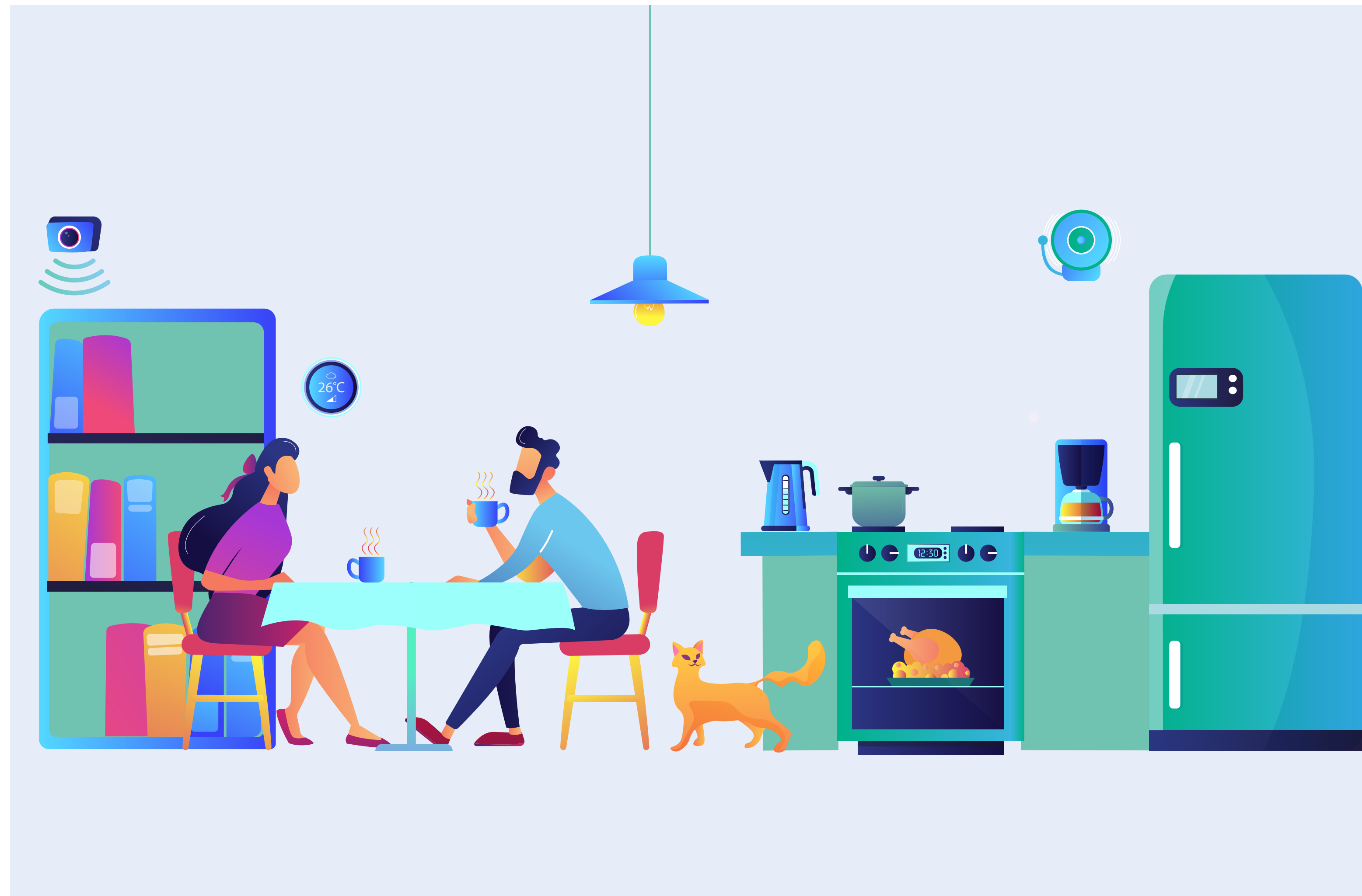


Appliances consumers are most likely to buy as a connected device, in 2016



40% Thermostat	40% Lamps and lighting
33% Security cameras	30% Security alarm
30% Fridge	25% Security motion sensors
24% None of the above	21% Oven
16% Coffee maker	15% Kettle
1% Other	

When looking at home appliances we can confirm that the appeal for connected appliances, such as for fridge, oven, coffee maker and kettle, is already strong. It means that consumers know that there is an advantage of using connected appliances and potentially making their lives easier.

Source: Deloitte research, 2016

Base: UK consumers 18+ (n=276)"