

CES 2019 Review: Voice Assistants, Auto-Alchemy and Sight of 2020's AI Ethics Dilemma

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Abstracts

The Consumer Electronics Show (CES) is the largest trade show for electronics and appliances globally, and arguably the most important for smart home. This report is intended as a review of the key trends and does not pretend to cover every aspect, instead focusing on smart home, AI and voice assistant trends across appliance and electronics brands for 2019. Comparison with our IFA2018 review report also provides a broader global context of contemporary technology and appliance trends.

Euromonitor International's CES 2019 Review: Voice Assistants, Auto-Alchemy and Sight of 2020's AI Ethics Dilemma 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?

Get a detailed picture of the Home Care market;

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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