

Europe: Automation and Control Market Leader

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Europe dominates the home automation and control market according to Markets and Markets--taking over 36% of the global 2010 automation market.



The analyst forecasts automation in Europe will continue growing further from 2011 to 2016 with a CAGR of 13%.

The WW home automation and control market should reach to \$16.9 billion in 2011, before growing to \$35.6BN in 2016 with a CAGR of 16.1%, Markets and Markets says. Fuelling such growth is increasing customer demand for energy efficient solutions, improved security and demand for handy systems.

The entertainment control segment dominates the market taking over 22% of 2010 revenues--but Markets and Markets expects the communications, standards and protocols and the outdoor control segments to grow faster, with a "relatively higher" CAGR for the 2011-2016 period of 25% and 23.7% respectively.

Asia will also be something of a surprise growth region for the period, with a CAGR of 19.9% for 2011-2016.

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