

Fast Facts



What you need to know about new & emerging trends, platforms or technology

Left To Your Own (Connected) Devices

Examining How Consumers Are Embracing Smart Technology In Their Everyday Lives

January 2026





Understanding consumer penetration and usage trends across 14 connected devices

The connected device ecosystem continues its powerful expansion and deep integration, **fundamentally transforming how consumers interact with media**. This ongoing growth, which sees more devices becoming essential to people's daily routine, presents a critical challenge for brands seeking to **engage audiences in the right places at the right times**.

This proliferation creates a complex, multi-touchpoint environment that demands an evolution in marketing strategy. Marketers must **adapt to shifting device trends with nuance**, distinguishing between the stable maturity of foundational platforms and the specialized, niche adoption of emerging technologies.

In this update to our inaugural 2025 **'Left To Your Own (Connected) Devices'** report, we analyze current penetration and usage trends across **14 connected devices**. This resource equips marketers with the strategic knowledge needed to effectively prioritize high-value channels and unlock new realms for **meaningful, contextual engagement**.

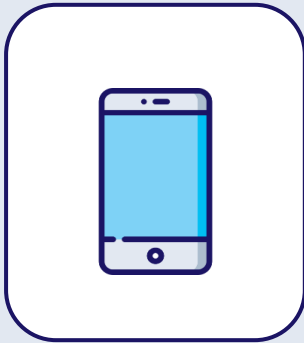
Connected devices continue to expand as they increasingly integrate into all aspects of our lives

14 Connected Devices Examined

Connected TVs



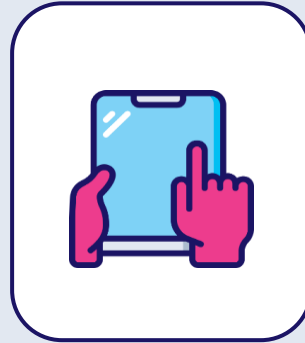
Smartphones



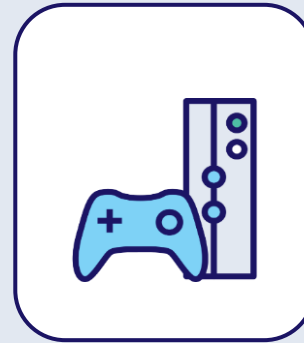
Computers



Tablets



Gaming Consoles



Smart Speakers



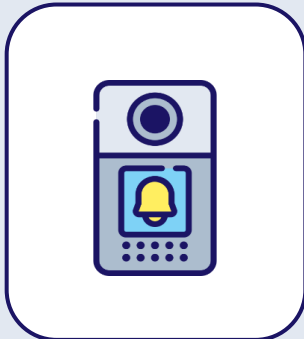
Smart Home Hubs



Thermostats



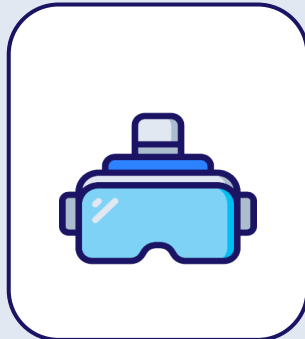
Doorbells



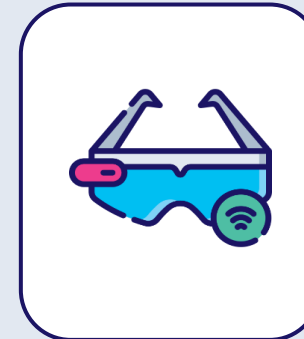
Wearables



AR / VR Headsets



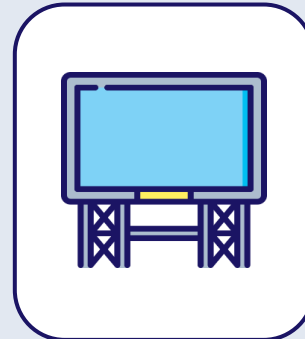
Smart Glasses



Connected Cars



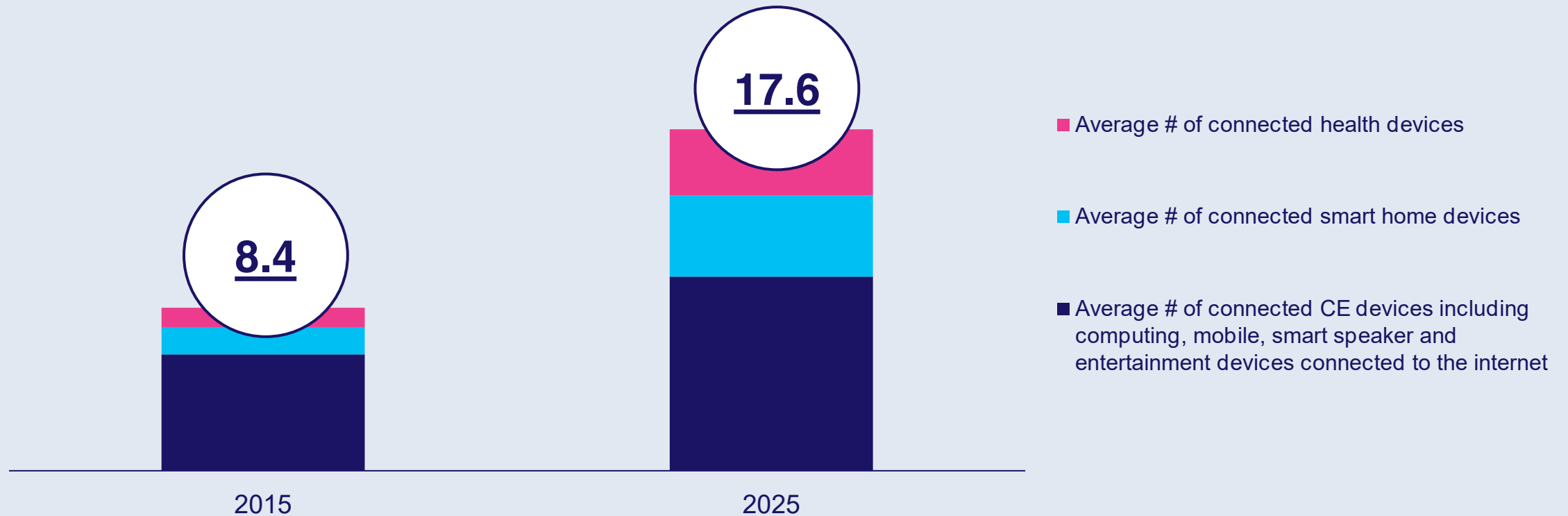
Place-Based
Video Screens



Click through a box above to be brought directly to the appropriate slide

The number of connected devices in households has more than doubled in ten years, unlocking new channels for brand engagement

Average Number of Connected Devices Per U.S. Household

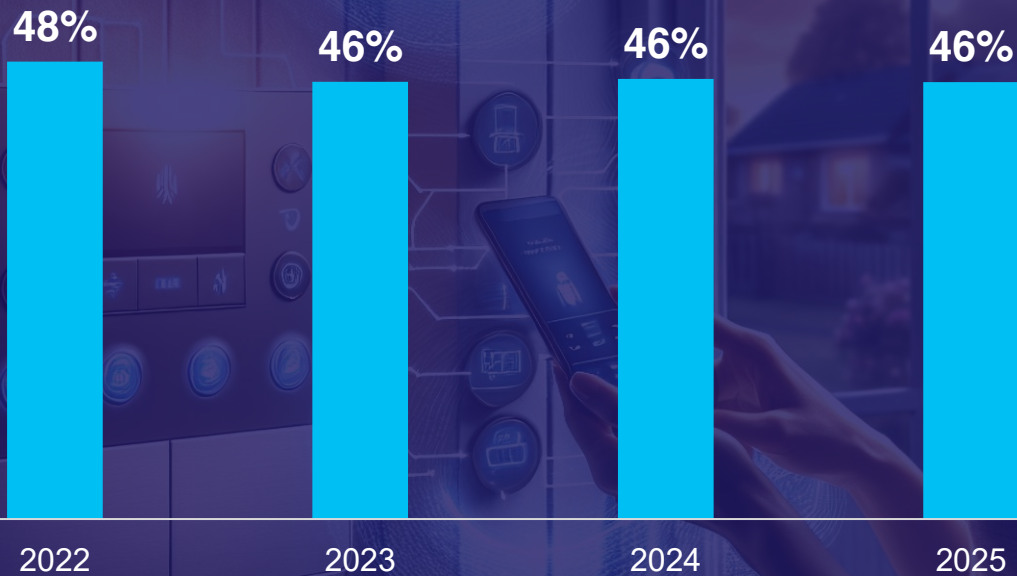


Source: Parks Associates, *Parks Associates: Amazon Smart Speakers now Account for 60% of all Smart Speaker Purchases*, October 1, 2025. Devices include connected health devices, connected smart home devices, computing, mobile, smart speaker and entertainment devices connected to the internet.

