

“Gotta Have Soul”: The Connected Home, AI and Smart Systems Get an Injection of “Humanity” – Part I

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Abstracts

Developments surrounding the connected home have been typified by the quest for compatibility. Until 2016 consumers appeared to be nonplussed, innovations speaking little to what they really wanted – full of tech but lacking the emotion to engage. 2016 changed this; partnerships illustrated that the connected home has a soul, and therefore the basis to unlock latent value held within. The industry needs to be wary, however. There is a “heart of darkness” which threatens to derail the project.

Euromonitor International's “Gotta Have Soul”: The Connected Home, AI and Smart Systems Get an Injection of “Humanity” – Part I 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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