

European Smart Home Market by Product (Lighting Controls, Security & Access Controls, HVAC Controls, Smart Speakers, Smart Kitchens, Home Appliances, Home Healthcare), Software & Service (Proactive, Behavioral) and Geography - Global Forecast to 2027

<https://marketpublishers.com/r/E8CD64E90A7EN.html>

Date: June 2022

Pages: 325

Price: US\$ 4,950.00 (Single User License)

ID: E8CD64E90A7EN

Abstracts

The European smart home market is projected to grow from USD 26.7 billion in 2022 to USD 41.2 billion by 2027; it is expected to grow at a CAGR of 9.0% from 2022 to 2027.

“Surging importance of home monitoring”

Smart homes can perform intricate tasks such as automatically lighting up evacuation routes in the case of a fire alarm in addition to basic operations such as turning off lights, dimming lights, and shutting curtains. Connectivity has become a high-end novelty in a variety of household equipment, including security cameras and utility or smart meters, which record the consumption of electric energy and communicate information to the user and thermostats. In the coming years, connectivity is anticipated to become a more prevalent trend, where connectivity will become an incorporated standard in practically every household gadget and equipment.

A smart home, also known as a connected or an automated home, is defined as a dwelling unit where partial or all functionalities can be controlled remotely or manually with the integration of required electronic devices and specialized software. Security and access control; energy management; and heating, ventilation, and air conditioning (HVAC) control are a few of the popular functions of a smart home. A smart home ecosystem envelops offerings such as electronic devices, software, and communication media.

“Increasing number of manufacturers expanding their smart home product portfolios”

The smart home industry's value chain includes a significant number of component, device, and system manufacturers across the world. There are also a large number of software algorithms and service suppliers in the business. Samsung SmartThings, Amazon Echo, Google Home, and Apple HomeKit are just a handful of the smart home product breakthroughs announced recently by industry giants. Homeowners have begun to use home automation systems on a broad scale due to the benefits they provide, which primarily include convenience, energy efficiency, and cost savings. With the high penetration rate of lighting controls (such as dimmers, timers, and occupancy sensors), HVAC controls (such as smart thermostats, sensors, and control valves), and security and access products (such as security cameras and smart locks) in Europe, smart home product manufacturers are expanding their product portfolios to cater to different application areas within a household, such as electrical energy conservation, water conservation, and security.

“Germany to grow at a fastest rate in the forecast period”

Smart home products have a high adoption rate in Germany. According to a survey conducted by the German industry group Bitkom, 41% of all Germans had at least one smart home device installed in 2021. Ease, convenience, and comfort were the primary motivators for purchasing smart home goods, as cited by 78% of respondents, while 69% wanted to make their homes safer. Energy efficiency was rated as a high purchase criterion by 62% of respondents. There have been several initiatives from the government and industry to make energy efficient, which will drive the adoption of smart home products and services.

For example, the German Federal Ministry of Economic Affairs and Energy in February 2022 created the "Smart Energy Showcases - Digital Agenda for the Energy Transition" grant initiative. The purpose of this initiative is to include market participants from all points along the value chain as well as to install and test forward-thinking energy systems.

Breakdown of profiles of primary participants:

By Company: Tier 1 = 15%, Tier 2 = 50%, and Tier 3 = 35%

By Designation: C-level Executives = 45%, Directors = 35%, and Others (sales,

marketing, and product managers, as well as members of various organizations)
= 20%

By Region: North America = 45%, Asia Pacific = 12%, Europe=35%, and South America=3% and Middle East and Africe = 5%.

Major players profiled in this report:

The European smart home market is dominated by a few established players such as Honeywell (US), Siemens (Germany), Johnson Controls (Ireland), Schneider Electric (France), ASSA ABLOY (Sweden), Amazon (US), Apple (US), ADT (US), Robert Bosch (Germany), ABB (Switzerland), and Axis Communications (Sweden).

Research coverage

This report offers detailed insights into the European smart home market based on product, software & service, sales channel, and European region.

The report also provides a comprehensive review of market drivers, restraints, opportunities, and challenges in the European smart home market. The report also covers qualitative aspects in addition to the quantitative aspects of these markets.

Key Benefits of Buying the Report

The report will help the leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall market and the sub-segments. This report will help stakeholders understand the competitive landscape and gain more insights to better position their businesses and plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the European smart home market and provides them information on key market drivers, restraints, challenges, and opportunities.

Contents

1 INTRODUCTION

1.1 STUDY OBJECTIVES

1.2 MARKET DEFINITION

1.3 INCLUSIONS AND EXCLUSIONS

1.4 STUDY SCOPE

1.4.1 MARKET SEGMENTATION

FIGURE 1 EUROPEAN SMART HOME MARKET SEGMENTATION

1.4.2 PRODUCTS COVERED UNDER EACH MAJOR CATEGORY

1.5 YEARS CONSIDERED

1.6 CURRENCY

1.7 STAKEHOLDERS

1.8 SUMMARY OF CHANGES

2 RESEARCH METHODOLOGY

2.1 RESEARCH DATA

FIGURE 2 EUROPEAN SMART HOME MARKET: RESEARCH DESIGN

2.1.1 SECONDARY DATA

2.1.1.1 Secondary sources

2.1.2 PRIMARY DATA

2.1.2.1 Primary interviews with experts

2.1.2.2 List of key primary interview participants

2.1.2.3 Breakdown of primary interviews

2.1.2.4 Key data from primary sources

2.1.2.5 Key industry insights

2.2 MARKET SIZE ESTIMATION

FIGURE 3 EUROPEAN SMART HOME MARKET: PROCESS FLOW OF MARKET SIZE ESTIMATION

2.2.1 TOP-DOWN APPROACH

2.2.1.1 Approach for capturing market size by top-down analysis (supply side)

FIGURE 4 TOP-DOWN APPROACH: MARKET SIZE ESTIMATION METHODOLOGY: APPROACH 1 SUPPLY SIDE

FIGURE 5 MARKET SIZE ESTIMATION METHODOLOGY: APPROACH 2 - SUPPLY SIDE

2.2.2 BOTTOM-UP APPROACH

2.2.2.1 Approach for capturing market size by bottom-up analysis (demand side)

FIGURE 6 MARKET SIZE ESTIMATION METHODOLOGY: APPROACH 2 - DEMAND SIDE

2.3 MARKET BREAKDOWN AND DATA TRIANGULATION

FIGURE 7 DATA TRIANGULATION

2.4 RESEARCH ASSUMPTIONS

TABLE 1 ASSUMPTIONS FOR RESEARCH STUDY

2.5 LIMITATIONS

2.6 RISK FACTORS

3 EXECUTIVE SUMMARY

FIGURE 8 EUROPEAN SMART HOME MARKET, 2018–2027 (USD BILLION)

