



Baseline Assessment of Indian Smart Home Market

Webinar for Stakeholder Consultation

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Implemented by





Agenda



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1

Literature review and development of primary research instruments.

- Literature review
- Designing of survey questionnaire for consumer, manufacturer, OEM, builder, architect, consultant, system integrator, service providers, etc.

2

Undertaking survey and interviews

- Survey of consumers, physical as well as online.
- Survey of other stakeholders
- One to one discussion with subject matter experts

3

Data analysis for insights and recording of learnings

- Analysis of data
- Preparation of report to record the learnings of the study

☐ Through surveys and interviews project team approached over 500 stakeholders



Market size and segmentation



As per Ministry of Communication report, market for Smart Homes in India is estimated at US\$ 1 billion in 2019.

Product Categories

The smart home automation products can be classified in five broad categories based on end use applications

Safety and security

- Smart lock and other access related products
- Connected smoke detector
- Connected video surveillance
- Connected leak detector

Smart appliances

- Smart air conditioner
- Smart refrigerator
- Smart washing machine
- Smart kitchen appliances
- Smart home cleaners and others

Smart Infotainment

- Smart television
- Smart speakers and hubs
- Voice assistant and ChatBots

Utility management

- Smart thermostat, Smart lighting
- Home energy monitoring and management systems
- Smart blinds
- Other options for controlling energy load

Wellness

- Smart watches, fitness bands and other vital health parameter monitoring systems
- Elderly and child activity and health monitoring system



Drivers, constraints and opportunities



Drivers

- Safety and security
- Convenience and life style
- Enhancement of home Interior
- Energy savings
- Penetration of smart phones
- Availability of high speed internet at affordable rates
- Changing work lifestyle
- Increase in disposable income

Constraints

- Data privacy and cyber security
- Product regulation and compliance law
- Interoperability
- Complexity of installation
- Limited system integrators
- Technology cost
- Ambiguity on Return on investment (RoI)
- Awareness
- Policy or mandate for builders for home automation

Opportunities

- Availability and penetration of smart and connected appliances
- Need for health safety monitoring for children and elderly parents
- Managing renewable energy and energy storage
- Energy saving by preventing idle running and optimization of operating parameter
- Push for common standards across globe
- Cost of technology may reduce due to economies of scale.



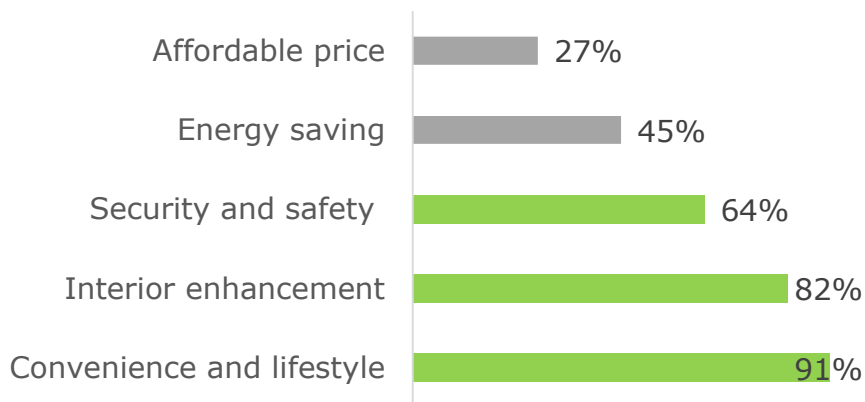
Survey outcome



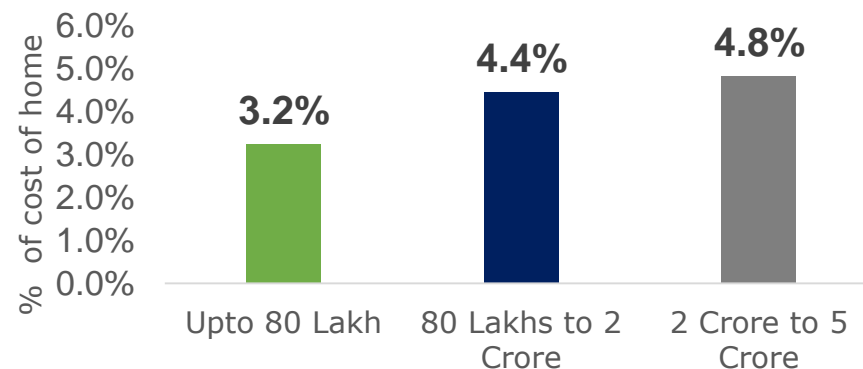
Product preference

1. Security and access control
2. Smart Lighting
3. Smart AV system
4. Smart appliance and energy saving devices

Key drivers



Cost of technology



Key barriers

- Data security and cyber security – 67%
- Technology cost – 60%
- Lack of standardization – 50%
- Lack of reliable service – 53%
- Limited functionality – 34%
- Complexity of installation – 32%



