

# APAC Smart Homes Market by Products (Security, Access, Lighting, Entertainment, Energy Management Systems, HVAC, Ballast & Battery Pack), Services (Installation & Repair, Renovation & Customization) & Country - Analysis & Forecast (2013 - 2020)

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# **Abstracts**

Smart homes have been introduced with a view to save energy, and at the same time, make life easier and luxurious. Smart homes include automated devices which can be handled remotely; for example, the lights and washing machine can be switched ON or OFF from a remote location. The owner can keep a check on visitors and, thus, safeguard the home. In the current APAC smart homes market, a lot of developments and regulatory initiatives are taking place with regards to the same.

The growth of the APAC smart homes market in the coming years is expected to have a stable growth, with the revenue growth estimated to reach \$9.23 billion by 2020, at an estimated CAGR of 16.73% from 2013 to 2020. The APAC region accounted for 19% of the global smarty homes market revenue in 2012. The major players in the APAC smart homes market operating through their subsidiaries spread across the region, include; Siemens AG (Germany), Schneider Electric S.A. (France), ABB Ltd. (Switzerland), Ingersoll-Rand PLC (Ireland), Tyco International Ltd. (Switzerland), Emerson Electric Co. (U.S.), Legrand S.A. (France), Crestron Electronics, Inc. (U.S.) , Lutron Electronics, Inc. (U.S.), Honeywell International, Inc. (US), Samsung SNS Co. Ltd. (South Korea) and more.

The major drivers for the smart homes market include energy saving, increasing ageing population, regulatory initiatives by governments, and more. The introduction of smart meters to conserve energy is another growth opportunity for the smart homes market. Also, the smart electronic devices such as washing machine, refrigerators, air-



conditioner, vacuum cleaner, smart TV, and the likes are going to drive the market. Moreover, major restraints like lack of standardization and high initial costs and their impact analysis are also covered under this report.

The report covers the market with products, services, and country of the APAC smart homes; it provides detailed analysis of the current market scenario and the estimation till the year 2020. The security control and lighting control systems are driving the APAC smart homes market. The market is already progressing well in the countries such as China, Singapore and others market which includes Thailand, Vietnam, Malaysia and Indonesia, and is expected to grow well even in the other parts of APAC regions such as Japan, South Korea and India nations due to the regulatory initiatives from the governments and the increased consumer interest in managing energy consumption.

This report describes the value chain for APAC 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.

China, currently, leads the market share for APAC smart homes as this region has the maximum adoption. South East Asia countries from Others market are the emerging market for smart homes and are poised for the highest growth rate amongst all the countries followed by China growing at a CAGR of 17.50% from 2013-2020. It is estimated that the others market will increase at a CAGR of 19.13% from 2013 to 2020.

This report covers recent developments in the smart homes industry, such as; Honeywell International, Inc. announced an agreement to acquire Saia-Burgess Controls, a leading provider of intelligent building controls, from Hong Kong-based Johnson Electric in 2012, Legrand S.A. Acquired Numeric UPS, a market leader in India's low- and medium-power UPS in 2012. 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. 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 APAC smart homes market on the basis of the smart home products being used in combinations for different needs



such as security, comfort, entertainment, medical care, and communication. The services consist of installation & repair and customization & renovation. The report also provides detailed country wise market value analysis, forecast revenue, market modeling, and evaluating trends in the market.

On the basis of products of smart homes: The smart homes market is segmented by products into eight categories, namely security control, access controls, lighting control, entertainment systems, energy management systems, home health care systems, HVAC control and others. These categories are further divided by the different smart homes products under them.

On the basis of services: The different services of smart homes market are segmented by installation & repair and customization & renovation. These services are deployed in different products offered as per the need and requirement of a home owner.

On the basis of technologies: Smart homes deploy technologies which are segmented into network technologies, protocols/standards, and wireless technologies. The network technologies include GSM/HSPA, CDMA, and LTE networks which provide communication services along with the smart home products. The standards & protocols include Digital Addressable Lighting Interface (DALI), NEMA protocols, Digital Multiplexer (DMX), LonWorks, KNX, HomePlug, HomePNA, CEBus, X10, INSTEON, and Universal Powerline Bus (UPB). The wireless technologies cover Zigbee, Z-Wave, Wi-Fi network, EnOcean, Bluetooth and infrared.

On the basis of Country: China, Japan, South Korea, India and others are collectively covered in the APAC smart homes market on the basis of the country.

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 16 companies covering all the sub-segments such as 'overview', 'products & services', 'Financials', 'strategy', and 'developments'.



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