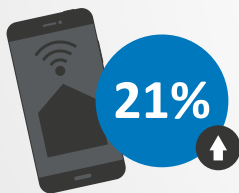


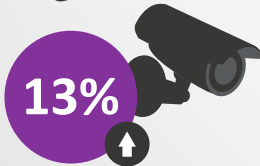
Smart Home Device Purchase Drivers: Convenience, Energy Savings, and Ambiance

In the U.S. home automation market, security cameras represent the largest portion of revenue sales and are often reported to be the first smart home products purchased. Security remains a top purchase driver. New data reveals purchases in categories like smart power and smart lighting are increasingly motivated by convenience, energy savings, and the ambiance these products create. **Here's what we're seeing ...**

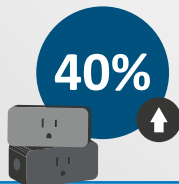


Sales of smart home products were up 21% YTD

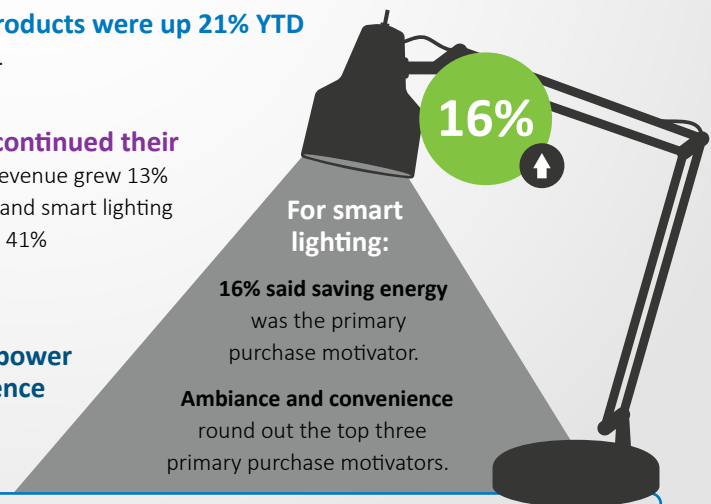
November 2021 vs. year ago.



Security camera sales continued their strong momentum — revenue grew 13% year over year. Smart power and smart lighting sales also increased, each up 41%



40% of U.S. consumers who purchased smart power devices listed convenience as the primary reason.



For smart lighting:

16% said saving energy was the primary purchase motivator.

Ambiance and convenience round out the top three primary purchase motivators.

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The holiday season is often a catalyst for smart home sales, as deals and gifting can bring new purchasers into the mix. While security will always remain a key feature in the smart home space, new purchase motivators will help grow the base of smart home purchasers and lead to growth in adoption as well as the number of smart devices in the home.

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Ben Arnold

Executive Director, Industry Analyst, The NPD Group

Source: The NPD Group/Connected Intelligence®, Home Automation Ownership & Usage survey

Get more insights like this. Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

