

Worldwide Quarterly Smart Home Device Tracker

IDC's *Worldwide Quarterly Smart Home Device Tracker*® is designed to help clients understand the rapidly growing smart home device market. This includes products such as Amazon Echo, Google Home, and Philips Hue bulbs, connected thermostats, and connected doorbells. This research product aims to capture and analyze the trends that are evolving in the smart home device market. The program provides insightful analysis, quarterly market share data, and a five-year forecast that can be broken down by key geographies. The core of the product is a comprehensive electronic database detailing changes and trends in the quickly growing smart home device market. IDC's *Worldwide Quarterly Smart Home Device Tracker* is built on the foundation of IDC's network of country-level quarterly tracking services, and its bottom-up methodology delivers an accurate view of the smart home market from those closest to it.

Technology Coverage

This tracker provides total market size and vendor share information for the following technology areas. Measurement for this tracker is in shipments, average selling price (ASP), and value.

Core Historical Coverage

- Product category: Smart speaker, video entertainment, and home monitoring/security
- Product: Smart speaker (smart display and smart speaker), video entertainment (set-top box/streaming stick, TV, and others), and home monitoring/security (camera, doorbell, door lock, and others)
- Company/vendor/brand
- Smart assistant platform: Cortana, Siri, Alexa, Google Assistant, and Bixby
- Operating system
- Connectivity: Bluetooth, cellular, and Wi-Fi

- Other attributes: Camera, microphone, screen, speaker, and home automation protocol
- Channel splits:
 - Direct: Inbound/outbound, internet, and store
 - Indirect: Dealer/VAR/SI, etailer, retail, and telco

Additional Historical Coverage (Market Sizing and Forecasting)

- Product category:
- Lighting
- Thermostat
- Other

Geographic Scope

- **APEJC:** ANZ, India, Korea, Malaysia, Singapore, Thailand, and rest of Asia/Pacific
- **Canada**
- **Central and Eastern Europe:** Czech Republic, Poland, Russia, and rest of CEE
- **Japan**
- **Latin America**
- **Middle East and Africa:** Israel, Saudi Arabia, South Africa, Turkey, the United Arab Emirates, and rest of the Middle East and Africa
- **PRC**
- **United States**
- **Western Europe:** Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and the United Kingdom

Data Deliverables

This tracker is delivered on a quarterly basis via a web-based interface for online querying and downloads. Deliverables for this tracker are listed below. For a complete delivery schedule, please contact an IDC sales representative.

- Historical data
- Forecast data

Forecast Coverage

Forecasts for this tracker are updated quarterly and include two years of historical data, two years of quarterly forecasts, and an additional three years of annual market projections. Forecasts are available at the worldwide, regional, and country levels and include:

Core Forecast Coverage

- Product category: Smart speaker, video entertainment, home monitoring/security, lighting, thermostat, and other
- Product: Smart speaker (smart display, smart speaker), video entertainment (set-top box/streaming stick, tv, others), home monitoring/security (camera, doorbell, door lock, others), lighting, thermostat, and other
- Intelligent assistant platform: Cortana, Siri, Alexa, Google Assistant, Bixby, and so forth
- Operating system
- Channel splits:
 - Direct: Inbound/outbound, internet, and store
 - Indirect: Dealer/VAR/SI, etailer, retail, and telco