

AUSTRALIANS
@ HOME

The Smart Living Edition

2024



SAMSUNG

Introduction

For many Australians, their home is their castle. It represents a personal haven and an undeniable reflection of who they are, and what they care about most.

But just as people change, so do their homes. The typical Australian home – if there is one – has changed rapidly over the last few decades. Census data shows the number of households in Australia swelled by roughly one million to 9.3 million between 2016 and 2021, but they also became smaller, dropping from 4.5 to 3.6 people per household.¹ Australian households are also increasingly made up of older and more culturally diverse people, with increasing proportions of immigrant and First Nations households.

New Samsung data shows Australian households are made up of a rich tapestry of different people and living situations. The largest proportion (40%) identify as families with kids at home, while 34% say they have a single income without kids, 14% are couples without kids and 12% are empty nesters. While more than two-thirds (68%) of Australian homes are standalone houses, a fifth of us (20%) live in units or apartment complexes and 10% live in townhouses or duplexes.²

All Australian homes are unique and will continue to change, reflecting the people and moments that make them special. Australians' personalities, preferences, desires and needs come to life through many facets of our homes, from the colours of the walls,

the furniture we buy or the artwork we display. Even more can be learnt by the appliances we use and our attitudes towards them.

Samsung is proud to be an active part of millions of Australian homes, with roughly 2.8 million households using our TVs, 1.5 million using our refrigerators, and 1.1 million using our washing machines.³ We're committed to constantly learning about how Australians use their appliances, ensuring the products we provide suit their needs. Additionally, with over 500 million smart devices sold globally and Australians averaging 10.9 connected devices per household⁴, Samsung, through its SmartThings platform, is uniquely positioned to drive connectivity innovation and bring smart experiences to homes to make daily life personalised, streamlined and efficient.

Samsung's extensive Australians @ Home: 2024 *Smart Living Edition* consumer research – generating insights from more than 1000 Australians – reveals a complete picture of Australians' home appliance perspectives and preferences. While some insights reflect more practical needs related to cost-of-living pressure, others demonstrate how Aussies are becoming more connected to their home appliances, using them as more than a functional tool.

¹ Australian Institute of Family Studies, Population, households and families research, July 2023

² Australians @ Home: Smart Living Edition, Nature Research commissioned by Samsung Australia, August 2024., n=1,010

³ Kantar ComTech market research, commissioned by Samsung between 2023 and 2024 n = 10000

⁴ Nature market research, "do you have any of these devices in your home?" 2023

Contents

01 Appliance
envy is rising

02 Practical elements more
important than ever as
cost-of-living bites

03 AI for all: paving
the way for a bright,
modern smart home

04 A reflection of
the Aussie households
and personalities

Appliance envy is rising

Having the latest technology or the coolest gadgets has been a leading trend for years but hearing a friend rejoice over the latest fridge or vacuum hasn't been common, until now⁵. It's not just new phones, sleek smart watches, or a flashy set of headphones that make people turn their heads; it's stylish home appliances that truly make a statement.

Australians crave modern, eye-catching appliances. More than half (53%) of Aussies want appliances that complement their home's aesthetic, with only a small fraction (11%) indifferent to how their devices look.⁶

But for many Australians, appliance choices are about more than just style; it's about status. The pride that Australians once reserved for their perfectly manicured lawns, gardens, and barbeque setups now extends indoors, as appliances become a new symbol of social standing, particularly among younger people.

More than a quarter (28%) of Australians say they prefer visiting friends and attending events in homes that flaunt modern, luxury or smart appliances. This feeling is even stronger

among younger people, with 41% of Gen Z and a third (33%) of millennials agreeing. One in four Australians (25%) and nearly a third (32%) of Gen Z also confess to feeling embarrassed or judged for outdated or mismatched appliances.⁶

As social media encourages an influx of 'foodie' cooking trends, it's no surprise to see that the humble fridge is emerging as a particular source of personal pride. In fact, one quarter (25%) of Australians and over a third (34%) of Gen Z say they're more likely to invite people over if they have a nice fridge.

Incredibly, many Aussies even weigh up appliances as a factor in their choice of partner, with more than a fifth (22%) of Australians and a third (36%) of Gen Z saying they're more attracted to people with luxury appliances.



⁵ Unfold the Future with Galaxy | Samsung SG | Samsung Singapore

⁶ Australians @ Home: Smart Living Edition, Nature Research commissioned by Samsung Australia, August 2024., n-1,010

Practical elements more important than ever as cost-of-living bites

The rising desire for good-looking, modern appliances is balanced by the more practical need for useful features that add value, as Aussies increasingly grapple with cost-of-living challenges.

