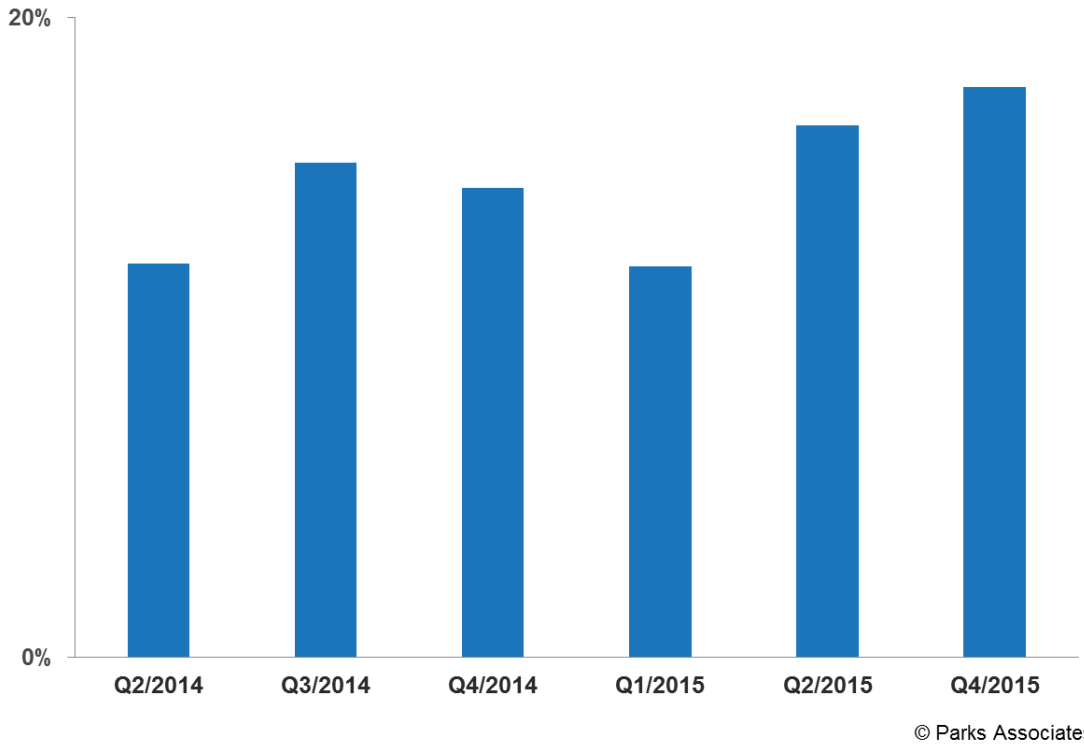


## Households Likely to Purchase Smart Appliance within 12 Months U.S. Broadband Households



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### SYNOPSIS

**360 View Update: Consumer Demand for Connected Major Appliances** analyzes trends related to the adoption and purchase intention of major home appliances, such as refrigerators, stoves, ovens, dishwashers, and washers/dryers. The research assesses the appeal of various smart appliance features and examines components of kitchen usage and meal preparation.

### ANALYST INSIGHT

“High cost and limited inventory impact the broad adoption of smart appliances, even within the early adopter segment. A focus on the customer’s end use case, resulting in features that solve real customer problems, will drive more sales than possibilities or ‘nice to have’ options.”

— Eddie Accomando, *Research Analyst*, Parks Associates

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