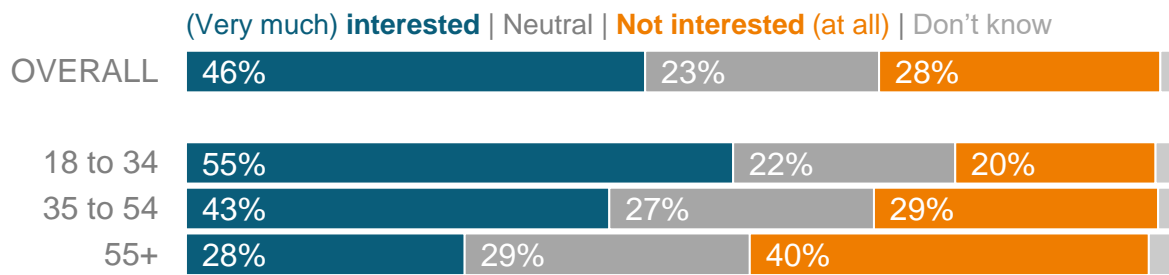


## Why this report:

This report takes a closer look at the attitude of consumers on smart home products (SHPs) and energy efficient solutions. What type of smart products do they already own? Are they interested in investing more in smart home products? What measures do they want to take to improve the energy efficiency of their homes? These and many more questions are answered in this Q1 2020 report.

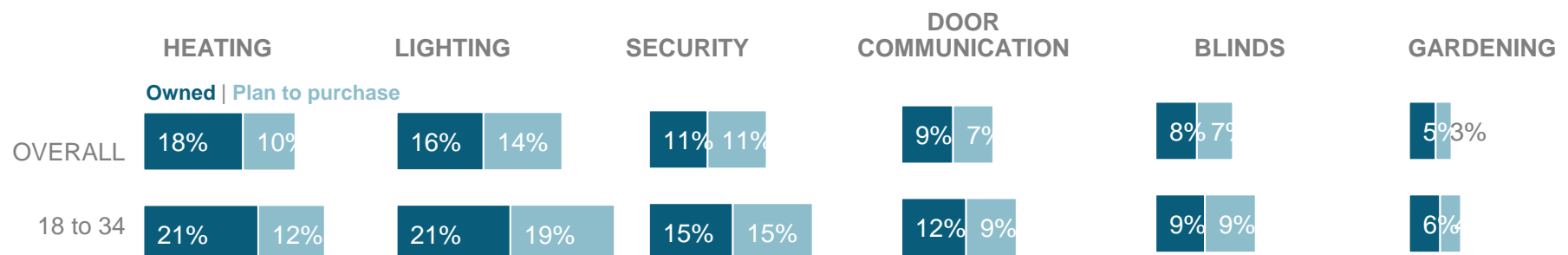
## Interest in smart home products



Consumers have high interests in smart home products, esp. millennials.

## SHPs: Owned vs. Plan to invest in

Heating, lighting, and security SHP are most popular. For blinds and gardening, usage & interest in SH solutions is limited.



## Perceptions of SHPs

		% consumers (completely) agree
DRIVERS	SHPs can help to <b>save energy</b> in my house	55%
	SHPs can help <b>make my life easier</b>	55%
BARRIERS	SHPs are <b>very expensive</b>	59%
	SHPs should be <b>installed by professionals</b>	44%

The key drivers are **saving energy** and **make life easier**.

One big barrier is that they **expect a high price** for SHP. In practice this is not the case for every SHP solution so **consumers should be convinced** about that.

Another barrier is that majority **expects a professional should do the installation**.

Indeed, there are **plug and play solutions** that consumers can install themselves, which is worth an effort to make the consumers aware of.

## Measures will be taken to improve home energy efficiency

	OVERALL	Belgium	France	Germany	Italy	NL	Poland	Spain	UK	Denmark	Austria	Sweden
Improve <b>insulation</b> of my house	22%	19%	20%	13%	38%	20%	19%	31%	19%	11%	15%	16%
Invest in energy efficient <b>kitchen appliances</b>	21%	13%	14%	18%	28%	13%	30%	28%	20%	11%	20%	22%
Invest in more energy efficient <b>heating</b> products	20%	13%	14%	14%	31%	17%	29%	29%	19%	11%	19%	14%

### Key research questions:

- The brand of the smart speakers that consumers own
- Frequency of using the smart speaker
- Familiarity with KNX
- Measures have you already taken to improve home energy efficiency or water saving
- Best ways to make a house more energy efficient

### Countries covered in the report:

Austria, Belgium, Denmark, France, Germany, Italy, Poland, Spain, Sweden, the Netherlands, the United Kingdom

### Methodology:

The report is based on 4,477 successful telephone interviews with consumers in 11 countries.

### Interested?

The full report is available now for 3,000 Euro or free in combination with a 1 year subscription (4 quarterly reports) for 9,000 Euro.

### Contact

Dirk Hoogenboom | Research Consultant  
 Mobile +31 6 52098924  
 E-mail [Hoogenboom@usp-mc.nl](mailto:Hoogenboom@usp-mc.nl)  
 Website [www.usp-mc.nl/en](http://www.usp-mc.nl/en)