3.1 EUROPEAN SMART HOME MARKET SCENARIO

FIGURE 9 GROWTH PROJECTIONS FOR EUROPEAN SMART HOME MARKET IN REALISTIC, OPTIMISTIC, AND PESSIMISTIC SCENARIOS

3.1.1 REALISTIC SCENARIO

3.1.2 PESSIMISTIC SCENARIO

3.1.3 OPTIMISTIC SCENARIO

FIGURE 10 ENTERTAINMENT & OTHER CONTROLS TO HOLD LARGEST SHARE OF EUROPEAN SMART HOME MARKET IN 2027

FIGURE 11 BEHAVIORAL SOFTWARE & SERVICES SEGMENT TO HOLD LARGEST SHARE OF EUROPEAN SMART HOME MARKET IN 2027

FIGURE 12 GERMANY ACCOUNTED FOR LARGEST SHARE OF EUROPEAN SMART HOME MARKET IN 2022

4 PREMIUM INSIGHTS

4.1 ATTRACTIVE OPPORTUNITIES IN EUROPEAN SMART HOME MARKET

FIGURE 13 GROWING AWARENESS ABOUT ENERGY CONSERVATION PROVIDING ATTRACTIVE OPPORTUNITIES IN EUROPEAN SMART HOME MARKET

4.2 EUROPEAN SMART HOME MARKET, BY PRODUCT

FIGURE 14 ENTERTAINMENT & OTHER CONTROLS SEGMENT TO HOLD LARGEST SHARE OF EUROPEAN SMART HOME MARKET DURING FORECAST PERIOD

4.3 EUROPEAN SMART HOME MARKET, BY PRODUCT AND COUNTRY

FIGURE 15 UK AND ENTERTAINMENT & OTHER CONTROLS SEGMENT HELD LARGEST SHARES OF EUROPEAN SMART HOME MARKET IN 2021

4.4 COUNTRY-WISE EUROPEAN SMART HOME MARKET GROWTH

FIGURE 16 SMART HOME MARKET IN GERMANY TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD

5 MARKET OVERVIEW

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

FIGURE 17 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

5.2.1 DRIVERS

5.2.1.1 Growing internet access in European region

FIGURE 18 INTERNET ACCESS OF HOUSEHOLDS IN EU

5.2.1.2 Rising need for energy saving and low-carbon emission-oriented solutions

TABLE 2 ENERGY-SAVING POTENTIAL OF LIGHTING CONTROLS

5.2.1.3 Increasing number of manufacturers expanding their smart home product portfolios

5.2.1.4 Ongoing proliferation of smartphones

5.2.1.5 Surging importance of home monitoring

5.2.1.6 Increasing safety, security, and convenience offered by smart home products

5.2.2 RESTRAINTS

5.2.2.1 High switching costs for existing smart device consumers

5.2.2.2 Smart home products are adopted for convenience rather than for necessity

5.2.2.3 High up-front costs

5.2.2.4 Complexities and glitches in setting up smart homes

5.2.3 OPPORTUNITIES

5.2.3.1 Favorable government regulations

5.2.3.2 Expected incorporation of lighting controllers with in-built data connectivity technology

5.2.3.3 Use of smart home products for geriatric applications

5.2.4 CHALLENGES

5.2.4.1 Linking disparate systems, limited functionalities, and lack of open standards

5.2.4.2 Cybersecurity concerns of smart homes

5.2.4.3 Difficulty in installing smart home products in existing homes and new constructions

5.2.4.4 Compatibility issues of smart home products

5.3 TRENDS/DISRUPTIONS IMPACTING CUSTOMERS' BUSINESSES

FIGURE 19 TRENDS/DISRUPTIONS IMPACTING CUSTOMERS' BUSINESSES RELATED TO EUROPEAN SMART HOME MARKET

5.4 EUROPEAN SMART HOME: ECOSYSTEM

TABLE 3 EUROPEAN SMART HOME: ECOSYSTEM

5.5 TECHNOLOGY ANALYSIS

- 5.5.1 INTERNET OF THINGS
- 5.5.2 ARTIFICIAL INTELLIGENCE
- 5.5.3 CLOUD CONNECTIVITY
- 5.5.4 ROBOTICS AND AUTOMATION
- 5.5.5 5G TECHNOLOGY

5.6 VALUE CHAIN ANALYSIS

FIGURE 20 EUROPEAN SMART HOME MARKET: VALUE CHAIN ANALYSIS

- 5.6.1 PLANNING AND REVISING FUNDS
- 5.6.2 RESEARCH & DEVELOPMENT
- 5.6.3 MANUFACTURING
- 5.6.4 ASSEMBLY, DISTRIBUTION, AND AFTER-SALES SERVICES

5.7 PATENT ANALYSIS

TABLE 4 NUMBER OF PATENTS REGISTERED RELATED TO EUROPEAN SMART HOME MARKET IN LAST 10 YEARS

FIGURE 21 TOP 10 COMPANIES WITH HIGHEST NUMBERER OF PATENT APPLICATIONS IN LAST 10 YEARS

FIGURE 22 PATENTS GRANTED PER YEAR, 2011–2021

5.8 REGULATORY LANDSCAPE

- 5.8.1 STANDARDS
- 5.8.2 REGULATIONS

5.9 TRADE DATA

5.9.1 EXPORT DATA

TABLE 5 EXPORT DATA FOR BURGLAR/FIRE ALARMS (HS CODE 853110), BY COUNTRY/REGION, 2017–2020 (USD MILLION)

TABLE 6 EXPORT DATA FOR THERMOSTATS (HS CODE 903210), BY COUNTRY/REGION, 2017–2020 (USD MILLION)

5.9.2 IMPORT DATA

TABLE 7 IMPORT DATA FOR BURGLAR/FIRE ALARMS (HS CODE 853110), BY COUNTRY/REGION, 2017–2020 (USD MILLION)

TABLE 8 IMPORT DATA FOR THERMOSTATS (HS CODE 903210), BY COUNTRY/REGION, 2017–2020 (USD MILLION)

5.10 CASE STUDY ANALYSIS

5.10.1 JOHNSON CONTROLS' ENERGY SAVING SOLUTIONS FOR MORGAN STANLEY UK OFFICE

5.10.2 SMART HOMES FOR GERIATRIC POPULATION IN ITALY

5.10.3 INSTALLATION OF BUILDING AUTOMATION SYSTEMS IN CATANIA AIRPORT

5.10.4 SIEMENS' INTEGRATED SOLUTIONS TO REDUCE ENERGY

CONSUMPTION OF LOUIS VUITTON MUSEUM, PARIS

5.10.5 HONEYWELL'S VIDEO MONITORING SOLUTIONS FOR IRELAND'S
TALLEST BUILDING

5.11 KEY CONFERENCES & EVENTS IN 2022–2023

5.12 PORTER'S FIVE FORCES ANALYSIS

TABLE 9 IMPACT OF PORTER'S FIVE FORCES ON EUROPEAN SMART HOME
MARKET

5.12.1 INTENSITY OF COMPETITIVE RIVALRY

5.12.2 BARGAINING POWER OF SUPPLIERS

5.12.3 THREAT OF NEW ENTRANTS

5.12.4 THREAT OF SUBSTITUTES

5.12.5 BARGAINING POWER OF BUYERS

5.13 KEY STAKEHOLDERS & BUYING CRITERIA

5.13.1 KEY STAKEHOLDERS IN BUYING PROCESS

FIGURE 23 INFLUENCE OF STAKEHOLDERS IN BUYING PROCESS FOR TOP 3
PRODUCTS

TABLE 10 INFLUENCE OF STAKEHOLDERS IN BUYING PROCESS FOR TOP 3
PRODUCTS (%)

