

# Smart Home Market Outlook- Global Industry Size, Share, Trends, Growth Opportunities, Forecasts by Types, Applications, Countries, and Companies, 2023 to 2030

<https://marketpublishers.com/r/S9A752277D63EN.html>

Date: May 2023

Pages: 170

Price: US\$ 3,200.00 (Single User License)

ID: S9A752277D63EN

## Abstracts

Future of Smart Home Market Size, 2023- Trends, Outlook and Growth Opportunities, Market Share, Global Industry Analysis, Insights, Competition, and Forecasts to 2030  
The Smart Home market report presents a comprehensive analysis and outlook of Smart Home markets, including forecasts across types, applications, companies, and countries. The report provides market share of potential Smart Home market segments and growth opportunities. The report provides insights, industry analysis, trends, and competitive landscape.

### 2023 State of the Smart Home Industry

The report forecasts a healthy Smart Home sales volume in 2023. We expect Smart Home demand to remain on positive growth in 2023 and over the forecast period to 2030. The global Smart Home industry is experiencing a period of significant change and disruption, driven by changing consumer preferences, technological advancements, and intensifying competitive conditions.

### Smart Home Market Size: Expansion into Niche Growth Segments

Expansion into niche growth segments remains the key strategy of leading Smart Home companies for revenue growth in the near to medium-term future.

The business landscape is becoming increasingly promotional. Accordingly, it is crucial to identify the areas where consumers are willing to pay a premium to derive maximum value.

By comprehending the precise points at which consumers are willing to pay a premium, businesses can capitalize on new market opportunities and optimize their profitability.

In addition, Smart Home companies are also diversifying their procurement strategies to make up for supply disruptions in 2023. Further, a focus on sustainability and energy savings is also widely observed.

#### How will markets change by 2030: Smart Home Market Dynamics

The global Smart Home industry is one of the potential growth markets worldwide, with an increasing number of companies expanding their investments. The updated research on the global Smart Home industry presents the current Scenario and the future market demand of Smart Home by 2030.

Key Smart Home market dynamics including driving factors, key imperative issues facing the Smart Home industry, strategic analysis review, the impact of macroeconomic factors on the Smart Home industry growth forecasts, porter's five forces analysis, and others are included in detail in the study.

#### Trends Tracker: Trends and Challenges for the Smart Home Industry in 2023

Smart Home consumers are expanding their definition of value beyond just pricing, with personal beliefs playing an increasingly significant role in their purchasing decisions. Understanding short and long-term trends and strengthening operations to these trends remains vital for sustaining growth in the forecast period.

The evolving industry dynamics present strong growth opportunities for companies expanding in the industry. The report presents future-forecasting Smart Home market trend predictions for 2023 and beyond.

#### Scenario Planning and Risk management in the Smart Home Supply Chain

To efficiently handle risk management in the industry, the report presents a scenario analysis of Smart Home industry outlook. Three case scenarios- low growth, base, and high growth case scenarios are created, each with its own set of assumptions about various factors that could impact the industry outlook. The chapter enables proactive planning and efficient uncertainty management for Smart Home business development managers and key strategy planners.

#### Smart Home Market Segmentation: 2023 Data Analysis and Market Share Forecasts

Increased Smart Home demand will drive growth expansion for the market segments across the industry. As companies invest in ramp-up in expansion plans, the demand for different types, applications, product types, end-user industry verticals, and others is increasing steadily over the forecast period to 2030. The report provides an in-depth analysis of the key driving forces of each segment along with the Smart Home market size outlook.

**North America Smart Home Market Outlook: Strong income growth over 2022 is observed**

North America is witnessing steady shifts in consumer spending behavior in the post-pandemic period. Leading Smart Home brands and retailers are emphasizing expanding their footprint across segments. To gain increased market share and profit growth, the report provides the state of the North America Smart Home Industry and 10-year category tracking and forecasts across market segments. In addition, market growth prospects across the US, Canada, and Mexico markets including their Smart Home market size and forecasts to 2030 are included.

**Europe Smart Home Market Outlook: Optimistic outlook in both Western and Eastern European countries**

2023 is an important year for the European Smart Home industry as companies reassess their investment priorities. The Ukraine-Russia conflict has also significantly impacted the demand conditions across European Smart Home consuming markets. Accordingly, most companies are focusing on their core offerings and profit-generating business units. To support companies to navigate the Smart Home industry trends of 2023 to 2030, the report presents the Europe Smart Home market outlook across types and applications. Further, Germany, France, Spain, the UK, Italy, and other European countries are also analyzed in the Smart Home research study.

