

# IoT Connected Report



## Take a room-by-room tour of the latest connected devices and brands in the smart home

In virtually every aspect of our lives, across many industries and categories and in every room in the home, connected products powering the Internet of Things (IoT) are on the rise. The NPD Group can help you proactively plan for your future success by providing deep and comprehensive insight on IoT-related trends, both in the types of connections and the connected devices themselves.

NPD's two-part **IoT Connected Report** focuses on specific rooms in the smart home, detailing connected device growth trends over three years and revealing top-five brand performance for products typically used in those rooms.

### Part 1:

**Home automation** – smart home products

**Living room** – entertainment products

**Bath** – digital health products

**Kids' corner** – smart toys

### Part 2:

**Kitchen** – kitchen small appliances, connected kitchen trends

**Home office** – personal computing products

**Garage** – essential car electronics and accessories

**Exterior/back yard** – imaging products, drones, sports equipment

### Business Benefits

- Understand the types of connections (e.g., Bluetooth, Wifi, etc.) that are growing or declining in particular product categories so you can position your brand for success
- Identify the in-demand product features and attributes to help you reduce risk and make product planning and positioning decisions with confidence
- See how you measure up against top-performing brands in order to identify competitive threats and emphasize your products' strengths

## Key Measures

- Connection types growing and declining in IoT product offerings (e.g., Bluetooth, Wifi, etc.)
- IoT and connected product features and attributes
- Top brands and performance measures

## Methodology

This two-part report provides a three-year, high-level review of category trends across multiple industries. The point-of-sale data in the report sources from NPD's Retail Tracking Service. Deep insight from experienced NPD analysts puts the data in context.

## Industry Expertise

The NPD Group is the authority for technology research and solutions for the consumer electronics, information technology, and commercial (B2B) industries. We combine our point-of-sale data, insights into consumer trends, and industry expertise to provide comprehensive, high quality technology market research to our respective client bases.

For more than 25 years NPD has been tracking and analyzing trends in the consumer electronics market, offering both retail and consumer information for all channels, including the Web.

With a unique combination of point-of-sale tracking and consumer trends we show what information technology products are selling, where, to whom, and at what price, letting you build sales and improve efficiency.

## Learn More

For more information, contact your NPD account representative, call 866-444-1411, or email [contactnpd@npd.com](mailto:contactnpd@npd.com).

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### About The NPD Group, Inc.

NPD is the leading global provider of market information and business solutions covering brick-and-mortar, e-commerce, and emerging channels in more than 20 industries. We combine our unique data assets with analytic solutions to help our clients measure performance, predict trends, and improve results, advising them to help drive successful growth. Practice areas include apparel, appliances, automotive, beauty, books, consumer electronics, e-commerce, entertainment, fashion accessories, food consumption, foodservice, footwear, home, juvenile products, mobile, office supplies, retail, sports, technology, toys, travel retail, games, and watches / jewelry.

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