Smart devices are woven into daily life, with nearly half of adults saying they **provide meaningful improvements to their lives**

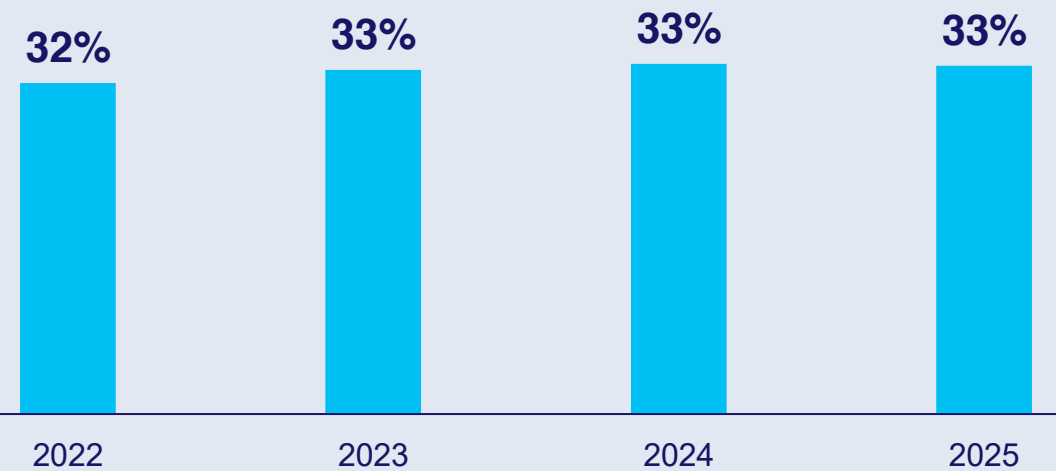
‘The benefits of ‘smart’ home devices / appliances could significantly improve my quality of life’

% of A18+ who agree



‘Smart’ home devices / appliances have become an important part of my life’*

% of A18+ who agree



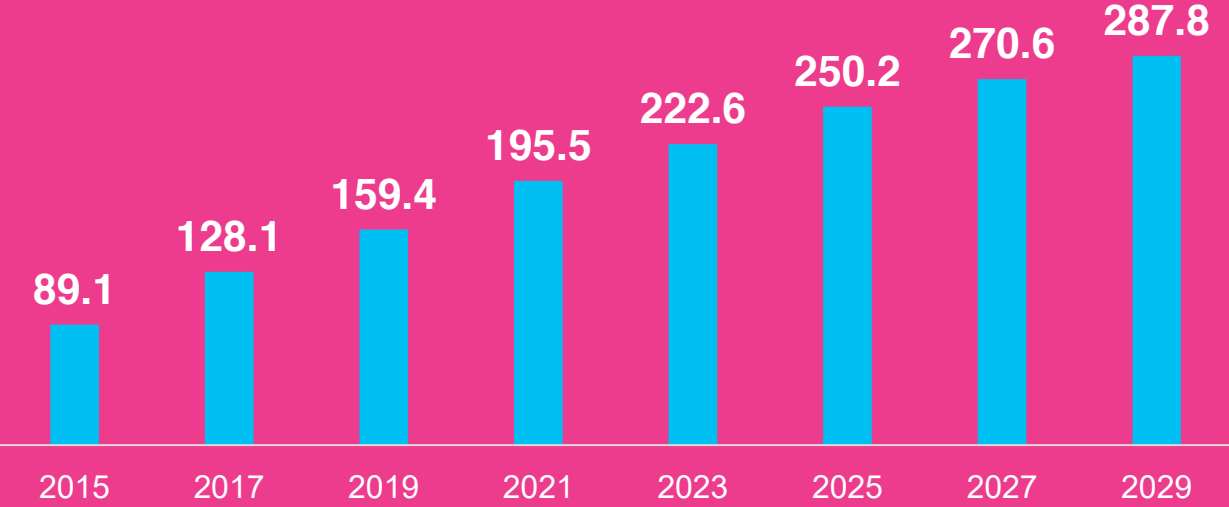
Source: VAB analysis of MRI-Simmons Spring Doublebase 2021 – 2025 USA Study, A18+. *VAB analysis of MRI-Simmons Spring 2022 – 2025 USA Study, A18+. Based on ‘any agree’.

Our 'connected' world represents a mix of well-established devices and an exciting group of emerging technologies which are all seamlessly integrating into consumers' lives



Connected TVs: Smart TVs are now the standard in homes, with continued growth and increasing prevalence of households with multiple smart TVs

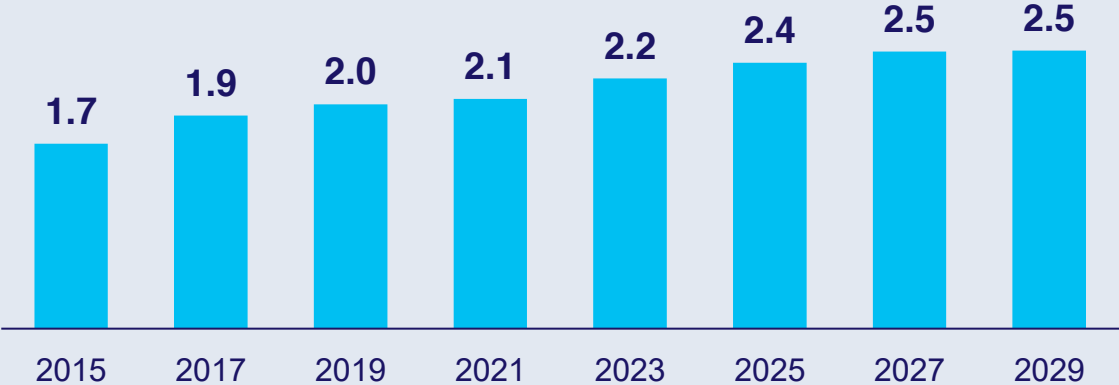
Smart TV Set Installed Base
In millions



% of Total TV Households



Average # of Smart TVs per HH



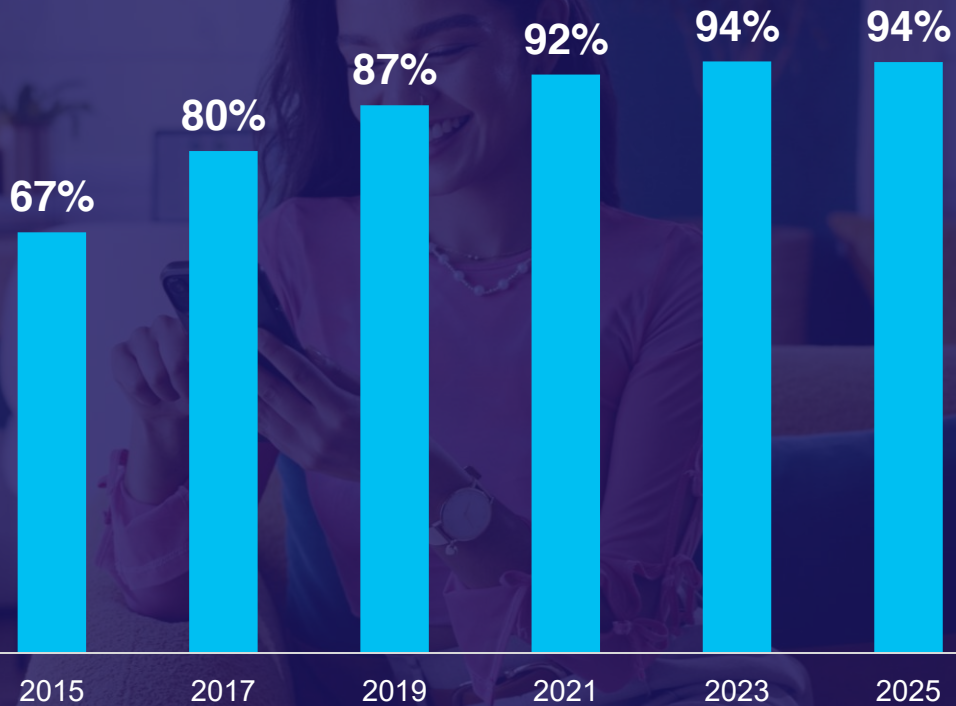
Smart TV % of Total TV Set Installed Base



