

IDC: European Smart Home Market Reaches 22m in Q2

Written by Marco Attard
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The European smart home market reaches 22 million units in Q2 2019, IDC reports-- a 17.8% Y-o-Y increase with CEE showing the biggest growth (43.5% Y-o-Y) even as W. Europe holds the lion's share of the market (86.47%).

The analyst expects such growth to continue in the near future, with shipments rising from 107.8m in 2019 to 185.5m in 2023 at a CAGR of 14.5%. Video entertainment and smart speakers are to make 65% of the 2023 shipment total.

Europe Smart Home Devices Forecast by Category, 2019–2023 (Shipments in Thousands)

Product Category	2019 Shipments*	2019 Share*	2023 Shipments**	2023 Share**	CAGR 2019–2023
Video entertainment	60,389	56.0%	77,257	41.7%	6.4%
Smart speaker	22,490	20.9%	43,291	23.3%	17.8%
Lighting	6,560	6.1%	28,495	15.4%	44.4%
Home monitoring/security	11,625	10.8%	21,536	11.6%	16.7%
Thermostat	2,909	2.7%	5,856	3.2%	19.1%
Others	3,821	3.5%	9,022	4.8%	24.0%
Total	107,794	100.0%	185,457	100.0%	14.5%

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Source: IDC Worldwide Quarterly Smart Home Device Tracker, September 2019

* Historical data from 2Q19 + forecast data from 3Q19 and 4Q19

** Forecast data

About IDC Trackers

Smart speaker shipments total 4.1m units on the Quarter, a 33.2% Y-o-Y increase. Amazon takes back the lead in the quarter thanks to the release of the Echo Show 5, following Google

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taking first place for the first time in Q1 2019. Smart speakers record the biggest annual growth, with Google and Amazon leading in CEE, since consumers consider local language support essential when buying such a device.

In the meantime smart TV shipments suffer in comparison with a "really good" Q2 2018 driven by sports events and related promotions. The analyst expects the category to recover and grow in both volume and value, as new operating systems enter the W. European market and embedded smart assistants become a smart TV standard. The ongoing transition to the DVB-T2 standard, improving content and better picture quality should also boost the market in CEE.

Video entertainment devices (including smart TVs and digital media adapters) account for 56.8% of the Q2 2019 smart home market. The category is forecast to expect the smallest growth over the next 5 years, but should still lead in 2023 with 41.7% market share. Smart speakers hold Q2 2019 market share of 18.7%. Samsung is set to launch a Bixby-powered smart speaker in 2019, bringing another voice assistant in a competitive market.

Lighting, security and thermostat account for 20.5% of the smart home market, and are expected to represent 30.1% of shipments by 2023.

Go [Amazon Regains Leadership in European Smart Speaker Market, but Google Still Number 1 in Smart Home Space, Says IDC](#)