

Trends and Segments for Home Energy Management

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Abstracts

Trends & Segments for Home Energy Management analyzes the demand for smart energy devices—smart home devices that help consumers manage their home’s energy consumption. The research details adoption trends for smart energy devices and analyzes the importance of interoperability and the extent to which the purchase of one type of smart home device leads to the purchase of others. Next, it gauges willingness to adopt smart energy devices and services with profiles provided of current and likely adopters. Finally, the research assesses demand for premium smart thermostats.

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