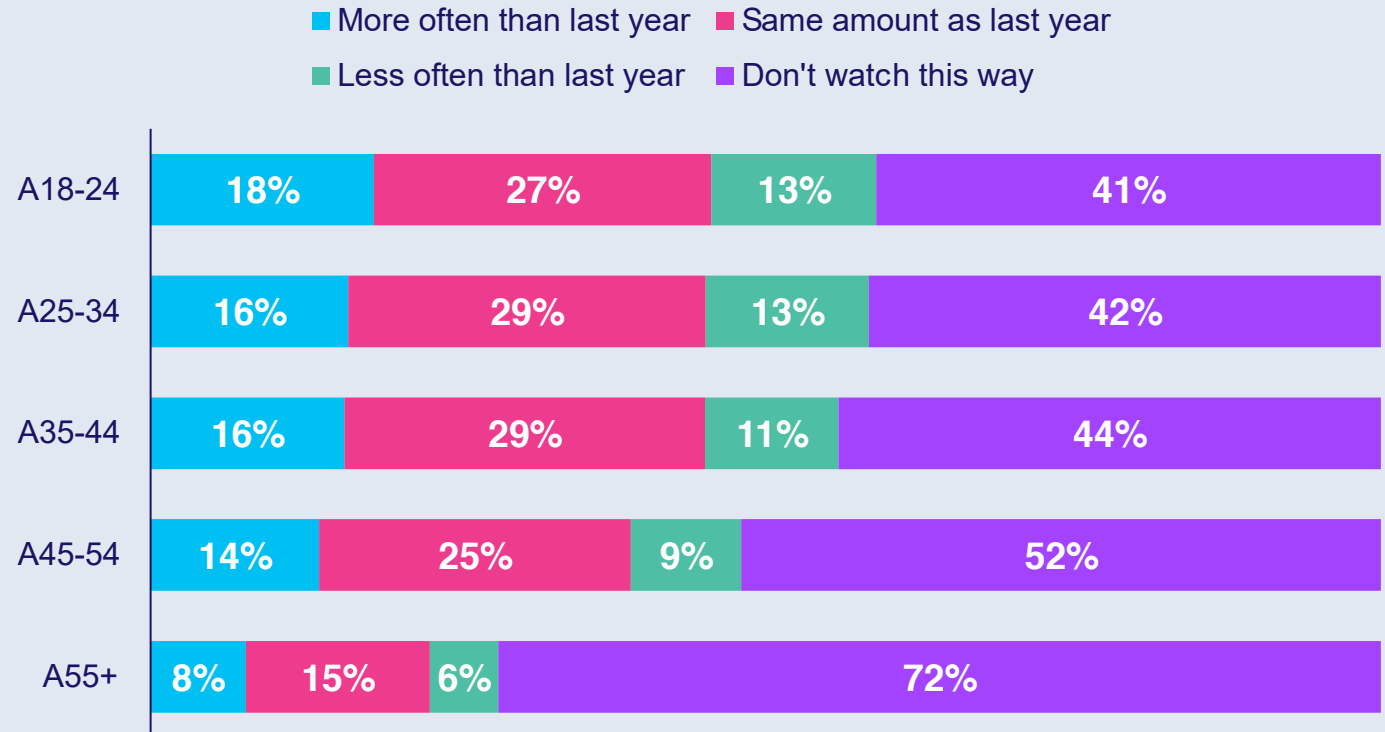
Source: Industry data; S&P Global Market Intelligence Kagan estimates.. Data compiled October 2025. 'Installed Base' refers to the total number of units of a product currently in use by customers. Compound Annual Growth Rate (CAGR): 9.0%.

Smartphones: While almost everyone has a smartphone, TV viewing on these devices is still relatively low, skewing younger

% of A18+ population who own a smartphone



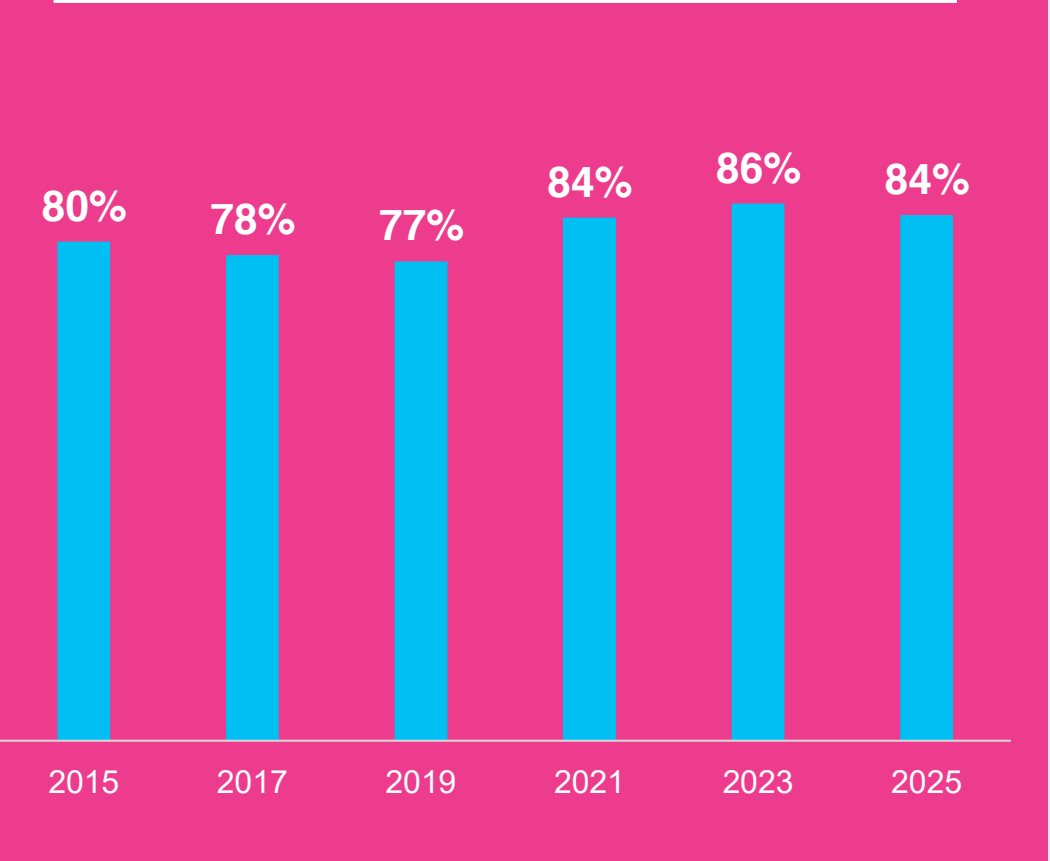
How often do A18+ watch TV on their smartphone



Source: VAB analysis of MRI-Simmons Spring Doublebase 2015 – 2025 USA study, A18+.

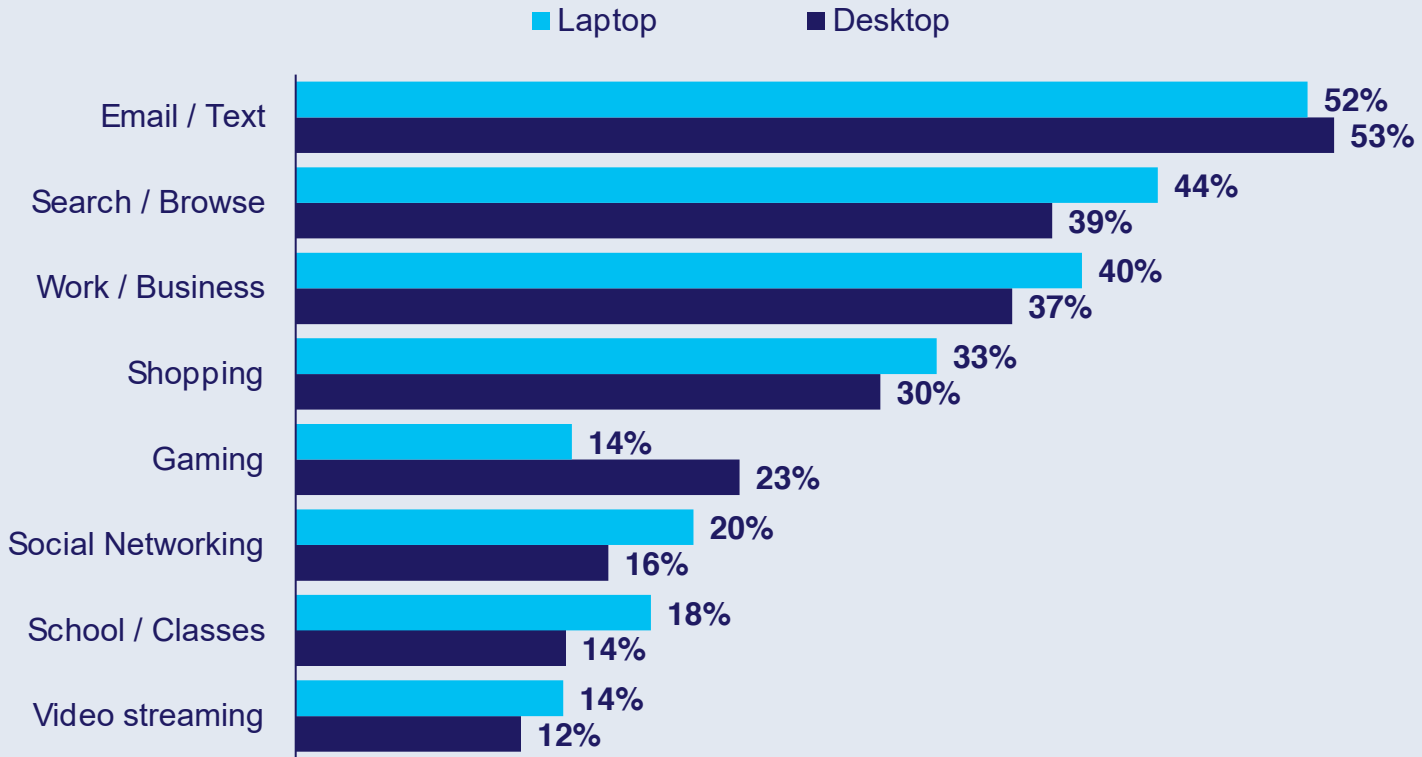
Computers: Ownership is holding steady as desktops and laptops remain central devices for work, communication, search and shopping

