WHAT WE KNOW ABOUT THE SMART HOME APPLIANCES (PART I)
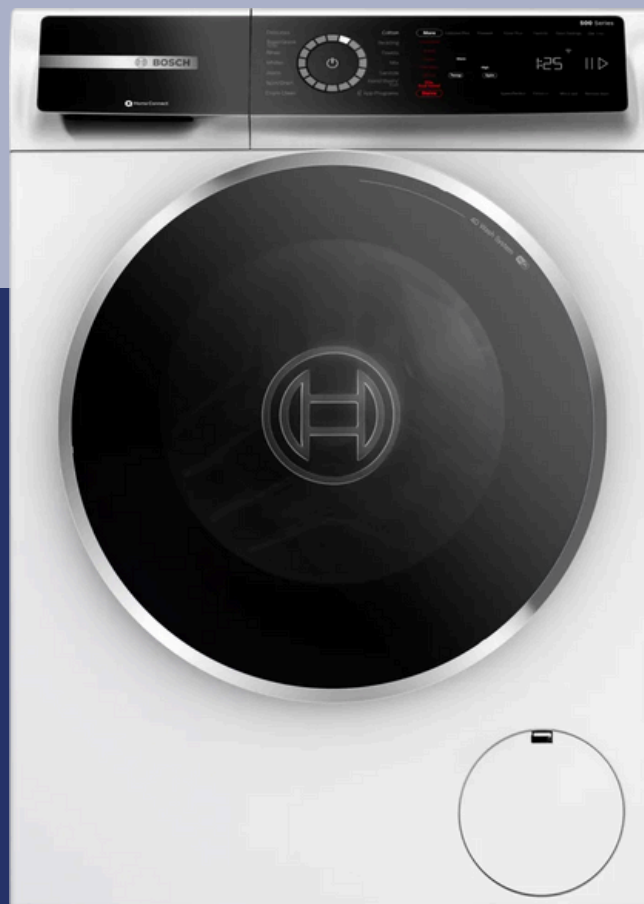
EXECUTIVE SUMMARY

Smart home appliances are revolutionizing household management, automating tasks and increasing efficiency. With the integration of AI and IoT, home appliances are now remotely controllable, making daily chores faster and more convenient. Home appliances aren't just beautiful objects; they're helpful companions that provide restaurant recommendations, organize your schedule, play music, and keep you updated with the latest news. This isn't fiction; it's real, thanks to AI, machine learning, and groundbreaking technologies. Smart fridges, washing machines, vacuums, and other devices represent the future of home appliances, and top brands are embracing this tech revolution. It's not just about staying competitive; it's about appealing to a younger, eco-conscious demographic. These consumers want to flaunt their success while being environmentally friendly by conserving water, electricity, and money. This trend isn't just trendy; it's also in sync with global consumer demands.

The following sections of this report are organized into **Key Trends**, **Consumer Tribes**, and **Case Studies**. First, we will explore the most impactful trends shaping the smart home appliances market, including technological advancements and consumer demands. Next, we will delve into specific consumer tribes, identifying their behaviors, preferences, and how brands engage with them. Finally, we will review case studies showcasing innovative approaches and successful strategies adopted by leading companies in the industry.
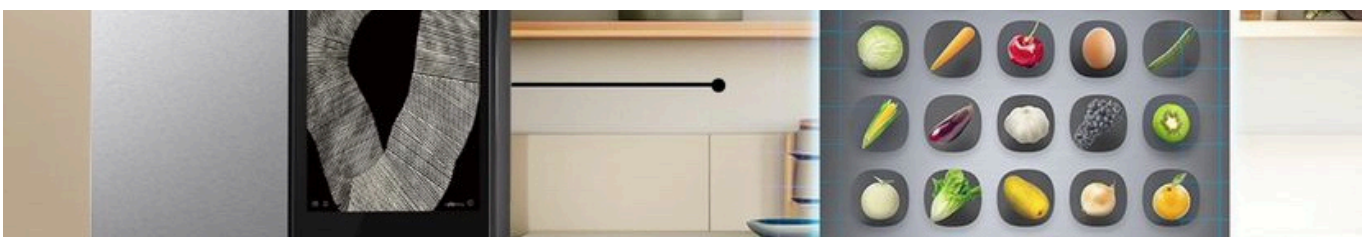
Special Announcement
Antropomedia Express' new agent, The creAItor, empowers brands to create customized marketing campaigns by leveraging data-driven insights from real-world examples, ensuring relevance to your industry and target audience.

