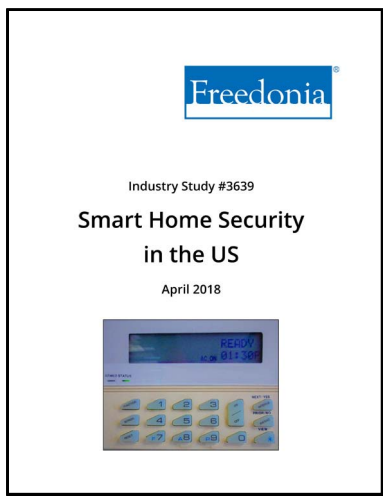




# Smart Home Security in the US

Industry Study #3639 | April 2018



This study analyzes the US market for smart home security products. It offers historical demand (2016, 2017) and forecasts for 2018 and 2025) by product (smart home speakers and hubs; all-in-one smart home security systems and kits; smart home security cameras and related devices such as video doorbells; smart home safety and security alarms; and smart home locks and access controls). It also features detailed profiles of key products and industry leaders, such as ADT, Alphabet (Google, Nest Labs), Amazon.com, Apple, Comcast, Honeywell, and Samsung, as well as discussion of demand drivers and restraints (e.g., consumer privacy concerns such as Cambridge Analytica’s breach of 80+ million Facebook users’ data), and the technological outlook for the next generation of smart home security devices.

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**Report Link:** [https://hubs.ly/H0bP\\_7N0](https://hubs.ly/H0bP_7N0)

**Table 2-7 | Smart Home Security Demand by Product Type, 2007 – 2022 (million dollars)**

Item	2007
US Households (millions)	125.8
% bought smart security	5.0
Households Own Smart Security (millions)	6.3
\$/household	476
Smart Security Equipment Demand	3000
All-in-One Systems & Kits	2075
Cameras & Video Surveillance	600
Safety & Security Alarms	175
Locks & Access Control	150

