

Connected Future: Smart Home Tech Brits Expect to Own in Five Years

- A digital home assistant as well as a smart heating device are the smart home products Brits most expect to own in five years' time at 41% each
- Contrastingly, Brits have the least desire to buy a smart oven, with only 17% wanting the appliance in their kitchen five years from now
- Brits are most open to buying smart home products from a broadband provider (37%)
- Surprisingly, just 15% of Brits would be keen to use a specialist smart home tech provider as a potential purchasing channel
- Opposingly, Brits are least enthusiastic about purchasing smart home products directly from social media companies as well as mobile phone operators, with only 2% wanting to do so

Smart home devices/appliances which can be remotely managed and monitored over Wi-Fi by smartphones and tablets, have revolutionised the way people live. Fundamentally, providing them with a greater level of control and convenience when dealing with important aspects of the home such as temperature, lighting and security.

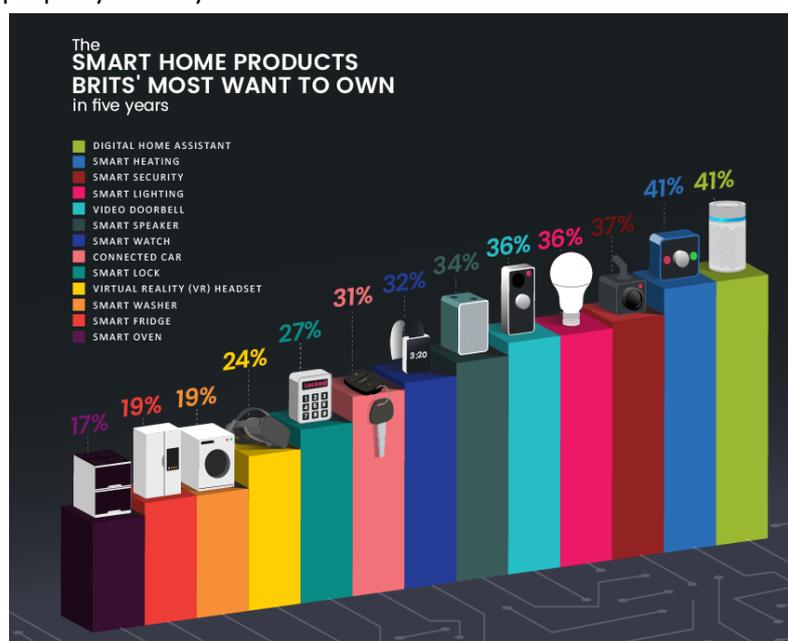
The rise and development of smart home technology has been nothing short of extraordinary. In fact, 57% of Brits now have at least one smart product in their home environment, per recent statistics from *Smart Home Week*. When it comes to consumer demand, an astonishing **£10.8 billion** is set to be **spent on smart home devices/appliances** by the end of this year (2019), according to projections by auditing giants *PricewaterhouseCoopers (PWC)*.

Interested in connected living, property specialists FastSaleHomes.co.uk analysed the latest findings from accounting firm Ernst & Young, who surveyed 2,500 UK households to identify which smart home devices/appliances they plan to definitely own in five years' time.

FastSaleHomes.co.uk found that a **digital home assistant** (e.g. Google Home, Amazon Echo etc.) is the smart home product that Brits (**41%**) **most expect to own in five years' time**. Equally, **41%** predict they will have a **device** which enables **smart heating** functions (e.g. Nest Learning Thermostat, Hive Heating Control etc.) within their property in five years.

Interestingly, **36%** of Brits want to install **smart lights** in five years – allowing them to adjust the brightness/colour of lighting fixtures/bulbs as well as schedule them to turn on/off when needed, over an app rather than doing it through a physical switch.

Likewise, **36%** are aiming to fit a **video doorbell** in five years' time – allowing them to check who is at their front door before opening it, for peace of mind and safety.



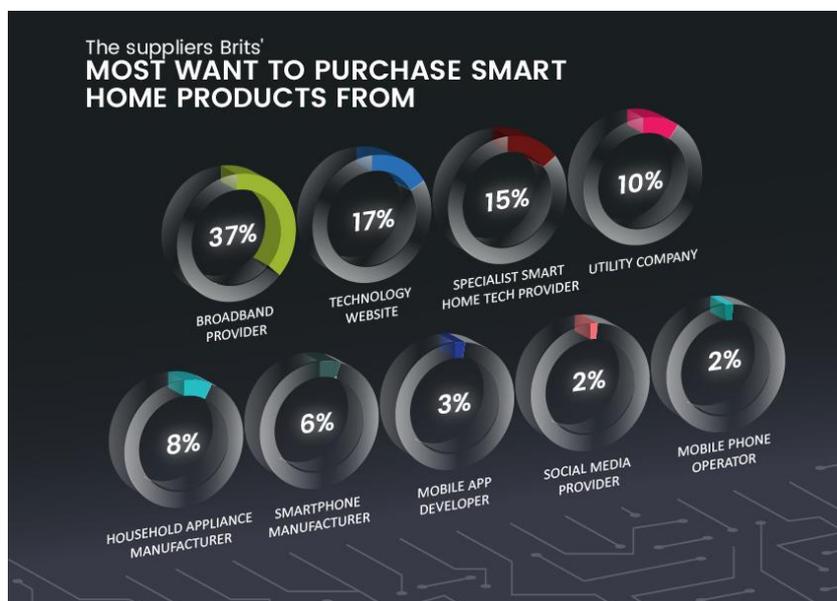
Given the exponential growth of immersive technology – **24%** anticipate **owning a virtual-reality (VR) headset** in five years.

Contrastingly, a **smart oven** is the product Brits **least desire to buy** in the **future**, with only **17%** wanting the appliance in five years. Slightly above, **19%** would respectively like a **smart fridge** and/or **smart washer** in their kitchen **five years from now**.

Furthermore,

FastSaleHomes.co.uk from the report, **also sought to determine the suppliers Brits would ideally prefer to purchase smart home products from.**

FastSaleHomes.co.uk discovered **Brits are most open to buying smart home products from a broadband provider (37%)**. Thereafter, **17%** would use a **reputable technology website** to acquire the smart home devices/appliances they want.



Despite offering vast expertise and handy advice, **just 15%** of Brits are keen on a **specialist smart home tech provider** as a potential purchasing channel. Considering that a range of smart home devices/appliances are typically operated/accessed via a smartphone – a **mere 6%** have confidence in **smartphone manufacturers** as a legitimate **shopping option** for getting smart home technology.

Opposingly, Brits are **not that enthusiastic** about purchasing smart home products **directly from social media companies** as well as **mobile phone operators**, with **only 2%** wanting to do so from either prospective avenue.

Richard, the Managing Director of FastSaleHomes.co.uk commented:

“The evolution of smart home technology over the last decade has been fantastic. There are now a ton of smart devices/appliances on the market, which primarily aim to make everyday tasks at home easier and quicker. As Brits continue to better understand the products and become more comfortable using them, the adoption rate of the technology will only increase. This research certainly shows that Brits have a firm idea of the smart home devices/appliances they aspire to own in five years’ time. Similarly, providing a clear indication of the suppliers they would opt to use when committing to a purchase decision”.

To editors: Please kindly note, if you use any of this press release and/or infographics, please credit <https://www.fastsalehomes.co.uk/>

Data for this research taken from research conducted by [Ernst & Young](#), in a report titled: ‘Taking new steps into the smart home: Consumer attitudes to the connected home’.

ENDS