

# Are consumers too connected?

## Article

**Amazon** is acquiring Roomba vacuum maker **iRobot**, adding yet another connected device to its offerings.

**As smart devices power more in consumers' lives, let's explore the connected home:**

- We predict there will be nearly **111 million** US smart home device users in 2022, up **6.2%** from last year. Of those, **43.8 million** will use smart appliances (including kitchen and laundry), up **16.7%** year over year.

- We predict smart home security users will increase **10.1%** this year to reach **62.0 million** users. [Safety is a large driver of smart home technology adoption](#), per Deloitte. Nearly 3 in 10 (**29%**) consumers have outdoor security cameras, and **28%** have doorbells with built in cameras. **Over two-thirds** say owning smart home technology makes them feel safer.
- Deloitte also found **60%** of US consumers [use their smartphones to control smart home devices](#), including locking and unlocking homes, adjusting the thermostat, and controlling smart lights and speakers. That access can be confusing. Nearly a quarter are [overwhelmed by the devices](#) and subscriptions, down from **32%** last year. **Over a quarter** of smart home technology users say they add too much complexity.

**Why we care:** Consumers aren't all in on the idea of the smart home just yet. But if the price is right, adoption might grow.

[Pricing will play a big part in the category's growth](#), per Jill Aldort, director, industry analyst at The NPD Group. "Home automation ownership rates in households with an income of \$150,000-plus are more than double those of under \$45,000 income. As the landscape grows... there could be opportunity for growth across a variety of categories at new price points."

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