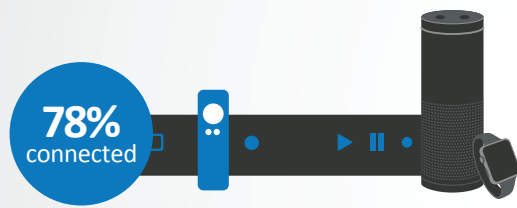


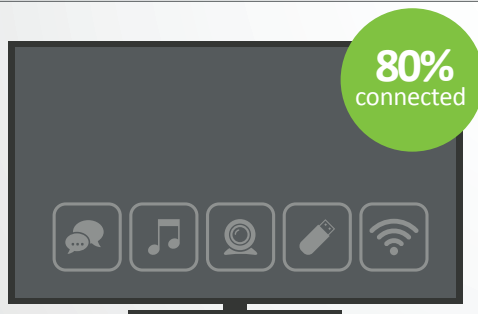
Connected Devices: Smart Home

Connected products exist in virtually every aspect of our lives and in most industries, from security and monitoring to smart lighting and connected speakers. Even with the rise of the **Internet of Things (IoT)**, the U.S. consumer tech industry continues to be challenged in its efforts to sell smart home products. The shopping experience, weighed down with a fair amount of technology jargon, is an obstacle for consumers who are not tech savvy. Product uses and technology platform differences are also often difficult to tease out. **See what we see ...**



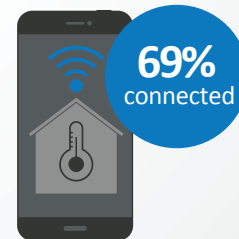
Connected trends across all 25 tech subcategories

2017 sales volume: \$29.3 billion



Living/Family Entertainment

2017 sales volume: \$24.8 billion



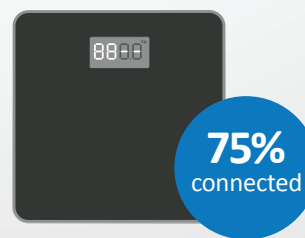
Home Automation

2017 sales volume: \$1.8 billion



Kids' Corner

2017 sales volume: \$275 million



Bath/Digital Health

2017 sales volume: \$2.4 billion

The NPD Group can help you plan for your future success with deep and comprehensive insight into connected trends, both in the types of connections and the connected devices themselves. As the tech industry's authoritative resource for technology product information, NPD provides the data and insight you need to get the right products in the right places, at the right prices, for the right people.

Source: The NPD Group/Retail Tracking Service

Get more insights like this. To learn more, contact us at 866-444-1411, or email contactnpd@npd.com.

