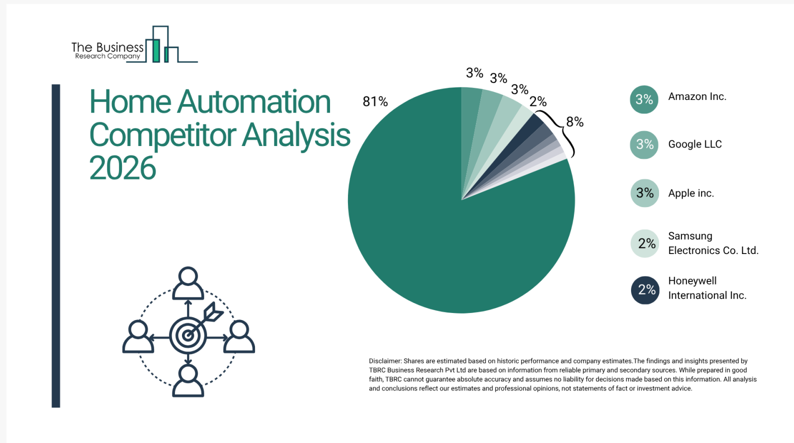
Home Automation Market Competitive Landscape, Business Expansion Trends, and Strategic Insights

The Business Research Company's Home Automation Global Market Report 2026 – Market Size, Trends, And Forecast 2026-2035



Home Automation Market Growth

LONDON, GREATER LONDON, UNITED KINGDOM, July 11, 2026 /EINPresswire.com/ -- The home automation market is dominated by a mix of global technology companies, smart device manufacturers, and automation platform providers offering integrated solutions across connected living ecosystems. Companies are emphasizing AI-enabled automation, interoperable smart home platforms, advanced security technologies, energy optimization capabilities, voice-controlled ecosystems, and seamless device connectivity to strengthen market position and address changing consumer preferences. Focus on convenience, intelligent energy management, remote accessibility, cybersecurity enhancement, and compatibility across multiple connected devices remains central to competitive differentiation. Understanding the competitive landscape is essential for stakeholders seeking growth opportunities, technology innovation, and strategic collaborations within the rapidly transforming residential automation ecosystem.

Which Market Player Is Leading The Home Automation Market?
•According to our research, Amazon Inc. led global sales in 2024 with a 3% market share. The company's smart home ecosystem, which is directly involved in the home automation market, offers a broad portfolio of smart speakers, connected displays, security devices, automation hubs, and voice-enabled solutions that support seamless connectivity, intelligent control, user convenience, and integrated home management across residential environments.

Who Are The Major Players In The Home Automation Market?
Major companies operating in the home automation market are Amazon Inc., Google LLC, Apple Inc., Samsung Electronics Co. Ltd., Honeywell International Inc., Schneider Electric SE, Siemens AG, Johnson Controls Inc., ABB Ltd., Legrand Group, Lutron Electronics Company, ADT Inc.,

Crestron Electronics Inc., LG Electronics Inc., Vivint Smart Home Inc., Ring LLC, Robert Bosch GmbH (Security and Safety Systems), Ecobee, Somfy, TP-Link India Pvt. Ltd., Savant Systems Inc., Aqara, Netatmo, SimpliSafe Inc., Silvan Innovation Labs, Sauter Control AG, HomeSeer Technologies LLC.

How Concentrated Is The Home Automation Market?
•The market is fairly fragmented, with the top 10 players accounting for 19% of total market revenue in 2024. This level of concentration reflects moderate technological and ecosystem integration barriers, driven by evolving connectivity standards, interoperability requirements across smart devices, increasing software and platform development complexity, and the need for scalable deployment capabilities. Leading players such as Amazon Inc., Google LLC, Apple Inc., Samsung Electronics Co. Ltd., Honeywell International Inc., Schneider Electric SE, Siemens AG, Johnson Controls Inc., ABB Ltd., and Legrand Group hold notable market shares through diversified smart home portfolios, strong technology ecosystems, broad distribution networks, and continuous innovation in connected devices, intelligent automation platforms, and energy management solutions. As demand for seamless device integration, intelligent residential control systems, connected security infrastructure, and personalized automation experiences increases, technology advancement, ecosystem expansion, and strategic partnerships are expected to strengthen the competitive positioning of these leading companies in the market.