What will you learn

- Discover the most impactful trends in smart home appliances and witness how brands harness them to set themselves apart.
- Learn how forward-thinking campaigns are tailored to specific tribes, positioning brands as pioneers and cultivating customer loyalty.

THE INTERNET OF THINGS (iOT)

The Internet of Things (IoT) is driving the demand for smart home appliances due to their seamless connectivity, convenience, and superior functionality. Brands like Samsung, LG, Amazon, and Google use IoT to provide comprehensive solutions, simplifying daily routines and improving energy efficiency. This widespread adoption and innovation in the sector are driving market growth in the smart home appliances sector. (Allied Market Research,2024)
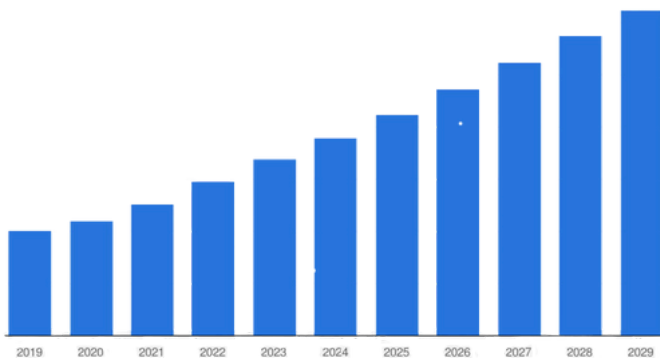

(Statista,2023)

The global revenue in the internet of things market was forecast to continuously increase between 2024 and 2029 by in total 612.5 billion U.S. dollars (+64.65 percent). After the tenth consecutive increasing year, the indicator is estimated to reach 1.6 trillion U.S. dollars and therefore a new peak in 2029. Notably, the revenue of the internet of things market was continuously increasing over the past years.

