

SAMSUNG

Smart Home Buyers Index

The Smart Home Buyers Index

- The opportunity for smart tech in the homes of tomorrow
- What are consumers looking for in the build of their next homes?

Summer
2023

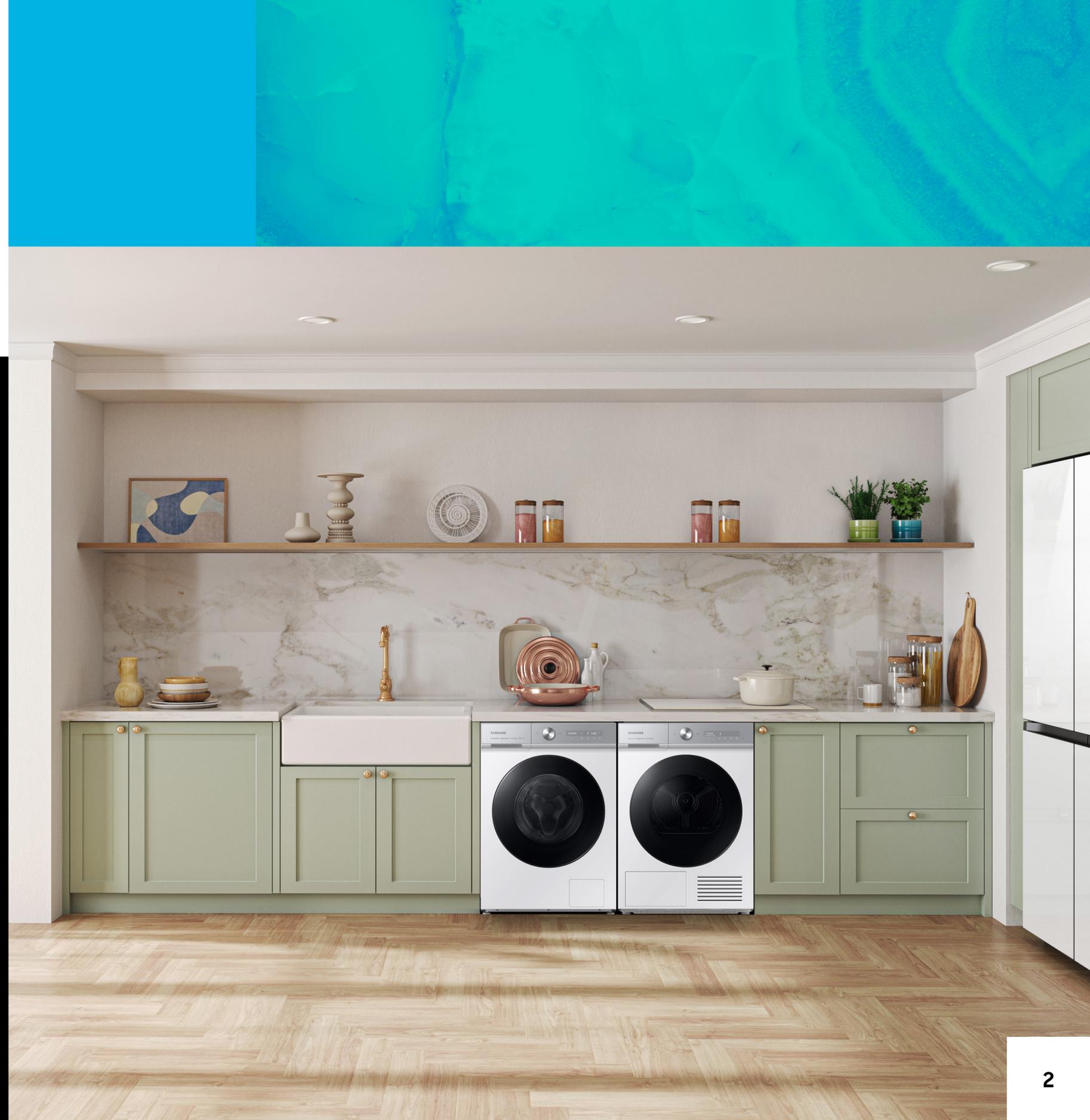
Introducing the Smart Home Buyers Index

Smart technology has transformed the lives of consumers in the home

- What do they value?
- What will it take to get them to buy or rent the house you have built?
- How will your building strategy adapt accordingly?

