

SAR Insight & Consulting

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17 million home smart displays expected to ship in 2020, says SAR Insight

The changing relationship homeowners have with their smart environments has led brands to include LCD screens on the newer models of their smart speakers, according to the latest research from SAR Insight & Consulting.

Smart speakers—and the familiarity homeowners have with voice assistants—have evolved to integrate functions such as checking security and doorbell cameras, adjusting thermostats, turning on and off lights and, perhaps most commonly, playing multi-media.

In turn, this has contributed to the creation of a market that is expected to ship 17 million units in 2020 and generate close to 2.5 billion USD\$ in 2024.

“After the initial release of the Amazon Echo Show in 2017, there was an impressive uptake from other consumer brands,” Kian Rayment, analyst at SAR Insight & Consulting, said. “Although still a relatively small market, we envisage consumers will increasingly welcome the technology into their homes and workplaces.”

According to SAR, Amazon dominates the market with by far the largest share of the total shipments in 2019, on account of its multiple models that fall into the smart display segment. The rest of the top five suppliers include Facebook, Google, Harman and Archos.

“Even in its infancy stage, we expect the smart display market to show traction for the next four years,” Kian said. “There are parallels we can draw between the smart display and smart speaker markets such as voice assistant integration and brands’ preferred microphone array configuration. However, smart display shipments will not surpass smart speaker shipments.

“This is due to consumers making use of multi-room capabilities of smart speakers and purchasing multiple units per household.”

According to SAR’s research, devices shipped with larger screen sizes (10.1–inch to 15–inch, and 15.1–inch–plus) are expected to decline due to the addition of OTT boxes to the market, while smaller sizes (0 to 6–inch), fueled by entry-level models, are expected to maintain substantial shipments. Sales of smart displays with 6.1–10 inches could escalate due to lower manufacturing costs while meeting consumer demand for a smart display with a modest-sized screen.

These findings are from SAR Insight & Consulting’s recently published study on “Home Smart Displays”, which is published as part of its Home Audio-Visual and Speakers service.

For further information, please contact:

Kian Rayment, Analyst, [SAR Insight & Consulting](#)

kian.rayment@sarinsight.com +44 1392 580 960

Notes to editors: SAR Insight & Consulting provides detailed quantitative and qualitative research on established and emerging technology markets across multiple end applications, covering audio, voice, AI, UI, connectivity, sensors and more. www.sarinsight.com