5.13.2 BUYING CRITERIA

FIGURE 24 KEY BUYING CRITERIA FOR TOP 3 PRODUCTS

TABLE 11 KEY BUYING CRITERIA FOR TOP 3 PRODUCTS

5.14 AVERAGE SELLING PRICE OF VARIOUS DEVICES/APPLIANCES
CONSIDERED IN EUROPEAN SMART HOME MARKET

FIGURE 25 ASP TREND FOR VARIOUS APPLIANCES

FIGURE 26 ASP TREND FOR VARIOUS SMART DEVICES

6 EUROPEAN SMART HOME MARKET, BY TECHNOLOGY & PROTOCOL

6.1 INTRODUCTION

FIGURE 27 SMART HOME PROTOCOLS & TECHNOLOGIES

6.2 CELLULAR NETWORK TECHNOLOGIES

6.2.1 CDMA NETWORKS

6.2.2 GSM/HSPA NETWORKS

FIGURE 28 GSM/HSPA NETWORK SETUP

6.2.3 LTE NETWORKS

6.2.4 5G

6.3 PROTOCOLS & STANDARDS

6.3.1 DALI

FIGURE 29 WIRING FOR DALI FLUORESCENT DIMMING

6.3.2 NEMA

6.3.3 KNX

6.3.4 DMX

6.3.5 LONWORKS

FIGURE 30 LONWORKS NETWORK SETUP

6.3.6 ETHERNET

6.3.7 MODBUS

6.3.8 BACNET

6.3.9 BLACK BOX

6.3.10 PLC

6.3.11 DOTDOT

6.3.12 MATTER

6.4 WIRELESS COMMUNICATION TECHNOLOGIES

FIGURE 31 WIRELESS COMMUNICATION TECHNOLOGIES

6.4.1 ZIGBEE

6.4.2 Z-WAVE

6.4.3 WI-FI

6.4.4 BLUETOOTH

6.4.5 ENOCEAN

6.4.6 THREAD

6.4.7 INFRARED

7 EUROPEAN SMART HOME MARKET, BY PRODUCT

7.1 INTRODUCTION

FIGURE 32 EUROPEAN SMART HOME MARKET, BY PRODUCT

TABLE 12 EUROPEAN SMART HOME MARKET, BY PRODUCT, 2018–2021 (USD MILLION)

TABLE 13 EUROPEAN SMART HOME MARKET, BY PRODUCT, 2022–2027 (USD MILLION)

7.2 LIGHTING CONTROLS

7.2.1 MARKET DYNAMICS

7.2.1.1 Drivers

7.2.1.1.1 Demand for energy-efficient lighting solutions

7.2.1.1.2 Conservation of energy reduces costs and extends shelf life of lamps

7.2.1.1.3 Increasing adoption of lighting controls in smart cities

7.2.1.2 Restraints

7.2.1.2.1 Compatibility issues pose hurdles in path of lighting controls

7.2.1.2.2 Lack of awareness about intelligent lighting controls

7.2.1.2.3 High initial costs

7.2.1.2.4 Security and privacy issues associated with smart lighting controls

7.2.1.3 Opportunities

7.2.1.3.1 Mood lighting provides opportunities for lighting controls

7.2.1.3.2 Increase in human-centric lighting in Europe

7.2.1.3.3 Rise in trend of smart offices and smart retail stores

7.2.2 PRODUCTS COVERED UNDER LIGHTING CONTROLS

FIGURE 33 EUROPEAN SMART HOME MARKET FOR LIGHTING CONTROLS

TABLE 14 LIGHTING CONTROLS: EUROPEAN SMART HOME MARKET, BY PRODUCT, 2018–2021 (USD MILLION)

TABLE 15 LIGHTING CONTROLS: EUROPEAN SMART HOME MARKET, BY PRODUCT, 2022–2027 (USD MILLION)

7.2.2.1 Relays

TABLE 16 RELAYS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 17 RELAYS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2022–2027 (USD MILLION)

7.2.2.2 Occupancy Sensors

TABLE 18 OCCUPANCY SENSORS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 19 OCCUPANCY SENSORS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2022–2027 (USD MILLION)

7.2.2.3 Daylight Sensors

TABLE 20 DAYLIGHT SENSORS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 21 DAYLIGHT SENSORS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2022–2027 (USD MILLION)

7.2.2.4 Timers

TABLE 22 TIMERS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 23 TIMERS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2022–2027 (USD MILLION)

7.2.2.5 Dimmers

TABLE 24 DIMMERS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 25 DIMMERS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2022–2027 (USD MILLION)

7.2.2.6 Switches

TABLE 26 SWITCHES: EUROPEAN SMART HOME MARKET, BY COUNTRY,

2018–2021 (USD MILLION)

TABLE 27 SWITCHES: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2022–2027 (USD MILLION)

7.2.2.7 Accessories & Other Products

TABLE 28 ACCESSORIES & OTHER PRODUCTS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 29 ACCESSORIES & OTHER PRODUCTS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2022–2027 (USD MILLION)

7.3 SECURITY & ACCESS CONTROLS

7.3.1 MARKET DYNAMICS

7.3.1.1 Drivers

7.3.1.1.1 Multi-level/multifactor authentication enhances authentication process

7.3.1.1.2 Increasing popularity of home security systems

7.3.1.1.3 Greater efficiency of video surveillance systems compared with traditional systems

7.3.1.1.4 Rising adoption of IoT-based security systems

7.3.1.1.5 Increasing adoption of IP cameras for video surveillance

7.3.1.2 Restraints

7.3.1.2.1 Privacy issues

7.3.1.2.2 High initial costs

7.3.1.3 Opportunities

7.3.1.3.1 Significant prospects of biometric technologies in security market

7.3.1.3.2 Increase in adoption of security and access control systems post COVID-19

7.3.1.3.3 Artificial intelligence (AI) and deep learning integration in home security systems

TABLE 30 SECURITY & ACCESS CONTROLS: EUROPEAN SMART HOME MARKET, BY PRODUCT, 2018–2021 (USD MILLION)

TABLE 31 SECURITY & ACCESS CONTROLS: EUROPEAN SMART HOME MARKET, BY PRODUCT, 2022–2027 (USD MILLION)

7.4 PRODUCTS COVERED UNDER SECURITY & ACCESS CONTROLS

FIGURE 34 EUROPEAN SMART HOME MARKET FOR SECURITY & ACCESS CONTROLS

TABLE 32 SECURITY & ACCESS CONTROLS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 33 SECURITY & ACCESS CONTROLS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2022–2027 (USD MILLION)

7.4.1 VIDEO SURVEILLANCE SYSTEMS

TABLE 34 VIDEO SURVEILLANCE: EUROPEAN SMART HOME MARKET, BY

COUNTRY, 2018–2021 (USD MILLION)

TABLE 35 VIDEO SURVEILLANCE: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2022–2027 (USD MILLION)

