

# Global Smart Outlet Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Smart Outlet market size was valued at USD 962.7 million in 2023 and is forecast to a readjusted size of USD 2437.5 million by 2030 with a CAGR of 14.2% during review period.

The smart outlet is a new concept of safety outlet. It is a new type of socket that integrates one programmable (PLC) automatic control safety energy-saving converter and electrical intelligent standby power-saving socket. It does not change people's original habit of using electrical appliances, more convenient to use, and built-in anti-lightning, anti-high voltage, anti-short circuit, anti-overload functions, and it is safe to use. It has the functions of observing the power consumption and voltage of electrical appliances, and controlling the time of power-on and power-off. Communication technology can choose Bluetooth technology, WiFi technology or zigbee protocol. Users can control whatever they plug into it from an app on their smartphone or with their voice through a virtual assistant. The smart outlets can not only make electrical appliances more intelligent, but also more energy-saving and safer, so it is widely used in household and office appliances.

Global key players of smart outlet include Bull, Xiaomi, Delixi, etc. The top three players hold a share about 19%. China is the largest producer, has a share about 41%, followed by North America and Europe, with share 18% and 16%, respectively. The largest market is China, with a share about 34%, followed by Europe and North America, with share 26% and 19%, separately.

The Global Info Research report includes an overview of the development of the Smart Outlet industry chain, the market status of Household Use (Wifi Type, Bluetooth Type), Commercial Use (Wifi Type, Bluetooth Type), and key enterprises in developed and

developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Smart Outlet.

Regionally, the report analyzes the Smart Outlet markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Smart Outlet market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Smart Outlet market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Smart Outlet industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Wifi Type, Bluetooth Type).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Smart Outlet market.

**Regional Analysis:** The report involves examining the Smart Outlet market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Smart Outlet market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Smart Outlet:

**Company Analysis:** Report covers individual Smart Outlet manufacturers, suppliers, and

other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Smart Outlet. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Household Use, Commercial Use).

**Technology Analysis:** Report covers specific technologies relevant to Smart Outlet. It assesses the current state, advancements, and potential future developments in Smart Outlet areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Smart Outlet market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

Smart Outlet market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

### Market segment by Type

Wifi Type

Bluetooth Type

Others

### Market segment by Application

Household Use

Commercial Use

Major players covered

Bull

Lengon

Xiaomi

Belkin

Etekcitey

Edimax

Samsung

Delixi

Deli

Konke

Broadlink

ORVIBO

Honyar

Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Smart Outlet product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Smart Outlet, with price, sales, revenue and global market share of Smart Outlet from 2019 to 2024.

Chapter 3, the Smart Outlet competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Smart Outlet breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Smart Outlet market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Smart Outlet.

Chapter 14 and 15, to describe Smart Outlet sales channel, distributors, customers, research findings and conclusion.

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