - 9.17.5 Extend Recent Developments
- 9.18 Brinks Home
 - 9.18.1 Brinks Home Basic Information
 - 9.18.2 Brinks Home Smart Home Extended Warranty Product Overview
 - 9.18.3 Brinks Home Smart Home Extended Warranty Product Market Performance
 - 9.18.4 Brinks Home Business Overview
 - 9.18.5 Brinks Home Recent Developments

10 SMART HOME EXTENDED WARRANTY MARKET FORECAST BY REGION

- 10.1 Global Smart Home Extended Warranty Market Size Forecast
- 10.2 Global Smart Home Extended Warranty Market Forecast by Region

- 10.2.1 North America Market Size Forecast by Country
- 10.2.2 Europe Smart Home Extended Warranty Market Size Forecast by Country
- 10.2.3 Asia Pacific Smart Home Extended Warranty Market Size Forecast by Region
- 10.2.4 South America Smart Home Extended Warranty Market Size Forecast by Country
- 10.2.5 Middle East and Africa Forecasted Sales of Smart Home Extended Warranty by Country

11 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

- 11.1 Global Smart Home Extended Warranty Market Forecast by Type (2026-2035)
 - 11.1.1 Global Smart Home Extended Warranty Market Size Forecast by Type (2026-2035)
- 11.2 Global Smart Home Extended Warranty Market Forecast by Application (2026-2035)
 - 11.2.1 Global Smart Home Extended Warranty Market Size (M USD) Forecast by Application (2026-2035)

12 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Global Smart Home Extended Warranty Market Size by Type (M USD)

Table 4. Global Smart Home Extended Warranty Market Size by Application

Table 5. Smart Home Extended Warranty Market Size Comparison by Region (M USD)

Table 6. Global Smart Home Extended Warranty Revenue (M USD) by Company (2020-2025)

Table 7. Global Smart Home Extended Warranty Revenue Share by Company (2020-2025)

Table 8. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Smart Home Extended Warranty as of 2025)

Table 9. Headquarters, Areas Served, and Product Types of Major Players

Table 10. Product Type of Major Players

Table 11. Global Smart Home Extended Warranty Company Market Concentration Ratio (CR5 and HHI)

Table 12. Mergers & Acquisitions, Expansion Plans

Table 13. Midstream Market Analysis

Table 14. Downstream Customer Analysis

Table 15. Key Development Trends

Table 16. Driving Factors

Table 17. Smart Home Extended Warranty Market Challenges

Table 18. Goldman Sachs' forecast real GDP growth rate for 2024-2026

Table 19. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027

Table 20. World Bank ' Forecast Real GDP Growth Rate For 2024-2026

Table 21. Global Smart Home Extended Warranty Market Size by Type (M USD)

Table 22. Global Smart Home Extended Warranty Market Size (M USD) by Type (2020-2025)

Table 23. Global Smart Home Extended Warranty Market Share by Type (2020-2025)

Table 24. Global Smart Home Extended Warranty Market Size Growth Rate by Type (2021-2025)

Table 25. Global Smart Home Extended Warranty Market Size by Application

Table 26. Global Smart Home Extended Warranty Market Size by Application (2020-2025) & (M USD)

Table 27. Global Smart Home Extended Warranty Market Share by Application (2020-2025)