% of households that own a desktop / laptop



For what purposes do you regularly use your desktop / laptop?*

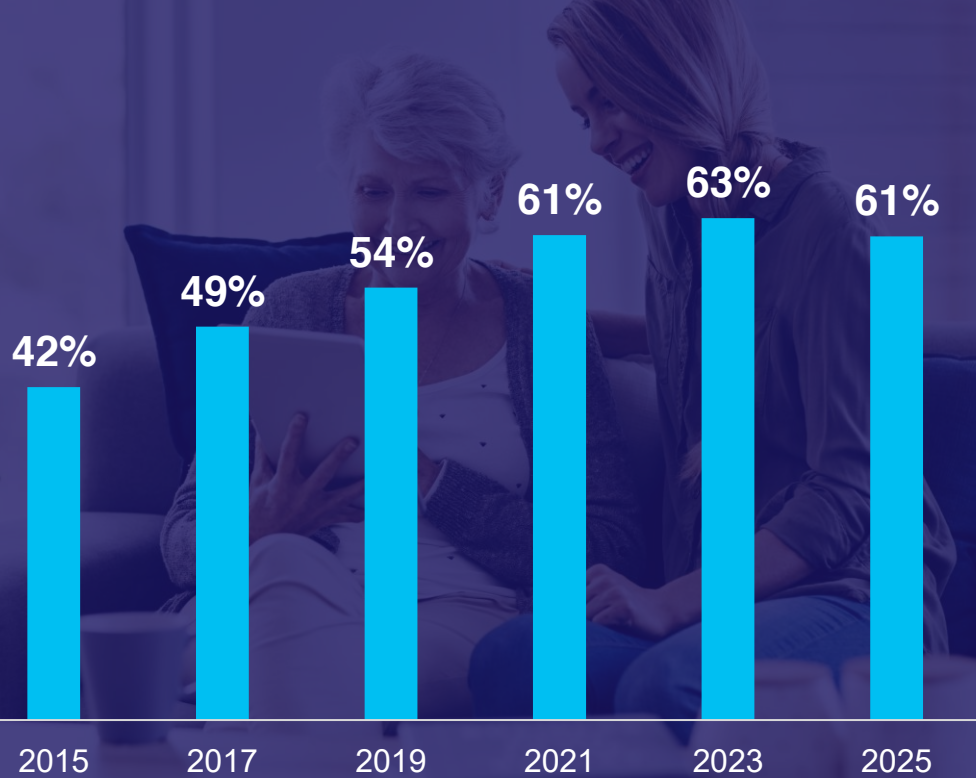
% of A18+



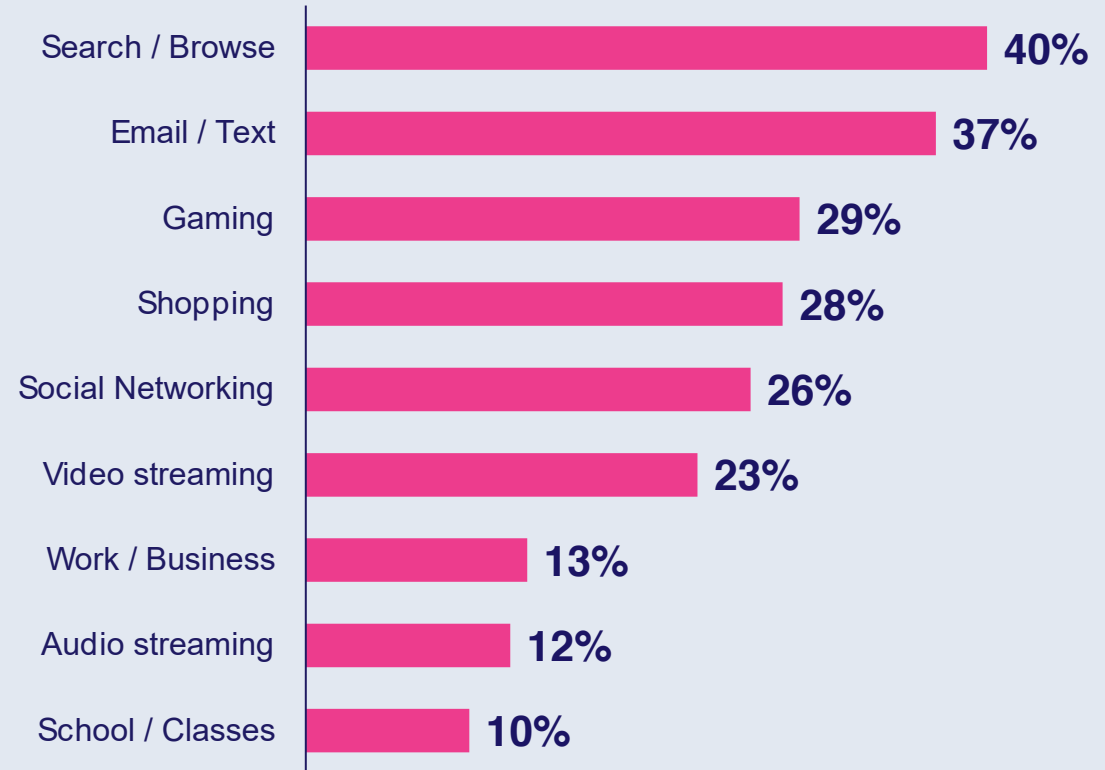
Source: VAB analysis of MRI-Simmons Spring Doublebase 2015 – 2025 USA study, A18+. *VAB analysis of ARF DASH study, FY 2024. Based on survey of 10,000 A18+. Q25_5: For what purposes do you regularly use desktop computer 1? 'Desktop 1' refers to respondents' primary desktop. Q28: For what purposes do you use laptop 1? 'Laptop 1' refers to respondents' primary laptop. Based on respondent weighting.

Tablets: After years of growth, penetration has stabilized as people turn to these devices for browsing, communication and entertainment

% of adults who have a working tablet or e-reader



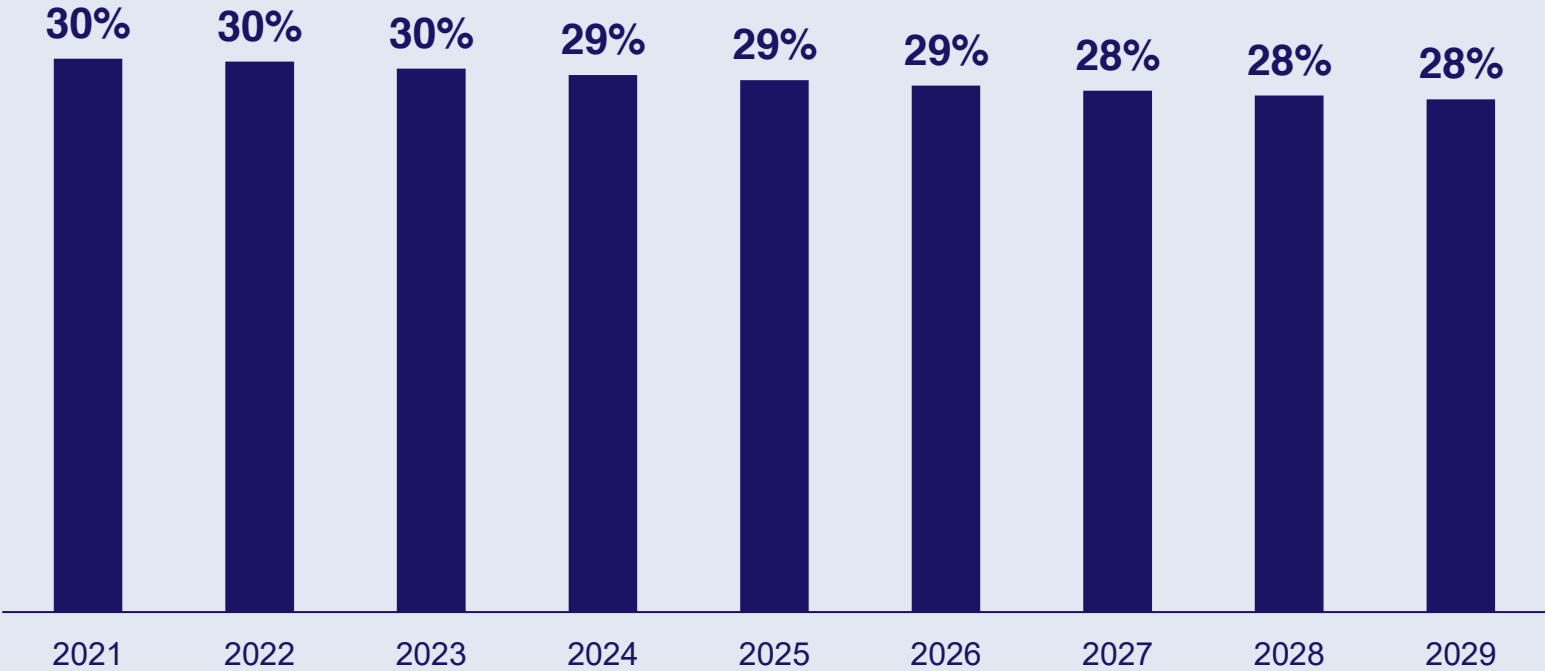
For what purposes do you regularly use your tablet?*
% of A18+



Source: : VAB analysis of MRI-Simmons Spring Doublebase 2015 – 2025 USA study, A18+. *VAB analysis of ARF DASH study, FY 2024. Based on survey of 10,000 A18+. Q28: For what purposes do you regularly use tablet 1? 'Tablet 1' refers to respondents' primary tablet. Based on respondent weighting.