Application enablement resulted in being the layer with the highest share of revenue in terms of Internet of Things (IoT) solutions in 2023, with 40 percent of the total revenue, followed by professional services with about 30 percent.
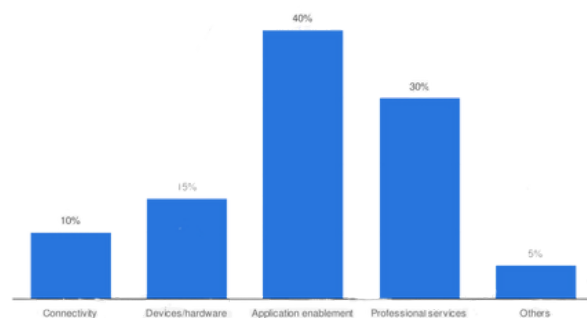
(Statista,2023)
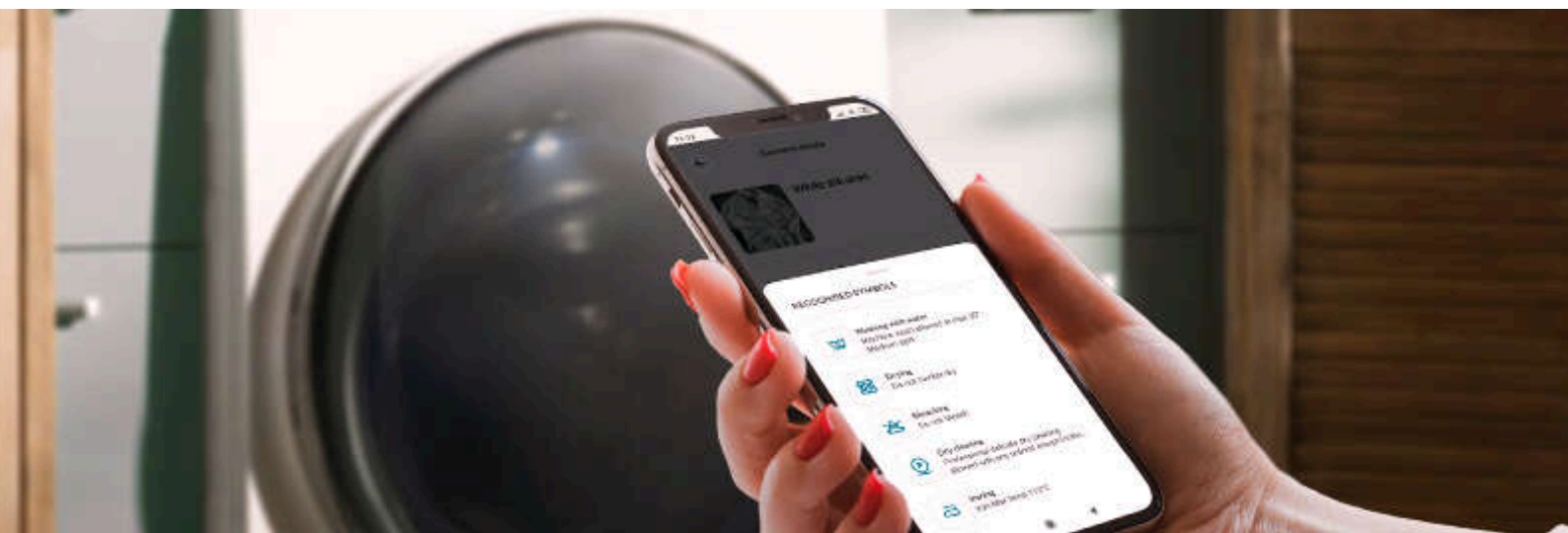
Tech-Savvy Professionals

With IoT becoming increasingly prevalent, it's no surprise that tech-savvy professionals are in charge of adopting these innovations.

Description of their identity

This tribe is deeply engaged with technological advancements and innovations, following brands like Samsung, AT&T, and Android. They are known for their loyalty to tech brands and actively participate in discussions about the latest tech trends.

Kind of stories consumed by the tribe

Reinforcing loyalty and dedication through engaging with company social media content.

What hurts or causes them conflict

They are interested in technology stories and narratives, exploring how advancements can influence their work and personal life.

Brands who they follow/interact with

SAMSUNG **PHILIPS**

Panasonic **SONY**

AT&T **HUAWEI**

prime video **Android**

Google Ads Keywords

"telecommunications", "technical services", "latest technology", "innovative computer equipment"

Gender

20% Women; 80% Men

Bosch

Business Objective

Create new product features

Innovation

Bosch creates app that provides a smart solution for safe and sustainable food storage.


The Home Connect app offers a smart solution for storing food safely and sustainably. It provides an inventory list for checking fridge contents, enabling smart shopping and reducing waste. Additionally, it offers Super Cool and Super Freeze functions to ensure appliances are at the optimal temperature, protecting new and existing groceries. The app helps users explore ways to optimize their appliances for better cooling and storage.

ECO-FRIENDLY AND ENERGY-EFFICIENT

Eco-friendly and energy-efficient smart appliances are gaining market share due to their sustainable design and reduced energy consumption based on consumer demand for sustainable living. Brands like LG, Samsung, and Nest are offering AI-powered appliances that optimize energy use, reduce carbon footprints, and learn user habits. This trend is expected to drive growth in the smart home appliances market in the coming years.