As a leading collaborator in the building industry, Samsung commissioned bespoke research of 1,000 consumers looking to move home (buy or rent) in the next five years, and analysed UK Google search habits between March 2022 and March 2023.

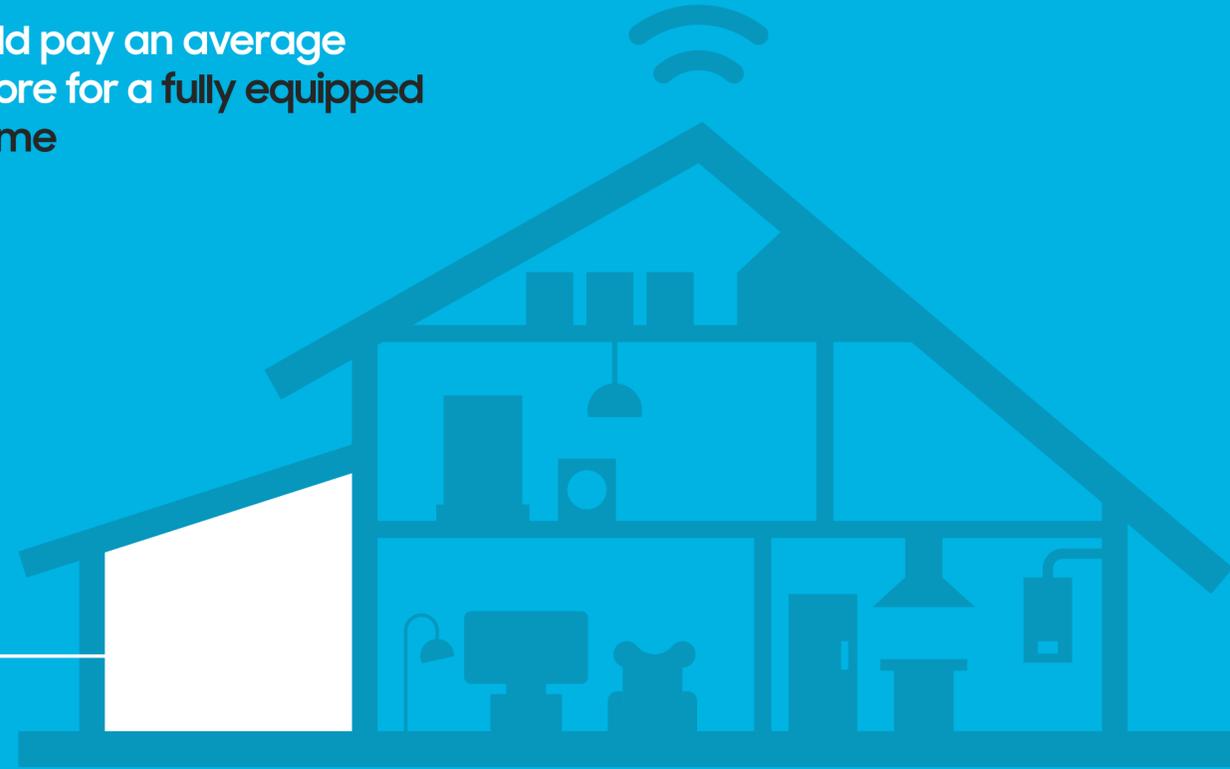
The aim is to show what's trending in the smart home / smart tech space and what property developers should be aware of. The results reveal the macro themes that are permeating consumer conversations around smart home requirements and what developers need to ensure they are addressing.



Consumers want smart tech and will pay a premium for it

Brits would pay an average of 6.5% more for a fully equipped smart home

+6.5%
+£18k



adding more than **£18k**
to the UK's average house price of £285,000*

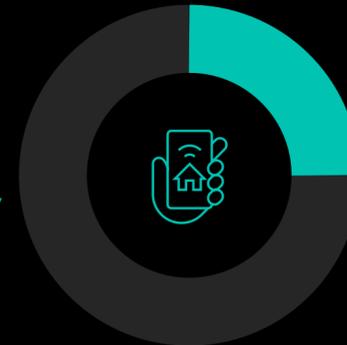
*<https://landregistry.data.gov.uk/app/ukhpi>

Almost a third (29%) would like an air source heat pump in their next home, with a smart TV (66%) and a smart meter (62%) the most popular devices

29%
Air source
heat pump



25%
of potential home
movers consider
smart technology
a "must have"