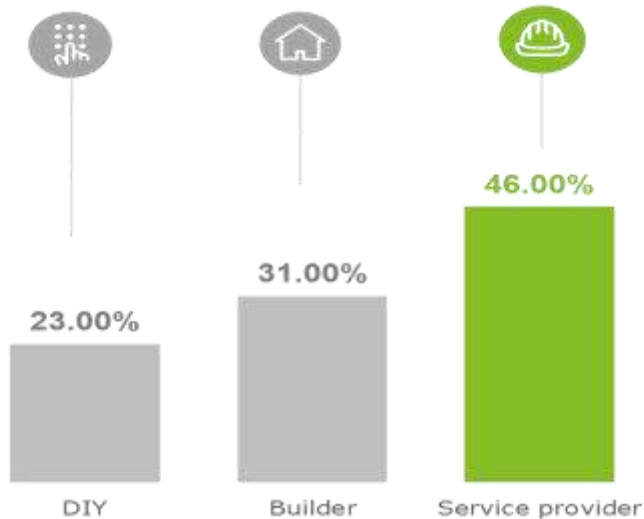
Survey outcome



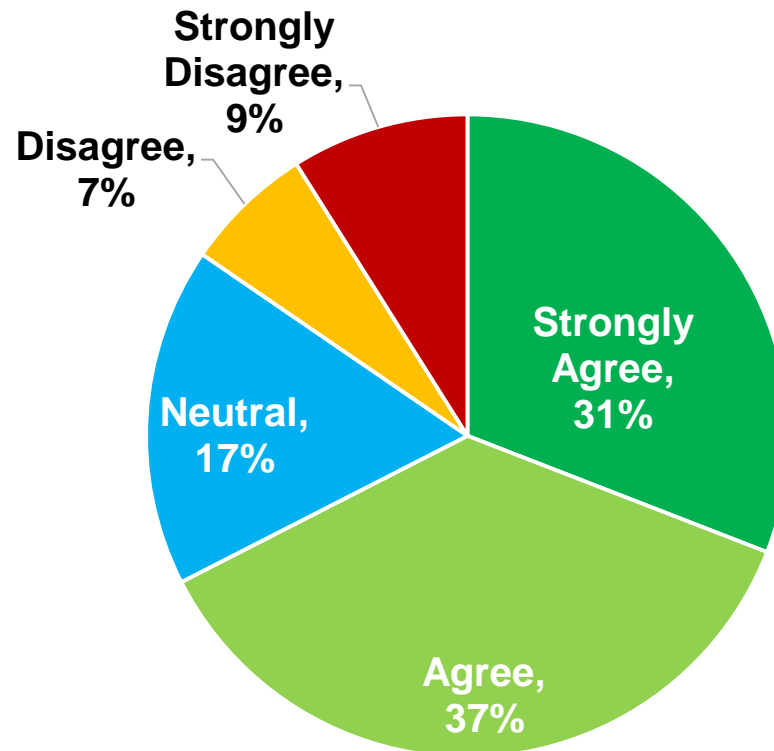
Point of sale and distribution channel

1. System integrator – 53%
2. Manufacturer – 38%
3. Retailer – 9%

Installation preference



Need of standardization

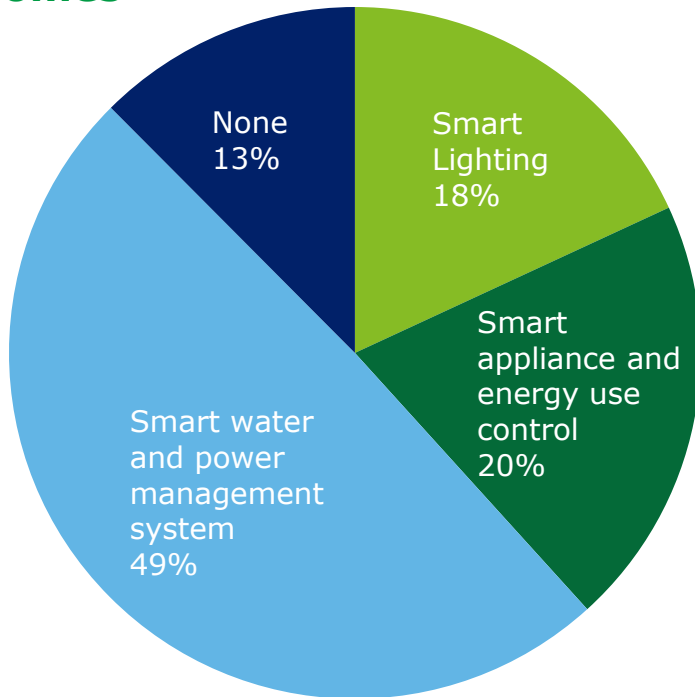