- Table 28. Global Smart Home Extended Warranty Market Size Growth Rate by Application (2021-2025)
- Table 29. Global Smart Home Extended Warranty Market Size by Region (2020-2025) & (M USD)
- Table 30. Global Smart Home Extended Warranty Market Size Market Share by Region (2020-2025)
- Table 31. North America Smart Home Extended Warranty Market Size by Country (2020-2025) & (M USD)
- Table 32. Europe Smart Home Extended Warranty Market Size by Country (2020-2025) & (M USD)
- Table 33. Asia Pacific Smart Home Extended Warranty Market Size by Region (2020-2025) & (M USD)
- Table 34. South America Smart Home Extended Warranty Market Size by Country (2020-2025) & (M USD)
- Table 35. Middle East and Africa Smart Home Extended Warranty Market Size by Region (2020-2025) & (M USD)
- Table 36. Asurion Basic Information
- Table 37. Asurion Smart Home Extended Warranty Product Overview
- Table 38. Asurion Smart Home Extended Warranty Revenue (M USD) and Gross Margin (2020-2025)
- Table 39. Asurion SWOT Analysis
- Table 40. Asurion Business Overview
- Table 41. Asurion Recent Developments
- Table 42. American International Group (AIG) Basic Information
- Table 43. American International Group (AIG) Smart Home Extended Warranty Product Overview
- Table 44. American International Group (AIG) Smart Home Extended Warranty Revenue (M USD) and Gross Margin (2020-2025)
- Table 45. American International Group (AIG) SWOT Analysis
- Table 46. American International Group (AIG) Business Overview
- Table 47. American International Group (AIG) Recent Developments
- Table 48. Assurant Basic Information
- Table 49. Assurant Smart Home Extended Warranty Product Overview
- Table 50. Assurant Smart Home Extended Warranty Revenue (M USD) and Gross Margin (2020-2025)
- Table 51. Assurant SWOT Analysis
- Table 52. Assurant Business Overview
- Table 53. Assurant Recent Developments
- Table 54. Allstate Basic Information

- Table 55. Allstate Smart Home Extended Warranty Product Overview
- Table 56. Allstate Smart Home Extended Warranty Revenue (M USD) and Gross Margin (2020-2025)
- Table 57. Allstate Business Overview
- Table 58. Allstate Recent Developments
- Table 59. Amtrust Basic Information
- Table 60. Amtrust Smart Home Extended Warranty Product Overview
- Table 61. Amtrust Smart Home Extended Warranty Revenue (M USD) and Gross Margin (2020-2025)
- Table 62. Amtrust Business Overview
- Table 63. Amtrust Recent Developments
- Table 64. Allianz Basic Information
- Table 65. Allianz Smart Home Extended Warranty Product Overview
- Table 66. Allianz Smart Home Extended Warranty Revenue (M USD) and Gross Margin (2020-2025)
- Table 67. Allianz Business Overview
- Table 68. Allianz Recent Developments
- Table 69. SureBright Basic Information
- Table 70. SureBright Smart Home Extended Warranty Product Overview
- Table 71. SureBright Smart Home Extended Warranty Revenue (M USD) and Gross Margin (2020-2025)
- Table 72. SureBright Business Overview
- Table 73. SureBright Recent Developments
- Table 74. Upsie Basic Information
- Table 75. Upsie Smart Home Extended Warranty Product Overview
- Table 76. Upsie Smart Home Extended Warranty Revenue (M USD) and Gross Margin (2020-2025)
- Table 77. Upsie Business Overview
- Table 78. Upsie Recent Developments
- Table 79. AAA Basic Information
- Table 80. AAA Smart Home Extended Warranty Product Overview
- Table 81. AAA Smart Home Extended Warranty Revenue (M USD) and Gross Margin (2020-2025)
- Table 82. AAA Business Overview
- Table 83. AAA Recent Developments
- Table 84. Best Buy Basic Information
- Table 85. Best Buy Smart Home Extended Warranty Product Overview
- Table 86. Best Buy Smart Home Extended Warranty Revenue (M USD) and Gross Margin (2020-2025)