86%
More than four
in five (86%)
would consider
a smart home
when choosing
their next property



33%



A third (33%) would move into a home without smart tech but would retrofit it later

1/10



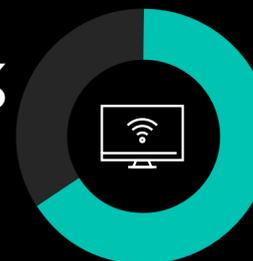
One in ten (10%) say they would only consider moving into a smart home

35%

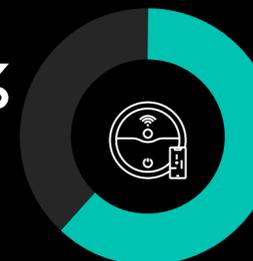


35% would be "much more likely" to go for a home if it was fully equipped with smart tech

66%
Smart
TV



62%
Smart
Meter



Customers are prioritising energy efficiency in their homes

71% said **energy efficiency** is a **key factor** when considering a smart home

More than half (56%) say it will **save them money**

A third (33%) believe it will **make their household chores and daily life simpler**

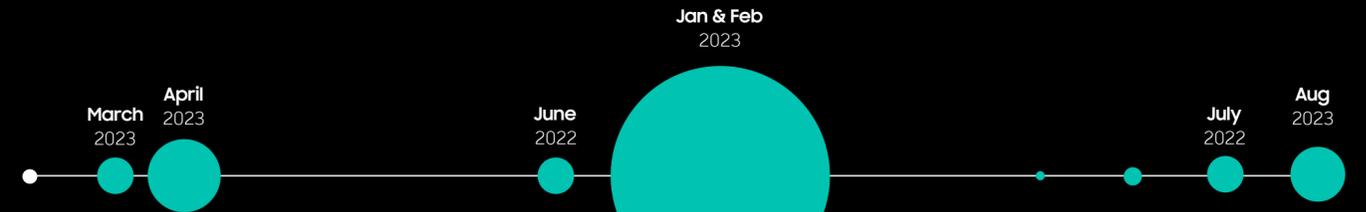


A fifth (21%) said it's about **impressing friends and family**

84% The majority (84%) say saving money on energy bills using technology is important in choosing their new home



Eco searching spikes in UK (results from Google search data)



2X Searches for 'energy efficient new build homes UK' doubled from March to April 2023

+600% 'New build eco homes for sale UK' spiked in Jan & Feb this year, seeing a +600% uptick vs June 2022

150% 'Are new builds more energy efficient?' spiked in August 2022 - 150% uplift month on month

140 searches

'Eco home builders' & 'building an eco home' get 140 average monthly searches

Top search ranking smart home products:



49,500*
Smart meter



33,100*
Tumble dryer heat pump



40,500*
Heat pump

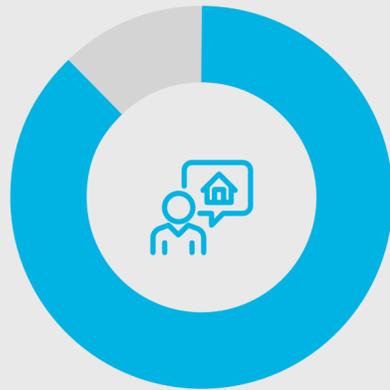
*Average UK monthly searches



New builds need smart tech

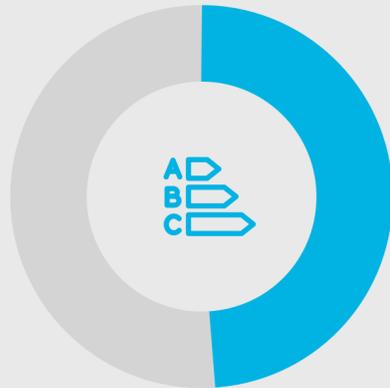
88%

Nine in 10 (88%) of those planning to buy or rent in the next 5 years would consider a new build



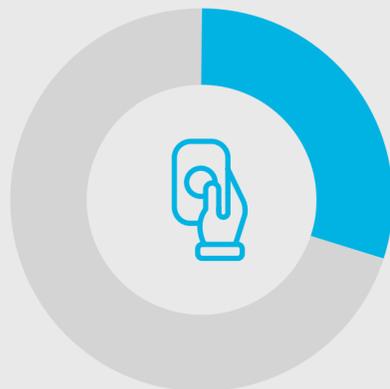
49%

Half like the fact they're likely to be energy efficient



30%

are drawn toward new builds as they think they will be pre-fitted with smart tech



