

Consumer Choice: Standalone or Bundled Smart Home Devices

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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.

Contents

1. REPORT SUMMARY

- 1.1 Purpose of Report
- 1.2 Scope of Report
- 1.3 Research Approach/Sources

2. SMART HOME MERCHANDISING STRATEGIES

- 2.1 Current Merchandising Strategies
 - 2.1.1 Pure Standalone or Point Solutions
 - 2.1.2 Hybrid Standalone or Connected Point Solutions
 - 2.1.3 Starter Kit Bundle with or without Optional Services
 - 2.1.4 Discount Bundle
 - 2.1.5 Use Case Subsystem Bundle
 - 2.1.6 “Free” Hardware + Service Subscription Bundle
 - 2.1.7 Hardware purchased separately/financed + Service Subscription Bundle
 - 2.1.8 TV + Broadband + Smart Home Hardware/Monitoring + Content Bundle
- 2.2 Emerging Forms of Smart Home Merchandising
 - 2.2.1 Unbundling Up-front Hardware Cost from Service Subscriptions
 - 2.2.2 In-store Experience Centers
 - 2.2.3 Merchandising in New Home Construction and Apartments
 - 2.2.4 Turn-key Smart Home Starter Kits and Services for Insurers
 - 2.2.5 Real Estate Sales Staging Kits and Buyer Move-in Kits
 - 2.2.6 Free In-Home Smart Home Consultations
 - 2.2.7 Embedded Control Hubs

3. CONSUMER PREFERENCES

- 3.1 Trends in Purchasing Patterns for Smart Home Devices
- 3.2 Channel Preferences for Selected Smart Home Devices

4. CONSIDERATIONS FOR DEVELOPING MERCHANDISING STRATEGY

5. APPENDIX

- 5.1 Glossary
- 5.2 Index

5.3 Image Sources

List Of Figures

LIST OF FIGURES

Companies Researched for Report

Pure Standalone Devices

Hybrid Standalone Devices

Starter Kit Bundle

Discount Bundle

Use Case Subsystem Bundle

“Free” Hardware + Service Subscription Bundle

Purchased/Financed Hardware + Service Subscription Bundle

Hardware + Content Subscription Bundle

Safety & Security Devices – Acquisition by Merchandising Method (2014 – 2016)

Smart Energy & Water Devices – Acquisition by Merchandising Method (2014 – 2016)

Smart Home Devices - Comparison of Purchase Method by Merchandising Method

Smart Thermostat - Purchase Channel by Acquisition Method

Networked Camera - Purchase Channel by Acquisition Method

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