

Latin America Quarterly Smart Home Device Tracker

IDC's *Latin America Quarterly Smart Home Device Tracker*® is designed to help clients understand the rapidly growing smart home device market. This includes products such as Amazon Echo, Google Home, Philips Hue bulbs, connected thermostats, and connected doorbells. This research product aims to capture and analyze the trends that are evolving in the smart home device market. The program provides insightful analysis, quarterly market share data, and a five-year forecast that can be broken down by key geographies. The core of the product is a comprehensive electronic database detailing changes and trends in the quickly growing smart home device market. IDC's *Latin America Quarterly Smart Home Device Tracker* is built on the foundation of IDC's network of country-level quarterly tracking services, and its bottom-up methodology delivers an accurate view of the smart home device market from those closest to it.

Technology Coverage

This tracker provides total market size and vendor share for the following technology areas. Measurement for this tracker is in shipments, average selling price (ASP), and value.

Core Coverage

- Product category:
 - Smart speaker
 - Video entertainment
- Product:
 - Smart speaker
 - Video entertainment: Set-top box/streaming stick, TV, and others
- Company/vendor/brand
- Intelligent assistant platform: Cortana, Siri, Alexa, Google Assistant, and Bixby
- Operating system
- Connectivity: Bluetooth, cellular, and WiFi

- Other attributes: Camera, microphone, screen, speaker, and home automation protocol
- Channels: Direct — inbound/outbound, direct — internet, direct — store, indirect — dealer/VAR/SI, indirect — etailer, indirect — retail, indirect — telco

Additional Historical Coverage (Market Sizing and Forecasting)

- Product category:
 - Lighting
 - Home monitoring/safety
 - Thermostat
 - Other
 - Appliance

Geographic Scope

- Latin America
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Data Deliverables

This tracker is delivered on a quarterly basis with online delivery portal and our web-based query tool. For a complete delivery schedule, please contact an IDC sales representative. Deliverables for this tracker include:

- Historical data
 - Forecast data
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Forecast Coverage

Forecasts for this tracker are updated quarterly and include two years of historical data, two years of quarterly forecasts, and an additional three years of annual market projections. Forecasts are available at the worldwide, regional, and country levels, and include:

Core Forecast Coverage

- Product category: Smart speaker and video entertainment
- Intelligent assistant platform: Cortana, Siri, Alexa, Google Assistant, and Bixby
- Operating system
- Channels: Direct — inbound/outbound, direct — internet, direct — store, indirect — dealer/VAR/SI, indirect — etailer, indirect — retail, indirect — telco

Additional Forecast Coverage (Market Sizing and Forecasting):

- Product category:
 - Lighting
 - Home monitoring/safety
 - Thermostat
 - Other
 - Appliance

IDC's Tracker Methodology

IDC's tracker data is developed using a rigorous methodology that includes well-planned and well-coordinated local, regional, and worldwide data cross-checks combined with a proprietary advanced data consolidation and analysis data platform managed by IDC's Worldwide Tracker organization. Data sources used in the process of determining IDC's tracker numbers include, but are not limited to:

- In-country local vendor interviews
- Distribution data feeds
- Worldwide and regional vendor guidance
- ODM data
- In-country local channel partner discussions
- Import records
- Feedback from component suppliers
- Vendor briefings and public financial reports

Enabling Better Business Decisions Across the Organization

IDC trackers provide the accurate and timely market size, vendor share, and forecast information you need to identify market and product expansion opportunities, increase revenue, and win market share. IDC's tracker research is a critical input to the planning and monitoring cycles of the business process. Common uses of the tracker data include:

Planning Process

- Regional-, state-, or city-level planning — setting regional-, country-, state-, or city-level sales targets based on market opportunity
- Product marketing — creating a product strategy and road map based on currently available product features and expected growth
- Production planning — using customer demand data as an input in the creation of production schedules
- Product portfolio planning — accessing accurate and detailed data as an input into the product development process

Monitoring Process

- Performance measurement — comparing vendor performance on prior fiscal periods
- Competitive analysis — reviewing competitor performance across multiple dimensions: product, features, channel, segment, and geography
- Sales forecasting measurement — assessing internal sales forecast versus actual results
- Price benchmarking — comparing vendor versus market pricing data by model
- Marketing communications — using positive results for messaging in the press, at partner events, or in sales collateral

IDC's Global Tracker Process at Work

