

The rise of the smart home

New GSMA Intelligence survey data shows increasing smart home device adoption around the world

Energy management and security are key smart home drivers

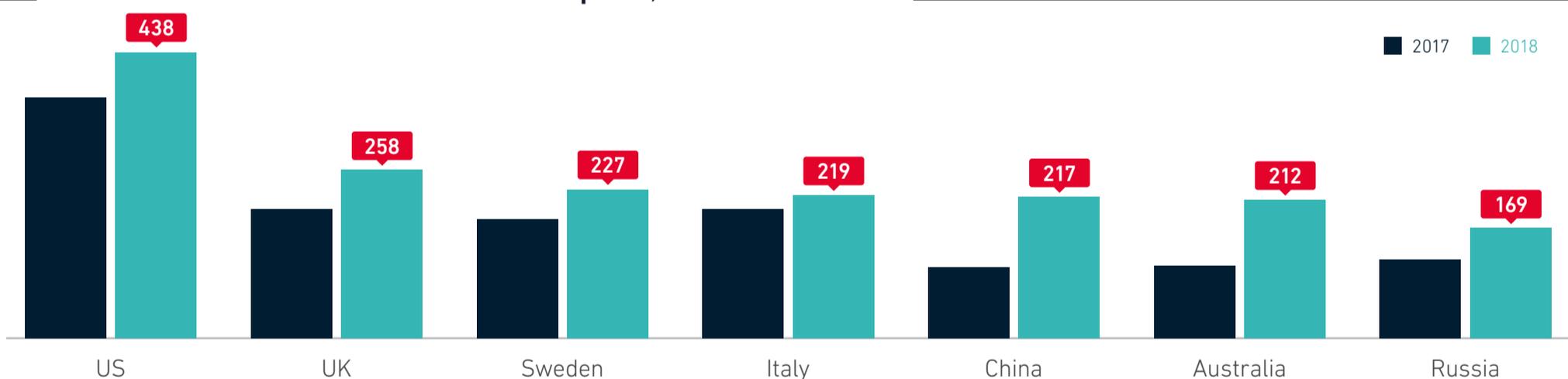
Overall, across developed markets in 2018:



Our annual consumer survey tracks changes in smart home device ownership across 34 markets:

- In 2018, the **US** extended its lead in terms of smart home adoption, with European markets following.
- **China** and **Australia** saw significant growth in ownership year-on-year which could propel them closer to the US in the near future.

Total number of smart home devices per 1,000 households



Source: GSMA Intelligence consumer survey, Q2 2017 and Q2 2018

- Smart home devices now account for two in every five consumer IoT connections
- Smart home IoT connections will grow at a CAGR of **14%** between 2018 and 2025
- Smart home will represent by far the **largest** category of consumer IoT (ahead of consumer electronics, smart vehicles and wearables)



Smart home IoT connections and share of overall consumer IoT market

Source: GSMA Intelligence

