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 (43% of Swiss people), smartwatches (18%), 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 (66%) of the Swiss population holds a rather to strongly positive attitude toward smart products. Yet, 56% 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 (65%) 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

Access to detailed report
www.smartproducts.org
www.swissconsumerstudies.ch

Citation
Zimmermann, Jenny L., Jonas Görgen, Emanuel de Bellis, and Reto Hofstetter (2022), Smart Products Report 2022, University of Lucerne and University of St.Gallen.

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