- Table 87. Best Buy Business Overview
- Table 88. Best Buy Recent Developments
- Table 89. Home Warranty Basic Information
- Table 90. Home Warranty Smart Home Extended Warranty Product Overview
- Table 91. Home Warranty Smart Home Extended Warranty Revenue (M USD) and Gross Margin (2020-2025)
- Table 92. Home Warranty Business Overview
- Table 93. Home Warranty Recent Developments
- Table 94. Super Basic Information
- Table 95. Super Smart Home Extended Warranty Product Overview
- Table 96. Super Smart Home Extended Warranty Revenue (M USD) and Gross Margin (2020-2025)
- Table 97. Super Business Overview
- Table 98. Super Recent Developments
- Table 99. CPS Basic Information
- Table 100. CPS Smart Home Extended Warranty Product Overview
- Table 101. CPS Smart Home Extended Warranty Revenue (M USD) and Gross Margin (2020-2025)
- Table 102. CPS Business Overview
- Table 103. CPS Recent Developments
- Table 104. Securranty Basic Information
- Table 105. Securranty Smart Home Extended Warranty Product Overview
- Table 106. Securranty Smart Home Extended Warranty Revenue (M USD) and Gross Margin (2020-2025)
- Table 107. Securranty Business Overview
- Table 108. Securranty Recent Developments
- Table 109. HSA Basic Information
- Table 110. HSA Smart Home Extended Warranty Product Overview
- Table 111. HSA Smart Home Extended Warranty Revenue (M USD) and Gross Margin (2020-2025)
- Table 112. HSA Business Overview
- Table 113. HSA Recent Developments
- Table 114. Smart-Home Ensured Basic Information
- Table 115. Smart-Home Ensured Smart Home Extended Warranty Product Overview
- Table 116. Smart-Home Ensured Smart Home Extended Warranty Revenue (M USD) and Gross Margin (2020-2025)
- Table 117. Smart-Home Ensured Business Overview
- Table 118. Smart-Home Ensured Recent Developments
- Table 119. Extend Basic Information

Table 120. Extend Smart Home Extended Warranty Product Overview

Table 121. Extend Smart Home Extended Warranty Revenue (M USD) and Gross Margin (2020-2025)

Table 122. Extend Business Overview

Table 123. Extend Recent Developments

Table 124. Brinks Home Basic Information

Table 125. Brinks Home Smart Home Extended Warranty Product Overview

Table 126. Brinks Home Smart Home Extended Warranty Revenue (M USD) and Gross Margin (2020-2025)

Table 127. Brinks Home Business Overview

Table 128. Brinks Home Recent Developments

Table 129. Global Smart Home Extended Warranty Market Size Forecast by Region (2026-2035) & (M USD)

Table 130. North America Smart Home Extended Warranty Market Size Forecast by Country (2026-2035) & (M USD)

Table 131. Europe Smart Home Extended Warranty Market Size Forecast by Country (2026-2035) & (M USD)

Table 132. Asia Pacific Smart Home Extended Warranty Market Size Forecast by Region (2026-2035) & (M USD)

Table 133. South America Smart Home Extended Warranty Market Size Forecast by Country (2026-2035) & (M USD)

Table 134. Middle East and Africa Smart Home Extended Warranty Market Size Forecast by Country (2026-2035) & (M USD)

Table 135. Global Smart Home Extended Warranty Market Size Forecast by Type (2026-2035) & (M USD)

Table 136. Global Smart Home Extended Warranty Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Industry Chain of Smart Home Extended Warranty
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Smart Home Extended Warranty Market Size (M USD), 2025-2035
- Figure 5. Global Smart Home Extended Warranty Market Size (M USD) (2020-2035)
- Figure 6. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 8. Evaluation Matrix of Regional Market Development Potential
- Figure 9. Smart Home Extended Warranty Market Size by Country (M USD)
- Figure 10. Company Assessment Quadrant
- Figure 11. Global Smart Home Extended Warranty Product Life Cycle
- Figure 12. Global Smart Home Extended Warranty Revenue Share by Company in 2025
- Figure 13. Smart Home Extended Warranty Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 14. The Global 5 and 10 Largest Players: Market Share by Smart Home Extended Warranty Revenue in 2025
- Figure 15. Value Chain Map of Smart Home Extended Warranty
- Figure 16. Global Smart Home Extended Warranty Market PEST Analysis
- Figure 17. Global Smart Home Extended Warranty Market Porter's Five Forces Analysis
- Figure 18. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 19. Global Smart Home Extended Warranty Market Share by Type
- Figure 20. Market Share of Smart Home Extended Warranty by Type (2020-2025)
- Figure 21. Global Smart Home Extended Warranty Market Size Growth Rate by Type (2021-2025)
- Figure 22. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 23. Global Smart Home Extended Warranty Market Share by Application
- Figure 24. Global Smart Home Extended Warranty Market Share by Application (2020-2025)
- Figure 25. Global Smart Home Extended Warranty Market Share by Application in 2024
- Figure 26. Global Smart Home Extended Warranty Market Size Growth Rate by Application (2021-2025)
- Figure 27. Global Smart Home Extended Warranty Market Size Market Share by Region (2020-2025)
- Figure 28. North America Smart Home Extended Warranty Market Size and Growth