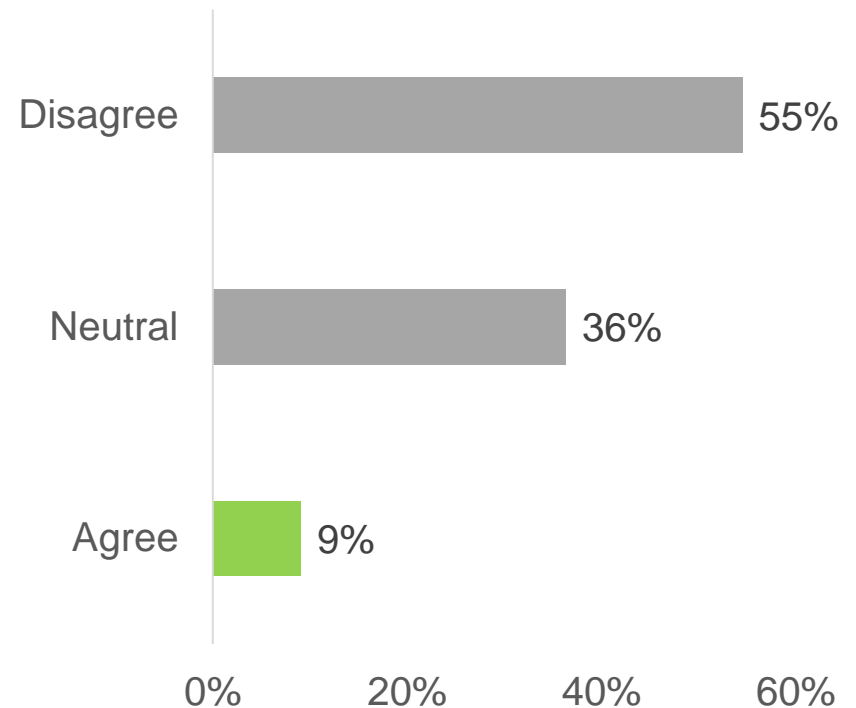
Survey outcome



Smart home devices that should come as standard fitment in new homes



Impact of existing green building codes and certification



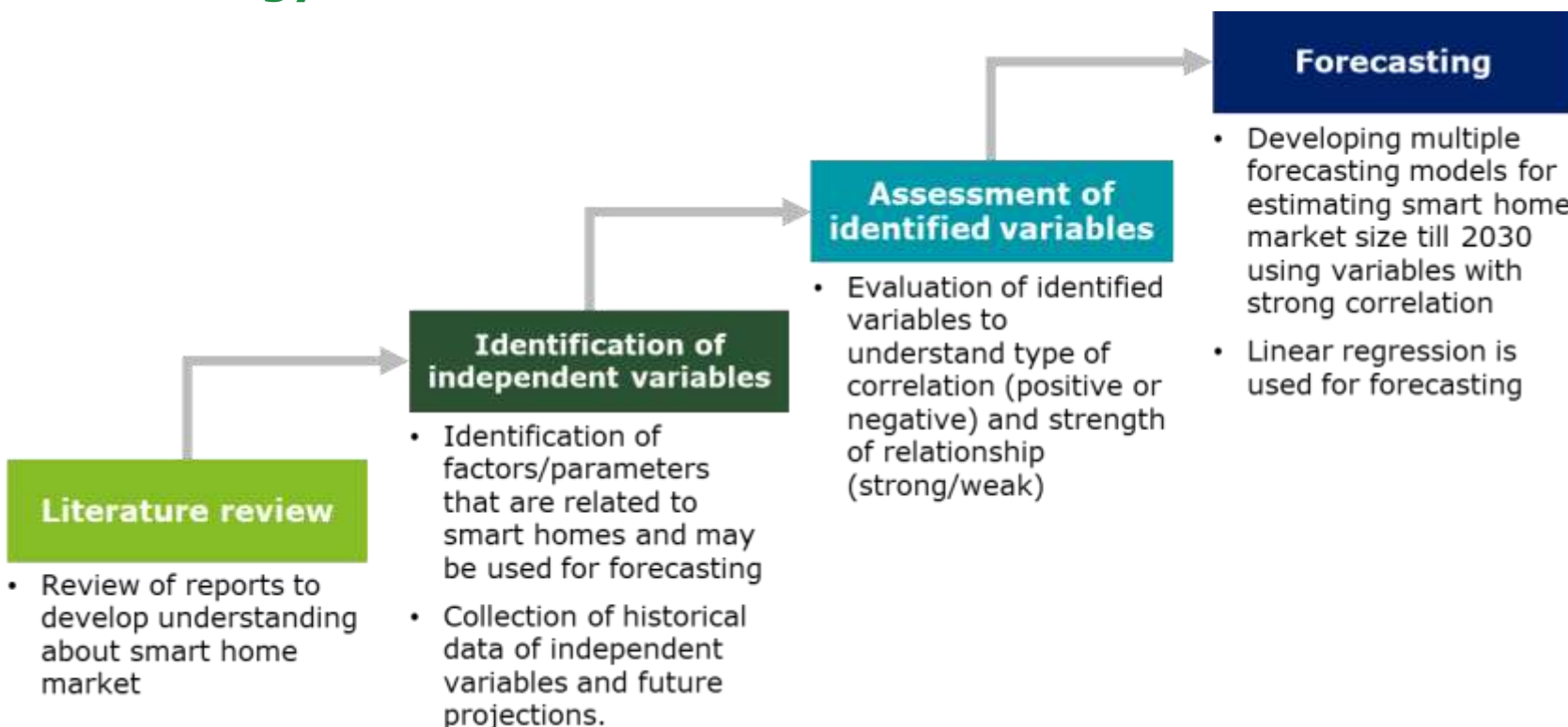


Market growth and forecast



Indian smart home market is presently in nascent stage, as indicated by industry leaders and subject matter expert during survey and interviews. Due to this fact, there is a limited availability of historical data regarding total market value, past growth trends and future growth expectation.

