

Artificial Intelligence (AI) In Home Automation Market Competition Analysis 2025: How Players Are Shaping Growth

*The Business Research Company's
Artificial Intelligence (AI) In Home
Automation Market Competition Analysis
2025: How Players Are Shaping Growth*

LONDON, GREATER LONDON, UNITED KINGDOM, December 17, 2025 /EINPresswire.com/ -- "The Artificial Intelligence (AI) in Home Automation market is dominated by a mix of global technology leaders and emerging smart device innovators. Companies are focusing on developing intelligent, interconnected home ecosystems, enhancing energy efficiency through adaptive learning algorithms, and strengthening data security and privacy frameworks to build consumer trust. Understanding the competitive dynamics and evolving user preferences is essential for stakeholders aiming to capitalize on smart living trends and strategic technology collaborations.

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It will grow to \$75.08 billion in 2029 at a compound annual growth rate (CAGR) of 29.6%.”

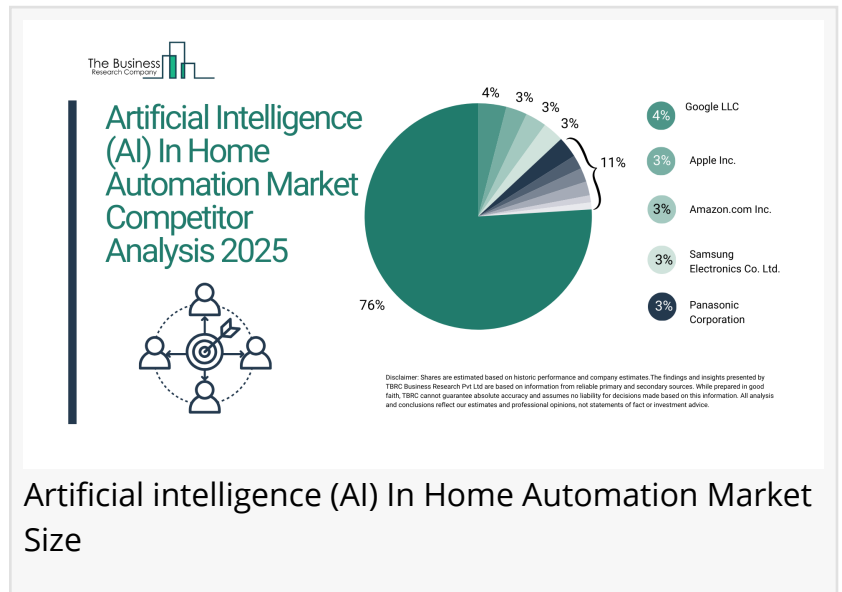
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Company*

Which Market Player Is Leading the Artificial Intelligence (AI) In Home Automation Market?

According to our research, Google LLC led global sales in 2023 with a 4% market share. The Google Services division of the company completely involved in the artificial intelligence (AI) in home automation market, delivers AI-driven home automation solutions through Google Nest products. Google Assistant enables voice control,

integrating with third-party smart devices for seamless automation. Advanced AI enhances energy efficiency, security, and user convenience, reinforcing Google's leadership in the smart home ecosystem.

How Concentrated Is the Artificial Intelligence (AI) In Home Automation Market?



The market is fragmented, with the top 10 players accounting for 24% of total market revenue in 2023. This level of fragmentation underscores the low-to-moderate entry barriers of the market, fueled by rapid innovation cycles, interoperability demands, and diverse consumer preferences. Leading players are strengthening their market positions through AI-driven voice assistants, smart home ecosystems, and data-driven personalization. Meanwhile, smaller firms and startups are focusing on niche automation solutions and region-specific integrations. As consumer adoption of smart, connected living environments accelerates, the market is expected to experience strategic collaborations, platform integrations, and gradual consolidation further enhancing the influence of major players.

