

# Home Automation – It’s Heating Up In Canada

Home automation has become a hot topic in the technology world over the past several years. But it’s taking some time for Canadians to warm up to the new remote home management products. What can you do to push consumers from awareness to ownership? What will it take to make home automation go mainstream in Canada? **Here’s a look at our latest insights.**

What do Canadian consumers interested in home automation products care most about?



1

Make my home **more secure** from break-in/robbery

2

Reduce my home’s **energy** consumption

**Top home automation product lines:**



Security & monitoring



Temperature control



Lighting



**And one to watch:** Smart appliances

Still in its infancy, this market is showing rapid development!

In 2015, **only 1 in 6 Canadian consumers (16%) owned** at least one type of home automation product, while **84% claimed they were at least aware** these products exist.



**60%** of consumers who showed extreme interest in purchasing home automation products said **they would be more likely to hire professional installation.**



**3 out of 5 top** concerns among consumers who are interested in home automation products are **security-related concerns.**



**Word of mouth** is the second-highest driver of home automation product awareness among Canadians.



Sources: The NPD Group/Retail Tracking Service (U.S.), Jan 2012-Dec 2015, and 2015 Home Automation Study (Canada)

Learn more about this fast-growing market in Canada, and make sure you have the latest information to make winning business decisions. Contact us to discover the benefits of a customized study. When you initiate your study, you’ll also receive a complimentary 2015 Home Automation Report.

Questions? Contact your NPD account representative, call 866-444-1411, or email [contactnpd@npd.com](mailto:contactnpd@npd.com).