(Allied Market Research,2024)

Item 3
10.3%

Environmentally friendly
9.7%

Sustainable goods
80%
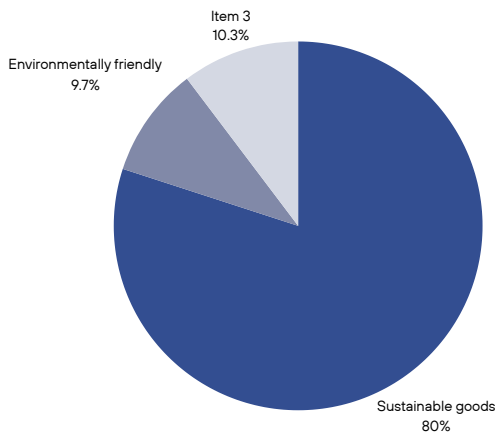
Over 80% of consumers are willing to pay more for sustainable goods, with some willing to pay an average 9.7% more for environmentally friendly goods. However, this may not translate into actual spending due to factors like inflation, macroeconomic volatility, and cost-of-living concerns.

(PWC,2024)

In 2023, global investment in energy efficiency amounted to 0.38 trillion U.S. dollars. According to a forecast based on the energy and infrastructure policies implemented and proposed as of August 2023, this figure will grow by nearly ten percent by 2030

(Statista,2024)

Year	Value
2020	0.28
2021	0.35
2022	0.39
2023	0.38
2030	0.49
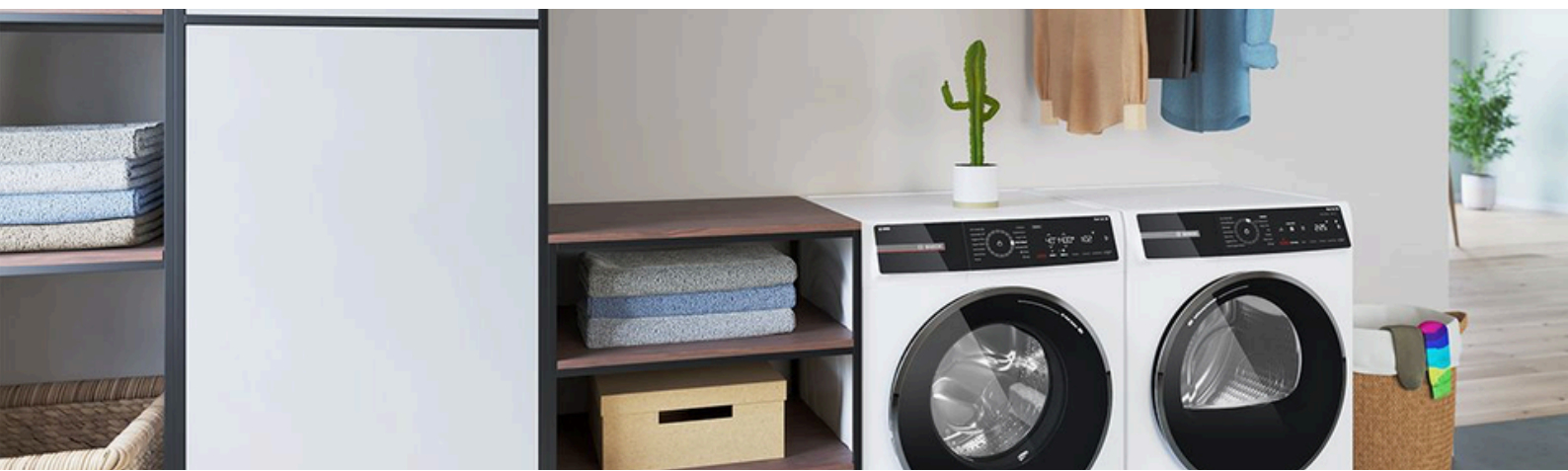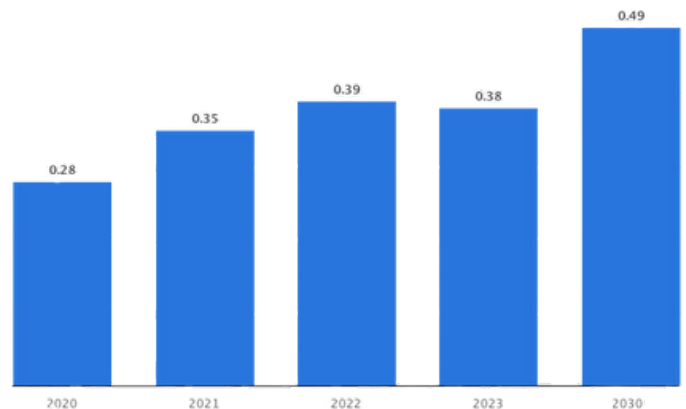
Eco-Conscious Innovators

With sustainability at the forefront of consumers' minds, it's no surprise that Eco-Conscious Innovators are embracing groundbreaking products.

