# SMART PRODUCTS REPORT 2020: TOP 15 INSIGHTS

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Recent developments in the fields of robotics and artificial intelligence resulted in fundamental changes of today's household products; they are becoming increasingly "smarter". This study deals with the prevalence and perception of smart products in Switzerland. Smart products are defined as products for private usage that have the ability to collect and process data in order to react to their environment. Smart products are thus increasingly able to operate and undertake tasks autonomously. The study distinguishes five product categories: household, entertainment, health and sports, home automation, and mobility (the smartphone is excluded from the entire study). Smart products provide novel amenities, but they also carry risks. In addition, the relationship of consumers and products changes fundamentally, as the results of the study show. For example, the assignment of nicknames and the description of interactions with smart products as "collaboration" indicates that, as technology develops, the relationship between humans and technology is also changing. Overall, the results of the study show that these changes have already been well received in Switzerland and will continue to do so.

1. **72%** of Swiss people already **own** smart products (hereafter "users").

2. Swiss people are showing **great interest in buying** smart products in the future. **59%** of respondents stated that they could imagine **buying** at least one smart product within the next 12 months. It is expected that **81%** of the Swiss population will own at least one smart product **by the end of 2020.**

3. The **most common smart products** in Switzerland are **smart TVs** (**30%** of Swiss people), **smartwatches (28%)**, **smart navigation systems (25%)**, and **robotic vacuum cleaners (20%)**.

4. Differences in terms of **willingness to buy**:
   - **70%** of **users**,
   - **46%** of Swiss people who have **only tested** smart products, and
   - **27%** of Swiss people who **have never tested** a smart product

   indicate that they can well imagine buying at least one smart product within the next 12 months.

5. Smart products that Swiss people plan to buy in the next 12 months **are smart lights** (**15**% of Swiss people), **robotic vacuum cleaners (15%)**, **smart speakers (13%)**, and **smartwatches (13%)**.

6. In general, the majority of the Swiss population holds a **rather positive attitude** towards smart products.

7. Almost a quarter (24%) of users assign **nicknames** to their smart products.

8. The interaction with smart products is perceived as **"collaboration"**, whereby users are more likely to have the impression that product and person work together than non-users. Furthermore, the participants indicate that the person rather leads the activity than the product.

9. The three **major advantages** of smart products are:
   **a.** A high **convenience factor**
   **b.** Following **trends** and **technology**
   **c.** **Saving time** for other activities

10. Swiss people have the impression that using smart products in tendency leaves **more time** for other activities. On average, it is estimated that **2h/week** can be saved. The respondents state that they would use the time gained mainly for their **leisure time**, to **relax**, and with their **family**.

11. The three **major disadvantages** of smart products are:
   **a.** The collection of **personal data**
   **b.** High **costs** (acquisition, maintenance, etc.)
   **c.** Concerns that life is becoming **too focused** on smart products

12. Trust is a very important aspect for Swiss people when it comes to smart products. Factors that **increase trust** in smart products are:
   **a.** To have the opportunity of **intervention** at any time
   **b.** **Dat**a released by the smart product will only be used **for the intended purpose**
   **c.** A **certification** of the smart product

13. In general, Swiss people tend to prefer smart products to act **autonomously**. Nevertheless, the opportunity for **intervention** is **very important** to them. They also want smart products to be **interconnected** and able to communicate with each other.

14. Swiss people prefer to **become aware** of smart products primarily through **personal recommendations**, **retail stores** or the **homepage** of the manufacturer/distributor.

15. The **German-speaking part of Switzerland** indicates a greater **fascination** for smart products. In contrast, **Western Switzerland** expresses greater anxieties, such as **fear** with regard to smart products.

**Study design**

- Quantitative online survey in French, German, and Italian
- Representative Swiss sample (N = 1004)
- Online panel of the intervista institute
- Data collection: September 12 to September 30, 2019
- Mean age: 48 years
- Gender: 52% female, 48% male

| Swiss people | |
|---|---|
| **User** | **Non-User** |
| • Mean age: 46 years<br>• 49% female, 51% male<br>• 66% German-speaking<br>26% French-speaking<br>8% Italian-speaking | • Mean age: 52 years<br>• 58% female, 42% male<br>• 75% German-speaking<br>21% French-speaking<br>4% Italian-speaking |

**Access to detailed report and citation**

http://www.smartproducts.org | http://www.swissconsumerstudies.ch

**Citation**

Zimmermann, Jenny L., Melanie Clegg, Emanuel de Bellis, and Reto Hofstetter (2020), Smart Products Report 2020, University of Lucerne and University of St. Gallen.

**Further reading**

de Bellis, Emanuel and Gita Venkataramani Johar (2020), "Autonomous Shopping Systems: Identifying and Overcoming Barriers to Consumer Adoption," Journal of Retailing, forthcoming.
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Rijsdijk, Serge A. and Erik Jan Hultink (2009), "How Today's Consumers Perceive Tomorrow's Smart Products," Journal of Product Innovation Management, 26 (1), 24-42.