

Breaking Smart Home Barriers: Why Consumer Don't Buy

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Abstracts

Despite the proliferation of smart home devices and services, as well as escalating promotion, adoption of smart home products has remained flat in most product categories. Manufacturers and service providers are eager to understand what they must do to make significant gains in sales and revenue. This in-depth research on market barriers mines consumer fears and presents strategies for addressing or alleviating their concerns in order to expand into the mass market. This report analyzes factors that contribute to winning companies' success and projects how current trends may shape future adoption.

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Firedome

ioXt

UL

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