Description of their identity

The "Eco-Conscious Innovators" consumer tribe is deeply engaged with sustainability and technological innovation, particularly in the context of environmental care. Here are some detailed aspects of their behavior, preferences, and characteristics:

What hurts or causes them conflict

This tribe is frustrated by the general lack of innovation in their work area and the environment. They feel hindered when they cannot contribute positively to their environment through innovative technologies

Gender
45% Women; 55% Men

Brands who they follow/interact with

ecovative   patagonia

THE ORIGINAL OAT-LY!   BAMBOO LIVING   G Nest

IKEA

Kind of stories consumed by the tribe

They are passionate about sustainable construction and innovative solutions. They express art through their work and follow brands that relate to all the areas in which they develop.

Google Ads Keywords

"Cutting-edge home appliances",
"Advanced household tech",
"Sustainable living solutions"
"Eco-friendly construction materials"
"Nest smart home"
"Clean environment appliances"

Harvest Moon

Business Objective

Increase sustainability

Innovation

Brand aims to redefine compost toilets for the modern home

Swedish startup Harvest Moon has introduced the Luna, a fully integrated toilet system designed to provide sustainable sanitation in modern homes. The Luna, available in terracotta and pine green, features an electric fan to remove odors and a self-contained, waterless base that uses natural decomposition to break down waste. The toilet automatically separates urine and solids, with urine pumped to a homeowner's destination and solids collected in a bin. The solids bin needs to be emptied once or twice a month.

Ai AND MACHINE LEARNING

AI and machine learning are revolutionizing the global smart home appliances market by enhancing automation, personalization, and efficiency. Smart thermostats, robot vacuums, and smart kitchen appliances use AI to optimize energy usage, provide food management suggestions, and track inventory, leading to increased adoption and convenience.

AI-powered smart appliances can learn user behavior and adapt settings, providing personalized experiences. Smart refrigerators and washing machines can monitor inventory, suggest recipes, and order groceries automatically. Voice control and virtual assistants like Amazon Alexa and Google Assistant enable hands-free operation, simplifying daily tasks and enhancing convenience.

(Statista, 2024)
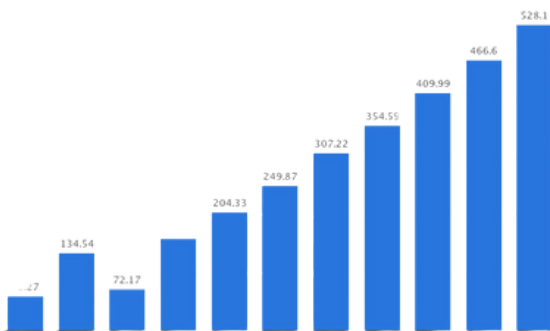
The machine learning market worldwide grew beyond 150 billion U.S. dollars in 2023. It is expected to grow steadily and continuously through the decade, adding around 50 billion U.S. dollars to the market annually.

(Statista,2024)

Asia has the largest machine learning market globally in 2024, with nearly 30 billion U.S. dollars of value in the region. North America and Europe are close behind, both hitting the 20 billion U.S. dollar mark. Unsurprisingly, with none of the world's largest economies, the smaller three regions are tiny compared to Asia and the West.

