

As Smart Home Adoption Grows, So Do Consumer Challenges

As consumers add more devices to their homes, managing them is becoming increasingly complex.

DALLAS, TX, UNITED STATES, August 27, 2026 /EINPresswire.com/ -- Smart home technology has become a part of everyday life for many consumers. From video doorbells and smart locks to connected TVs and speakers, these devices are designed to make life easier, more efficient, and more secure. However, as consumers add more devices to their homes, managing them is becoming increasingly complex.



Person using multiple smart home apps

According to Horowitz Research's latest [State of Media, Entertainment, and Tech: Subscriptions 2026](#) study, four in ten U.S. consumers own smart home devices. Among those who own smart home devices, doorbells, cameras, and locks are the most widely adopted devices, with 55% report owning them, followed by smart TVs (44%) and sound systems (42%). Notably, half of smart homeowners say they could not go back to life without their smart devices.

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Adriana Waterston

While two-thirds of smart homeowners say these devices make their lives easier, managing and maintaining these devices can become complicated. Most homeowners have multiple products across different categories, brands, and platforms. In fact, nearly one-third (32%) of smart homeowners say smart devices are confusing to set up

and/or use. Half of smart homeowners say they wish they had access to a centralized view of their smart home devices so they could easily see what is connected and functioned properly. Additionally, 53% would like better technical support for setup and troubleshooting. Another

50% say they would find it helpful to have a centralized view of all their connected devices so they can easily see what is connected and functioning properly.

Part of the challenge comes from the number of platforms consumers are using. While Alexa remains the most commonly used smart home control platform (46%), many households also rely on Apple HomeKit, Google Home, Samsung SmartThings, and individual device apps.

“As adoption of smart home technologies grows, a new opportunity is emerging for connectivity providers to differentiate,” notes Adriana Waterston, EVP of Insights and Strategy for Horowitz. “Consumers are looking for a simpler, more seamless experience that includes easier setup, centralized control, and better support across the growing number of connected devices in their homes. Better standards across home internet device manufacturers are essential. So too is a whole-home management solution from connectivity providers to help consumers with maintaining their devices connected, updated, and talking to each other. This will go a long way in easing some of the growing pains from smart devices.”

These data on smart home device adoption and pain points are just some of the many insights available in Horowitz Research’s State of Media, Entertainment, and Tech: Subscriptions 2026 study. The report explores consumer attitudes and behaviors across home internet, mobile, streaming, and connected technologies, helping companies better understand evolving consumer expectations and identify opportunities for innovation.

CONTACT

For more information about the State of Media, Entertainment & Tech: Subscriptions 2026 report, visit: <https://www.horowitzresearch.com/syndicated-research/state-of-media-subscriptions/>. To purchase the report, schedule an interview with an analyst, or to request specific data, please contact Adriana Waterston: adrianaw@horowitzresearch.com.

ABOUT THE STUDY

The State of Media, Entertainment & Tech: Subscriptions 2026 is Horowitz Research’s benchmark study tracking the evolution of the pay TV, streaming, home internet, mobile, and smart home markets. The study examines consumer adoption, satisfaction, bundling behaviors, and future intentions across MVPDs, vMVPDs, SVOD services, home internet providers, mobile plans, smart TV operating systems, streaming devices, and connected home technologies.

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