Connected Cars and the Smart Home: Crossover Opportunities

Description: Growing adoption of smart home systems and technologies is coinciding with the increasing prevalence of connected consumer vehicles. Crossover solutions between these two ecosystems are emerging in the home security, home controls, entertainment, and energy sectors, among others. This report assesses smart home-connected car crossover opportunities, profiles early initiatives, and highlights the significant complexities inherent in bridging the ecosystems. The report includes a five-year forecast of connected cars in the U.S. market.

Report Topics:
- Potential of any crossover opportunities in the connected car and smart home ecosystems
- Appeal of connected car and smart home features
- Benefits of partnering with companies in adjacent ecosystems
- Consumer usage of, and attitudes towards, the connected car and smart home ecosystems
- Consumer concerns over data privacy and security
- Five-year forecast of connected cars in the U.S. market

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