Leading companies include:

- o Google LLC (4%)
- o Apple Inc. (3%)
- o Amazon.com Inc. (3%)
- o Samsung Electronics Co. Ltd. (3%)
- o Panasonic Corporation (3%)
- o LG Electronics Co. Ltd (2%)
- o ADT Inc. (2%)
- o Honeywell International Inc. (2%)
- o Xiaomi Corporation (1%)
- o Johnson Controls International plc (1%)

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https://www.thebusinessresearchcompany.com/sample_request?id=19310&type=smp

Which Companies Are Leading Across Different Regions?

North America: Universal Remote Control, Inc. (URC), Athom B.V, Google LLC, Amazon.com, Inc, Vivint Smart Home, Inc, Josh.ai, Inc, Ecobee Inc, SmartONE Solutions Inc, Myant Inc, Smart Cocoon Inc, and Brilliant Smart Home, Inc are leading companies in this region.

Asia Pacific: DeepSeek Inc, Preferred Robotics Inc, ZTE Corporation, ABB Asea Brown Boveri Ltd, Zigbang Co, Ltd, Samsung SDS Co, Ltd, Lumi United Technology Co, Ltd, Xiaomi Corporation, Haier Group Corporation, Lockin Technology Co, Ltd, Polycab Wires Private Limited, Silvan Innovation Labs Pvt. Ltd, Blockchain Lock Inc, Huawei Technologies Co, Ltd, Alibaba Group Holding Limited, Haier Group Corporation, Baidu Inc, Panasonic Holdings Corporation, Sony Group Corporation, Mitsubishi Electric Corporation, LG Electronics Inc, Samsung Electronics Co, Ltd, KT Corporation, and SK Telecom Co, Ltd are leading companies in this region.

Western Europe: Navien UK Ltd, Samsung Electronics Co, Ltd, LG Corporation, Athom B.V, APPG (All-Party Parliamentary Group), Policy Connect Ltd, Elero GmbH, Nice S.p.A, Eve Systems GmbH, ABB Ltd, and Thermondo GmbH are leading companies in this region.

Eastern Europe: Alarm.com Holdings, Inc, DAKO Sp. z o.o, Siemens AG, Schneider Electric SE, Honeywell International Inc, Fibar Group S.A, Robert Bosch GmbH, Nice Polska Sp. z o.o, and ASSA ABLOY AB are leading companies in this region.

South America: Positivo Tecnologia S.A, Intelbras S.A. – Indústria de Telecomunicação Eletrônica

Brasileira, LG Electronics Inc, Somfy S.A, Telecom Argentina S.A, Tuya Smart Co, Ltd, and Signify N.V. (Philips Hue brand) are leading companies in this region.

What Are the Major Competitive Trends in the Market?

- Smart Refrigeration for Enhanced Convenience, Efficiency, and Sustainability are focusing on developing technologically advanced products
- Example: Samsung India, Bespoke AI Refrigerator series (February 2025) combine advanced AI-driven features with elegant design and versatile storage, offering a seamless blend of functionality, style, and innovation tailored to Indian consumers.
- These innovations enhance convenience, extends the appliance's lifespan, and reflects Samsung's commitment to intelligent, efficient, and user-friendly home solutions.

Which Strategies Are Companies Adopting to Stay Ahead?

- Developing innovative AI-integrated smart home solutions
- Forming strategic partnerships with IoT and cloud technology providers
- Investing in data privacy, cybersecurity, and edge AI capabilities
- Leveraging voice recognition, predictive analytics, and machine learning algorithms

Access the detailed Artificial Intelligence (AI) In Home Automation Market report here:

<https://www.thebusinessresearchcompany.com/report/artificial-intelligence-ai-in-home-automation-global-market-report>

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Contact Us:

The Business Research Company

Americas +1 310-496-7795

Europe +44 7882 955267

Asia & Others +44 7882 955267 & +91 8897263534

Email: info@tbrc.info

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LinkedIn: <https://in.linkedin.com/company/the-business-research-company>"

Oliver Guirdham

The Business Research Company

+44 7882 955267

info@tbrc.info

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