LET'S TAKE A CLOSER LOOK AT CONNECTED APPLIANCES

470 Million Units in 2020

The global smart connected major home appliance market is expected to accelerate from one million units in 2011 to over 470 million in 2020, according to IHS. Technological advances such as smartphone adoption, more tech-savvy consumers and the growing need for energy efficient products will drive global demand over the next five years.

Global Markets

Asia Pacific will drive the rapidly growing market, as appliances makers in the region will manufacture half of total global output.

The Connected Home

By 2020, over 470 million smart connected major home appliances will be installed globally, up from 1 million in 2014, IHS forecasts.

11 million
smart ovens and microwaves

120 million
smart refrigerators

17 million
smart dishwashers

180 million
smart other small household appliances

131 million
smart washing machines & small dryers

% of Total Regions

By 2020, key markets will represent over 90% of total applications, with China accounting for nearly 40%.

USA - 11%

China - 40%

India - 8%

Germany - 8%

France - 2%

UK - 2%

South Korea - 2%

Investment Outlook

It's not hype, it's happening. IBM is working with appliance manufacturers across the globe delivering unprecedented scale, IoT, industry analytics, Watson management and services, engaging, customer experiences.