

Brief study

Smart Home 2.0: Home automation in Germany

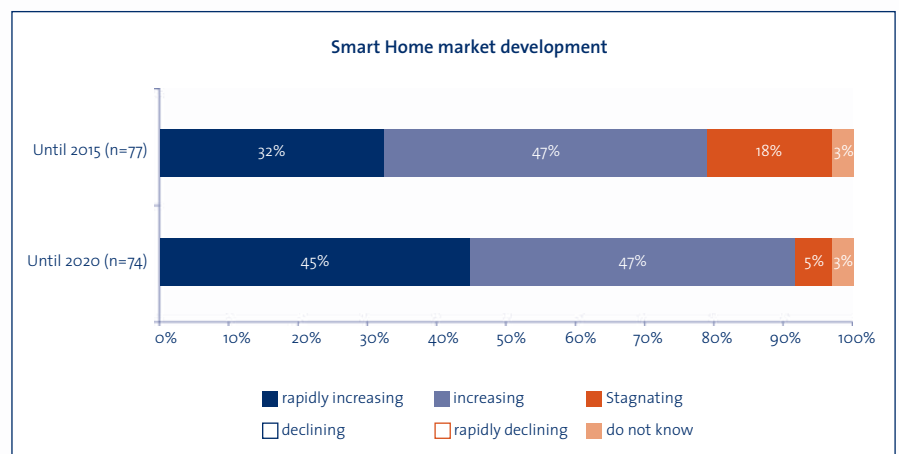
- *What does the status quo of the Smart Home market (technologies, competition, market volume etc.) look like?*
- *Which roles do different market actors play and how are the responsibilities for processes organised?*
- *Will Smart Home develop into a mass market?*
- *Which chances and risks prevail in the market?*

Smart Home is well represented in the media. Products and services for a home network promise to enhance comfort and security, shall facilitate that old people can stay in their homes longer and live independently and – in the best case – save energy on top of that. Smart Home – especially in the interplay with Smart Meter and Smart Grids – is to play a relevant role in the energy supply of the future.

However, so far the market is still in its infancy. Less than two per cent of the houses in Germany are Smart Homes and many complain that Smart Home is only affordable for rich households. Some companies intend to reverse this trend. Compact Smart Home starter packets shall make Smart Home accessible for everyone. Especially energy utilities use this trend to retain customers over the long term.

Is this the beginning of a mass market? The potential is existent in the heavily fragmented market, composed of the four submarkets: comfort, security and safety, energy as well as information and communication. However, in order to transform the niche market into a functional mass market several barriers need to be overcome: Binding communication standards and interfaces will have to be developed, concerns by potential clients have to be cleared – especially regarding data security – and roles of market players as well as their responsibilities will have to be accurately defined.

The brief study „Smart Home 2.0: Home automation in Germany“ analyses the current developments in the market for Smart Home in Germany and answers questions concerning the societal, political and economic framework prevailing in the market. The study informs about the status quo, the potential and the future developments in the Smart Home market as well as in the submarkets and predicts the market volume for the coming years. Additionally, the most important market players, their roles as well as the competitive structure and the level of competition are demonstrated.



Market development of Smart Home in Germany until 2015 and 2020 (Source: trend:research, 2013)

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Market study: Smart Home 2.0: Home automation in Germany

Contents of the study (subject to change)

- 1 Summary**
- 2 Status quo: Smart Home and submarkets**
 - 2.1 General understanding of Smart Home and distinction between terms
 - 2.1.1 General understanding
 - 2.1.2 Synonymous terms
 - 2.1.3 Converging market Smart Home
 - 2.2 Clients, benefits and user requirements
 - 2.2.1 User benefits
 - 2.2.2 User demand
 - 2.2.2.1 Demand behaviour in different client groups
 - 2.2.2.2 Demand in submarkets
 - 2.2.3 User requirements
 - 2.2.4 Meaning of Smart Home for the German energy sector
- 3 Market players, processes and responsibilities**
 - 3.1 Roles of relevant market players
 - 3.2 Processes and responsibilities
 - 3.3 Overlapping activities and synergy effects
- 4 Products and Services**
 - 4.1 Overview of products and services in the Smart Home market
 - 4.2 Products and services in submarkets
 - 4.2.1 Comfort
 - 4.2.2 Security and Safety
 - 4.2.3 Energy
 - 4.2.4 Information and communication
- 5 Smart Home technologies**
 - 5.1 Communication technologies and IT
 - 5.2 Control systems
 - 5.3 Technology requirements
 - 5.4 Interplay of Smart Home, Smart Meter and Smart Grids
- 6 Competition**
 - 6.1 Market structure
 - 6.2 Market players
 - 6.3 Level of competition
 - 6.4 Strategic cooperation and mergers in the market
- 7 Associations, unions, research and pilot projects**
 - 7.1 Overview of associations and unions
 - 7.2 Profiles of relevant associations and unions
 - 7.3 Overview of research and pilot projects in Germany
 - 7.4 Profiles of relevant projects
- 8 Market and market development**
 - 8.1 Methodology
 - 8.1.1 Scenario analysis
 - 8.1.2 Smart Home standards
 - 8.2 Basic assumptions and scenario specific premises
 - 8.3 Smart Home market in Germany 2012
 - 8.3.1 Smart Home quota
 - 8.3.2 Market drivers and barriers
 - 8.3.3 Prices
 - 8.4 Market development in Germany until 2020
 - 8.4.1 Smart Home quota
 - 8.4.2 Development of prices
 - 8.4.3 Number of Smart Homes
 - 8.4.4 Market volume Smart Home
- 9 Conclusion and outlook**

The brief study contains approx. 250 pages.

Further information can be ordered by this form and are also available on the internet: www.trendresearch.de

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