

# Consumer Choice: Standalone or Bundled Smart Home Devices

https://marketpublishers.com/r/C9B43B84EDEEN.html

Date: December 2016

Pages: 37

Price: US\$ 3,500.00 (Single User License)

ID: C9B43B84EDEEN

## **Abstracts**

There are thousands of consumer use cases for smart home systems and devices. This can be challenging for smart home marketers as they seek to sell smart home bundles or single-use devices. This report examines consumer preferences for smart home bundles versus build-as-you-go adoption, highlights the differences between the consumer segments, describes the benefits of the various purchase options, and details purchase patterns and retail preferences. It also analyzes the key industry players from the security, broadband, and DIY arenas.



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