

# Press release

## FOR IMMEDIATE RELEASE

### UK consumers turn to connected home tech to face cost of living crisis

- *Consumers recognise the efficiency benefits of connected home devices amid rising cost of living and climate change concerns*

**London, 14 June 2023:** techUK's annual Connected Home report, published today and surveying 1,000 adults across the UK, has found consumers are increasingly recognising the potential benefits of connected home devices amid concerns about the cost of living crisis and climate change.

#### Increasing focus on energy savings

With the cost of living and price of energy looming large in the national conversation over the past year, there has been considerable uptake of connected home devices that support energy efficiency, with 32% of homes now having at least one such device.

'Star performer' product categories this year include:

- smart detectors **[+6%]**
- smart thermostats **[+4%]**
- smart lighting **[+4%]** &
- energy management apps **[+3%]**.

Among consumers that reported that they are likely to spend more on connected home devices over the next 12 months, 52% expect to recover their expenditure via energy savings within a year, confirming that concerns around energy prices are indeed driving interest in energy-related connected home devices.

#### Size of the market

The Connected Home report, published by techUK alongside market intelligence & data analytics partner GfK, finds that 4 out of 5 people in the UK own at least one connected home device. Around half of the population under age 55 are 'advanced adopters' that own more than 3 devices, and this growing segment have a considerably higher willingness to

invest in additional devices and subscription services. In the past year, just under 20 million connected home devices were sold in the UK at a value of almost £5 billion.

**Matthew Evans, Director for Markets, techUK said:**

“For the seventh year, techUK has explored the connected home technology market and how consumer behaviour is changing. This year’s figures showing a rising interest in using connected home devices to improve energy efficiency are very understandable; consumers are responding to a difficult economic outlook and cost of living crisis, and are developing stronger knowledge of how connected home technology can empower them to improve their energy consumption.”

**Recommendations to government**

techUK and its members call for government to support the connected home market and enable consumers to realise economic and utility benefits via five key policy recommendations:

- Support industry-led accreditation and certification schemes
- Adopt interoperability and connectivity standards
- Harmonise regulation to meet environmental aims
- Integrate connected home tech in new-builds and social housing
- Avoid unnecessary divergence from the European Union

**-ENDS-**

**Notes to Editors**

This is the seventh edition of our annual State of the Connected Home report, which surveys a nationally representative sample of 1,000 adults across the UK to ask about their awareness, interest, and ownership of a range of connected or ‘smart’ home products.

The full list of recommendations is:

**1. Support industry-led accreditation and certification schemes**

Government should facilitate and provide financial support to the development of industry certification schemes that demonstrate compliance with UK laws and build consumer trust in connected home devices. Industry-led schemes are implemented more quickly than mandatory regulatory initiatives.

**2. Adopt interoperability and connectivity standards**

Ensure that devices placed on the Great Britain market meet relevant standards relating to device interoperability, meeting consumer demand for smart home devices that are able to be easily connected to other devices within the home.

### **3. Harmonise regulation to meet environmental aims**

Harmonise regulation on eco-design and the repair/reuse of connected home tech to lower the cost to consumers and support the UK's journey to Net Zero. Provide support and awareness campaigns to consumers to help them learn about using connected technology to improve energy efficiency in the home.

### **4. Integrate connected home tech in new-builds and social housing**

Given the proven energy and cost savings presented by adopting smart appliances, smart thermostats and connected home tech should be in every social home, government building, and new-build property.

### **5. Avoid unnecessary divergence from the European Union**

Most connected home device manufacturers operate across international markets. If the UK chooses to diverge from the regulations of the European Union, it ultimately costs more to place products on the UK market, which increases prices for consumers. The government should ensure that proposals to diverge from EU regulations are subject to thorough regulatory impact assessments, and seek to agree a mutual recognition agreement for conformity assessment to avoid duplication of certification or testing

The full report can be downloaded [here](#).

[Consumer tech techUK programme](#)

## **About techUK**

techUK is the technology trade association that brings together people, companies and organisations to realise the positive outcomes of what digital technology can achieve.

With around 1000 members (the majority of which are SMEs) across the UK, techUK creates a network for innovation and collaboration across business, government and stakeholders to provide a better future for people, society, the economy and the planet.

By providing expertise and insight, we support members, partners and stakeholders as they prepare the UK for what comes next in a constantly changing world.