Methodology



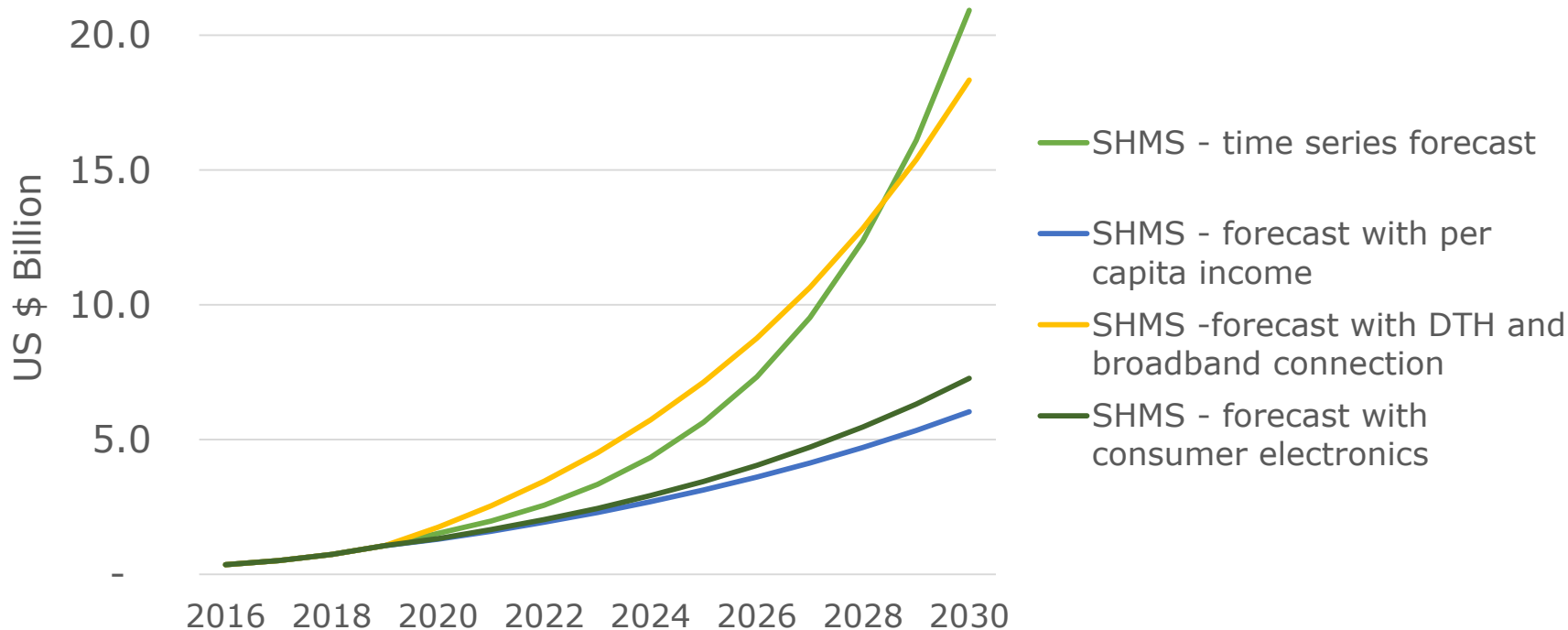


Market growth and forecast



Results – without policy intervention

Based on four forecasting models, the smart home market size is expected to be in range of US \$ 6 to 20 billion by the end of 2030.





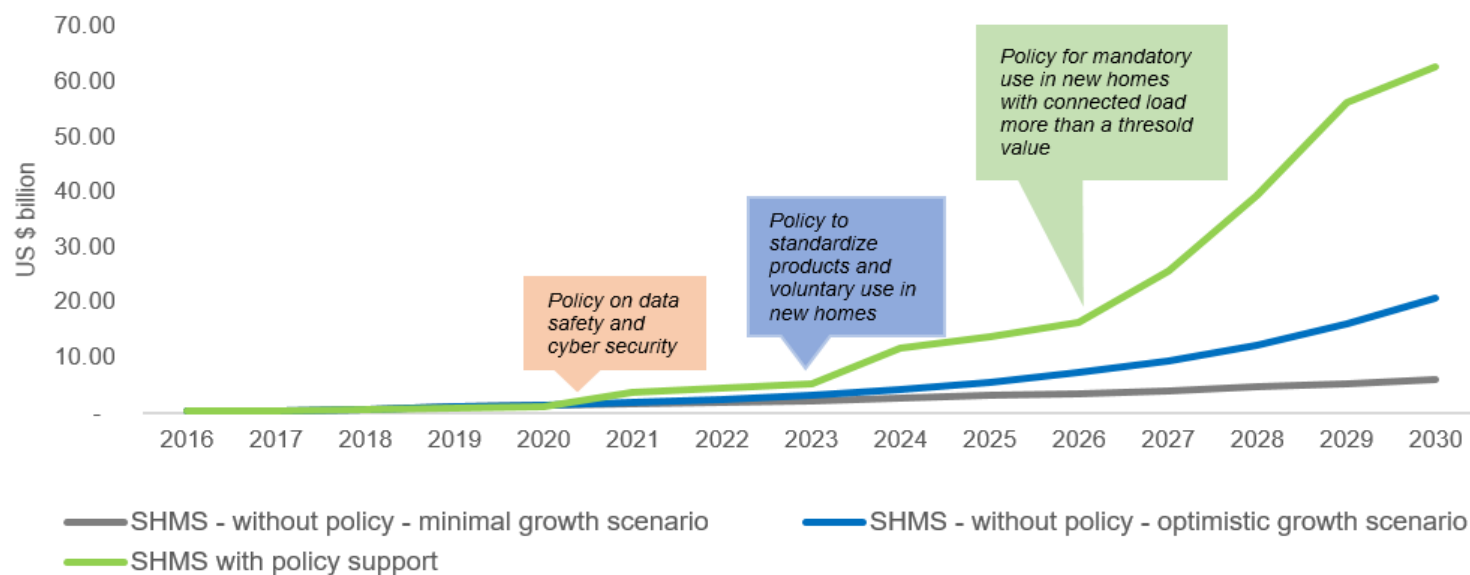
Market growth and forecast



Results – with policy intervention

Some of the key policy required to disrupt Indian smart home market, identified based on the discussion with industry leaders and subject matter experts, includes:

