

# Global Connected Consumer Devices: Key Trends, Opportunities and Market Forecasts 2015 - 2020



**Research Report** ID R-1501A

**Published:** January 2015

**Pages:** 117

**Prices:**

- **Single User: \$1,995**
- **Team License: \$2,995**
- **Company Wide: \$4,995**

## Related Courses and Curricula:

- Cloud Computing Curriculum
- Telecom for Managers and Executives
- Now@Web™ (e-Learning) Courses

*To view our full curriculum, visit our website: [www.eogogics.com](http://www.eogogics.com)*

*For a full listing of all of our knowledge products, visit our store: [www.store.eogogics.com](http://www.store.eogogics.com)*

## Report in a Nutshell:

Consumer electronic devices have historically represented stand-alone objects functioning in isolation. This is rapidly changing as high-end consumer appliances, digital equipment, and assets as well as many lower cost devices gain connectivity through embedded computing and communications. A Connected Consumer Device is any device in physical and software form that is used by a consumer for various

purposes including entertainment, news, information, and general lifestyle enhancement.

This marketplace is expected to explode as the trend towards machine-to-machine (M2M) communications and Internet of Things (IoT) related devices, applications, and solutions is poised to rapidly expand in the consumer sector. Many industries are impacted by this growth including consumer electronics, entertainment services, energy management, security, healthcare, sports and fitness. Our research indicates that the global market for connected consumer devices will reach \$88 billion with a CAGR of 14.4% by 2020. Certain industry verticals will realize substantially better growth than others due to structural differences that will better exploit the value of distributed devices.

This research evaluates the Connected Consumer Device ecosystem, market drivers, constraints, and opportunities for value chain constituents. The report includes market strategy analysis, competitive assessment, and forecast for 2015 to 2020 for each major industry vertical. All purchases of our reports include time with an expert analyst who will help you link key findings in the report to the business issues you're addressing. This needs to be used within three months of purchasing the report.

## Target Audience:

- Wireless service providers of all types
- Cloud, Big Data and Analytics companies
- Wireless network infrastructure suppliers
- Smartgrid equipment and service vendors
- Sensor network and component providers
- Wireless device and components manufacturers
- Smart appliances and electronic devices companies
- Security device and monitoring equipment suppliers
- Software developers and mobile/wireless App developers
- Smart home and business automation systems integrators
- Smart city planners and suppliers supporting infrastructure
- Investment companies and finance organizations of all types

## Report Benefits:

- Connected consumer device forecasts 2015 – 2020
- Vision for the future of connected consumer devices
- Understand the connected consumer device ecosystem
- Understand the market for connected consumer devices
- Learn about standardization for improved interoperability
- Identify specific marketing strategies to grow market share
- Identify opportunities and constraints for market development
- Identify leading vendors, solutions, and their market positioning
- Learn about the differences between consumer and non-consumer

## Companies in Report:

- Amdocs
- Apple Inc.
- ARM Holdings
- Bosch
- British Gas
- DLNA (Digital Living Network Alliance)
- Entropic
- Google
- HP
- Instead
- Jasper
- LG Electronics
- Marvell
- Nest Labs. (Google)
- Netgear
- Netgem
- Oregon Networks Ltd.
- Qualcomm Atheros Inc.

