

# Americas Smart Homes Market by Product (Security, Access, Lighting, Entertainment, Energy Management, HVAC, Ballast & Battery Pack), Service (Installation & Repair, Renovation & Customization) and Geography - Analysis & Forecast (2013 - 2020)

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# **Abstracts**

'Smart home' denotes a residence furnished with advanced computational and operational network that automatically operates and responds to the requirements of its residents. This has a major impact on the occupants' luxury and convenience. These smart homes also serve the purpose of enhancing security measures, and offering lively and timely entertainment purposes, with a clear inclination towards resolving energy scarcity problems; therefore, reducing the carbon emission gases.

The growth of the Americas smart homes market in the coming years is expected to be remarkable, with the revenue growth estimated to reach \$22.4 billion by 2020, at an estimated CAGR of 17.62% from 2013 to 2020. The major players in the smart homes industry are Emerson Electric Co. (U.S.), United Technologies (U.S.), Crestron Electronics, Inc. (U.S.), Lutron Electronics, Inc. (U.S.), Control4 Corporation (US), and Universal Devices Inc (U.S.).

The major drivers for the smart homes market include energy efficient equipment, increasing ageing population with the growing prevalence of chronic diseases, and government incentive programs. Smart meters are playing a pivotal role in making smart homes more efficient. Also, electronic devices such as washing machine, refrigerators, and air-conditioners that are connected to one another and can coordinate with a two way information flow, and the likes, are expected to drive the market. Moreover, major restraints like lack of consumer awareness and high initial costs, and their impact analysis, are also covered under this report.



The report covers the market by product, service, and geography of the smart homes; it provides a detailed analysis of the current market scenario and the estimation till the year 2020. The lighting control, security control, and entertainment systems are driving the smart homes market, currently. The market is already progressing well in the U.S., and is expected to grow well even in the developing nations due to the regulatory initiatives from the governments and the increased consumer interest in managing energy consumption.

This report describes the value chain of smart homes market by considering all the major stakeholders in the market and their role analysis. The report also provides a detailed scrutiny of the Porter's five force analysis for the market. All the five major factors in these markets have been quantified using the internal key parameters governing each of them.

The U.S., currently, leads the market share as this region has the maximum adoption of smart homes systems. In South America, Brazil is expected to emerge as a new destination for the smart homes market as there has been a fresh flow of FDI money flowing in the country, which is projected to continue to flow owing to the two major global events that are lined up in the country in the coming years; namely the "Football World Cup" in 2014 and the "Olympics" in 2016.

This report covers all the recent developments in the smart homes industry. Several other recent developments and updated information about acquisitions, mergers, and new product launches and agreements conducted recently are also discussed in the report.

This report profiles companies that are the major players, and active in this market, currently. The report provides the competitive landscape of the players, which covers the key growth strategies followed by all the major players.

# Scope of the report

This research report categorizes the "Americas Smart Homes Market" on the basis of the different products, services and geographical analysis; and forecasting revenue and analyzing trends in the market.

#### On the basis of products



The basic heads under this include:-security control, access control, lighting control, entertainment systems, energy management systems, home health systems, HVAC control, and others.

#### On the basis of services

The basic services in the smart homes market include installation and maintenance and renovation & customization. The installation & maintenance involves setting up a system for a smart home, while the renovation & customization includes remodeling the home with automated smart home systems.

# On the basis of geography

North America
U.S.
Canada
Mexico
South America
Brazil
Argentina

Each section will cover the market data; and information with regards to the market drivers, trends and opportunities, key players, and competitive outlook. This report also makes ways for market tables to cover the sub-segments and micro-markets. In addition, it profiles around 23 companies covering all the sub-segments such as 'overview', 'products & services', 'financials', 'strategy', and 'developments'.

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- 10.9 FORTREZZ, LLC
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- 10.14 LIGHTOLIER, INC.
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# **About**

#### **Markets Covered**

Smart homes market can be divided into products and services. The smart home products market includes lighting, access control, security, entertainment, home health, energy management, HVAC, and others. The services market comprises installation & repair and renovation & customization.

We have conducted an in-depth analysis of both these categories in our report. We have also included the sub segments of home control and monitoring such as smart home control services and technologies, networked security, door handles, and other segments in great detail.

Major types of network and IP-based consumer electronics such as digital home audio devices, DVD players, televisions, and others have also been covered in our report. The important standards of smart homes like Insteon, X10, CEBus, and Lon Works are also explained in detail in our report. We have done an in-depth geographic analysis for each of the markets and their sub-segments, covering the major countries in North and South Americas region, which include the U.S.. Canada. Mexico. Brazil, and Argentina.

#### **Market Size Estimation**

Both – the "top-down" and "bottom-up" approaches were used to estimate and validate the market size of the global market, and for the market size estimation of various other dependent sub-markets in the overall 'Smart Home' segment.

It is also important to note the following details with regards to the research methodology used to estimate the market size.

The key players in the industry and markets were identified through secondary research; also, formulation of the industry value chain and estimation and forecast of market revenue was done through a primary and secondary research. This includes study of the annual and financial reports of the top market players, and extensive interviews for key opinions from leaders such as CEOs, directors, and marketing executives.



All the percentage shares, splits, and breakdowns were determined using secondary sources, and verified through primary sources. All the possible parameters that can affect the markets covered in this research study have been accounted for, viewed in extensive detail, verified through primary research, and analyzed to get the final quantitative and qualitative data. This data has been consolidated and added with detailed inputs and analysis from MarketsandMarkets, and presented in this report.



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