- Policy for data safety and cyber security to protect consumer privacy and to mitigate risk of data theft.
- Policy to standardize products for seamless integration of products of different make
- Policy to promote use of smart home in new and existing homes by voluntary or mandatory compliance.
- With suggested policy interventions, Indian smart home market size may grow to about US \$ 62.8 billion by the end of 2030.

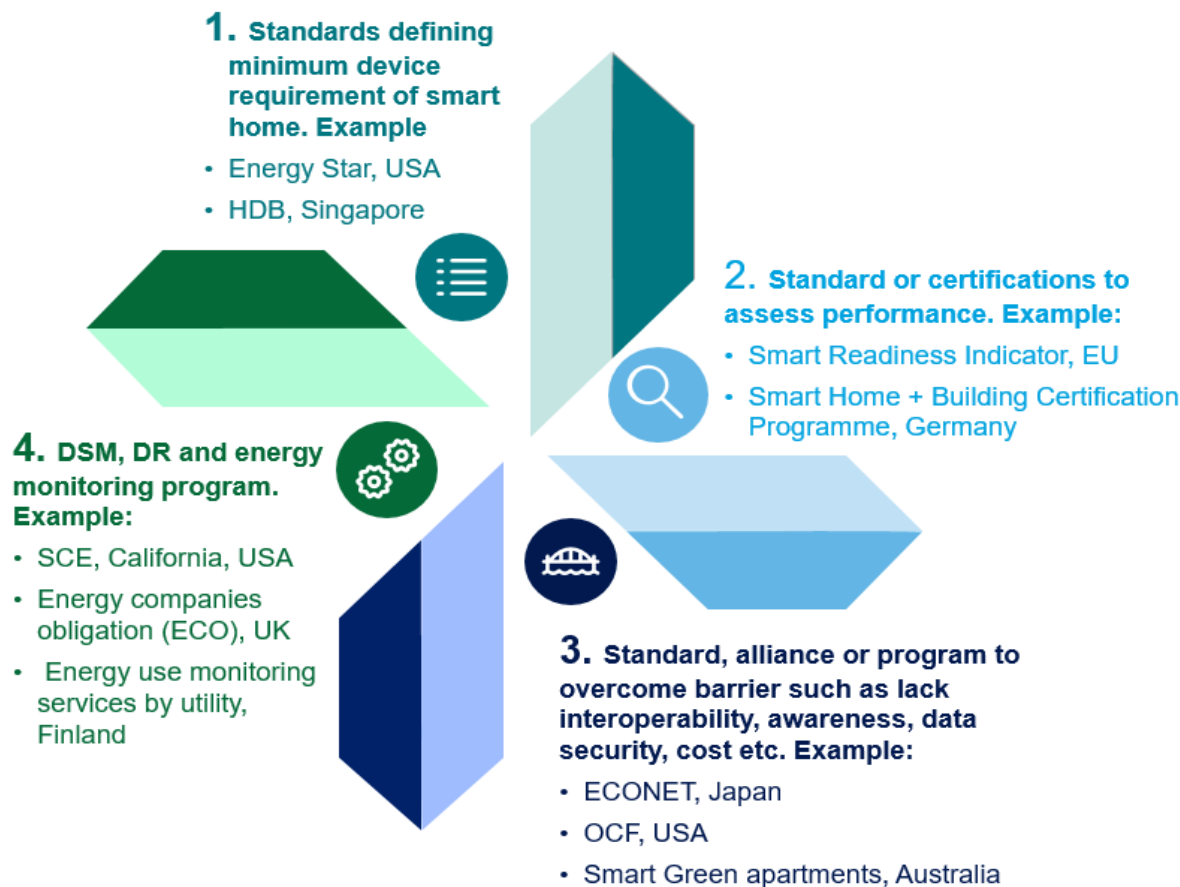




Global best practices



To promote use of home automation systems and to eliminate barriers (to adoption) many countries and regions have developed various plans, policies, standards and certification systems for smart home technologies and for allied domains.





Thank you



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