- Samsung Electronics
- SmartThings
- Technicolor
- Thread
- ZigBee
- Z-Wave

## Table of Contents:

1	Introduction	7
1.1	Research Background and Objective	7
1.2	Scope of the Research	8
1.3	Intended Audience	8
1.4	Companies Covered in This Report	9
2	Executive Summary	11
2.1	Key Findings:	12
2.2	Markets for Connected Consumer Devices 2015 - 2020	14
3	Market Overview	16
3.1	Connected Consumer Devices	17
3.2	Typical Connected Consumer Devices	18
3.3	Connected Consumer Devices Benefits	19
3.4	Connected Consumer Devices Supply Chain	20
3.5	Connected Consumer Devices Market Segments	22
3.5.1	Connected Home	22
3.5.2	Connected Cars	22
3.5.3	Wearables	23
3.6	Market Potential for Connected Consumer Devices	23
3.7	Business Drivers & Challenges for Connected Consumer Devices	24
3.7.1	Scope of the Business is Global	24
3.7.2	It is a Convergence of Many Businesses	25
3.7.3	Business Involves Leaders from Various Industries	26
4	Marketing Strategies: Connected Consumer Devices	28
4.1	Marketing Plan for Selling Connected Consumer Devices	28
4.2	General Purchase Decision Life Cycle for Connected Consumer Devices	29
4.3	Connected Consumer Device Marketing Strategies	31
4.3.1	How to go to Millions starting from Hundreds is a Strategy for the Year 2020	33
4.4	Marketing Strategy in Connected Consumer Devices through 2020	34
4.4.1	Use of Big Data and Analytics to Understand Consumer Behavior and Usage	