Rate (2020-2025) & (M USD)

Figure 29. North America Smart Home Extended Warranty Market Size Market Share by Country in 2024

Figure 30. U.S. Smart Home Extended Warranty Market Size and Growth Rate (2020-2025) & (M USD)

Figure 31. Canada Smart Home Extended Warranty Market Size (M USD) and Growth Rate (2020-2025)

Figure 32. Mexico Smart Home Extended Warranty Market Size (M USD) and Growth Rate (2020-2025)

Figure 33. Europe Smart Home Extended Warranty Market Size and Growth Rate (2020-2025) & (M USD)

Figure 34. Europe Smart Home Extended Warranty Market Share by Country in 2024

Figure 35. Germany Smart Home Extended Warranty Market Size and Growth Rate (2020-2025) & (M USD)

Figure 36. France Smart Home Extended Warranty Market Size and Growth Rate (2020-2025) & (M USD)

Figure 37. U.K. Smart Home Extended Warranty Market Size and Growth Rate (2020-2025) & (M USD)

Figure 38. Italy Smart Home Extended Warranty Market Size and Growth Rate (2020-2025) & (M USD)

Figure 39. Spain Smart Home Extended Warranty Market Size and Growth Rate (2020-2025) & (M USD)

Figure 40. Asia Pacific Smart Home Extended Warranty Market Size and Growth Rate (M USD)

Figure 41. Asia Pacific Smart Home Extended Warranty Market Size Market Share by Region in 2024

Figure 42. China Smart Home Extended Warranty Market Size and Growth Rate (2020-2025) & (M USD)

Figure 43. Japan Smart Home Extended Warranty Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. South Korea Smart Home Extended Warranty Market Size and Growth Rate (2020-2025) & (M USD)

Figure 45. India Smart Home Extended Warranty Market Size and Growth Rate (2020-2025) & (M USD)

Figure 46. Southeast Asia Smart Home Extended Warranty Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. South America Smart Home Extended Warranty Market Size and Growth Rate (M USD)

Figure 48. South America Smart Home Extended Warranty Market Size Market Share

by Country in 2024

Figure 49. Brazil Smart Home Extended Warranty Market Size and Growth Rate (2020-2025) & (M USD)

Figure 50. Argentina Smart Home Extended Warranty Market Size and Growth Rate (2020-2025) & (M USD)

Figure 51. Columbia Smart Home Extended Warranty Market Size and Growth Rate (2020-2025) & (M USD)

Figure 52. Middle East and Africa Smart Home Extended Warranty Market Size and Growth Rate (M USD)

Figure 53. Middle East and Africa Smart Home Extended Warranty Market Size Market Share by Region in 2024

Figure 54. Saudi Arabia Smart Home Extended Warranty Market Size and Growth Rate (2020-2025) & (M USD)

Figure 55. UAE Smart Home Extended Warranty Market Size and Growth Rate (2020-2025) & (M USD)

Figure 56. Egypt Smart Home Extended Warranty Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. Nigeria Smart Home Extended Warranty Market Size and Growth Rate (2020-2025) & (M USD)

Figure 58. South Africa Smart Home Extended Warranty Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. Global Smart Home Extended Warranty Market Size Forecast by Value (2020-2035) & (M USD)

Figure 60. Global Smart Home Extended Warranty Market Share Forecast by Type (2026-2035)

Figure 61. Global Smart Home Extended Warranty Market Share Forecast by Application (2026-2035)

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