**Asia Pacific Smart Home Market Outlook: Stronger income growth supports premium products but consumers will be more price cautious in 2023**

The report presents the future of the Smart Home markets until 2030 and expected developments for companies across China, India, Japan, South Korea, Indonesia, South East Asia, and the Rest of Asia Pacific markets. The continued consumer focus on new and diversified products is encouraging the demand for new product launches. On the other hand, the Zero-Covid policies in Mainland China continue to place pressure on supply chains in the short term. However, the medium to long-term forecast remains robust in China and other Asian markets.

**Latin America Smart Home Market Outlook: Increasing inflation can have a significant sales impact in the short term**

Latin America is one of the potential growth markets for Smart Home sales. Looking ahead as the Smart Home industry prepares for the future from 2023 to 2030, we identify the growth will continue. Global Smart Home companies continue their development and expansion plans across Brazil, Argentina, Chile, Columbia, and other countries. In particular, R&D efforts to create newer, niche offerings are likely to increase steadily over the forecast period.

**Middle East and Africa Smart Home Market Outlook: Positive consumer outlook and high disposable incomes**

As pandemic-related restrictions eased over 2022, the region is witnessing steady growth in the demand for Smart Home. Consumers in the region spend a considerable proportion of their budgets on purchasing Smart Home. However, the industry is witnessing increased emphasis on price sensitivity, cutting spending, trading down price points, and others.

In particular, the economic outlook of markets differs across regions, which presents significant growth opportunities in select markets. The Middle East and Africa Smart Home industry report summarize the growth opportunities and outlook across segments and countries across the region.

**Smart Home Competitive Analysis and Growth Strategies**

The Smart Home industry is highly competitive, with several key players vying for market dominance. The report identifies the leading companies operating in the Smart Home industry. It presents detailed insights into the key growth strategies of major Smart Home companies. The extensive foresight study explores the product profile, business divisions, SWOT profiles, financial analysis, and others of leading Smart Home players.

The report includes-

In-depth analyses of major drivers and key trends set to transform the future of Smart Home consumption, market size, and competitive conditions.

Current status of the Smart Home industry landscape and the market size outlook from 2018 to 2030

Scenario planning including different outlook scenarios helps to identify potential opportunities and risks

Detailed segmentation in the global Smart Home system, evaluating the prospects of each type, application, and end-user industry across regions

Market size forecasts across 6 regions and 23 countries from 2018 to 2030

Robust and transparent research methodology, and a rich summary of conclusions by an experienced team of analysts

Some of the key questions that the report answers-

What are the main trends shaping the future of the Smart Home industry in the near?

What is the Smart Home market size in 2023 and what is the Compounded Annual Growth Rate (CAGR) forecast for 2030?

Which are the most promising Smart Home market segments?

Which sub-industry offers lucrative growth prospects?

Who are the leading companies and their role in Smart Home industry in 2022?

## Contents

### **1. SMART HOME MARKET HIGHLIGHTS**

- 1.1 Smart Home Market Snapshot- 2023
- 1.2 Top Predictions for Smart Home Markets in 2023 and Beyond
- 1.3 Smart Home Market Size Outlook to 2030
- 1.4 Smart Home Market Growth (year-on-year), 2021- 2030

### **2. SCOPE AND METHODOLOGY**

- 2.1 Research Scope
- 2.2 Market Segmentation
- 2.3 Key Competitors for Smart Home Market
- 2.4 Primary and Secondary Data Sources
- 2.5 Research Methodology
- 2.6 Forecast Methodology

### **3. TOP TRENDS SHAPING THE SMART HOME INDUSTRY IN 2023 AND BEYOND**

- 3.1 Leading and the fastest growing Smart Home Market Types, 2023
- 3.2 Potential Smart Home Market Applications, 2023
- 3.3 Leading and the fastest growing Smart Home Countries, 2023 to 2030

### **4. KEY OPPORTUNITIES GROWING WITHIN THE SMART HOME INDUSTRY IN 2023**

- 4.1 Key Smart Home Market Drivers
- 4.2 Short-Term and Long-Term Trends shaping the future of Smart Home Markets
- 4.3 Emerging categories to watch for Smart Home industry growth
- 4.4 Barriers to Market Growth Outlook

### **5 SMART HOME INDUSTRY- PORTER'S FIVE FORCES ANALYSIS**

- 5.1 Overview
- 5.2 Bargaining Power of Buyers
- 5.3 Bargaining Power of Suppliers
- 5.4 Degree of Competition
- 5.5 Threat of New Entrants

