

Consumer Electronics Manufacturing

Consumer Home Appliances



PROSPECT INTELLIGENCE & SALES ENABLEMENT



General
Information



Industry
Forecast & Ratings



Business
Information



Call Preparation
Questions



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Fast Facts

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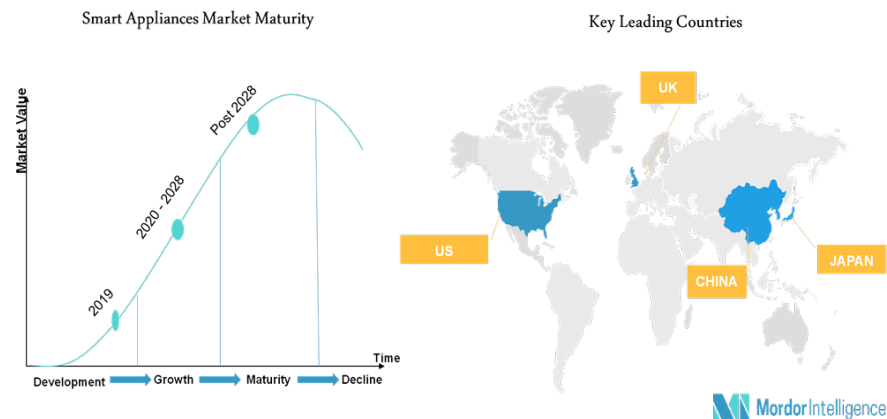
1. GENERAL INFORMATION

1.1 INDUSTRY DESCRIPTION

1.1.1 Competitive Landscape

According to Mordor Intelligence¹, the global home appliances market was measured in the amount of USD 174.07 billion in 2017, and is estimated in the amount of 2.6 percent CAGR for the 2018-2023 period to reach USD 203.37 billion by the end of 2023. In contrast to the medium-sized economy, global income patterns and competitive prices are constantly increasing in the global household appliances industry. Digitalization is highly influential, allowing for rapid changes and educating customers in gaining the necessary know-how to operate new designs of modern home appliances. In relation to their intelligent dimension and wider functionality, the number of household appliances has grown steadily since 2012. The advent of smart homes has also facilitated the widespread market acquisition of smart devices that can be connected to the smartphone of the end-user and controlled by remote control in IIoT.

Figure 1| Smart Appliances Market, Mordor Intelligence (2019)
HOME APPLIANCES MARKET - GROWTH, TRENDS,
AND FORECASTS (2020 - 2025)



1. Mordor Intelligence (2019), Home Appliances Market Share, Size-Segmented by Product

Smart appliances are expected to expand increasingly in the Asia-Pacific region. The sales of smart devices, primarily due to the increased costs of energy and labor, high consumer purchasing power and a better understanding of smart cities and smart integrated appliances, are projected to grow in developing countries such as Japan, Singapore, Hong Kong and Indonesia. Traditional air conditioners find their global highest demand in volume in China, owing to government policies that promote energy efficient electricity, a rising property and hot weather markets.

1.1.1.1 The Emerging Smart Home Concept

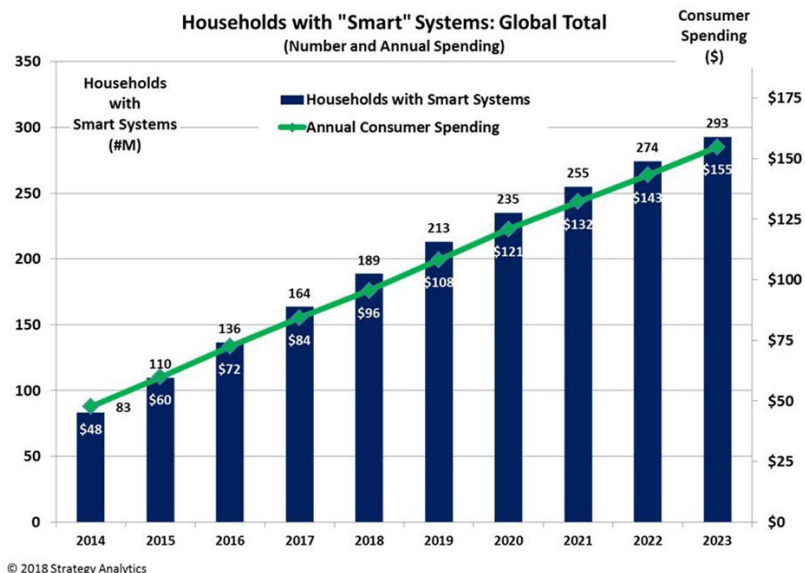
The smart home lights on the interface of energy efficiency, controllable appliances and real-time access to energy usage data. This integration of smart devices and smart grid enables customers to proactively manage energy use in ways that are convenient, cost effective, and good for the environment.² Customers' mobile devices make it possible to monitor home appliances remotely, using the Internet. Homeowners can access detailed information about their energy usage in an interval of just a few minutes. Smart appliances are monitored and controlled based on estimated energy costs per appliance and supported by

a decentralized system providing an automated warning about the system's state change.

Figure 2 | Attractive Opportunities in Smart Home Market, Markets and Markets (2019) European Smart Home Market with COVID-19 Impact Analysis by Product



2. Capgemini (2018), Smart Home: The Human Side of the Smart Grid



Display technologies enable customers to be aware of their energy consumption by providing updated information about it. These advanced energy usage analytics provide insights that enable users to manage energy consumption and costs. The smart home also offers customers the ability to determine if energy has been delivered from renewable resources, while giving them the opportunity to estimate their potential carbon footprint. Automated household appliances are very flexible, allowing users to program them according to their choices and preferences. Advanced intelligence features enable consumers to impose budget goals and managing their spending respectively. Smart homes would also be able to learn about the user's habits and use that information to contribute towards the enhanced autonomy of the system. Communication with the utility is made possible through messages sent via the customer portal. These messages could include energy saving suggestions and climate-related issues, as well as live information feeds which could, for example, update users about when power outages will be restored. Smart homes have proven to be more efficient and cost-effective in relation to demand response actions, for immediate action to energy-aware applications.



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Fast Facts



SMART HOME MARKET MAP: 60 COMPANIES MAKING THE HOME MORE INTELLIGENT

GENERAL SMART HOME SOLUTIONS



WI-FI & CYBER SECURITY



HEALTH & WELLNESS



AUDIO & MEDIA



SMART LOCKS



PLATFORMS



LIGHTING



MONITORING & SECURITY



ENERGY & UTILITIES



HOME ROBOTS



ALARM SYSTEMS



KITCHEN & HOME APPLIANCES



MISCELLANEOUS



CBINSIGHTS

As more and more home appliances are being connected to the Internet, the legislative framework for these products is also rapidly changing. Data ownership and privacy, as well as cybersecurity, are highly important topics for manufacturers, to ensure the highest degree of product safety and security and to facilitate a responsible and transparent handling of the data related to these products.

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