Gaming Consoles: Years of consistent usage show console gaming has reached a stable plateau, engaging close to one third of Americans

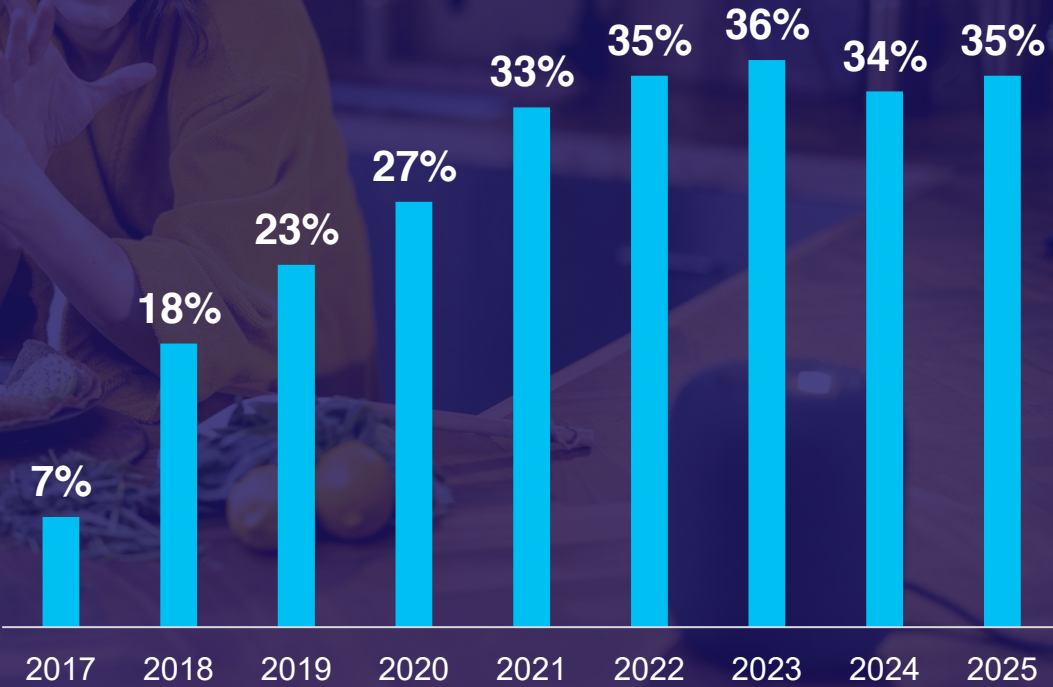
US Digital Console Gamers
% of population



Source: EMARKETER, Digital Console Gamers, October 2025. Note: Internet users of any age who play games through the internet or play games that update via the internet on any device at least once per month; includes desktop/mobile app and browser gaming, online console gaming, and gaming on social networks.

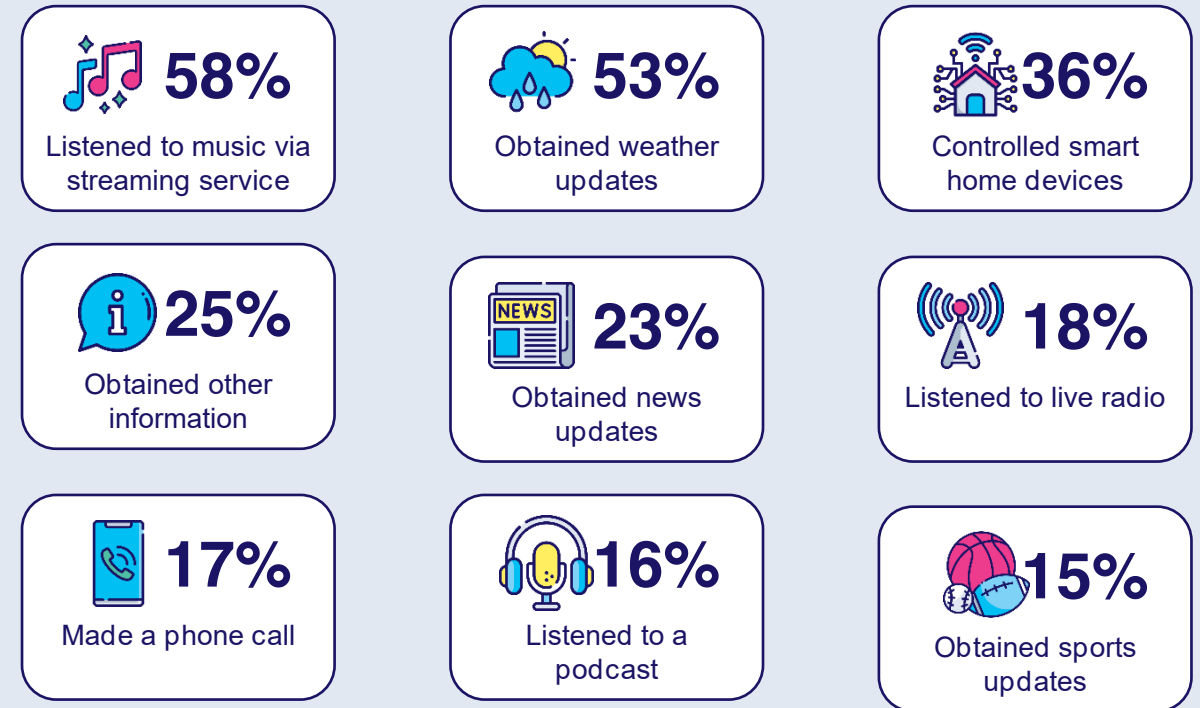
Smart Speakers: Ownership has leveled off at around one-third of the population with usage centered on core everyday activities

% of U.S. 12+ population who own a smart speaker



Top Activities Done Using Smart Speaker*

% of A18+ who own a smart speaker

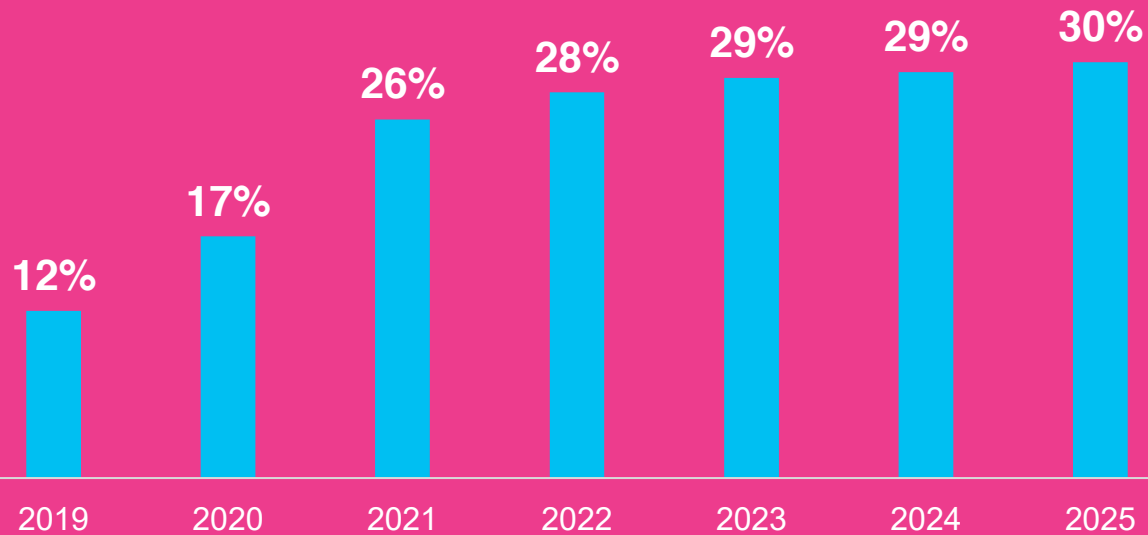


Source: Edison Research, *The Infinite Dial 2025*. *VAB analysis of 2025 MRI-Simmons Spring Doublebase USA study, A18+. Based on households who own a smart speaker. Other activities: 'Played a game' (10%); 'Purchased / ordered a product or service' (9%); 'Listened to an audiobook' (9%).

Smart Home Hubs: Nearly one-third of households now use connected home devices, with ownership skewing towards adults 35–54

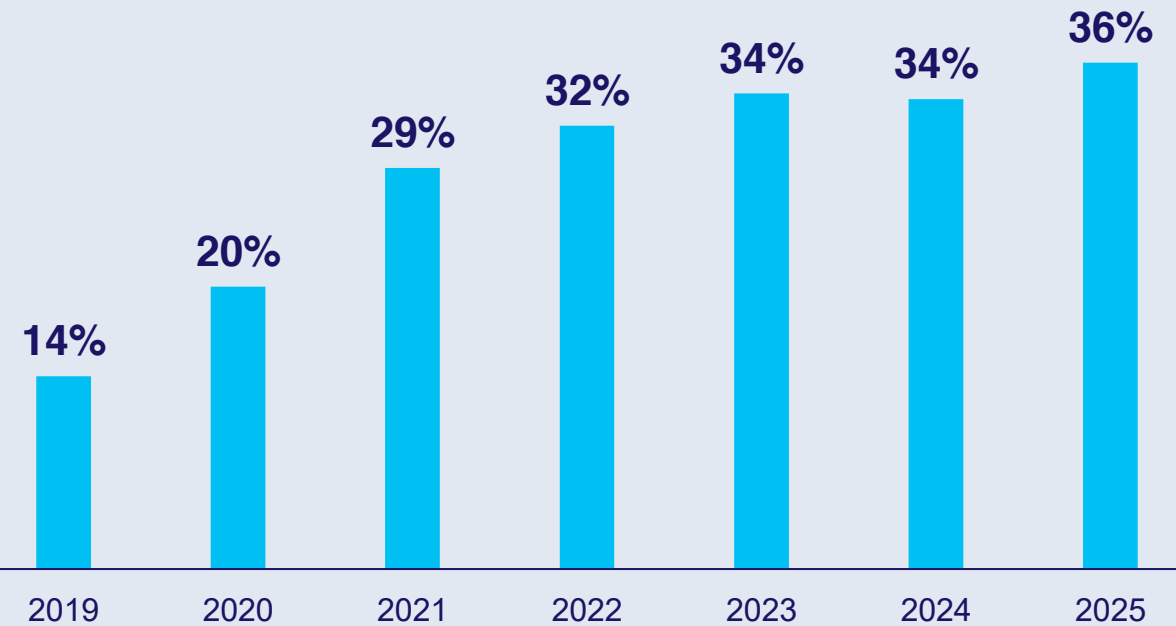
% of households that have smart home hubs connected to appliances in their home

