

SMART PRODUCTS REPORT 2025

SELECTED INSIGHTS

The Smart Products Report, now in its third edition, is a representative study on the use and perception of smart products and AI in Switzerland. Smart products are devices that collect and process data to react to their environment. They are increasingly able to operate without human intervention, offering **more efficiency and convenience** while also raising concerns about **privacy and loss of control**. For the first time, the study includes **insights on AI chatbots**, such as ChatGPT, expanding its scope beyond the five core product categories household, entertainment, health and sports, home automation, and mobility.

In the following, we present **15 selected insights** based on the study:

1. 85% of the Swiss, that is, 908 out of 1062 respondents, **own or use smart products** (hereafter "users") – a 17% increase from 2022.
2. Compared to non-users, users of smart products tend to be **younger** (user = 44 years; non-user = 54 years) and **work longer** (user = 9.6h; non-user = 7.8h). Users also have busier daily routines.
3. The majority of Swiss people generally have a **positive attitude** toward smart products (66%) – a 10% increase since 2022.
4. Swiss people indicate that using smart products can **save approximately 2 hours** per week. This extra time is mainly used for leisure, relaxation, and family time. Users of smart products estimate time savings higher than non-users.
5. 67% of Swiss people **fear to unlearn everyday activities**, such as cooking and cleaning, and 62% even fear to lose parts of their intelligence by using smart products.
6. 37% of participants indicate that they perceive humans and smart products to be in **competition**, a perception that has increased over the past years (2022: 29%).
7. A large share of Swiss people agrees with the notion that **humans lose autonomy** when smart products gain autonomy (64%), while only a small share (13%) disagrees with this notion. Autonomy describes the ability to take and implement decisions independently.
8. Consumers socially integrate smart products into their lives: The trend of assigning **nicknames** to smart products is further rising, with now more than a third of users (36%) assigning nicknames (2022: 29%).
9. A considerable share of respondents describes smart products as assistants (47%). Some view them as tools (35%), status symbols (13%), family members (8%), friends (7%), pets (7%), creatures (6%), or a boss (3%). 22% do not attribute any **social role** to smart products.¹
10. The five **most common smart products** in 2025 are smart TVs (42%), smartwatches (41%), robotic vacuum cleaners (24%), smart headphones (23%), and smart speakers (20%).
11. Smart TVs (25% to 42%) and smartwatches (29% to 41%) saw the highest increase in ownership since 2022, suggesting that **smart TVs and smartwatches** are becoming the new norm. While the overall ranking of smart product usage has not changed substantively, usage has grown across all categories.
12. Nearly every third Swiss regularly uses **AI chatbots** (31%), with 71% of students and 50% of pupils using chatbots, making them the primary chatbot users. Usage decreases with age, peaking at 76% among 18-20-year-olds and steadily declining with more elderly respondents.
13. Usage of AI chatbots **varies across regions**: It is highest in Central Switzerland (41%), moderate in the Lake Geneva region (31%), and lowest in the Italian-speaking part of Switzerland (20%).
14. The three major **advantages** of smart products are:
 - Saving time for other activities
 - High comfort and convenience
 - Following trends and technology
15. The three major **disadvantages** of smart products are:
 - High costs (acquisition, maintenance, etc.)
 - Collection of personal data
 - Reduced user control as smart products perform tasks autonomously

Study design

- Online survey in French, German, and Italian
- Representative Swiss sample (N = 1062)
- Online panel of the Bilendi & respondi market research company
- Data collection: October 14 to November 6, 2024
- Mean age: 45 years
- Gender: 49.7% female, 50.0% male, 0.2% non-binary, 0.1% prefers not to disclose their gender

¹Respondents could choose multiple roles; hence the total does not add up to 100%.

Access to detailed report

[Swiss Consumer Studies](#)

Citation

Prix, Sophia, Jonas Görgen, Michele Russo, and Emanuel de Bellis, Smart Products Report 2025, University of St.Gallen.

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