

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

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## **Abstracts**

The development of the smart connected home will face many hurdles, not least the incredible scale and complexity involved in getting all its constituent parts to operate in unison. That said, the rewards for injecting “soul” into what are still currently very much mundane domestic tasks are potentially vast, but will require system thinking. AI is coming to tie this all together, offering both unparalleled levels of opportunity as well as challenges: It is about riding the wave or being wiped o...

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

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