A18+



% of households that have smart home hubs connected to appliances in their home

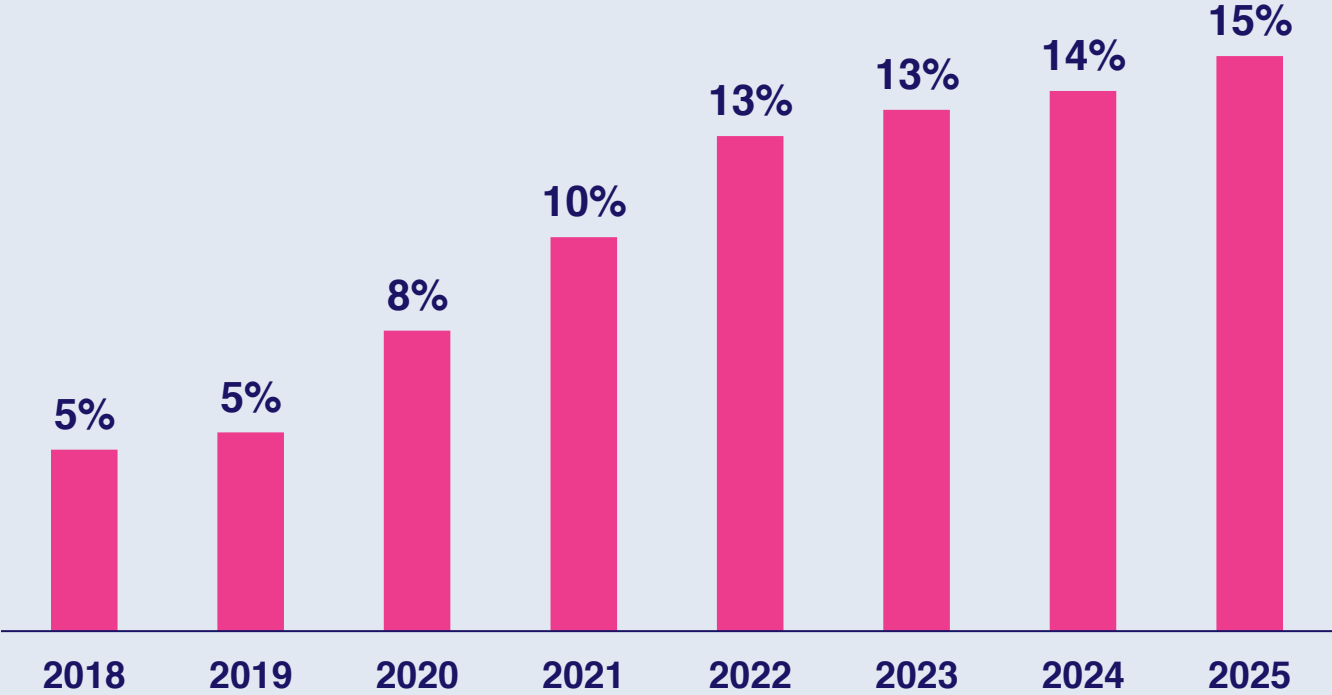
A35-54



Source: VAB analysis of MRI-Simmons Spring 2019 - 2025 study, A18+. Devices include: Audio system, Coffee maker, Dishwasher, Garage Door, Lighting, Oven, Refrigerator/Freezer, Security System, Thermostat, TV, Video Doorbell, Washer/Dryer, Other.

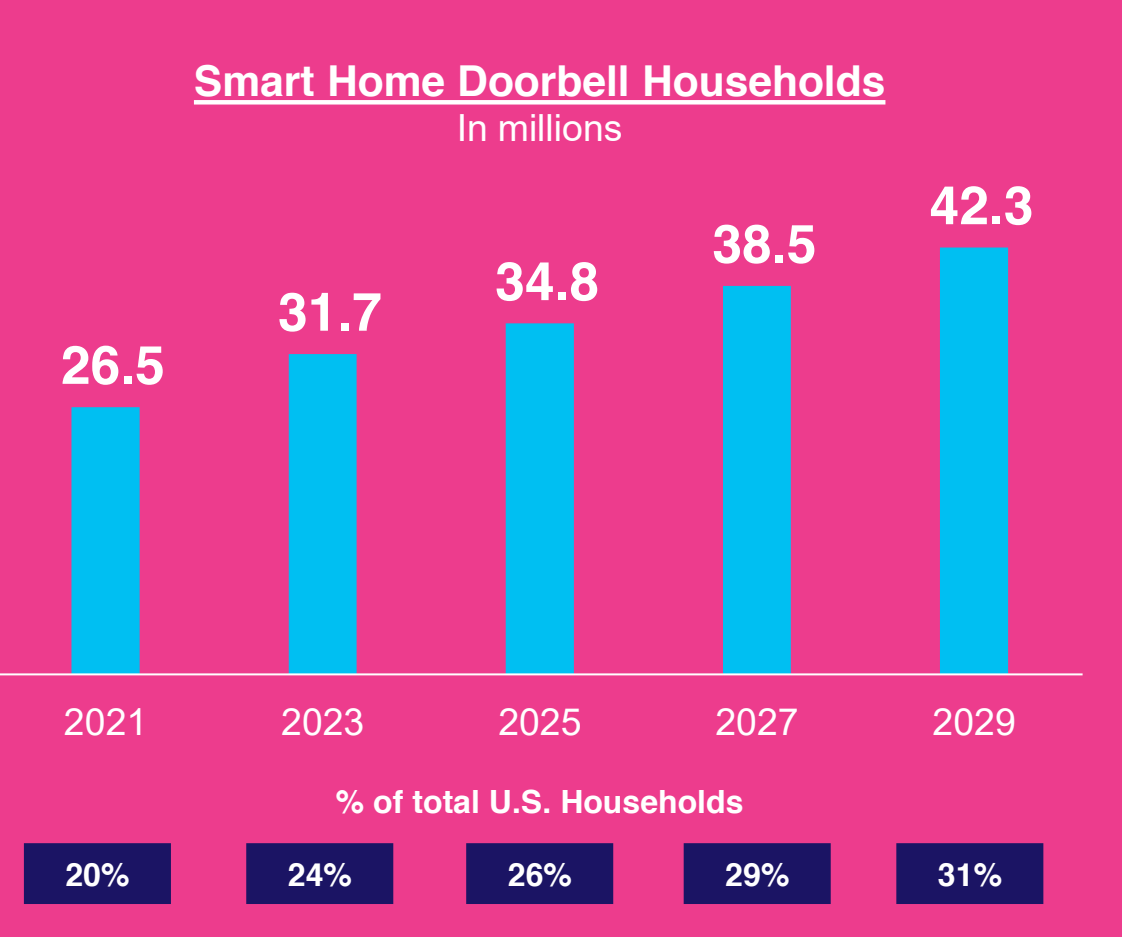
Smart Thermostats: Growing interest in energy-saving technology is driving incremental increases in smart thermostat adoption

% of U.S. 18+ population who own a smart thermostat



Source: VAB analysis of MRI-Simmons Spring Doublebase 2021-2025 USA study, A18+. Spring 2018 – 2020 USA Study, A18+.

Smart Doorbells: Now in nearly half of U.S. homes, new AI features are being integrated into the devices to streamline security



Sampling of recent news about AI features

SCRIPPS NEWS 10/8/2025
Ring to launch AI features for recognizing people, finding lost dogs
 Ring is adding AI-powered features, including facial recognition to reduce alerts and a tool to help reunite lost dogs with their owners.

