SMART PRODUCTS REPORT 2022
SELECTED INSIGHTS

The Smart Products Report, now in its second edition, is a representative study on the use and perception of smart products in Switzerland. Smart products are products that collect and process data in order to react to their environment. They are increasingly able to operate without human intervention. Five product categories were distinguished in the study: household, entertainment, health and sports, home automation, and mobility. The smartphone is excluded from the entire study. The widespread use and positive attitude toward smart products contrast personal and societal concerns. Therefore, smart products' future success depends on every stakeholder recognizing and addressing both, the benefits perceived by consumers and their distinct concerns about smart products.

1. **73%** of the Swiss **own** smart products (hereafter "users"; 72% in 2020).

2. **Within the next 12 months, 53%** of the Swiss can well imagine **buying at least one smart product.**

3. Compared to 2020, **smartwatches** (**29%** of Swiss people) replace **smart TVs** (**25%**) as the **most common smart product** in Switzerland. The ranking is followed by **robotic vacuum cleaners** (**22%**), **smart navigation systems** (**20%**), and **smart speakers** (**14%**).

4. The **top smart products** that Swiss **people plan to buy** in the next 12 months are **robotic vacuum cleaners** (**13%** of Swiss people), **smartwatches** (**13%**), **smart lights** (**11%**), **smart TVs** (**10%**), and **smart kitchen appliances** (**9%**).

5. A **collection of ideas for new smart products** shows that products that perform household tasks such as **cleaning windows**, **ironing**, or **folding laundry** are particularly desirable.

6. In general, the **majority** (**60%**) of the Swiss population holds a **rather to strongly positive attitude toward smart products**. Yet, **16% of respondents express a degree of negative attitude** toward smart products.

7. Swiss people are **less fascinated** by smart products now than they were in 2020. Today, only every second Swiss resident states to be fascinated by them (**54%**), a 19% decrease compared to 2020 (**64%**).

8. While the **majority** (**62%**) of Swiss people are **concerned** about the **unlearning of specific activities**, such as cooking and cleaning, due to smart product usage, **46%** believe that the usage of smart products **results in the acquisition of new skills**.

9. **59%** of participants indicate that the **person rather than the product leads the activity**; **25%** see it the **other way around**. However, in comparison to 2020, this **perception has shifted toward smart products taking the lead**.

10. **More than a quarter** (**29%**) of **users assign nicknames** to their smart products, a 21% increase compared to 2020 (**24%**).

11. Swiss people indicate that using smart products on average can **save 2 hours per week**. This extra time would be mainly used for **leisure, relaxation, and family time**.

12. In general, Swiss people tend to perceive their smart products to be **autonomous**. Most Swiss people also want smart products to be **rather connected** with each other.

13. Smart products are **most widely adopted** in the **Italian-speaking** part of Switzerland, which also shows the **highest fascination** for them. While the **German-speaking** part indicates a **fascination with concurrent fears**, Western Switzerland expresses **fears** – such as perceiving a **threat** by smart products – **most pronounced** in the comparison between regions.

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

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

Study design
– Quantitative online survey in French, German, and Italian
– Representative Swiss sample (N = 1007)
– Online panel of the LINK market research institute
– Data collection: October 06 to October 25, 2021
– Mean age: 47 years
– Gender: 49% female, 51% male

Further readings
Leung, Eugina, Gabriele Paolacci, and Stefano Puntoni (2018), "Man Versus Machine: Resisting Automation in Identity-Based Consumer Behavior," Journal of Marketing Research, 55(6), 818-831.

Raff, Stefan, Daniel Wentzel, and Nikolaus Obwegeser (2020), "Smart Products: Conceptual Review, Synthesis, and Research Directions," Journal of Product Innovation Management, 37(5), 379-404.

Whillans, Ashley, Emanuel de Bellis, Fabian Nindl, and Tobias Schlager (2020), "Robots Save Us Time - But Do They Make Us Happier?" Harvard Business Review.

Zimmermann, Jenny L., Emanuel de Bellis, Reto Hofstetter, and Stefano Puntoni (2021), "Cleaning with Dustin Bieber: Nicknaming Autonomous Products and the Evolving Relationship with New Technologies," Association for Consumer Research (ACR) conference.

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