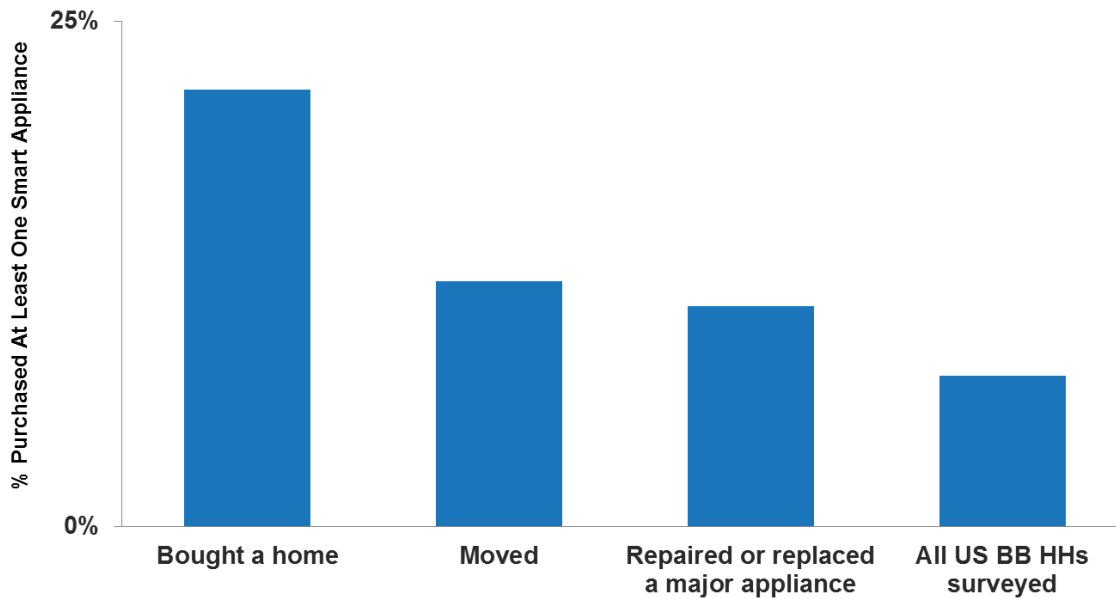


Purchase of Smart Appliances by Life Events

US Broadband Households that Experience Specified Events in the last 12 Months



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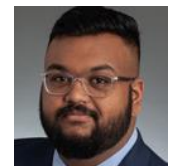
Consumer Analytics Team



Yilan Jiang, Director

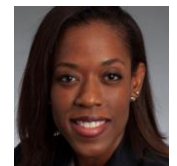


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SYNOPSIS

Adding connectivity to major appliances enables a host of new use cases, from remote management capabilities and maintenance insights to inventory management and consumables reordering. This consumer research evaluates the growing smart appliances market, including interest in and appeal of offerings from leading appliance manufacturers, feature sets, and marketing strategies.

ANALYST INSIGHT

“As the smart appliance market gains traction, more manufacturers are starting to enter the space, increasing competition. Traditional players Maytag and Sharp both entered the market in 2019. In late 2019, tech giant Amazon entered the space with a smart microwave and smart oven. As market competition for smart appliances heats up, it will be important to understand, which devices and features appeal to consumers and can drive competitive advantage.”

— Patrice Samuels, *Senior Analyst*, Parks Associates

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Smart Major Appliances - Adoption and Preferences

**SERVICE:
SMART HOME
PRODUCTS AND
SERVICES**

2Q 2020

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