

# Consumer Segmentation: Smart Home Packages

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## Abstracts

Consumer Segmentation: Smart Home Packages presents a segmentation analysis of the market for smart home devices services. It identifies which consumer segments are most likely to adopt products and services and how motivations differ between each segment. The research gauges consumer willingness to adopt smart home systems by presenting three hypothetical smart home packages.

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360 VIEW: RESIDENTIAL SECURITY AND SMART HOME (Q3/14)  
The Internet of Things: Business Models & Opportunities (Q3/14)  
Evolution of Smart Home and the Internet of Things (Q2/14)  
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## **ADDITIONAL RESEARCH FROM PARKS ASSOCIATES**

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