

# Smart Home In Austria

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## Overview

Austria is a country with a very powerful Internet infrastructure (see e-commerce report for more information). This has led to a rapid growth in technologies that depend on the Internet and related services. In this report, we will provide an overview of the smart home industry in Austria.

Smart home devices are technologies and appliances that can be controlled and monitored over the Internet or via a smartphone. When these devices communicate with each other over the Internet, we call it the Internet of Things. These smart devices include a wide range of products such as smart temperature controllers, heating and cooling appliances, smart TVs, refrigerators, smart washing machines, vacuum cleaners, smart speakers etc.

In a survey conducted in 2020, **25%** of Austrians said they use smart home solutions and devices. Interestingly, this rate was almost **10%** in the previous year. Moreover, men use them much more frequently than women (1). In 2017, the turnover of this industry in Austria was **EUR 255 million**, and this figure is expected to reach **EUR 995 million** by 2025. This growth rate includes all sectors and does not cover only one specific sector. Austria currently has a population of around **9 million** and this industry is expected to have a penetration rate of **40%** by 2025, which is equal to **3.6 million people**.

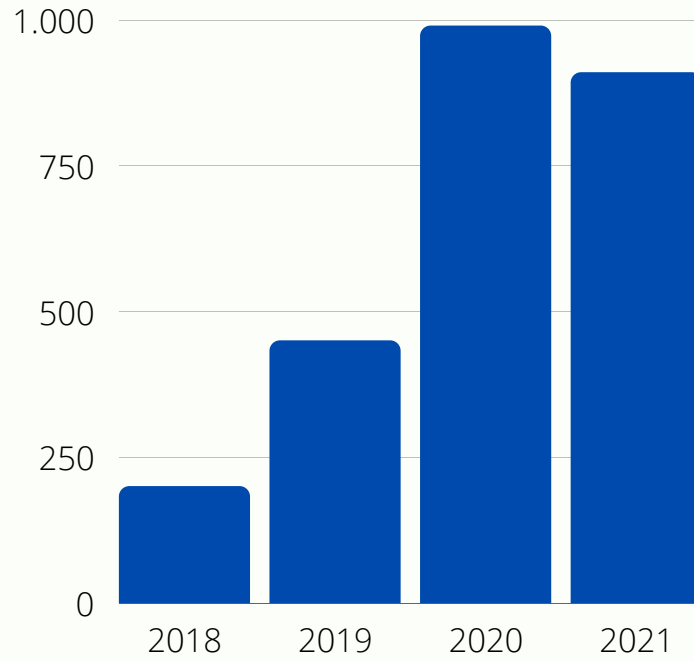
In 2020, another survey found that **14%** of respondents use smart-home devices such as Wi-Fi light bulbs, for convenience and energy-saving reasons. **11%** used smart home appliances such as smart washing machines. Meanwhile, using Philips smart devices is very popular; **19%** of the respondents said they use Philips, **15%** AI and **14%** Samsung smart home devices.

A survey conducted in Austria revealed that **9%** of Austrians control their home appliances via the Internet. As mentioned earlier, this is considered as the Internet of Things. The most popular smart home devices are smart heating, lighting and curtains (2).

In 2019, a similar study was conducted on the use of smart technologies by Austrians, the results of which are summarized as follows:

- **77%** of Austrian smart technology users control their heating devices via the Internet, compared to only **29%** who would do the same with their refrigerators (3).
- **18%** of Austrians use a voice or smart home assistant at home (4).
- The use of smart security devices such as alarms or smart smoke detectors was only **4.3%** in 2020 (5).

A study on smart speakers in Austria in 2021 found that **910,000** Austrians over the age of **15** use smart speakers such as Google Home, Amazon Echo, etc. As the following chart shows, the use of these devices has increased significantly in Austria, indicating that their interest in using voice assistants (6).



Number of smart speaker users in Austria (per thousand)

Source: Statista

## SMART HOME MARKET FORECAST BY 2021

- The turnover of the building security segment will reach **EUR 125.8 million** (7).
- The turnover of the energy management segment will reach **EUR 86.8 million** (8).
- The turnover of the control and networking segment will reach **EUR 228.2 million** (9).
- The turnover of smart home appliances will reach **EUR 356.1 million** (10).

## USE OF SMART HOME APPLIANCES BY AGE

The use of smart home devices in Austria is on the rise, reaching young age groups. According to research, nearly **42%** of the age group **16 to 24** and **29%** of the age group **25 to 34** profit from these solutions. As already mentioned, the use of voice assistants is very popular among Austrians. The use of these tools among young people aged **16 to 24** is about **34%**, while this rate for the age group **65 to 74** years is only **5%**. There is also a significant difference in terms of gender, since men used smart home appliances almost **25%** more than women in 2020 (11).

## **ANC LEGAL OFFICE & ANC INTERNATIONAL CONSULTING SERVICES**

Registering a company is the starting point of the process of creating and running a successful and professional business in Austria. In this regard, ANC Legal Office is ready to accompany its clients through all stages of company registration in Austria and support them concerning their legal issues such as obtaining residence permit, work permit, health insurance, opening a bank account, etc.

One of the challenges that companies face after registration in Austria is developing and identifying business opportunities, marketing and collaborating with suitable business partners. ANC's specialized team paves the way for the development of your business by drawing you a roadmap. Extensive experience and specialized knowledge in legal and business areas ensure providing the best solutions to individuals and legal entities by this office.

You can communicate with our team in different languages, including English, German, Spanish, French, Italian, Persian and Czech and receive expert advice from us.

For more information about ANC Legal Office and our services, visit our website.

If you have any questions about this report or require additional information, contact us.

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