## 5.6 Threat of Substitutes

## **6. GLOBAL MACROECONOMIC AND DEMOGRAPHIC FACTORS**

### 6.1 GDP Outlook by Country, 2010- 2030

### 6.2 Population Forecast by Country, 2010- 2030

### 6.3 Healthcare Expenditure by Country, 2010- 2030

## **7. NORTH AMERICA SMART HOME MARKET SIZE OUTLOOK AND GROWTH OPPORTUNITIES**

### 7.1 Key Growth Metrics, 2023

### 7.2 North America Smart Home Market Size Forecast by Type, 2021- 2030

### 7.3 North America Smart Home Market Size Forecast by Application, 2021- 2030

### 7.4 North America Smart Home Market Size Forecast by Country, 2021- 2030

### 7.5 United States Market Size Outlook and Growth Rate Forecast, 2021- 2030

### 7.6 Canada Market Size Outlook and Growth Rate Forecast, 2021- 2030

### 7.7 Mexico Market Size Outlook and Growth Rate Forecast, 2021- 2030

## **8. EUROPE SMART HOME MARKET SIZE OUTLOOK AND GROWTH OPPORTUNITIES**

### 8.1 Key Growth Metrics, 2023

### 8.2 Europe Smart Home Market Size Forecast by Type, 2021- 2030

### 8.3 Europe Smart Home Market Size Forecast by Application, 2021- 2030

### 8.4 Europe Smart Home Market Size Forecast by Country, 2021- 2030

### 8.5 Germany Market Size Outlook and Growth Rate Forecast, 2021- 2030

### 8.6 France Market Size Outlook and Growth Rate Forecast, 2021- 2030

### 8.7 United Kingdom Market Size Outlook and Growth Rate Forecast, 2021- 2030

### 8.8 Spain Market Size Outlook and Growth Rate Forecast, 2021- 2030

### 8.9 Italy Market Size Outlook and Growth Rate Forecast, 2021- 2030

### 8.10 Rest of Europe Market Size Outlook and Growth Rate Forecast, 2021- 2030

## **9. ASIA PACIFIC SMART HOME MARKET SIZE OUTLOOK AND GROWTH OPPORTUNITIES**

### 9.1 Key Growth Metrics, 2023

### 9.2 Asia Pacific Smart Home Market Size Forecast by Type, 2021- 2030

### 9.3 Asia Pacific Smart Home Market Size Forecast by Application, 2021- 2030



- 9.4 Asia Pacific Smart Home Market Size Forecast by Country, 2021- 2030
- 9.5 Japan Market Size Outlook and Growth Rate Forecast, 2021- 2030
- 9.6 China Market Size Outlook and Growth Rate Forecast, 2021- 2030
- 9.7 India Market Size Outlook and Growth Rate Forecast, 2021- 2030
- 9.8 South Korea Market Size Outlook and Growth Rate Forecast, 2021- 2030
- 9.9 Rest of Asia Pacific Market Size Outlook and Growth Rate Forecast, 2021- 2030

## **10. LATIN AMERICA SMART HOME MARKET SIZE OUTLOOK AND GROWTH OPPORTUNITIES**

- 10.1 Key Growth Metrics, 2023
- 10.2 Latin America Smart Home Market Size Forecast by Type, 2021- 2030
- 10.3 Latin America Smart Home Market Size Forecast by Application, 2021- 2030
- 10.4 Latin America Smart Home Market Size Forecast by Country, 2021- 2030
- 10.5 Brazil Market Size Outlook and Growth Rate Forecast, 2021- 2030
- 10.6 Argentina Market Size Outlook and Growth Rate Forecast, 2021- 2030
- 10.7 Rest of Latin America Market Size Outlook and Growth Rate Forecast, 2021- 2030

## **11. MIDDLE EAST AND AFRICA SMART HOME MARKET SIZE OUTLOOK AND GROWTH OPPORTUNITIES**

- 11.1 Key Growth Metrics, 2023
- 11.2 Middle East and Africa Smart Home Market Size Forecast by Type, 2021- 2030
- 11.3 Middle East and Africa Smart Home Market Size Forecast by Application, 2021- 2030
- 11.4 Middle East and Africa Smart Home Market Size Forecast by Country, 2021- 2030
- 11.5 Saudi Arabia Market Size Outlook and Growth Rate Forecast, 2021- 2030
- 11.6 United Arab Emirates Market Size Outlook and Growth Rate Forecast, 2021- 2030
- 11.7 Other Middle East Market Size Outlook and Growth Rate Forecast, 2021- 2030
- 11.8 Africa Market Size Outlook and Growth Rate Forecast, 2021- 2030

## **12. SMART HOME COMPETITIVE LANDSCAPE**

- 12.1 Leading Smart Home companies operating in the industry
- 12.2 Key Statistics
- 12.3 Business Description
- 12.4 SWOT Profile
- 12.5 Products and Services
- 12.6 Financial Profile



## **13 APPENDIX**

13.1 List of Exhibits

13.2 Conclusions and Future Outlook

13.3 Publisher's Expertise

13.4 Legal Disclaimer

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