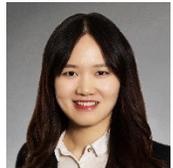


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Smart Product Market Assessments provide a comprehensive and deep analysis of a single smart product market. Parks Associates research identifies key market drivers and barriers along with assessments of device growth with market forecasts of ownership, unit sales, and revenue. This research includes consumer data for each product, including trending data across years and deep-dive questions on product usage, pain points, and preferences.

Key Questions Answered:

What are the major trends currently impacting the smart light market?

What product innovations are driving the market?

How can product manufacturers differentiate and charge a premium price in a quickly commoditizing market?

How is high inflation and a tough housing market impacting consumer demand for smart lighting?

What is consumer interest in energy, security, and wellness features in smart products?

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Executive Summary

- Smart Light and Power Ownership, Purchases, Intentions
- Top Features for Smart Lighting Device Purchase
- Attitudes Towards Home Energy Consumption
- % Rating Energy Monitoring in Smart Plugs “Very Important”
- US Forecast - Smart Lighting Revenue: Annual Sales Revenue at End-user Value (\$M)

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Market Activity and Competitors: Smart Plugs/Power Strips

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- Brand Purchased: Smart Plug/Power Strip
- Brand Considered: Smart Plug/Power Strip

- Brands Owned: Smart In-wall Outlet/Switch or Dimmer
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- Residential Region

Appendix

ATTRIBUTION

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Published by Parks Associates

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