7.4.1.1 Hardware

7.4.1.1.1 Security cameras

7.4.1.1.2 IP cameras

7.4.1.1.3 Analog cameras

7.4.1.1.4 Storage devices

7.4.1.1.5 Monitors

7.4.1.1.6 Servers

7.4.1.1.7 Accessories

7.4.1.2 Software

7.4.1.2.1 Video analytics software

7.4.1.2.2 Video management software (VMS)

7.4.1.2.3 Neural networks and algorithms

7.4.2 ACCESS CONTROLS

TABLE 36 ACCESS CONTROLS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 37 ACCESS CONTROLS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2022–2027 (USD MILLION)

7.4.2.1 Biometric Access Controls

7.4.2.1.1 Facial recognition

7.4.2.1.2 Iris recognition

7.4.2.1.3 Fingerprint recognition

7.4.2.1.4 Palm recognition

7.4.2.1.5 Voice recognition

7.4.2.1.6 Others

7.4.2.2 Non-biometric Access Controls

7.4.2.3 Software

7.4.2.4 Services

7.5 HVAC CONTROLS

7.5.1 MARKET DYNAMICS

7.5.1.1 Drivers

7.5.1.1.1 Flexibility and ease of accessing HVAC systems

7.5.1.1.2 Reduction in long-term energy costs through enhanced hardware, integrated control systems, and management services

7.5.1.1.3 Boom in construction sector fueling demand for HVAC controls

7.5.1.1.4 Emergence of IoT-enabled HVAC systems

7.5.1.1.5 Need for energy efficiency in buildings

7.5.1.1.6 Surging adoption of voice assistants

7.5.1.2 Restraints

7.5.1.2.1 Lack of interoperability and standardization

7.5.1.2.2 Lack of awareness about benefits of HVAC systems

7.5.1.2.3 Concerns of data security

7.5.1.2.4 High costs and technical complexities associated with installation of HVAC control systems

7.5.1.2.5 High retrofitting cost

7.5.1.3 Opportunities

7.5.1.3.1 Innovations in sensors and controls

7.5.1.3.2 Growing demand for cloud computing in HVAC

7.5.1.3.3 Integration of smart devices with HVAC systems

TABLE 38 HVAC CONTROLS: EUROPEAN SMART HOME MARKET, BY PRODUCT,

2018–2021 (USD MILLION)

TABLE 39 HVAC CONTROLS: EUROPEAN SMART HOME MARKET, BY PRODUCT,

2022–2027 (USD MILLION)

7.5.2 PRODUCTS COVERED UNDER HVAC CONTROLS

FIGURE 35 EUROPEAN SMART HOME MARKET FOR HVAC CONTROLS

TABLE 40 HVAC CONTROLS: EUROPEAN SMART HOME MARKET, BY COUNTRY,

2018–2021 (USD MILLION)

TABLE 41 HVAC CONTROLS: EUROPEAN SMART HOME MARKET, BY COUNTRY,

2022–2027 (USD MILLION)

7.5.2.1 Smart Thermostats

7.5.2.1.1 Smart thermostats maintain temperatures at required levels

TABLE 42 SMART THERMOSTATS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 43 SMART THERMOSTATS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2022–2027 (USD MILLION)

7.5.2.2 Sensors

TABLE 44 SENSORS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 45 SENSORS: EUROPEAN SMART HOME MARKET, BY COUNTRY,
2022–2027 (USD MILLION)

7.5.2.3 Control Valves

TABLE 46 CONTROL VALVES: EUROPEAN SMART HOME MARKET, BY COUNTRY,

2018–2021 (USD MILLION)

TABLE 47 CONTROL VALVES: EUROPEAN SMART HOME MARKET, BY COUNTRY,

2022–2027 (USD MILLION)

7.5.2.4 Heating & Cooling Coils

7.5.2.4.1 HVAC systems use coils to maintain temperature

TABLE 48 HEATING & COOLING COILS: EUROPEAN SMART HOME MARKET, BY
COUNTRY, 2018–2021 (USD MILLION)

TABLE 49 HEATING & COOLING COILS: EUROPEAN SMART HOME MARKET, BY
COUNTRY, 2022–2027 (USD MILLION)

7.5.2.5 Dampers

7.5.2.5.1 Dampers regulate flow of hot/cold air in rooms

TABLE 50 DAMPERS: EUROPEAN SMART HOME MARKET, BY COUNTRY,
2018–2021 (USD MILLION)

TABLE 51 DAMPERS: EUROPEAN SMART HOME MARKET, BY COUNTRY,
2022–2027 (USD MILLION)

7.5.2.6 Actuators

7.5.2.6.1 Actuators control dampers and valves in HVAC systems

TABLE 52 ACTUATORS: EUROPEAN SMART HOME MARKET, BY COUNTRY,

2018–2021 (USD MILLION)

TABLE 53 ACTUATORS: EUROPEAN SMART HOME MARKET, BY COUNTRY,

2022–2027 (USD MILLION)

7.5.2.7 Pumps & Fans

7.5.2.7.1 Pumps and exhaust fans in HVAC maintain comfortable temperatures in
buildings

TABLE 54 PUMPS & FANS: EUROPEAN SMART HOME MARKET, BY COUNTRY,

2018–2021 (USD MILLION)

**TABLE 55 PUMPS & FANS: EUROPEAN SMART HOME MARKET, BY COUNTRY,
2022–2027 (USD MILLION)**

7.5.2.8 Smart Vents

7.5.2.8.1 Smart vents can be programmed to open and close according to temperature of rooms

**TABLE 56 SMART VENTS: EUROPEAN SMART HOME MARKET, BY COUNTRY,
2018–2021 (USD MILLION)**

**TABLE 57 SMART VENTS: EUROPEAN SMART HOME MARKET, BY COUNTRY,
2022–2027 (USD MILLION)**

7.6 ENTERTAINMENT & OTHER CONTROLS

7.6.1 MARKET DYNAMICS

7.6.1.1 Drivers

7.6.1.1.1 Changing lifestyles of consumers

7.6.1.1.2 Enhanced level of comfort offered

7.6.1.1.3 Growing consumer inclination toward entertainment products

7.6.1.1.4 Growth of 5G

7.6.1.2 Restraints

7.6.1.2.1 High cost of entertainment control systems

7.6.1.2.2 Consumer apprehensions due to adverse effects on health from audio equipment and wireless entertainment devices

7.6.1.2.3 Lack of common standards and interoperability of devices

7.6.1.3 Opportunities

7.6.1.3.1 Development of 3D gesture-based remote entertainment controls

7.6.1.3.2 Integration of AI with entertainment devices

7.6.1.3.3 Virtual reality and augmented reality in entertainment devices

**TABLE 58 ENTERTAINMENT & OTHER CONTROLS: SMART HOME MARKET IN
EUROPE, BY PRODUCT, 2018–2021 (USD MILLION)**

**TABLE 59 ENTERTAINMENT & OTHER CONTROLS: SMART HOME MARKET IN
EUROPE, BY PRODUCT, 2022–2027 (USD MILLION)**

**TABLE 60 ENTERTAINMENT & OTHER CONTROLS: EUROPEAN SMART HOME
MARKET, BY COUNTRY, 2018–2021 (USD MILLION)**

**TABLE 61 ENTERTAINMENT & OTHER CONTROLS: EUROPEAN SMART HOME
MARKET, BY COUNTRY, 2022–2027 (USD MILLION)**

7.6.2 ENTERTAINMENT CONTROL PRODUCTS

**FIGURE 36 EUROPEAN SMART HOME MARKET FOR ENTERTAINMENT CONTROL
PRODUCTS, BY PRODUCT**

TABLE 62 ENTERTAINMENT CONTROL PRODUCTS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 63 ENTERTAINMENT CONTROL PRODUCTS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2022–2027 (USD MILLION)

