

Index

Table of Contents

Table of Contents.....	i
List of Figures.....	viii
Executive summary.....	1
1 Smart homes, connected homes and home automation.....	3
1.1 Introduction	3
1.2 Types of home automation.....	4
1.2.1 Security and access control systems	4
1.2.2 Energy management and climate control systems	7
1.2.3 Audio-visual and entertainment systems	8
1.2.4 Lighting and window control systems.....	9
1.2.5 Healthcare and independent living	11
1.2.6 Home appliances	12
1.2.7 Service robotics.....	13
1.2.8 Multifunction and whole-home automation systems	15
1.3 Home automation market segments	16
1.3.1 Mainstream houses and multi-family dwellings	17
1.3.2 The custom (luxury) segment	19
1.3.3 New homes versus existing homes	19
1.4 Channels to market	22
1.4.1 Professional installation.....	23
1.4.2 Retail.....	24
1.4.3 Service providers.....	25
2 Networks and communications technologies	27
2.1 Overview	27
2.1.1 Different approaches to establishing interoperability	27
2.1.2 Technology choices of product OEMs	30
2.1.3 Technology choices of whole-home solution vendors	31
2.2 Smart home networking technologies and standards	32

2.2.1	Bluetooth	33
2.2.2	DECT ULE	34
2.2.3	EnOcean.....	34
2.2.4	Insteon.....	35
2.2.5	KNX.....	36
2.2.6	LPWA.....	38
2.2.7	Matter.....	39
2.2.8	Open Connectivity Foundation	40
2.2.9	OpenTherm	41
2.2.10	Thread	41
2.2.11	Wi-Fi.....	43
2.2.12	Zigbee	44
2.2.13	Z-Wave	45
2.3	Smart home ecosystems and hubs.....	46
2.3.1	Amazon Alexa.....	46
2.3.2	Apple HomeKit and Siri	48
2.3.3	Google Home and Google Assistant	49
2.3.4	Homey	50
2.3.5	IFTTT	52
2.3.6	Mediola.....	54
2.3.7	Samsung SmartThings.....	55
2.3.8	Wink.....	56
2.3.9	Yonomi (Allegion)	57
2.4	Smart home platforms	58
2.4.1	AWS (Amazon)	58
2.4.2	Ayla Networks.....	62
2.4.3	Google Cloud	64
2.4.4	Microsoft.....	65
2.4.5	ThroughTek	68
2.4.6	Tuya.....	69
3	Technology providers and OEMs	73
3.1	Market overview.....	73

3.1.1	Point solutions – an entry into the smart home.....	75
3.1.2	Smart home strategies for product OEMs	76
3.1.3	New entrants challenge incumbents with connected products.....	77
3.2	Security and access control system vendors	79
3.2.1	Ajax Systems	79
3.2.2	Arlo Technologies	81
3.2.3	Assa Abloy.....	84
3.2.4	Canary	87
3.2.5	Chamberlain Group.....	87
3.2.6	Ezviz Network (Hikvision)	89
3.2.7	Frontpoint	90
3.2.8	Kwikset (Assa Abloy)	91
3.2.9	Logitech.....	93
3.2.10	Minut.....	94
3.2.11	Nuki Home Solutions	96
3.2.12	Reolink.....	97
3.2.13	Ring (Amazon).....	98
3.2.14	Schlage	99
3.2.15	Simplisafe	100
3.2.16	Wyze Labs	101
3.2.17	YI Technology	103
3.3	Energy management and climate control system vendors	103
3.3.1	Danfoss	104
3.3.2	Ecobee (Generac)	105
3.3.3	Eneco	108
3.3.4	Eve Systems.....	110
3.3.5	Geo.....	112
3.3.6	Google Nest	113
3.3.7	iDevices (Hubbell)	116
3.3.8	Lux Products (Johnson Controls)	117
3.3.9	Mysa	118
3.3.10	Netatmo (Legrand)	119



3.3.11	Tado	120
3.4	Audio-visual and entertainment system vendors	122
3.4.1	Bose	123
3.4.2	Harman (Samsung Electronics)	124
3.4.3	Kaleidescape	125
3.4.4	Naim Audio.....	126
3.4.5	Sonos	126
3.4.6	Sony	128
3.4.7	Sound United	129
3.5	Lighting and window control system vendors.....	130
3.5.1	Acuity Brands	130
3.5.2	Belkin.....	132
3.5.3	IKEA.....	133
3.5.4	Ledvance (MLS)	135
3.5.5	Leviton	137
3.5.6	LIFX (Buddy Technologies).....	138
3.5.7	Lutron Electronics	139
3.5.8	Plejd.....	141
3.5.9	Signify.....	143
3.5.10	Velux.....	146
3.6	Healthcare and independent living solution vendors.....	147
3.6.1	Appello	147
3.6.2	Careium	148
3.6.3	Climax Technology.....	151
3.6.4	Enovation.....	152
3.6.5	Just Checking.....	154
3.6.6	Qorvo.....	155
3.6.7	Sensio.....	156
3.6.8	Tunstall Healthcare Group	157
3.7	Home appliances vendors.....	159
3.7.1	BSH Hausgeräte (Bosch)	159
3.7.2	Electrolux.....	160