Patterns 34

4.4.2 Partnerships with diversified companies working in IoT: Logical tie of offering 35

5 Global Forecasts 2015 - 2020 37

5.1 Global Market by Segments 2015 - 2020 39

5.2 Global Markets by Region 2015 - 2020 41

6 Global Markets for Connected Home Devices 2015 - 2020 45

6.1 Connected Home Devices 45

6.1.1 How it Works 46

6.2 Types of Solutions Offered in Connected Home Devices 48

6.2.1 Connected Home Entertainment Devices 48

6.2.2 Connected Home Security and Monitoring Devices 49

6.2.3 Connected Home Energy Conservation Devices 50

6.2.4 Connected Home Utility Monitoring Devices 51

6.3 Global Markets for Connected Home Devices: 2015 - 2020 51

6.3.1 Global Markets for Connected Home Entertainment Devices: 2015-20 54

6.3.2 Global markets for Connected Home Security and Monitoring Devices: 2015-20 57

6.3.3 Connected Home Energy Conservation Devices 2015 - 2020 60

6.3.4 Connected Home Utility Monitoring Devices 62

7 Global Connected Devices for Vehicles 2015 - 2020 65

8 Global Connected Consumer Wearables 2015 - 2020 68

9 Vendor Connected Consumer Device Ecosystem 72

9.1.1 Broader categories of Vendors in Connected Consumer Devices 73

9.1.2 IoT Platform Developers 73

9.1.3 IoT Software and Apps Developers 74

9.1.4 IoT Hardware Manufacturers 75

9.1.4.1 Short Range Low Power Radio Device Manufacturers 75

9.1.4.2 Systems-on-Chip (SoC) Fabricators 76

9.1.5 Network Devices: Gateway / Hub / Router / Bridges Manufacturers 77

9.1.6 Sensors and Thermostats Manufacturers 77

9.1.7 Connected Consumer Devices manufacturers 78

9.2 IoT Vendor Alliances for Interoperability 78

9.2.1 ZigBee Alliance 78

9.2.2 Z-Wave Alliance 82

9.2.3 Insteon 83

9.2.4 Digital Living Network Alliance (DLNA) 86

9.2.5 Thread 89

9.3 Partnerships, Mergers & Acquisitions 90

9.3.1 Samsung Acquired SmartThings 90

9.3.2 Google Acquired Nest Labs 90

9.3.3 Qualcomm Acquired Atheros 90

- 9.4 Revenue Generation Forecast: 2015-20 91
  - 9.4.1 Revenue Generation by Vendor Type: 2015-20 93
- 10 Anticipated Future Market Trends through 2020 99
  - 10.1 IoT moving in the Direction of Open and Scalable Architectural Model 99
  - 10.2 IoT-A Reference Architectural Model for IoT 100
  - 10.3 Consumption of IPv4 will shift IoT to IPV6 101
- 11 Key Companies and Solutions 104
  - 11.1 Key Companies Manufacturing Connected Consumer Devices 104
    - 11.1.1 British Gas 104
    - 11.1.2 HP 105
    - 11.1.3 LG Electronics 105
    - 11.1.4 Samsung Electronics 106
  - 11.2 Key Companies in Developing IoT Platforms 107
    - 11.2.1 Apple Inc. 107
    - 11.2.2 ARM Holdings 107
    - 11.2.3 Jasper 109
  - 11.3 Key Companies developing Hardware Components 110
    - 11.3.1 Entropic 110
    - 11.3.2 Marvell 110
    - 11.3.3 Nest Labs. 111
    - 11.3.4 Netgear 112
    - 11.3.5 Netgem 112
    - 11.3.6 Technicolor 113
    - 11.3.7 Qualcomm Atheros Inc. 113
  - 11.4 Key Companies developing Software solutions and Apps 114
    - 11.4.1 Amdocs 114
      - 11.4.1.1 Amdocs Connected Home Solutions 114
    - 11.4.2 Bosch 115
    - 11.4.3 Oregon Networks Ltd. 115
    - 11.4.4 SmartThings 115

## Figures:

- Figure 1: Global Connected Consumer Devices Market 2015 - 2020 15
- Figure 2: Consumer Connected Device Lifecycle Phases of Adoption 30
- Figure 3: Connected Consumer Devices, Big Data, and Analytics 35
- Figure 4: Global Connected Consumer Devices Market 2015 - 2020 38
- Figure 5: Connected Consumer Devices by Market Segments 2015 - 2020 40
- Figure 6: Connected Consumer Devices Markets by Geography 2015 - 2020 43

Figure 7: Connected Home with WAN/LAN Relationship 46  
Figure 8: Global markets for Connected Home Devices by Subcategory 52  
Figure 9: Regional markets for Connected Home Devices 2015 – 2020 54  
Figure 10: Global Markets for Connected Home Entertainment Devices 2015 – 2020 55  
Figure 11: Global Markets for Connected Home Security and Monitoring 2015 - 2020 58  
Figure 12: Global Markets for Connected Home Energy Monitoring Devices 2015 -2020 61  
Figure 13: Global Markets for Connected Home Utility Monitoring Devices 2015 - 2020 63  
Figure 14: Global Markets for Connected Cars 2015 - 2020 66  
Figure 15: Global Markets for Wearables 2015 - 2020 69  
Figure 16: Connected Consumer Device Vendor Ecosystem 72  
Figure 17: Revenue by Vendor Type 2015 - 2020 95  
Figure 18: Revenue for Software and Services 2015 - 2020 97  
Figure 19: D1.3 Architecture Reference Model 101  
Figure 20: ARM Device Ecosystem 108

## Tables:

Table 1: Overall Market for Connected Consumer Devices: 2015 – 2020 15  
Table 2: Global Markets for Connected Consumer Devices 2015 – 2020 38  
Table 3: Connected Consumer Devices by Market Segments 2015 – 2020 39  
Table 4: Connected Consumer Devices Markets by Geography 2015 - 2020 42  
Table 5: Global Markets for Connected Home Devices by Subcategory 52  
Table 6: Regional markets for Connected Home Devices 2015 - 2020 53  
Table 7: Global Markets for Connected Home Entertainment Devices 2015 – 2020 54  
Table 8: Global Markets for Home Security and Monitoring Devices 2015 – 2020 58  
Table 9: Global Markets for Connected Home Energy Conservation Devices 2015 – 2020 60  
Table 10: Global Markets for Connected Utility Monitoring Devices 2015 – 2020 62  
Table 11: Global Markets for Connected Cars 2015 – 2020 66  
Table 12: Global markets from Wearables 2015 - 2020 68  
Table 13: Revenue by Vendor Type 2015 - 2020 94  
Table 14: Revenue for Software and Services 2015 – 2020 96  
Table 15: Status of IPv4 addresses in 2014 102

## Keywords:

Connected Devices, Consumer Devices, Internet of Things, M2M, IoT, IoT Devices,  
Connected Device Forecasts