

Analysing the Status Quo And Development Trend of Smart Home in China

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Abstract: With the continuous progress of science and technology and the continuous improvement of people's quality of life, smart home has ushered in a vigorous development in the Chinese market, becoming a key driving force to improve the lifestyle and enhance the level of intelligence of the living environment. This paper discusses the market size, key technologies, industry structure and future development trends in this field by deeply analysing the current situation of smart home in China. China's smart home market is facing a series of challenges along with its rapid development, which requires the joint efforts of all parties in the industry to achieve sustainable development.

Keywords: China smart home; market status; development trend; strategy.

1. Introduction

Smart home is to achieve networking and intelligent control between home devices and home systems through advanced technologies such as Internet of Things (IoT) technology and artificial intelligence, so as to improve the convenience, safety and comfort of life. As one of the largest smart home markets in the world, China is rapidly emerging in its smart home industry. China's urbanisation, technological innovation and improving quality of life have driven the development of smart home technology. This paper aims to provide the industry and decision makers with comprehensive industry insights and a deep understanding of future development trends through an in-depth study of the current status of smart home in China.

2. The Current Situation of China's Smart Home Market

2.1. Market size and sales growth rate

China's smart home market is expanding year by year, with a huge market capacity. According to relevant statistics, the smart home market has maintained an average annual growth rate of more than 20% in recent years. This is mainly due to the rapid development of China's economy, the improvement of residents' living standards, and the continuous upgrading of technology to drive market demand.

2.2. Technological innovation and application scenarios

China's smart home market has made significant progress in technological innovation. The wide application of IoT technology, artificial intelligence, big data analysis and other technologies has made smart home products cover a wide range of fields such as smart home appliances, smart security, smart lighting, smart air conditioning and so on. Products such as intelligent voice assistants and smart door locks have gradually become part of family life.

2.3. Analysis of Smart Home Industry Structure

The market competition pattern of the smart home industry

is relatively complex. On the one hand, some large Internet companies dominate the smart home field through their strong technical strength and resource advantages; on the other hand, some traditional home appliance enterprises have also actively laid out the smart home market through technological upgrading and transformation. Various types of manufacturers in the market have increased investment in research and development, launching more innovative and competitive products.

3. The Development Trend of China's Smart Home

3.1. Smart home standardisation

At present, there is a lack of unified standards in the smart home industry, resulting in incompatibility between products and poor user experience. In the future, China's smart home industry will strengthen the construction of standardisation, develop unified technical specifications, improve product interoperability, and promote the development of the industry in a more orderly and healthy direction.

3.2. Enhancement of user experience

The future development of the smart home industry will pay more attention to user experience. Through the deep learning of artificial intelligence and big data analysis, the smart home system will better adapt to the user's habits and achieve more personalised and intelligent services. At the same time, the simplification of the user interface and the continuous optimisation of intelligent voice interaction will further enhance the user experience.

3.3. Construction of smart home ecosystem

Smart home products cover a wide range of scenarios in home life such as entertainment, security, health care, etc. Smart home products include a variety of types, providing a more comfortable, convenient, energy-saving humanised home environment in multiple scenarios, interconnecting to form different systems, and gradually developing from mobile phone control to more natural human-computer interaction modes, such as voice control. Accumulation of data base for the next step to promote personalised services, precision marketing, and so on.

In the future, China's smart home will pay more attention to building a smart home ecosystem. Products from different vendors will work better together and achieve interconnectivity between devices. The smart home system will no longer be an isolated product, but will form a more complete and organic smart home life scene.

4. Challenges and Response Strategies

4.1. Privacy and Security Issues

With the increase of smart home devices, the privacy and security of users is gradually causing concern. In order to solve this problem, the industry needs to strengthen technical research and development, and establish a tighter security system to ensure the privacy and security of user information.

4.2. Education and Promotion

Despite the huge market scale, smart home still faces the problem of low user acceptance in some regions. The industry needs to increase publicity and promotion efforts to improve user awareness, strengthen the education of smart home products, and promote the further popularisation of the market.

4.3. Industry standardisation

Currently, there is a lack of unified industrial standards in the smart home industry, leading to incompatibility between products. In order to meet this challenge, all parties in the industry need to strengthen cooperation and promote the construction of standardisation, so that the whole industry can develop in a more standardised and orderly direction.

5. Summary

China's smart home market is facing a series of challenges while booming. Through in-depth analysis of the current market situation and future development trends, we can see that the smart home industry has great potential for development. In the future, with the continuous innovation of technology and the continuous improvement of the industry, China's smart home will continue to usher in new difficulties and challenges while providing people with a smarter, more convenient and safer living environment.

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