3.7.3	GE Appliances (Haier)	162
3.7.4	Haier	164
3.7.5	LG Electronics	165
3.7.6	Whirlpool	166
3.8	Service Robotics vendors	167
3.8.1	Ambrogio Robot (Zucchetti Centro Sistemi)	168
3.8.2	Dyson	169
3.8.3	Husqvarna	170
3.8.4	iRobot	173
3.8.5	Labrador Systems	174
3.8.6	Neato Robotics	175
3.8.7	Robomow	176
3.8.8	SharkNinja Operating	177
4	Service providers and whole-home system vendors	179
4.1	Market overview	179
4.1.1	The European market	181
4.1.2	The North American market	183
4.2	Market segments and go-to-market strategies	185
4.2.1	Traditional home automation	188
4.2.2	DIY systems	189
4.2.3	Professionally monitored security	190
4.3	Whole-home system OEMs	193
4.3.1	ABB	193
4.3.2	Alarm.com	194
4.3.3	Bosch	198
4.3.4	Control4 (Snap One)	199
4.3.5	Crestron Electronics	202
4.3.6	Delta Dore	203
4.3.7	D-Link	204
4.3.8	eQ-3	206
4.3.9	Ezlo Innovation	209
4.3.10	Essence Group	210

4.3.11	Fibar Group (Nice Group)	212
4.3.12	Gigaset	214
4.3.13	Gira	217
4.3.14	Grenton	218
4.3.15	Legrand	219
4.3.16	Loxone Electronics	222
4.3.17	myGEKKO (Ekon)	224
4.3.18	Nice Group	225
4.3.19	OBLO Living	226
4.3.20	Resideo Technologies	227
4.3.21	Savant Systems	230
4.3.22	Schneider Electric	231
4.3.23	Shelly (Allterco)	233
4.3.24	Somfy	235
4.3.25	Telldus (Proove)	238
4.3.26	TP-Link	239
4.3.27	Universal Electronics	240
4.3.28	Xiaomi	241
4.4	Smart home service providers	242
4.4.1	ADT	243
4.4.2	Altice France	246
4.4.3	Brinks Home Security (Monitronics)	247
4.4.4	Centrica	249
4.4.5	Comcast	251
4.4.6	Cox Communications	253
4.4.7	Deutsche Telekom	254
4.4.8	Telus	255
4.4.9	Verisure	256
4.4.10	Vivint	259
4.4.11	Vodafone	262
5	Market forecasts and conclusions	265
5.1	Market forecasts	265

5.2 Europe	267
5.2.1 Revenues.....	267
5.2.2 Shipments	270
5.2.3 Installed base	272
5.3 North America.....	274
5.3.1 Revenues.....	274
5.3.2 Shipments	277
5.3.3 Installed base	279
5.4 Popular smart home product categories	281
5.4.1 Smart speakers and displays.....	281
5.4.2 Smart thermostats and radiator valves	283
5.4.3 Smart lighting	285
5.4.4 Smart plugs	286
5.5 Market trends and analysis	287
5.5.1 Will Matter solve the interoperability problems in the smart home industry? ...	287
5.5.2 Surging energy prices create demand for smart energy efficiency solutions ..	288
5.5.3 Connectivity – soon a standard feature in the home appliances segment.....	289
5.5.4 Greater consumer awareness benefits all players.....	290
5.5.5 Lower price points opens the doors to the mass market	291
5.5.6 Cloud-based systems and the integrated hub opportunity	291
5.5.7 Cellular IoT in the smart home and home security markets	292
5.5.8 Open versus closed smart home ecosystems.....	294
5.5.9 Short product lifecycles damage consumer trust	295
5.5.10 Smart insurance for the connected home	296
5.5.11 Mergers and acquisitions in the smart home industry.....	297
Glossary	303

Index

List of Figures

Figure 1.1: Example of an alarm system	5
Figure 1.2: Examples of security and access control systems.....	6
Figure 1.3: Examples of energy management and climate control devices	7
Figure 1.4: Sonos multi-room audio system.....	9
Figure 1.5: Philips Hue lighting system	10
Figure 1.6: Care@Home activity monitoring solution.....	11
Figure 1.7: Samsung Family Hub Smart Fridge	12
Figure 1.8: Examples of service robots	14
Figure 1.9: Types of markets for home automation.....	17
Figure 1.10: Households, dwelling types and homeownership by country (NA 2020).....	17
Figure 1.11: Households, dwelling types and homeownership by country (EU27+3 2020) ...	18
Figure 1.12: Existing homes and housing starts (North America 2017–2020)	20
Figure 1.13: Existing homes and housing starts (EU27+3 2017–2020)	21
Figure 1.14: Channels to market.....	22
Figure 2.1: Illustration of interoperability at different levels	28
Figure 2.2: Examples of technology choices by product OEMs	30
Figure 2.3: Examples of technology choices by whole-home solution vendors.....	31
Figure 2.4: Matter application layer	39
Figure 2.5: Homey app, Homey Bridge and Homey Pro	51
Figure 2.6: Examples of IFTTT applets	53
Figure 2.7: AWS IoT services.....	60
Figure 2.8: AWS IoT partnership approach	61
Figure 2.9: Azure IoT technologies and solutions	66
Figure 2.10: Tuya IoT Cloud Platform	71
Figure 3.1: Installed base per application area (EU27+3 and North America 2021).....	74
Figure 3.2: Smart home strategies of product OEMs	76
Figure 3.3: Examples of incumbents and new entrants by application area	78
Figure 3.4: Ajax Systems' security system and devices	80

