Robotics: Consumer Robots

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's Robotics: Consumer Robotics will forecast and count consumer shipments of consumer robotics products. The service will drive a greater understanding of the hardware, software, and services opportunities around this new technology category. Customers will benefit from a holistic view of the market, including historical market share data and a forecast of future shipments. The service will examine market trends and key challenges and opportunities, as well as consumer attitudes about consumer robotics features and usage models.

Markets and Subjects Analyzed
- U.S. and worldwide historical and forecast shipments
- Early movers in the consumer robotics hardware, software, and services spaces
- Key market trends, including the impact of AR/VR and drones on the consumer robotics market
- U.S. consumer survey data on brands, features, pricing, and usage models
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Core Research
- Consumer Robotics: Consumer Interest Survey
- Consumer Robotics: Worldwide 2018–2022 Forecast
- Consumer Robotics Vendor Profile
- Consumer Robotics: 1H18 Market Share

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: Robotics: Consumer Robots.

Key Questions Answered
1. How big is the market opportunity for consumer robotics, and will consumers own multiple single-purpose robots or a single general-purpose robot?
2. What are the key jobs to be done for consumer robotics?
3. Are consumers interested in robots as a service (RaaS), and at what price points would such a service become viable?
4. Who are they key OEM, ODM, and component players in the consumer robotics market, and will leaders in the AR/VR and/or drones space be important vendors in the consumer robotics space?
5. Will there be a dominant software platform in consumer robotics, and if so, will it support a developer ecosystem?

Companies Analyzed
This service reviews strategies, market positioning, and future direction of several providers in the consumer robotics market including:
Anki, Dyson, Ecovac Robotics, Google, Hoover, Husqvarna, Intel, iRobot, Neato Robotics, Qualcomm, Robomow, Samsung, Sony, and WowWee.