7.6.2.1 Audio & Volume Controls

TABLE 64 AUDIO & VOLUME CONTROLS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 65 AUDIO & VOLUME CONTROLS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2022–2027 (USD MILLION)

7.6.2.2 Home Theater System Controls

TABLE 66 HOME THEATER SYSTEM CONTROLS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 67 HOME THEATER SYSTEM CONTROLS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2022–2027 (USD MILLION)

7.6.2.3 Touchscreens & Keypads

TABLE 68 TOUCHSCREENS & KEYPADS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 69 TOUCHSCREENS & KEYPADS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2022–2027 (USD MILLION)

7.6.3 OTHER CONTROLS

FIGURE 37 EUROPEAN SMART HOME MARKET FOR OTHER CONTROLS, BY PRODUCT

TABLE 70 OTHER CONTROLS: EUROPEAN SMART HOME MARKET, BY PRODUCT,

2018–2021 (USD MILLION)

TABLE 71 OTHER CONTROLS: EUROPEAN SMART HOME MARKET, BY PRODUCT,

2022–2027 (USD MILLION)

7.6.3.1 Smart Meters

7.6.3.1.1 Smart meters are electric devices that measure energy consumption and enable two-way communication between users and utilities

TABLE 72 SMART METERS: EUROPEAN SMART HOME MARKET, BY COUNTRY,

2018–2021 (USD MILLION)

TABLE 73 SMART METERS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2022–2027 (USD MILLION)

7.6.3.2 Smart Plugs

7.6.3.2.1 Smart plugs offer plug-level solutions for monitoring, controlling, and automating energy levels of individual sockets

TABLE 74 SMART PLUGS: EUROPEAN SMART HOME MARKET, BY COUNTRY,

2018–2021 (USD MILLION)

TABLE 75 SMART PLUGS: EUROPEAN SMART HOME MARKET, BY COUNTRY,

2022–2027 (USD MILLION)

7.6.3.3 Smart Hubs

7.6.3.3.1 Smart hubs are solutions to unify connected gadgets in smart homes and control them using one simple application

TABLE 76 SMART HUBS: EUROPEAN SMART HOME MARKET, BY COUNTRY,

2018–2021 (USD MILLION)

TABLE 77 SMART HUBS: EUROPEAN SMART HOME MARKET, BY COUNTRY,

2022–2027 (USD MILLION)

7.6.3.4 Smart Locks

7.6.3.4.1 Smart locks are electromechanical locks that carry out locking and unlocking operations on receiving instructions from authorized devices

TABLE 78 SMART LOCKS: EUROPEAN SMART HOME MARKET, BY COUNTRY,

2018–2021 (USD MILLION)

TABLE 79 SMART LOCKS: EUROPEAN SMART HOME MARKET, BY COUNTRY,

2022–2027 (USD MILLION)

7.6.3.5 Smoke Detectors

7.6.3.5.1 Smoke detectors detect smoke faster than flame and heat detectors

TABLE 80 SMOKE DETECTORS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 81 SMOKE DETECTORS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2022–2027 (USD MILLION)**7.7 SMART SPEAKERS****7.7.1 MARKET DYNAMICS****7.7.1.1 Drivers**

7.7.1.1.1 Increasing number of smart homes

7.7.1.1.2 Proliferation of multifunctional devices

7.7.1.1.3 Growing trend of personalization

7.7.1.1.4 Growing popularity of smart speakers with displays

7.7.1.2 Restraints

7.7.1.2.1 Issues related to connectivity range, compatibility, and power

7.7.1.2.2 Availability of substitute products

7.7.1.2.3 Concerns related to data security

7.7.1.3 Opportunities

7.7.1.3.1 Increasing consumer preference for technologically advanced products

7.7.1.3.2 Increasing demand for smart speakers post COVID-19

7.7.1.3.3 Significant presence of large internet/technology companies

7.7.1.3.4 Increasing focus of companies on enhancing customer experience

TABLE 82 SMART SPEAKERS: EUROPEAN SMART HOME MARKET, 2018–2021 (USD MILLION)**TABLE 83 SMART SPEAKERS: EUROPEAN SMART HOME MARKET, 2022–2027 (USD MILLION)****TABLE 84 SMART SPEAKERS: EUROPEAN SMART HOME MARKET, 2018–2021 (MILLION UNITS)****TABLE 85 SMART SPEAKERS: EUROPEAN SMART HOME MARKET, 2022–2027 (MILLION UNITS)****TABLE 86 SMART SPEAKERS: EUROPEAN SMART HOME MARKET, BY COUNTRY,****2018–2021 (USD MILLION)****TABLE 87 SMART SPEAKERS: EUROPEAN SMART HOME MARKET, BY COUNTRY,****2022–2027 (USD MILLION)****7.8 HOME HEALTHCARE****7.8.1 MARKET DYNAMICS****7.8.1.1 Drivers**

- 7.8.1.1.1 Changing demographics to positively affect home health systems
- 7.8.1.1.2 Rising aging population, high incidence of chronic diseases, and need to expand home healthcare access
- 7.8.1.1.3 Change in social structure
- 7.8.1.2 Restraints
 - 7.8.1.2.1 Patient safety concerns
 - 7.8.1.2.2 Regulatory concerns
- 7.8.1.3 Opportunities
 - 7.8.1.3.1 Emerging market for smart wearables to drive home healthcare market
 - 7.8.1.3.2 Increase in adoption of home healthcare products due to COVID-19
 - 7.8.1.3.3 Use of analytics in home health care systems

TABLE 88 HOME HEALTHCARE: EUROPEAN SMART HOME MARKET, BY PRODUCT, 2018–2021 (USD MILLION)

TABLE 89 HOME HEALTHCARE: EUROPEAN SMART HOME MARKET, BY PRODUCT, 2022–2027 (USD MILLION)

TABLE 90 HOME HEALTHCARE: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 91 HOME HEALTHCARE: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2022–2027 (USD MILLION)

7.8.2 PRODUCTS COVERED UNDER HOME HEALTHCARE

FIGURE 38 SMART HOME MARKET FOR HOME HEALTHCARE PRODUCTS

7.8.2.1 Health Status Monitors

TABLE 92 HEALTH STATUS MONITORS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 93 HEALTH STATUS MONITORS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2022–2027 (USD MILLION)

7.8.2.1.1 Fitness and Heart Rate Monitors

7.8.2.1.2 Blood Pressure Monitors

7.8.2.1.3 Blood Glucose Meters

7.8.2.1.4 Continuous Glucose Monitors

7.8.2.1.5 Pulse Oximeters

7.8.2.1.6 Fall Detectors

7.8.2.2 Physical Activity Monitors

TABLE 94 PHYSICAL ACTIVITY MONITORS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 95 PHYSICAL ACTIVITY MONITORS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2022–2027 (USD MILLION)