(Statista,2024)
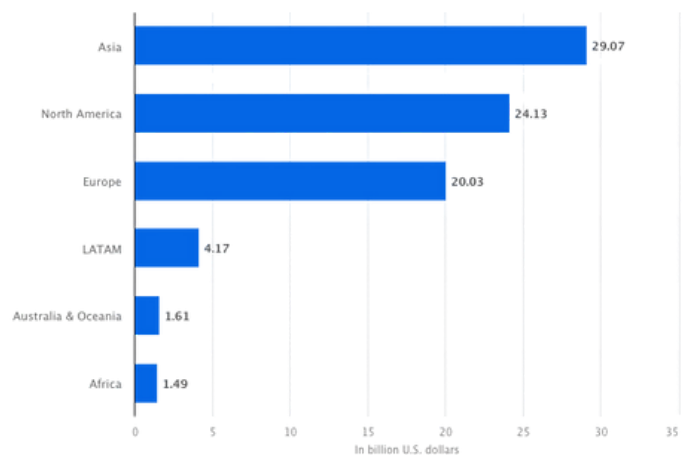
Design-Driven Creatives

AI and machine learning have transformed our daily use of technology, leading design-driven creatives to adopt this technology for functionality and aesthetics.

Description of their identity

This tribe comprises individuals who are deeply engaged with design in all its forms, from interior design to graphic design. They appreciate aesthetics and functionality in their living spaces and work environments.

What hurts or causes them conflict

This tribe experiences frustration when they encounter design that lacks creativity or functionality. They are also concerned about the environmental impact of design materials and seek sustainable alternatives.

Gender

45% Women; 55% Men

Brands who they follow/interact with

Bē Figma west elm IKEA Adobe

Google Ads Keywords

"Modern interior design", "Sustainable home decor", "DIY home improvement", "Artistic home accessories"

Kind of stories consumed by the tribe

They are attracted to content that showcases innovative design projects, behind-the-scenes processes of design works, and tutorials on creating aesthetically pleasing and functional spaces.

P&G

Business Objective

Enter a new market

Innovation

P&G unveils motion-sensing air freshener disguised as realistic planter


<u>P&G's Project Bloom</u> is a range of motion-controlled air fresheners disguised as planters, developed through crowdfunding.
The collaboration aims to disrupt the fragrance industry by offering a natural-looking alternative to conventional air fresheners. The faux planters, designed to resemble miniature planters for tabletops or shelves, house advanced air freshener technology that activates when it detects movement. The scents emitted by Project Bloom are free from chemicals and offer options like fresh dewdrops, lavender fields, or crisp greenery. The air fresheners are powered by replaceable scent cartridges that last a month and also feature a built-in night light that activates in the dark.

WI-FI TECHNOLOGY

The smart home appliances industry comprises Wi-Fi, Bluetooth, cellular technology, and RFID, with Wi-Fi expected to grow significantly in the coming years, enabling remote monitoring and control of appliances. Wi-Fi technology is primarily used in residential and commercial establishments as an alternative to broadband and wired LAN services.

(Fortune Business Insights,2023)
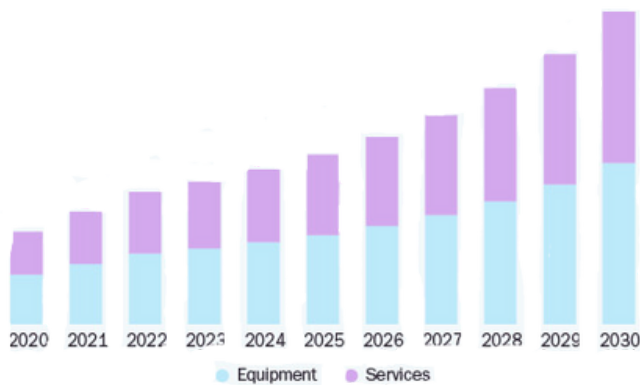
The global wireless testing market, valued at USD 14.55 billion in 2023, is expected to grow at a CAGR of 12.4% from 2024 to 2030 due to technological advancements and expanding applications.

