



SMART HOME

FEB
2025

SMART HOME MARKET OVERVIEW

VALUE OF THE MARKET FOR SMART HOME DEVICES (U.S. DOLLARS)



NUMBER OF HOMES WITH
SMART HOME DEVICES



**11.0
MILLION**

YEAR-ON-YEAR CHANGE
+14.7% (+1.4 MILLION)

statista

TOTAL ANNUAL VALUE OF THE
SMART HOME DEVICES MARKET



**\$557
MILLION**

YEAR-ON-YEAR CHANGE
+19.0% (+\$89 MILLION)



VALUE OF SMART HOME
APPLIANCES MARKET



**\$274
MILLION**

YEAR-ON-YEAR CHANGE
+18.6% (+\$43 MILLION)

statista

VALUE OF SMART HOME CONTROL
& CONNECTIVITY DEVICE MARKET



**\$79.8
MILLION**

YEAR-ON-YEAR CHANGE
+24.9% (+\$16 MILLION)

VALUE OF SMART HOME
SECURITY DEVICE MARKET



**\$88.5
MILLION**

YEAR-ON-YEAR CHANGE
+19.9% (+\$15 MILLION)



VALUE OF SMART HOME
ENTERTAINMENT DEVICE MARKET



**\$59.9
MILLION**

YEAR-ON-YEAR CHANGE
+12.9% (+\$6.8 MILLION)

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VALUE OF SMART HOME
COMFORT & LIGHTING MARKET



**\$30.2
MILLION**

YEAR-ON-YEAR CHANGE
+22.2% (+\$5.5 MILLION)



VALUE OF SMART HOME
ENERGY MANAGEMENT MARKET



**\$24.5
MILLION**

YEAR-ON-YEAR CHANGE
+14.9% (+\$3.2 MILLION)

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** "SMART HOME DEVICES" INCLUDE: DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED; SENSORS, ACTUATORS AND CLOUD SERVICES THAT ENABLE HOME AUTOMATION; CONTROL HUBS THAT CONNECT SENSORS AND ACTUATORS TO REMOTE CONTROLS AND TO EACH OTHER; AND SMART HOME-RELATED SOFTWARE SALES (INCLUDING SUBSCRIPTION FEES). DOES NOT INCLUDE SMART TVS, OR B2B OR C2C SALES. FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2024 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. **COMPARABILITY:** BASE CHANGES. SEE [NOTES ON DATA](#).

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AVERAGE ANNUAL REVENUE PER SMART HOME

AVERAGE ANNUAL SPEND ON SMART HOME DEVICES PER SMART HOME (U.S. DOLLARS)



PENETRATION OF
SMART HOME DEVICES



14.5%

YEAR-ON-YEAR CHANGE
+12.5% (+161 BPS)

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ARPU: SPEND ON ALL
SMART HOME DEVICES



\$50.65

YEAR-ON-YEAR CHANGE
+3.8% (+\$1.84)



ARPU: SMART
HOME APPLIANCES



\$51.81

YEAR-ON-YEAR CHANGE
-12.3% (-\$7.25)

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ARPU: SMART HOME CONTROL
& CONNECTIVITY DEVICES



\$11.00

YEAR-ON-YEAR CHANGE
-10.1% (-\$1.23)

ARPU: SMART HOME
SECURITY DEVICES



\$10.26

YEAR-ON-YEAR CHANGE
-11.1% (-\$1.28)



ARPU: SMART HOME
ENTERTAINMENT DEVICES



\$6.63

YEAR-ON-YEAR CHANGE
-13.6% (-\$1.04)

statista

ARPU: SMART HOME
COMFORT & LIGHTING



\$3.67

YEAR-ON-YEAR CHANGE
-10.0% (-\$0.41)



ARPU: SMART HOME
ENERGY MANAGEMENT



\$4.49

YEAR-ON-YEAR CHANGE
-17.6% (-\$0.96)

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** "SMART HOME DEVICES" INCLUDE: DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED; SENSORS, ACTUATORS AND CLOUD SERVICES THAT ENABLE HOME AUTOMATION; CONTROL HUBS THAT CONNECT SENSORS AND ACTUATORS TO REMOTE CONTROLS AND TO EACH OTHER; AND SMART HOME-RELATED SOFTWARE SALES (INCLUDING SUBSCRIPTION FEES). DOES NOT INCLUDE SMART TVS, OR B2B OR C2C SALES. FIGURES REPRESENT ESTIMATES OF FULL-YEAR SPEND PER SMART HOME FOR 2024 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. **COMPARABILITY:** BASE CHANGES. SEE [NOTES ON DATA](#).