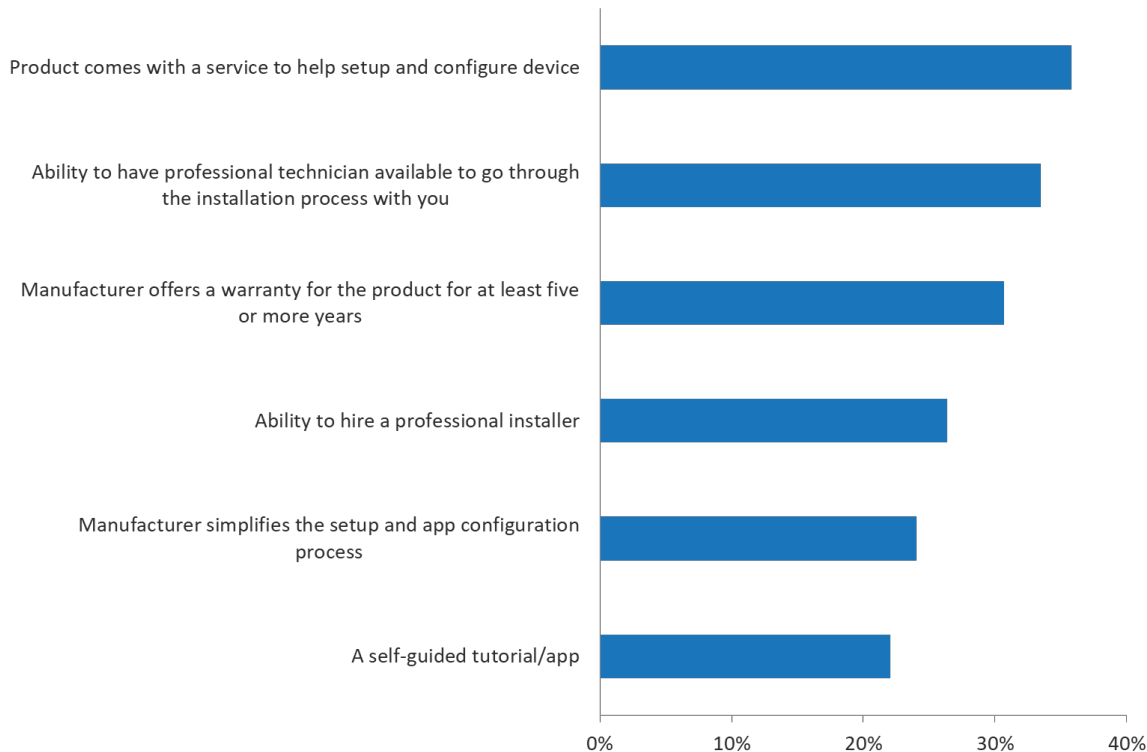


Smart Home Device Purchase Incentives that would Allay Concerns about Device Setup

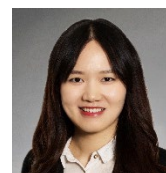


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SYNOPSIS

The smart home industry has been at a perceived inflection point for some time. However, most smart product categories still have niche-level adoption, and industry players continue to evaluate the best strategies to cross the chasm from early adopter to mainstream buyer. This research evaluates barriers to smart home adoption, such as high prices and privacy and security concerns, among consumers not currently engaged in the smart home market. It investigates the top drivers and barriers for smart home device adoption.

ANALYST INSIGHT

“Addressing value perceptions, high cost, security concerns, and then winning consumers over with onboarding and ongoing support is necessary to increase device adoption and brand success.”

—John Barrett, *Director, Consumer Analytics*, Parks Associates

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Appendix



Smart Home Barriers: Attracting Non-users

SERVICE:
SMART HOME
PRODUCTS AND
SERVICES

1Q 2023

ATTRIBUTES

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