

# Connected Security: Reasons to Buy and Factors Delaying Consumer Purchase

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## Abstracts

Connected appliance volumes posted a 42% CAGR over 2015-2019. Connected security, an integral part of connected homes, has gained growing interest due to its technical benefits. This report examines the opportunity of connected security, as well as current challenges, and direction of future developments. The discussion is built on combined data sources including consumer appliances, population and income, digital landscape, and preliminary findings on Coronavirus (COVID-19) impacts.

Euromonitor International's Connected Security: Reasons to Buy and Factors Delaying Consumer Purchase global briefing offers a comprehensive guide to the retail sales data, allowing you to identify the sectors driving growth. The report also identifies the leading companies/brands and offers strategic analysis of key factors influencing the competitive landscape - be it new product developments, technological innovations, economic/lifestyle influences, distribution or pricing issues. Additionally, trade statistics and producer's shares will answer questions on where appliances are produced and where they are being exported to, how quickly these units are moving, which companies are producing how much, and whether all categories are behaving in the same way. Collectively, this gives a complete view in both marketing and production planning strategies. Forecasts illustrate how the market is set to change.

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

## Why buy this report?

Get a detailed picture of the Consumer Appliances 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Why is there Demand?

Features and Benefits

Identify Opportunity

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