

ANALYZING THE EMERGING SMART LIVING MARKET IN EUROPE FOR INVESTMENT STRATEGY-MAKING



An Insurance Holding Company Based in Europe

The Client was looking to invest in the emerging smart living market, which evolved from the concept of assisted living that provides services such as onsite cooking and housekeeping for the elderly and has been transformed by “smart home” technologies to target millennials.



CHALLENGE

The Client came to PreScouter to assess smart living market attractiveness and growth trends in several European countries with the goal of making informed investment decisions in the space.



APPROACH

To assess the market, PreScouter searched for available reports and data sources providing information such as the number of smart homes constructed and the number and sizes of smart home communities. The team also collected demographic data in the countries of interest and analyzed the concentration of potential end users (both elderly people and millennials) along with the growth rate. Additionally, leading players in the smart living market were identified, leading the team to extend the original list provided by the Client to include mid-to-small players in the market to provide a more accurate view.

PreScouter delivered a report of 100+ pages to the Client containing summaries of the market studies of seven countries, from which one country was selected as the target market. PreScouter then studied five cities in the target market and identified 23 major players, which were presented to the Client along with key information such as location, number of users, and company description.



OUTCOME

PreScouter presented the Client with key insights about the market size, trends, segmentation, competition landscape, and recommendations for the Client's next steps.