Figure 3.5: Arlo Go 2 and Arlo Video Doorbell	83
Figure 3.6: The Yale Assure Lever lock and August Home mobile app.....	85
Figure 3.7: Circle View Camera and Circle View Doorbell	94
Figure 3.8: Minut Home Sensor.....	95
Figure 3.9: Nuki Smart Door Lock 3.0	96
Figure 3.10: Reolink Go	98
Figure 3.11: Wyze Home Monitoring security system	102
Figure 3.12: Danfoss Ally smart heating system	105
Figure 3.13: Ecobee thermostat and light switch	107
Figure 3.14: Toon smart thermostat	109
Figure 3.15: Eve Aqua Smart Water Controller.....	111
Figure 3.16: Nest Thermostat and Nest Cam	115
Figure 3.17: Lux Kono smart thermostat	118
Figure 3.18: Bose Home Speaker 500	124
Figure 3.19: Juno AI light and speaker with Amazon Alexa built-in	131
Figure 3.20: IKEA Trådfri smart kit	134
Figure 3.21: Bosch and Ledvance Alarm System Starter Kit.....	136
Figure 3.22: Plejd dimmers, gateway and app.....	142
Figure 3.23: Installed base of Signify connected light points (World 2017–2021)	146
Figure 3.24: Eliza by Careium smartcare hub	150
Figure 3.25: GE Kitchen Hub	163
Figure 3.26: Dyson Heurist robot vacuum cleaner	169
Figure 3.27: The Gardena Smart System from Husqvarna	171
Figure 3.28: Labrador Retriever	174
Figure 4.1: Penetration of whole-home automation systems (EU27+3 and NA 2021).....	179
Figure 4.2: Competitive landscape – Service providers and whole-home system OEMs	180
Figure 4.3: Top whole-home system vendors (EU27+3 2021)	181
Figure 4.4: Top whole-home system vendors (NA 2021)	184
Figure 4.5: Market segments	186
Figure 4.6: Interactive security systems with professional monitoring (NA 2020–2026).....	190
Figure 4.7: Installed base of whole-home systems (North America 2021).....	191
Figure 4.8: Alarm.com's subscriber base (World 2017-2021).....	197

Figure 4.9: eQ-3 Homematic IP system	207
Figure 4.10: Examples of Fibaro products	213
Figure 4.11: Gigaset Smart Home security system	216
Figure 4.12: Honeywell Home ProSeries security and smart home platform.	228
Figure 4.13: Savant Systems' smart home system	230
Figure 4.14: The Complete home security system	248
Figure 4.15: Xfinity Ultimate Home System	252
Figure 4.16: Vivint's subscriber base (North America, 2017–2021)	261
Figure 5.1: Smart home penetration and installed base (EU27+3 and NA 2020–2026)	265
Figure 5.2: Market overview (EU27+3 2020–2026).....	267
Figure 5.3: Smart home revenues (EU27+3 2020–2026)	268
Figure 5.4: Revenues by whole-home system segment (EU27+3 2021–2026)	269
Figure 5.5: Shipments per application area (EU27+3 2020–2026).....	271
Figure 5.6: Installed base per application area (EU27+3 2020–2026)	273
Figure 5.7: Market overview (North America 2020–2026)	274
Figure 5.8: Smart home revenues (North America 2020–2026)	275
Figure 5.9: Market share by whole-home system segment (North America 2021–2026)	276
Figure 5.10: Shipments per application area (North America 2020–2026)	278
Figure 5.11: Installed base per application area (North America 2020–2026)	280
Figure 5.12: Installed base of smart speakers and displays (EU and NA 2020–2026)	282
Figure 5.13: Homes with smart thermostats (EU27+3 and NA 2020–2026).....	284
Figure 5.14: Installed base of smart light points (EU27+3 and NA 2020–2026).....	285
Figure 5.15: Installed base of smart plugs (EU27+3 and NA 2020–2026)	287
Figure 5.16: Cellular connections in the smart home market (2020–2026).....	293
Figure 5.17: Mergers and acquisitions in the smart home industry (World 2014–2022)	298