7.9 SMART KITCHENS

7.9.1 MARKET DYNAMICS

7.9.1.1 Drivers

7.9.1.1.1 Changing lifestyles and preferences of consumers

7.9.1.1.2 Rising importance of energy conservation

7.9.1.1.3 High functionality of smart kitchen equipment

7.9.1.2 Restraints

7.9.1.2.1 High cost of smart kitchen appliances

7.9.1.2.2 High cost of installation

7.9.1.3 Opportunities

7.9.1.3.1 Incorporation of IoT in kitchen appliances

7.9.1.3.2 Food wastage concerns and sustainable cooking

TABLE 96 SMART KITCHENS: EUROPEAN SMART HOME MARKET, BY PRODUCT,

2018–2021 (USD MILLION)

TABLE 97 SMART KITCHENS: EUROPEAN SMART HOME MARKET, BY PRODUCT,

2022–2027 (USD MILLION)

TABLE 98 SMART KITCHENS: EUROPEAN SMART HOME MARKET, BY COUNTRY,

2018–2021 (USD MILLION)

TABLE 99 SMART KITCHENS: EUROPEAN SMART HOME MARKET, BY COUNTRY,

2022–2027 (USD MILLION)

7.9.2 PRODUCTS COVERED UNDER SMART KITCHENS

FIGURE 39 EUROPEAN SMART HOME MARKET FOR SMART KITCHENS, BY PRODUCT

7.9.2.1 Smart Refrigerators

TABLE 100 SMART REFRIGERATORS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 101 SMART REFRIGERATORS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2022–2027 (USD MILLION)

7.9.2.2 Smart Coffee Makers

TABLE 102 SMART COFFEE MAKERS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 103 SMART COFFEE MAKERS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2022–2027 (USD MILLION)

7.9.2.3 Smart Kettles

TABLE 104 SMART KETTLES: EUROPEAN SMART HOME MARKET, BY COUNTRY,

2018–2021 (USD MILLION)

TABLE 105 SMART KETTLES: EUROPEAN SMART HOME MARKET, BY COUNTRY,
2022–2027 (USD MILLION)

7.9.2.4 Smart Dishwashers

TABLE 106 SMART DISHWASHERS: EUROPEAN SMART HOME MARKET, BY
COUNTRY, 2018–2021 (USD MILLION)

TABLE 107 SMART DISHWASHERS: EUROPEAN SMART HOME MARKET, BY
COUNTRY, 2022–2027 (USD MILLION)

7.9.2.5 Smart Ovens

TABLE 108 SMART OVENS: EUROPEAN SMART HOME MARKET, BY COUNTRY,

2018–2021 (USD MILLION)

TABLE 109 SMART OVENS: EUROPEAN SMART HOME MARKET, BY COUNTRY,
2022–2027 (USD MILLION)

7.9.2.6 Smart Cooktops

TABLE 110 SMART COOKTOPS: EUROPEAN SMART HOME MARKET, BY
COUNTRY,

2018–2021 (USD MILLION)

TABLE 111 SMART COOKTOPS: EUROPEAN SMART HOME MARKET, BY
COUNTRY,

2022–2027 (USD MILLION)

7.9.2.7 Smart Cookers

TABLE 112 SMART COOKERS: EUROPEAN SMART HOME MARKET, BY
COUNTRY,

2018–2021 (USD MILLION)

TABLE 113 SMART COOKERS: EUROPEAN SMART HOME MARKET, BY
COUNTRY,

2022–2027 (USD MILLION)

7.10 HOME APPLIANCES

7.10.1 MARKET DYNAMICS

7.10.1.1 Drivers

7.10.1.1.1 Availability of wireless solutions

7.10.1.1.2 Rising energy prices leading to adoption of smart appliances

7.10.1.1.3 Increasing penetration of internet and smartphones worldwide

7.10.1.2 Restraints

7.10.1.2.1 Privacy concerns among end users

7.10.1.2.2 Lack of awareness about smart appliances

7.10.1.2.3 Compatibility problems between devices of different companies

7.10.1.2.4 High maintenance costs

7.10.1.3 Opportunities

7.10.1.3.1 Machine-to-machine (M2M) communication to provide new growth avenues

7.10.1.3.2 Rise in demand for smart appliances due to COVID-19

7.10.1.3.3 Integration of new technologies, such as AI, with smart appliances

TABLE 114 HOME APPLIANCES: EUROPEAN SMART HOME MARKET, BY PRODUCT, 2018–2021 (USD MILLION)

TABLE 115 HOME APPLIANCES: EUROPEAN SMART HOME MARKET, BY PRODUCT, 2022–2027 (USD MILLION)

TABLE 116 HOME APPLIANCES: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 117 HOME APPLIANCES: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2022–2027 (USD MILLION)

7.10.2 PRODUCTS COVERED UNDER HOME APPLIANCES

FIGURE 40 EUROPEAN SMART HOME MARKET FOR HOME APPLIANCES

7.10.2.1 Smart Washers

TABLE 118 SMART WASHERS: EUROPEAN SMART HOME MARKET, BY COUNTRY,

2018–2021 (USD MILLION)

TABLE 119 SMART WASHERS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2022–2027 (USD MILLION)

7.10.2.2 Smart Dryers

TABLE 120 SMART DRYERS: EUROPEAN SMART HOME MARKET, BY COUNTRY,

2018–2021 (USD MILLION)

TABLE 121 SMART DRYERS: EUROPEAN SMART HOME MARKET, BY COUNTRY,

2022–2027 (USD MILLION)

7.10.2.3 Smart Water Heaters

TABLE 122 SMART WATER HEATERS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 123 SMART WATER HEATERS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2022–2027 (USD MILLION)

7.10.2.4 Smart Vacuum Cleaners

TABLE 124 SMART VACUUM CLEANERS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 125 SMART VACUUM CLEANERS: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2022–2027 (USD MILLION)

7.11 SMART FURNITURE

7.11.1 MARKET DYNAMICS

7.11.1.1 Drivers

7.11.1.1.1 Changing consumer lifestyle

7.11.1.1.2 Growing trend toward adoption of space-saving furniture

7.11.1.2 Restraints

7.11.1.2.1 Reluctance toward adopting new technology

7.11.1.2.2 High price of smart furniture

7.11.1.2.3 Drawbacks of when two individuals require distinct alternatives

7.11.1.3 Opportunities

7.11.1.3.1 Incorporation of robotics into smart furniture

7.11.1.3.2 Increasing incorporation of ergonomic furniture by corporate entities

TABLE 126 SMART FURNITURE: EUROPEAN SMART HOME MARKET, BY PRODUCT, 2018–2021 (USD MILLION)

TABLE 127 SMART FURNITURE: EUROPEAN SMART HOME MARKET, BY PRODUCT, 2022–2027 (USD MILLION)

TABLE 128 SMART FURNITURE: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 129 SMART FURNITURE: EUROPEAN SMART HOME MARKET, BY COUNTRY, 2022–2027 (USD MILLION)

7.11.2 PRODUCTS COVERED UNDER SMART FURNITURE

FIGURE 41 EUROPEAN SMART HOME MARKET FOR SMART FURNITURE PRODUCTS

7.11.2.1 Smart Tables

TABLE 130 SMART TABLES: EUROPEAN SMART HOME MARKET, BY COUNTRY,

2018–2021 (USD MILLION)