55%
Most common reason for wanting a new build is they are 'designed for modern life'



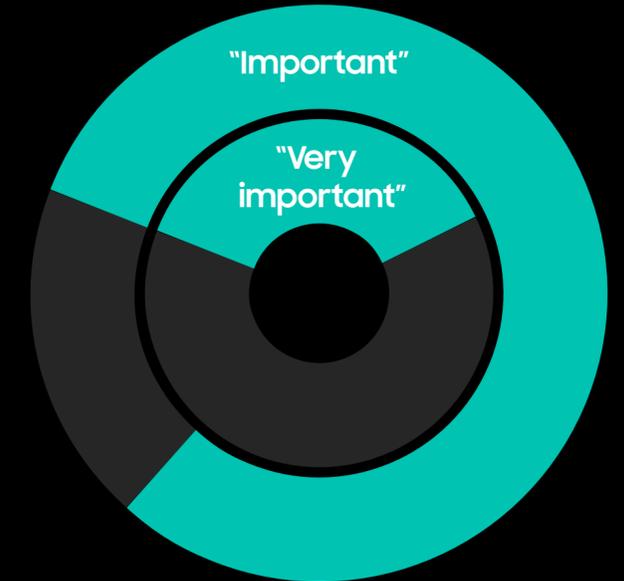
Device compatibility is key

81%

said it is "important" tech is compatible and works seamlessly with current devices

37%

saw it as "very important"



Gen Z is a key target demographic



38%

of 18 to 24-year-olds want their next home to be a smart home v 9% of over 64s



37%

of men are sure they want their next home to be a smart home (compared to 25% of women)



These results have shown that smart tech in the home has evolved. It has moved from style to substance. Consumers are now tech savvy, and more serious about the impact of devices on their lifestyles. They understand the value and impact smart tech can have - for example, the ability to save money, enhance their daily life and make their homes more energy efficient.

The construction industry has a real opportunity to answer consumer requirements and attract more customers with homes that are future fit.

UK smart tech average online searches

50% 
Smart Energy

Total searches:
80,280

5% 
Smart Security

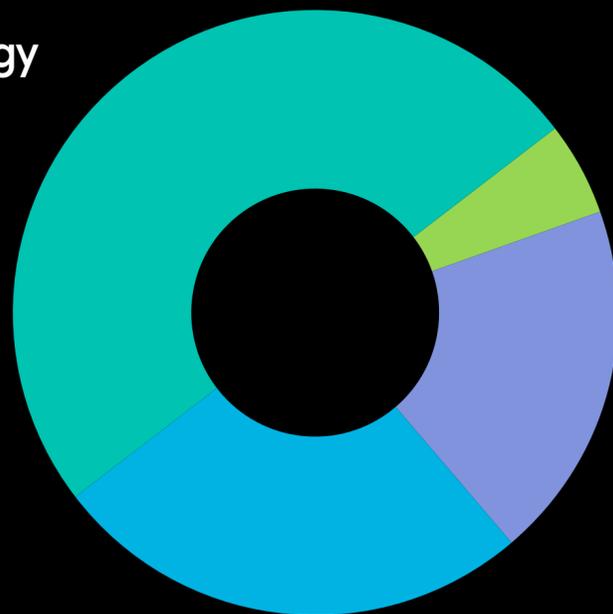
Total searches:
8,300

26% 
Smart Lifestyle

Total searches:
41,600

19% 
Home Appliances

Total searches:
30,600



Smart Energy devices lead the online search categories

How does your smart home tech integration compare?

SEARCH CATEGORY	SMART DEVICE	APRIL SEARCH VOLUMES
Smart Energy	Smart meter	27,100
	Heat pump	27,100
	Tumble dryer heat pump	18,100
	Smart light switch	5,400
	Radiator smart valves	1,600
	Energy monitoring smart plug	590
	Smart air conditioner	390
Smart Lifestyle	Smart switches	22,200
	Smart plug	6,600
	Smart speaker	9,900
	Smart mirror	2,900
Home Appliances	Robot vacuum	18,100
	Smart kettle	4,400
	Smart fridges	2,900
	Smart toaster	2,900
	Smart oven	1,000
	Smart washing machine	1,300
Smart Security	Smart lock	5,400
	Smart doorbell	2,900

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