TC TechCrunch 10/1/2025
 Google unveils AI-powered Nest indoor and outdoor cameras, and a new doorbell

tom's guide 8/27/2025
 Arlo's new lineup of smart home cameras include AI features for better alerts

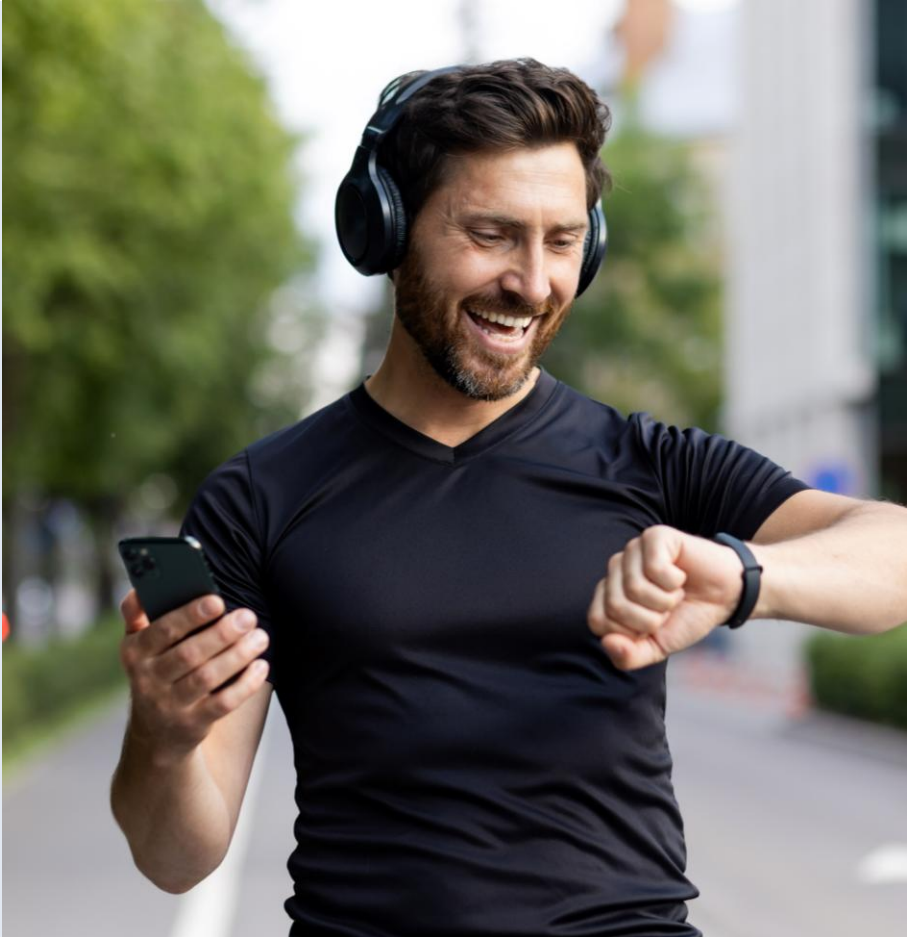
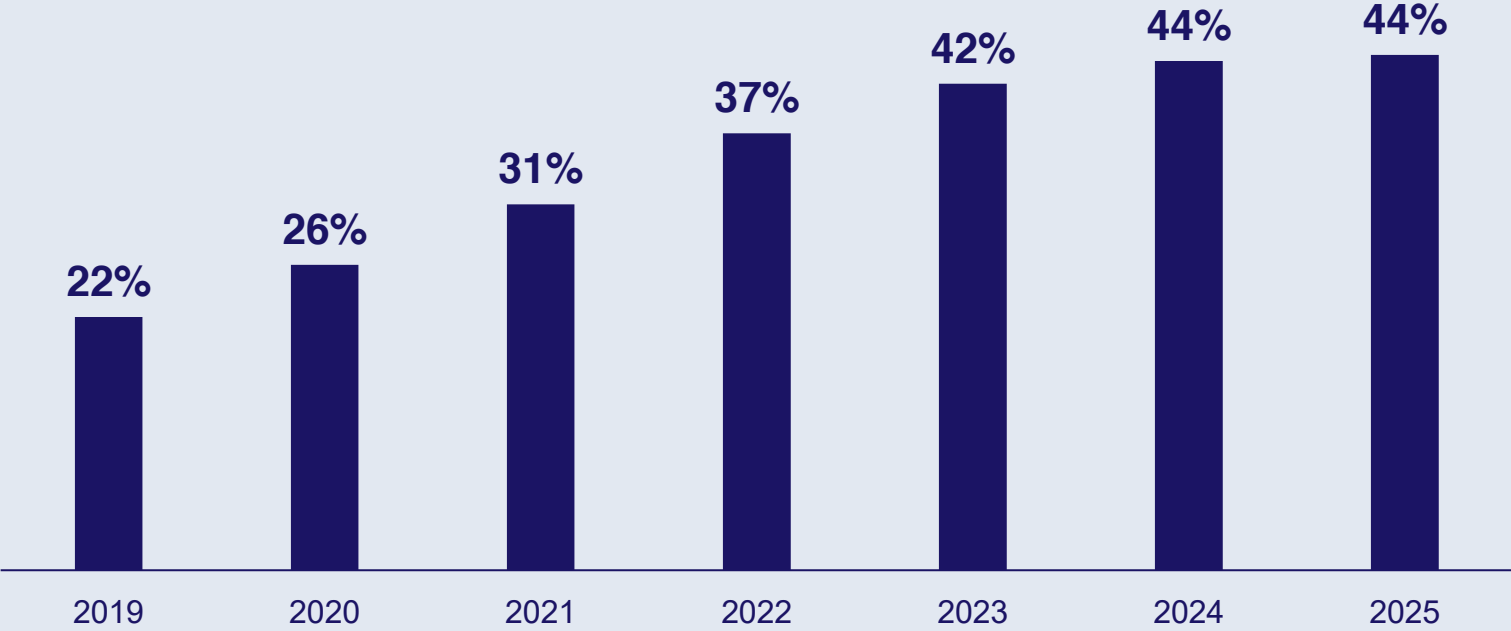
tom's guide 7/30/2025
 Eufy's new home security camera uses AI to help you see better at night

Source: EMARKETER Forecast, July 2025. Note: Households that actively use smart home doorbells at least once per month. Additional Note: A smart home doorbell is an interactive device that connects via internet and/or Bluetooth (or any other connectivity protocol) that can be controlled or automated by using apps, smart home hubs or voice assistants. It notifies the homeowner when a visitor is at the door and frequently has sensors and/or cameras. Examples include Arlo, Eufy, Google Nest, and Ring doorbells.

Wearables: Health and activity-tracking devices is supported by an ongoing interest in managing wellbeing, but adoption has leveled off recently

U.S. Smart Wearable Users

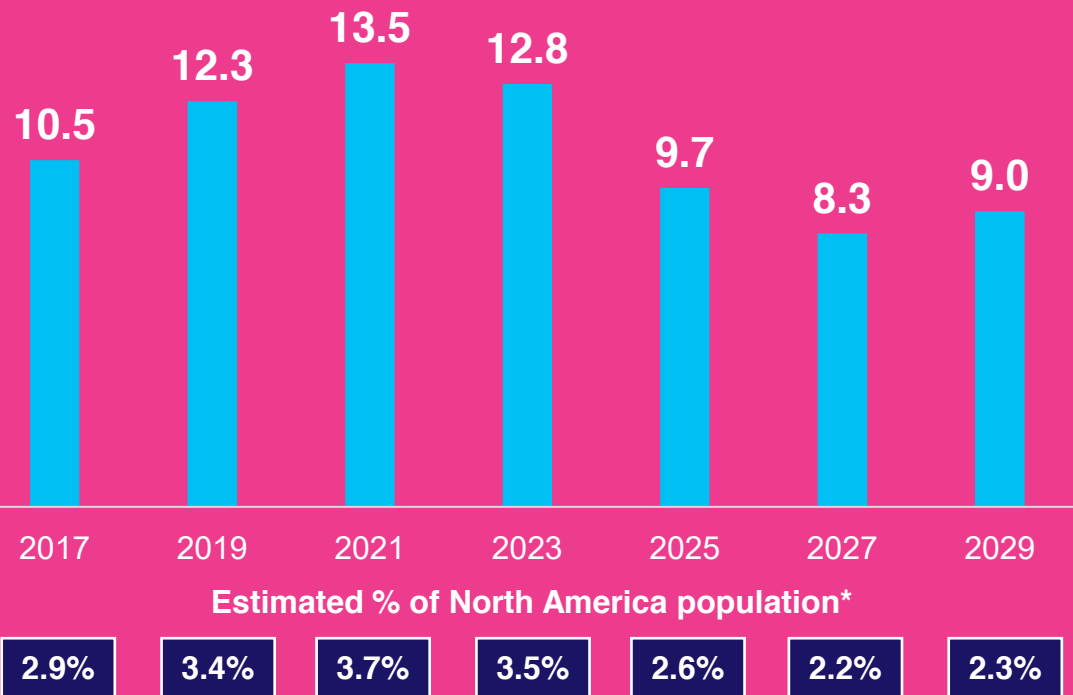
% of A18+ who personally own wearable tech