(Grand View Research,2023)

The world's population has grown from 8 billion in November 2022 to 8.01 billion in 2023, with 57% living in urban areas. Mobile phone usage has increased by 3%, while internet usage has increased by 1.9 percent over the past year. Social media usage has slowed, with 4.76 billion users, equating to just under 60% of the global population.
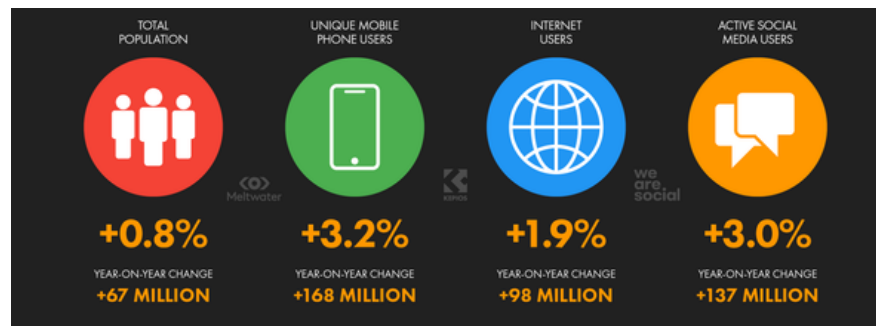
(Data Report,2023)
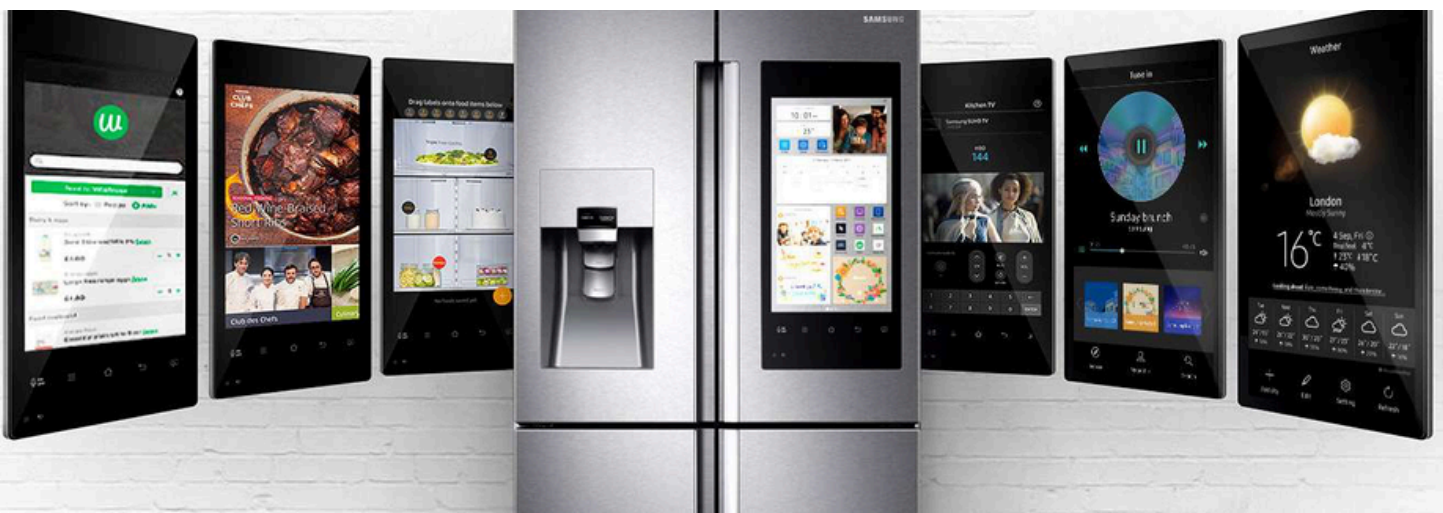
Rewinders

Nostalgic Rewinders seek unique vintage pieces with a modern twist, combining modern technology with a retro aesthetic in their devices.

Description of their identity

This consumer tribe represents a group of people who show themselves to others from a nostalgic passion for cinema. It is a network of fans of the world of cinematographic spectacle who maintain a retro look in their consumption of audiovisual goods, an issue that they not only expose with their exhaustive knowledge of current films but also from their historical knowledge of directors, actors, and films.

Kind of stories consumed by the tribe

The tribe appreciates products and services with historical ties, connecting through narratives that highlight unique historical features. They value tourist destinations rich in history and nostalgic audiovisual entertainment, collecting objects and experiences that evoke thoughtfulness.