Last year, two-thirds (66%) of Australians told us that they're cooking at home more and eating out less, while 61% said they were actively trying to reduce electricity use, and half (50%) were reducing food wastage in the home, as key methods of saving money⁸. In 2024, almost all (94%) Australians say they're making accommodations in the home to save energy.⁷

This desire to cut back on living expenses is echoed in the new *Australians @ Home: 2024 Smart Living Edition* report. High energy consumption is Australians' number one appliance-related frustration, with over half (51%) calling it out as an issue. While this concern is highest amongst baby boomers (59%), Millennials (55%) and families with kids (55%), it's the top appliance gripe across almost all demographics.

This pain point is generating demand for high-value, premium appliances that help make daily routines easier and more cost-effective. Samsung continuously invests in intelligent features to tackle consumer's biggest pain points, like in its latest Bespoke AI Heat Pump combo which consumes up to 60% less energy with AI Energy Mode during the wash cycle^{10,11} and 20% less during the dry cycle when compared to using the same cycle without AI Energy Mode.

Moreover, Australians are looking for high-value appliances that offer day-to-day efficiencies and solid build quality. Our data shows that 'good value' is the most prioritised consideration when Australians are making purchase decisions, with 98% saying it's important. That's followed by 'products that are built to last' (97%), 'ease of use' (97%), and size/dimensions suitability (96%).¹¹

What constitutes a 'high value' appliance looks different for everyone. For some, high-value appliances make daily routines easier, offering intelligent

features that make core activities like shopping for groceries and cooking for the family more efficient and cost-effective.

Addressing food wastage is a big concern. A Samsung Cooking Report conducted in 2024 revealed almost half (46%) of Australians are interested in using AI to reduce their food waste output,¹² motivated by reducing the 7.6 million tonnes of food wasted each year.¹³

Almost 9 in 10 (87%) Aussies also want to know how to use the ingredients they already have in their kitchen, while over four in five (85%) are interested in the ability to generate a list of recipes based on the ingredients they already have.¹⁴

There's also a need for appliances in a range of different sizes to suit different households. *Australians @ Home: 2024 Smart Living Edition* report found more than a quarter of Australians who live in apartments (27%) or townhouses (28%) say appliances that take up too much space are one of their biggest pain

points. Multi-use devices like Samsung's Bespoke Jet Bot Combo AI vacuum and mop combo are an ideal solution to this challenge, offering high performance across two functions with a smaller footprint.

But space is less of a concern for those in standalone houses or with families, who need larger capacity appliances like the Bespoke AI Heat Pump Combo, with its 18.5KG capacity and the ability to clean and dry clothes in 98 minutes using the Super Speed cycle.¹⁵



⁷ Australians @ Home: Smart Living Edition, Nature Research commissioned by Samsung Australia, August 2024., n=1,010

⁸ Nature market research: Are you doing any of the following in the interest of saving money? Total Sample 2023 (n=1,005)

⁹ Feature available on the Bespoke AI Heat Pump Combo by selecting AI Opti Wash and Dry cycle and enabling AI Energy Mode.

¹⁰ Tested on the WD18DB8995BZSA Samsung Bespoke AI Heat Pump Combo comparing results with AI Energy Mode turned on (Wash -Avg0.11055kWh / Dry -Avg. 1.0150) and off (Wash -Avg0.31911kWh / Dry -Avg. 1.2791kWh). Tested with 3kg Cotton base load and using AI OptiWash and Dry cycle. Actual energy saving may vary, depending on variables including the wash and/or dry cycle, type of detergent and laundry materials. Available via the SmartThings App on Android and iOS devices. A Wi-Fi connection and a Samsung account are required.

¹¹ Nature research When considering your next [PIPE IN CATEGORY ALLOCATION] purchase, what level of importance will you place on the

following? Base: Total (n=1020)

¹² Samsung Cooking Report, conducted by Nature market research: Cooking & Meal Prep. Total sample 2024 – Australians aged 18-65 (n=1,020).

¹³ Food Waste in Australia - The Australia Institute

¹⁴ Samsung Cooking Report, conducted by Nature market research: Cooking & Meal Prep. Total sample 2024 – Australians aged 18-65 (n=1,020).

¹⁵ Wash and dry in 98 minutes. Wash in 28 minutes: Based on using a Super Speed cycle with an 3kg cotton base load in accordance with KS C IEC61121:2012. Individual results may vary based on actual load contents. Dry in 70 minutes: Based on using a Super Speed cycle with an 3kg cotton base load in accordance with KS C IEC61121:2012. Individual results may vary based on actual load contents.

AI for all: paving the way for a bright, modern smart home

Artificial intelligence has been having a powerful impact on Australians' lives. We rely on AI to help us carry out everyday tasks, without even realising it, such as when we send messages to friends with predictive text, get recommendations from our favourite streaming service, or when use GPS to find the best route to work.