TABLE 131 SMART TABLES: EUROPEAN SMART HOME MARKET, BY COUNTRY,

2022–2027 (USD MILLION)

7.11.2.2 Smart Desks

TABLE 132 SMART DESKS: EUROPEAN SMART HOME MARKET, BY COUNTRY,
2018–2021 (USD MILLION)

TABLE 133 SMART DESKS: EUROPEAN SMART HOME MARKET, BY COUNTRY,

2022–2027 (USD MILLION)

7.11.2.3 Smart Stools & Benches

TABLE 134 SMART STOOLS & BENCHES: EUROPEAN SMART HOME MARKET, BY
COUNTRY, 2018–2021 (USD MILLION)

TABLE 135 SMART STOOLS & BENCHES: EUROPEAN SMART HOME MARKET, BY
COUNTRY, 2022–2027 (USD MILLION)

7.11.2.4 Smart Sofas

TABLE 136 SMART SOFAS: EUROPEAN SMART HOME MARKET, BY COUNTRY,

2018–2021 (USD MILLION)

TABLE 137 SMART SOFAS: EUROPEAN SMART HOME MARKET, BY COUNTRY,

2022–2027 (USD MILLION)

7.11.2.5 Smart Chairs

TABLE 138 SMART CHAIRS: EUROPEAN SMART HOME MARKET, BY COUNTRY,

2018–2021 (USD MILLION)

TABLE 139 SMART CHAIRS: EUROPEAN SMART HOME MARKET, BY COUNTRY,

2022–2027 (USD MILLION)

8 EUROPEAN SMART HOME MARKET, BY SOFTWARE & SERVICE

8.1 INTRODUCTION

FIGURE 42 SMART HOME MARKET FOR SOFTWARE & SERVICE, BY TYPE

FIGURE 43 BEHAVIORAL SOFTWARE & SERVICES EXPECTED TO HOLD LARGER MARKET SHARE DURING FORECAST PERIOD

TABLE 140 EUROPEAN SMART HOME MARKET, BY SOFTWARE & SERVICE,

2018–2021 (USD MILLION)

TABLE 141 EUROPEAN SMART HOME MARKET, BY SOFTWARE & SERVICE,

2022–2027 (USD MILLION)

8.2 BEHAVIORAL

8.2.1 BEHAVIORAL SOFTWARE & SERVICES SEGMENT TO HOLD LARGER MARKET SHARE DURING FORECAST PERIOD

8.3 PROACTIVE

8.3.1 PROACTIVE SOFTWARE & SERVICES SEGMENT TO REGISTER HIGHER CAGR DURING FORECAST PERIOD

9 EUROPEAN SMART HOME MARKET, BY SALES CHANNEL

9.1 INTRODUCTION

FIGURE 44 INDIRECT SALES CHANNEL TO DOMINATE EUROPEAN SMART HOME MARKET DURING FORECAST PERIOD

TABLE 142 EUROPEAN SMART HOME MARKET, BY SALES CHANNEL, 2018–2021 (USD MILLION)

TABLE 143 EUROPEAN SMART HOME MARKET, BY SALES CHANNEL, 2022–2027 (USD MILLION)

9.2 DIRECT SALES CHANNEL

9.2.1 DIRECT SALES CHANNELS ARE USED BY WELL-ESTABLISHED PLAYERS AS WELL AS OTHER SMALL PLAYERS AND START-UPS EQUALLY

9.3 INDIRECT SALES CHANNEL

9.3.1 INDIRECT SALES CHANNELS INVOLVE USING THIRD-PARTY SERVICE PROVIDERS TO SELL PRODUCTS RATHER THAN MANUFACTURERS SELLING PRODUCTS DIRECTLY

10 GEOGRAPHIC ANALYSIS

10.1 INTRODUCTION

FIGURE 45 EUROPE: SMART HOME MARKET SNAPSHOT

10.2 REGULATORY FRAMEWORK

TABLE 144 EUROPEAN SMART HOME MARKET, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 145 EUROPEAN SMART HOME MARKET, BY COUNTRY, 2022–2027 (USD MILLION)

10.3 UK

10.3.1 UK TO LEAD SMART HOME MARKET IN EUROPE

10.3.2 DEMAND FOR ENERGY-SAVING AND LONG-LASTING LIGHTING SYSTEMS TO DRIVE SMART HOME MARKET IN UK

10.3.3 DECLINE IN COST OF BROADBAND SERVICES AND INCREASING ADOPTION OF CLOUD AND IOT INFRASTRUCTURE

TABLE 146 UK: EUROPEAN SMART HOME MARKET, BY PRODUCT, 2018–2021 (USD MILLION)

TABLE 147 UK: EUROPEAN SMART HOME MARKET, BY PRODUCT, 2022–2027 (USD MILLION)

10.4 GERMANY

10.4.1 RISING DEMAND FOR SMART LIGHTING SOLUTIONS IN HOMES IS DRIVING MARKET

10.4.2 INCREASING PENETRATION OF LED LIGHTS AND LUMINARIES

10.4.3 GOVERNMENT POLICIES REGARDING ENERGY CONSUMPTION TO PROPEL ADOPTION OF SMART HOME PRODUCTS

TABLE 148 GERMANY: EUROPEAN SMART HOME MARKET, BY PRODUCT, 2018–2021 (USD MILLION)

TABLE 149 GERMANY: EUROPEAN SMART HOME MARKET, BY PRODUCT, 2022–2027 (USD MILLION)

10.5 FRANCE

10.5.1 RISING DEMAND FOR SECURITY & ACCESS CONTROLS LEADING TO MARKET GROWTH

10.5.2 INCREASING AWARENESS OF ENERGY CONSERVATION

10.5.3 RISING ADOPTION OF SMART LIGHTS IS INCREASING DEMAND FOR SMART HOME PRODUCTS

TABLE 150 FRANCE: EUROPEAN SMART HOME MARKET, BY PRODUCT, 2018–2021 (USD MILLION)

TABLE 151 FRANCE: EUROPEAN SMART HOME MARKET, BY PRODUCT, 2022–2027 (USD MILLION)

10.6 ITALY

10.6.1 GOVERNMENT SUPPORT FOR ENERGY EFFICIENCY TO DRIVE ADOPTION OF SMART HOME PRODUCTS

10.6.2 HIGH DEMAND FOR SMART LIGHTING IN SMART HOMES

TABLE 152 ITALY: EUROPEAN SMART HOME MARKET, BY PRODUCT, 2018–2021 (USD MILLION)

TABLE 153 ITALY: EUROPEAN SMART HOME MARKET, BY PRODUCT, 2022–2027 (USD MILLION)

10.7 REST OF EUROPE

TABLE 154 REST OF EUROPE: EUROPEAN SMART HOME MARKET, BY PRODUCT,

2018–2021 (USD MILLION)

TABLE 155 REST OF EUROPE: EUROPEAN SMART HOME MARKET, BY PRODUCT,

2022–2027 (USD MILLION)