Gender

25% Female; 75% Male

Brands who they follow/interact with

Vacation
Excessively Good Sunscreen

LUCASFILM Ltd

SEGA

NETFLIX

VHS

What hurts or causes them conflict

The tribe's pain stems from their need to collect ancient goods. It is not just about acquiring the products of the past but restoring them and keeping them in good condition. Metaphorically, the state of the collection can be thought of as the state of your passion. If you neglect it, you are failing to belong to the tribe.

Google Ads Keywords

"cinephiles phrases" "special for cinephiles" "retro film fans" "nostalgia retro film" "vintage film" "vintage film era"

Copper

Business Objective
Innovate existing products

Innovation
Combining modern technology with nostalgia.

Berkeley-based startup Copper has designed the Charlie range of induction stoves, combining modern technology with nostalgia. The stove features a built-in 5kWh battery that manages peak power needs and draws electricity during off-peak hours. The traditional knobs and handles, made from recycled wood, provide warmth and ease of use, reducing physical and psychological obstacles to home electrification. Prices start at USD 5,999 and are pre-ordered for its second manufacturing run.

ABOUT ANTROPOMEDIA

About this report

This report is a compilation of the profound research you can find in Antropomedia Express; our professional research platform offers deep insights into your customers, featuring fascinating reports on consumer tribes, captivating case studies, and compelling statistics.

ANTROPOMEDIA

Our revolutionary research approach stands on three intertwined pillars to empower transnational conglomerates and regional firms, granting them a competitive edge in overcoming customer-centric challenges and dominating their markets.

Antropomedia is leading in AI research innovations.

Our research platform represents the most comprehensive digital tribe encyclopedia in the world. In it, you will find descriptive sheets, and with our trained AI assistants, your information needs are at your fingertips. Whether you seek rapid responses to queries or aspire to create a marketing pitch infused with data and creativity, we provide the means.

ABOUT US

With offices in Mexico and Switzerland, Antropomedia focuses on audience analysis by applying anthropology and other digital methods to study the construction of consumer tribes and collective identities in social networks. To achieve this, we adapted the symbolic interactionism theory and pioneered using 3D sociograms, NLP, and AI to represent relationships between followers, interacting users, and content in social media.

ANTROPOMEDIA
RESEARCH

Our research unit based on digital anthropology® not only explores the connections that arise within digital communities, but delves into the heart of the interactions that arise from the people who participate there.

Personalized strategies solutions

We develop strategies that resonate deeply, based on a detailed understanding of collective and semantic affinities, ensuring that each message strengthens the connection with your brand.

Unlock a world of possibilities. Contact us now!

References

Allied Market Research. (2024, July). Smart home appliances market size, share, competitive landscape and trend analysis report, by product type, by technology: Global opportunity analysis and industry forecast, 2024-2034. Allied Market Research.

Fortune Business Insights. (2023). Smart home appliances market size, share & industry analysis. https://www.fortunebusinessinsights.com/smart-home-appliances-market-106267

Grandview Research. (n.d.). Wireless testing market size, share & trends analysis report, by offering (equipment & services), by technology (Wi-Fi, Bluetooth, 2G/3G, 4G/LTE, 5G), by application, by region, and segment forecasts, 2024 - 2030.

Kemp, S. (2023, February 4). Digital 2023: Global overview report — DataReportal – Global Digital Insights. DataReportal. https://datareportal.com/reports/digital-2023-global-overview-report

PricewaterhouseCoopers. (n.d.). Consumers willing to pay 9.7% sustainability premium, even as cost-of-living and inflationary concerns weigh: PwC 2024 voice of the consumer survey. PwC.

Statista. (2023, August 14). Global revenue share of IoT solutions 2023, by layer.

Statista. (2024a). Smart appliances - Worldwide | Statista market forecast.

Statista. (2024b, February 13). Worldwide machine learning market size from 2020-2030.

Statista. (2024c, May 28). Energy efficiency investment worldwide 2020-2030.

Statista. (2024d, June 13). Size of the ML market globally in 2024, by region.

Statista. (2024e, July 5). Revenue in the Internet of Things market worldwide 2019-2029.