But the world is now getting even more intelligent, as AI becomes more advanced and manufacturers integrate it within more devices and tools, including home appliances. Seventy-five per cent of consumers believe artificial intelligence is an innovation like no other, while 70% agree that it will unlock limitless possibilities.¹⁶

AI is transforming our perception of what smart home appliances can do. It's becoming more integrated into our appliances to enrich our lifestyles to help address some of our biggest pain points, from better managing energy use to improving how we use the food stored in our fridge to reduce wastage.

The best examples of AI integration bring meaningful value and ultimately simplify Australians busy lives. Whether it's AI-powered washing machines,

fridges, or vacuum cleaners, Australians prefer to embrace technology that has a real, tangible impact. And with over a decade of AI investment, Samsung is committed to simplifying everyday life to deliver meaningful benefits that adapt to consumer's needs.

Samsung internal data shows that the top three most important use cases for SmartThings – Samsung's smart home platform that allows users to connect, monitor, and control their appliances and devices – are simplifying tasks by scheduling and controlling appliances remotely, making chores less repetitive by reducing time spent adjusting settings, and receiving useful reminders to complete tasks.

For instance, selected models in Samsung's built-in oven cooking range uses a range of AI features to simplify the cooking process, using an AI camera that recognises ingredients, recommends recipes and optimises cooking settings. The Family Hub refrigerator also includes an AI Vision Inside feature which identifies up to 33 fresh food items when put in or taken out of the unit to help manage food lists.¹⁷

Combination devices use AI to address multiple issues at once. For example, the Floor Detect feature in the Bespoke Jet Bot Combo AI, which automatically senses and distinguishes between different floor types to optimise vacuuming and mopping functions, takes the hassle out of two important household chores.

Australians recognise that intelligent appliances have the biggest impact when they're linked together as part of an ecosystem, with a fast-growing appetite for more intelligent and connected smart home experiences. More than half (57%) want the ability to connect appliances with other devices and 46% say AI-enabled features are a priority.¹⁸

An AI-powered smart home doesn't have to incorporate hundreds of complex integrations; simple experiences resonate most effectively with Aussie consumers. Australians are cultivating smart home ecosystems that work best for their needs, with the top three benefits being centralised control of devices, improvements to daily planning, and finding lost devices. This manifests in many ways, whether it's using a smartphone as a television

remote control, setting up schedules for appliances, or getting alerts when appliance cycles are finished.

The sheer volume of smart connectivity options and combinations sets up a future of near-limitless possibilities. For instance, we're seeing Australians with rooftop solar addressing energy consumption by setting timers that automatically switch appliances on or charge them when the sun is shining.

For those without solar, setting appliances to run at off-peak times also has a profound impact on household power bills. Using the SmartThings app, they can choose their energy provider, and location, and plan to run appliances at the most cost-effective times.

These are just some of the things that Australians are doing right now with their smart home ecosystems. As the technology becomes even more intelligent and integrated, more use cases and possibilities will arise that make homes even smarter and more unique.

¹⁶ Nature research: AI_PERCEPTIONS. Which of the following statements, if any, do you think applies to AI? Base: Total N=1020)

¹⁷ As of March 2024, AI Vision Inside can recognise up to 33 food items like fresh fruits and veggies. Items need to be scanned 1 at a time. If the food is not recognizable, it may be listed as unknown item. AI Vision Inside cannot identify or list any food items in the fridge door bins or freezer. It recognises food items based on an on-device smart food management system which combines food detection and classification models to help identify food items. Learning models may be updated periodically to help improve accuracy.

¹⁸ Nature research, 2023 "When considering your next purchase, what level of importance will you place on the following?" (n=1020)

A reflection of the Aussie households and personalities

As Australians invest more time into their homes, appliances have evolved into more than just functional tools; they're becoming integral parts of how we express our identities and meet our everyday needs.

But amid a challenging economic climate, Australians are balancing a need for aesthetically pleasing appliances with the more practical, innovative and intelligent experiences that help provide more value to their homes. In this setting, we're likely to see Australians further embrace more intelligent experiences that make a real difference to their lives.

AI-driven innovation is set to transform the concept of smart home living. With AI-driven technologies that optimise energy use, manage household routines, and provide long-term value to help all Australians navigate the complexities of daily life with greater ease and efficiency regardless of their various needs.

These innovations pave the way for a future where appliances are not just responsive to our needs but anticipate them, transforming the way we interact with our living environments. Whether it's through smart cooking features

that guide meal preparation or AI-powered refrigerators that help reduce food waste, the integration of AI into everyday tasks is creating a more intuitive and efficient living experience.

The role of connected devices and experiences is only set to accelerate in the years ahead and this will look different for every household. As Australians build bespoke connected ecosystems that are hyper-specific to their needs. Smart Home ecosystems like Samsung's open sourced connectivity platform, SmartThings can serve as a central hub that caters to multiple devices, and experiences, allowing every Australian to carve their own path in a world of endless possibilities.

This technology innovation can allow Australians to build bright, intelligent households that help address some of their biggest challenges.



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