•Leading companies include:
oAmazon Inc. (3%)
oGoogle LLC (3%)
oApple Inc. (3%)
oSamsung Electronics Co. Ltd. (2%)
oHoneywell International Inc. (2%)
oSchneider Electric SE (2%)
oSiemens AG (1%)
oJohnson Controls Inc. (1%)
oABB Ltd. (1%)
oLegrand Group (1%)

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Who Are The Key Raw Material Suppliers In The Home Automation Market?
•Major raw material suppliers in the home automation market include Texas Instruments Incorporated, STMicroelectronics N.V., Infineon Technologies AG, NXP Semiconductors N.V., Analog Devices Inc., Microchip Technology Inc., Murata Manufacturing Co. Ltd., TE Connectivity Ltd., Amphenol Corporation, Foxconn Technology Group, TDK Corporation, Vishay Intertechnology Inc., ON Semiconductor Corporation, Qualcomm Incorporated, Broadcom Inc., Panasonic Holdings Corporation, Delta Electronics Inc., Jabil Inc., Flex Ltd., Molex LLC.

Who Are The Major Wholesalers And Distributors In The Home Automation Market?
•Major wholesalers and distributors in the home automation market include Ingram Micro Inc., TD SYNNEX Corporation, Arrow Electronics Inc., Avnet Inc., Wesco International Inc., Rexel Group, Sonepar Group, D&H Distributing Co. Inc., ScanSource Inc., Graybar Electric Company Inc., ADI Global Distribution, Exertis Almo, RS Group plc, DigiKey Electronics, Mouser Electronics Inc., Future Electronics Inc., WWT (World Wide Technology), Insight Enterprises Inc., CDW Corporation, SHI International Corp.

Who Are The Major End Users Of The Home Automation Market?
•Major end users in the home automation market include Marriott International Inc., Hilton Worldwide Holdings Inc., Airbnb Inc., CBRE Group Inc., Brookfield Properties, Lennar Corporation, D.R. Horton Inc., Toll Brothers Inc., Equity Residential, AvalonBay Communities Inc., Greystar Real Estate Partners LLC., Cushman & Wakefield plc, Jones Lang LaSalle Incorporated, Hines Interests Limited Partnership, Related Companies L.P., American Campus Communities Inc., Invitation Homes Inc., Sun Communities Inc., Essex Property Trust Inc.

What Are The Major Competitive Trends In The Market?
•Strategic smart home ecosystem partnerships are transforming the home automation market by enhancing device interoperability, strengthening intelligent energy management capabilities, and enabling connected living experiences across residential environments.
•Example: In September 2025, LG Electronics Gulf and Schneider Electric signed a memorandum of understanding (MoU) to advance smart home automation across the GCC and Middle East through integrated connected home technologies.
•The integration of LG ThinQ-enabled appliances with Schneider Electric's EcoStruxure and SpaceLogic KNX platforms improves centralized device control, optimizes residential energy usage, and enhances intelligent automation capabilities for next-generation smart homes.

Which Strategies Are Companies Adopting To Stay Ahead?
•AI-Powered Smart Assistants Enhancing Connected Home Experiences
•Voice-Controlled Automation Systems Improving Residential Convenience
•Interoperable Smart Ecosystems Strengthening Multi-Device Connectivity
•Energy Management Platforms Advancing Intelligent Home Efficiency
•Cloud-Enabled Home Security Solutions Supporting Remote Monitoring Capabilities

Access The Detailed Home Automation Market Report Here
https://www.thebusinessresearchcompany.com/report/home-automation-global-market-report?utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Jul_PR

The 2026 edition of our market reports now delivers enhanced analytical coverage through market attractiveness scoring and analysis, total addressable market (TAM) analysis, company scoring matrix graphics and tables, Excel-based forecasting dashboards, market hotspots infographics, key technologies and future trend analysis, plus updated graphics and tables.

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