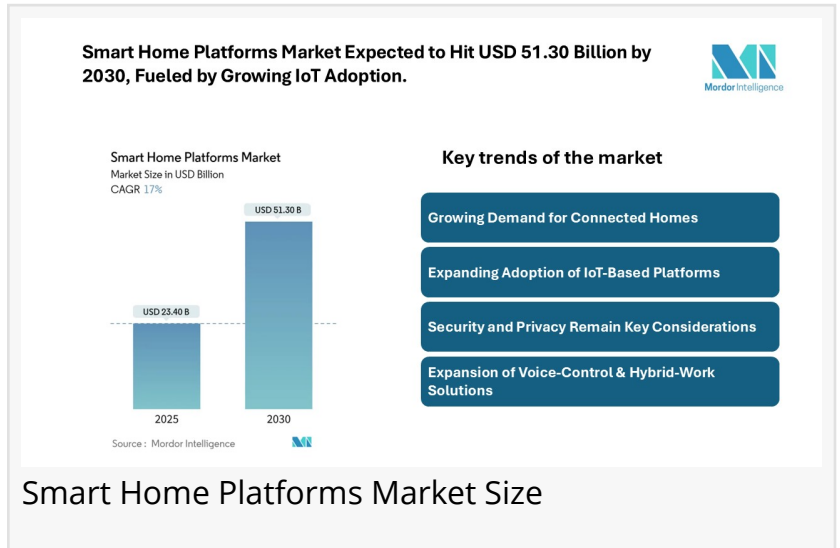


Smart Home Platforms Market to Reach USD 51.30 Billion by 2030, Says Mordor Intelligence

Rising consumer preference for connected homes with integrated control of lighting, appliances, & security systems are the major factor driving the growth.

HYDERABAD, TELANGANA, INDIA, July 3, 2025 /EINPresswire.com/ -- As per Mordor Intelligence report "the Smart Home Platforms Industry is estimated at USD 23.40 billion in 2025 and is projected to reach USD 51.30 billion by 2030, growing at a CAGR of 17% during the forecast period (2025-2030). The

[smart home platforms market](#) is experiencing strong growth as households increasingly adopt connected technologies to enhance convenience, security, and energy efficiency.



Key Market Trends

Growing Demand for Connected Homes

The rising consumer preference for connected homes with integrated control of lighting, appliances, and security systems is a major factor driving the growth of smart home platforms.

Expanding Adoption of IoT-Based Platforms

The increasing integration of Internet of Things (IoT) technologies into home platforms is creating new market opportunities. Manufacturers are enhancing platform compatibility to connect various devices such as smart thermostats, cameras, door locks, and entertainment systems under a single user interface. This has improved user convenience and energy efficiency, encouraging households worldwide to adopt smart home solutions.

Security and Privacy Remain Key Considerations

As smart home platforms become more common, concerns around data security and privacy continue to be significant. Consumers are increasingly aware of the risks associated with device hacking and personal data breaches. Platform providers are responding by incorporating advanced encryption and security protocols to build consumer confidence in their solutions.

Expansion of Voice-Control & Hybrid-Work Solutions

The rise in home office setups is fueling adoption of platforms bundled by ISPs and telecoms, alongside voice-assisted technologies. Consumers seek convenience through speech and telecom-integrated subscriptions

Regional Market Outlook

North America remains the largest market for smart home platforms, driven by high adoption of smart devices and home automation solutions across the United States and Canada. Asia-Pacific is expected to witness rapid growth due to rising disposable incomes, expanding urban housing, and increasing smartphone penetration in countries such as China, Japan, South Korea, and India.

Competitive Landscape Highlights

The smart home platforms market is moderately consolidated with key players focusing on expanding platform capabilities and strategic partnerships. Leading companies include Amazon.com Inc., Apple Inc., Google LLC, Samsung Electronics Co. Ltd, and LG Electronics Inc., all of which continue to invest in AI and voice-enabled technologies to strengthen their platform offerings.

Major Companies in the Smart Home Platforms Market

The smart home platforms market is characterized by the presence of several leading technology companies offering integrated solutions. Major players include Amazon.com Inc., which continues to strengthen its market position with the Alexa platform and Echo devices enabling voice-controlled home automation. Apple Inc. remains a key competitor with its HomeKit platform, providing secure integration of smart devices with the iOS ecosystem. Google LLC is prominent through its Google Home platform and Google Assistant, offering seamless device connectivity and voice control. Samsung Electronics Co. Ltd has expanded its SmartThings platform to connect a wide range of home devices under one application, enhancing user convenience.

For more information, visit: https://www.mordorintelligence.com/industry-reports/smart-home-platforms-market/?utm_source=einpr

Conclusion

The smart home platforms market is set to grow steadily as consumers increasingly prefer connected and automated living environments. With the integration of IoT and AI technologies, these platforms are becoming more efficient, user-friendly, and secure. However, addressing data privacy concerns remains critical for market expansion. Companies are focusing on enhancing device compatibility, improving security standards, and partnering with other technology providers to offer comprehensive solutions. As urbanization rises and digital lifestyles become mainstream, the demand for smart home platforms is expected to increase further, supporting market growth in both developed and emerging economies over the coming years.

Check out more details and stay updated with the latest industry trends, including the Japanese version for localized insights - https://www.mordorintelligence.com/ja/industry-reports/smart-home-platforms-market?utm_source=einpr

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