11 COMPETITIVE LANDSCAPE

11.1 OVERVIEW

11.2 KEY PLAYER STRATEGIES/RIGHT TO WIN

TABLE 156 OVERVIEW OF STRATEGIES DEPLOYED BY KEY MARKET PLAYERS

11.2.1 PRODUCT PORTFOLIO

11.2.2 REGIONAL FOCUS

11.2.3 MANUFACTURING FOOTPRINT

11.2.4 ORGANIC/INORGANIC GROWTH STRATEGIES

11.3 MARKET SHARE ANALYSIS: EUROPEAN SMART HOME MARKET, 2021

TABLE 157 EUROPEAN SMART HOME MARKET: DEGREE OF COMPETITION, 2021

11.4 5-YEAR COMPANY REVENUE ANALYSIS

FIGURE 46 5-YEAR REVENUE ANALYSIS OF TOP FIVE PLAYERS IN EUROPEAN SMART HOME MARKET

11.5 COMPANY EVALUATION QUADRANT

11.5.1 STAR

11.5.2 EMERGING LEADER

11.5.3 PERVASIVE

11.5.4 PARTICIPANT

FIGURE 47 EUROPEAN SMART HOME MARKET COMPANY EVALUATION QUADRANT, 2021

11.5.5 COMPANY FOOTPRINT

TABLE 158 OVERALL COMPANY FOOTPRINT

TABLE 159 COMPANY PRODUCT FOOTPRINT

TABLE 160 COMPANY SALES CHANNEL FOOTPRINT

TABLE 161 COMPANY REGION FOOTPRINT

11.6 START-UP/SME EVALUATION MATRIX

TABLE 162 LIST OF START-UPS IN EUROPEAN SMART HOME MARKET

11.6.1 PROGRESSIVE COMPANY

11.6.2 RESPONSIVE COMPANY

11.6.3 DYNAMIC COMPANY

11.6.4 STARTING BLOCK

FIGURE 48 EUROPEAN SMART HOME MARKET, START-UP/SME EVALUATION MATRIX, 2021

11.7 COMPETITIVE SITUATIONS AND TRENDS

11.7.1 PRODUCT LAUNCHES

TABLE 163 PRODUCT LAUNCHES & DEVELOPMENTS, 2020–2022

11.7.2 DEALS

TABLE 164 DEALS, 2020–2022

11.7.3 OTHERS

TABLE 165 OTHERS, 2020–2022

12 COMPANY PROFILES

12.1 INTRODUCTION

12.2 KEY PLAYERS

(Business overview, Products/solutions/services offered, Recent developments, Product launches & developments, Deals, MnM view, Key strengths/right to win, Strategic choices made, and Weaknesses and competitive threats)*

12.2.1 SIEMENS

TABLE 166 SIEMENS: COMPANY SNAPSHOT

FIGURE 49 SIEMENS: COMPANY SNAPSHOT

12.2.2 JOHNSON CONTROLS

TABLE 167 JOHNSON CONTROLS: COMPANY SNAPSHOT

FIGURE 50 JOHNSON CONTROLS: COMPANY SNAPSHOT

12.2.3 SCHNEIDER ELECTRIC

TABLE 168 SCHNEIDER ELECTRIC: COMPANY SNAPSHOT

FIGURE 51 SCHNEIDER ELECTRIC: COMPANY SNAPSHOT

12.2.4 ASSA ABLOY

TABLE 169 ASSA ABLOY: COMPANY SNAPSHOT

FIGURE 52 ASSA ABLOY: COMPANY SNAPSHOT

12.2.5 RESIDEO

TABLE 170 RESIDEO: COMPANY SNAPSHOT

FIGURE 53 RESIDEO: COMPANY SNAPSHOT

12.2.6 AMAZON

TABLE 171 AMAZON: COMPANY SNAPSHOT

FIGURE 54 AMAZON: COMPANY SNAPSHOT

12.2.7 HONEYWELL

TABLE 172 HONEYWELL: COMPANY SNAPSHOT

FIGURE 55 HONEYWELL: COMPANY SNAPSHOT

12.2.8 APPLE

TABLE 173 APPLE: COMPANY SNAPSHOT

FIGURE 56 APPLE: COMPANY SNAPSHOT

12.2.9 ROBERT BOSCH

TABLE 174 ROBERT BOSCH: COMPANY SNAPSHOT

FIGURE 57 ROBERT BOSCH: COMPANY SNAPSHOT

12.2.10 ABB

TABLE 175 ABB: COMPANY SNAPSHOT

FIGURE 58 ABB: COMPANY SNAPSHOT

12.3 OTHER PLAYERS

12.3.1 SAMSUNG ELECTRONICS

TABLE 176 SAMSUNG ELECTRONICS: COMPANY SNAPSHOT

12.3.2 SONY

TABLE 177 SONY: COMPANY SNAPSHOT

12.3.3 INGERSOLL RAND

TABLE 178 INGERSOLL RAND: COMPANY SNAPSHOT

12.3.4 DELTA CONTROLS

TABLE 179 DELTA CONTROLS: COMPANY SNAPSHOT

12.3.5 SNAP ONE

TABLE 180 SNAP ONE: COMPANY SNAPSHOT

12.3.6 AXIS COMMUNICATIONS

TABLE 181 AXIS COMMUNICATIONS: COMPANY SNAPSHOT

12.3.7 COMCAST

TABLE 182 COMCAST: COMPANY SNAPSHOT

12.3.8 ALARM.COM

TABLE 183 ALARM.COM: COMPANY SNAPSHOT

12.3.9 VIVINT

TABLE 184 VIVINT: COMPANY SNAPSHOT

12.3.10 SIMPLISAFE

TABLE 185 SIMPLISAFE: COMPANY SNAPSHOT

12.3.11 GENERAL ELECTRIC

TABLE 186 GENERAL ELECTRIC: COMPANY SNAPSHOT

12.3.12 LUTRON ELECTRONICS

TABLE 187 LUTRON ELECTRONICS: COMPANY SNAPSHOT

12.3.13 LEGRAND

TABLE 188 LEGRAND: COMPANY SNAPSHOT

12.3.14 LG ELECTRONICS

TABLE 189 LG ELECTRONICS: COMPANY SNAPSHOT

*Details on Business overview, Products/solutions/services offered, Recent developments, Product launches & developments, Deals, MnM view, Key strengths/right to win, Strategic choices made, and Weaknesses and competitive threats might not be captured in case of unlisted companies.

13 APPENDIX

13.1 DISCUSSION GUIDE

13.2 KNOWLEDGESTORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL

13.3 AVAILABLE CUSTOMIZATION

13.4 RELATED REPORTS

13.5 AUTHOR DETAILS

About

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

We have covered 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, intrusion detection, door contacts, sensors, and other segments in great detail. The 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 this report.

The important standards of smart homes such as KNX, Insteon, X10, CEBus, and Lon Works are also explained in detail in this report. An in-depth geographic analysis for the European markets has been done and the major countries, such as. U.K.. Germany, France, Spain. Italy, and Rest of the Europe have been covered.

Stakeholders

Raw material and manufacturing equipment suppliers.

Electronic & consumer electronics products manufacturers

Semiconductor foundries.

Technology standards organizations, forums, alliances and associations.

Original Equipment Manufacturers (OEMs) (end-user application or electronic product manufacturers).

Technology investors

Smart home device manufacturers (ODM) and OEM technology solution providers.

Housing developers

Research organizations.

Architects

System Integrators and installers

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