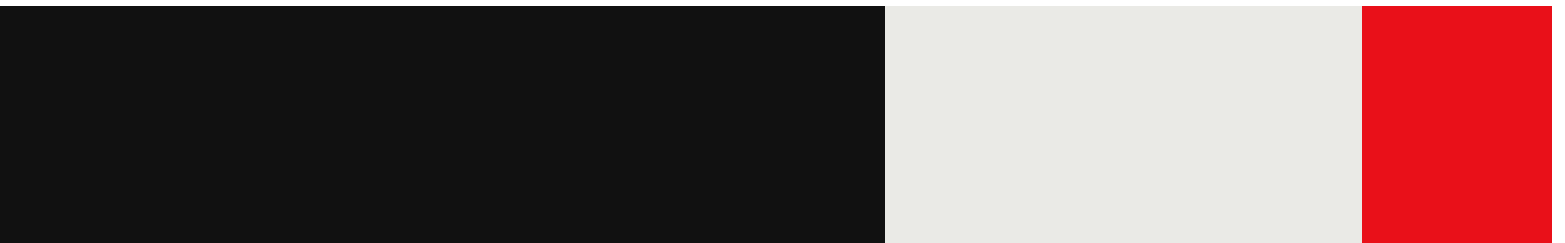INSIDER INTELLIGENCE | eMarketer

The number Americans who use smart appliances will double from 2020 to 2025

Article

The forecast: The percentage of US internet users who use a smart appliance will increase from **10.5%** in 2021 to **21.0%** by 2025.

Smart home appliance user growth will increase through to 2025, as the number of users more than doubles from **30.6 million** to **64.0 million** from 2020 to 2025.

Smart home appliances include refrigerators, ovens, dishwashers, microwaves, washers, and dryers.

Dive deeper:

- This growth is twofold, coming from **consumers replacing older appliances** with newer models (which will be, by default, mainly smart devices), as well as from **consumers purchasing new, lower-priced appliances** as more manufacturers move into the space and competition heats up.

- From 2017 to 2025, the number of smart home appliance households will jump from **26.5%** of all smart home device households to **51.0%**, making up more than **half** of smart home device households.