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CES 2017 Review: Smart Home and AI Assistants Proliferate

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Abstracts

IFA 2016 held in Berlin during September will likely be looked back on as the pivotal trade show where the foundations for how the connected smart home will look and operate were laid down. CES 2017, just over three months, later not only confirmed key trends and developments but also illustrated how development is accelerating. Also the willingness of brands to show prototypes which provides a window on long term strategy if not a little window dressing to show how much they are ‘in the game’.

Euromonitor International's CES 2017 Review: Smart Home and AI Assistants Proliferate global briefing offers an insight into to the size and shape of the Home Care market, highlights buzz topics, emerging regions, countries and categories as well as pressing industry issues and white spaces. It identifies the opportunity zones within home care, analyses leading companies and brands and offers strategic analysis of major factors influencing the market - be they new product developments, packaging/ format /ingredients innovations, economic/lifestyle/environmental influences, distribution or retail pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

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Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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Fragmented Smart Home ecosystems
Consumer impact around the home

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