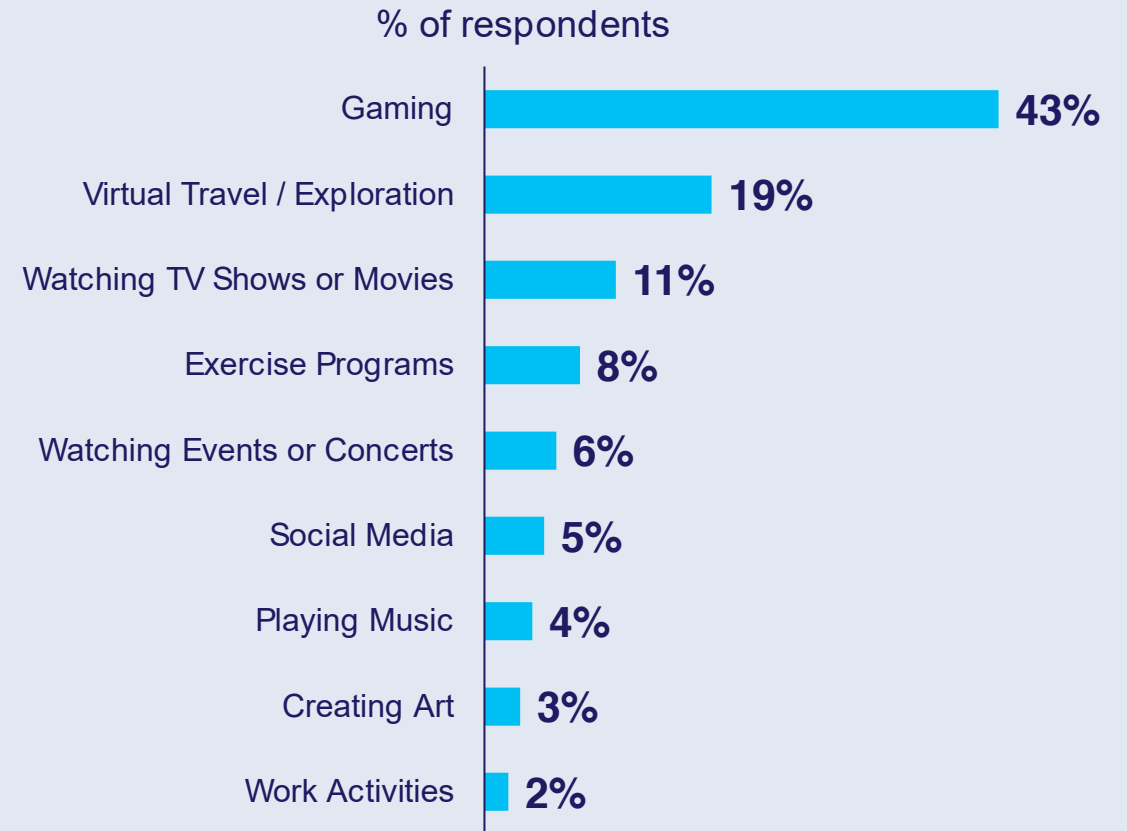
Source: VAB analysis of MRI-Simmons Spring Doublebase 2021-2025 USA study, A18+. Spring 2019 – 2020 USA Study, A18+. Wearable Tech includes Fitness Trackers (i.e., Fitbit, Garmin, WHOOP, etc.), Smartwatches (i.e., Apple Watch, Fitbit Smartwatch, Google Wear OS, etc.), Virtual Reality Headsets (i.e., Meta Quest, Samsung Gear VR, Sony PlayStation VR, etc.).

AR/VR Headsets: Usage has dropped, as gaming drives the most sampling while broader entertainment and everyday applications remain limited

Augmented and Virtual Reality Headset Installed Base
In millions



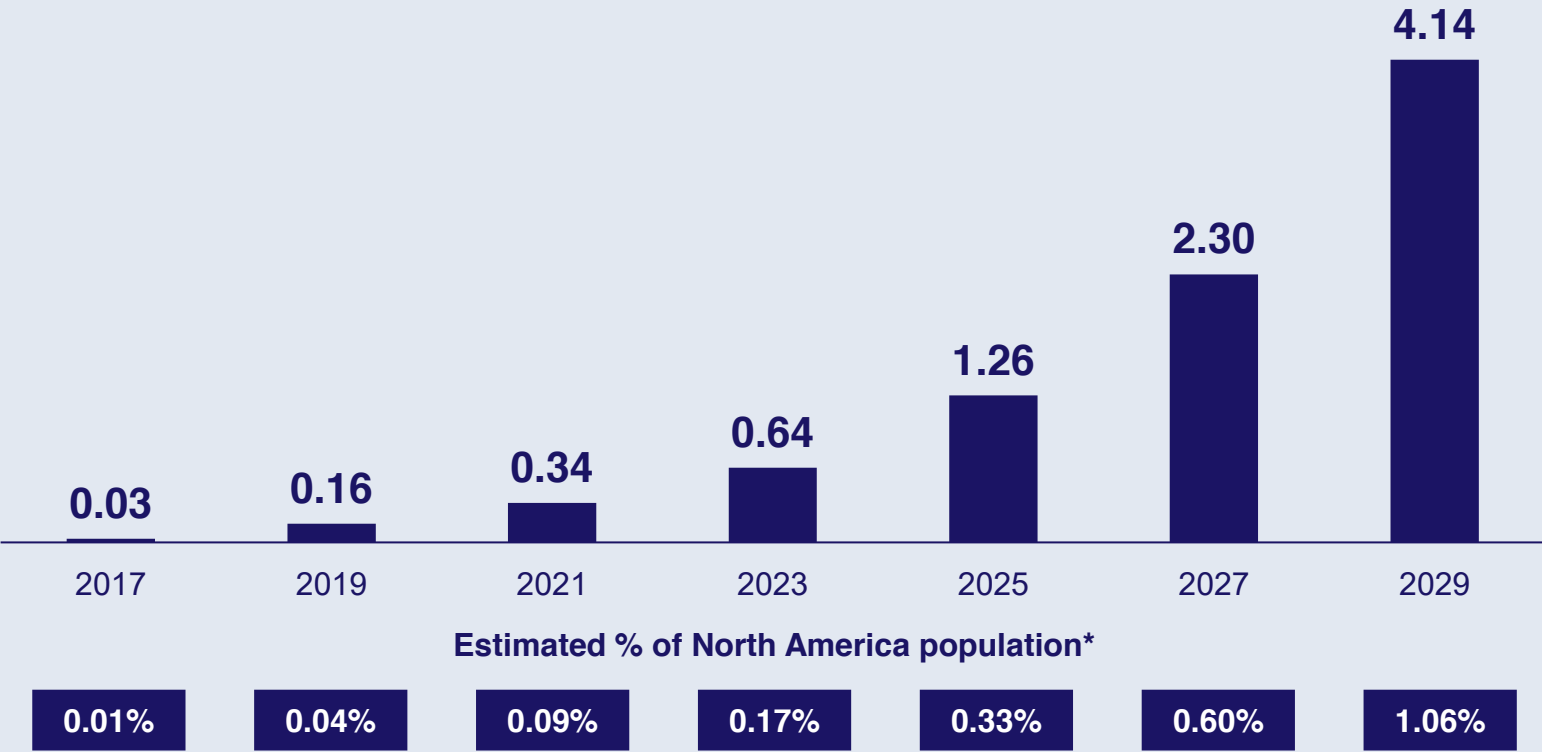
VR Activities That Users Have Personally Tried**



Source: S&P Global Market Intelligence Kagan estimates; industry data. Data compiled July 2025. Based on figures for North America. 'Installed Base' refers to the total number of units of a product currently in use by customers. *S&P Global, North America Population (U.S. & Canada). Compound Annual Growth Rate (CAGR): -1.2%. **Security.org, *Virtual Reality Awareness and Adoption Report*, October 27, 2025. Note: 40% of respondents have never used a VR headset.

Smart Glasses: Higher adoption signals increased consumer interest in immersive, next-generation digital experiences albeit within a limited base

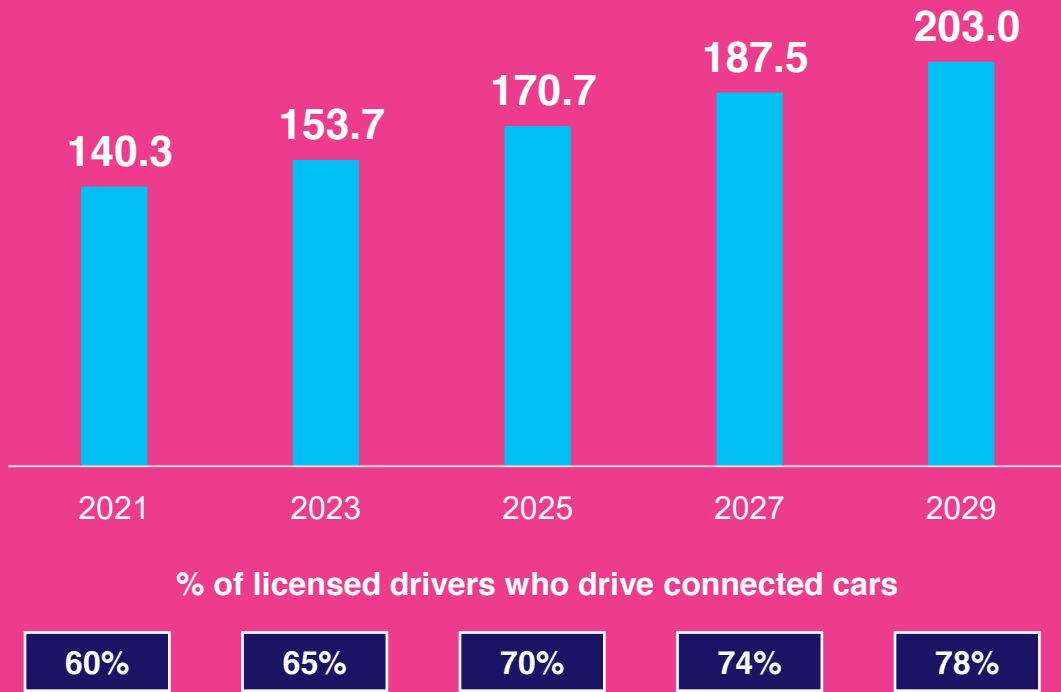
Total Augmented / Virtual Reality Smart Glasses Installed Base
In millions



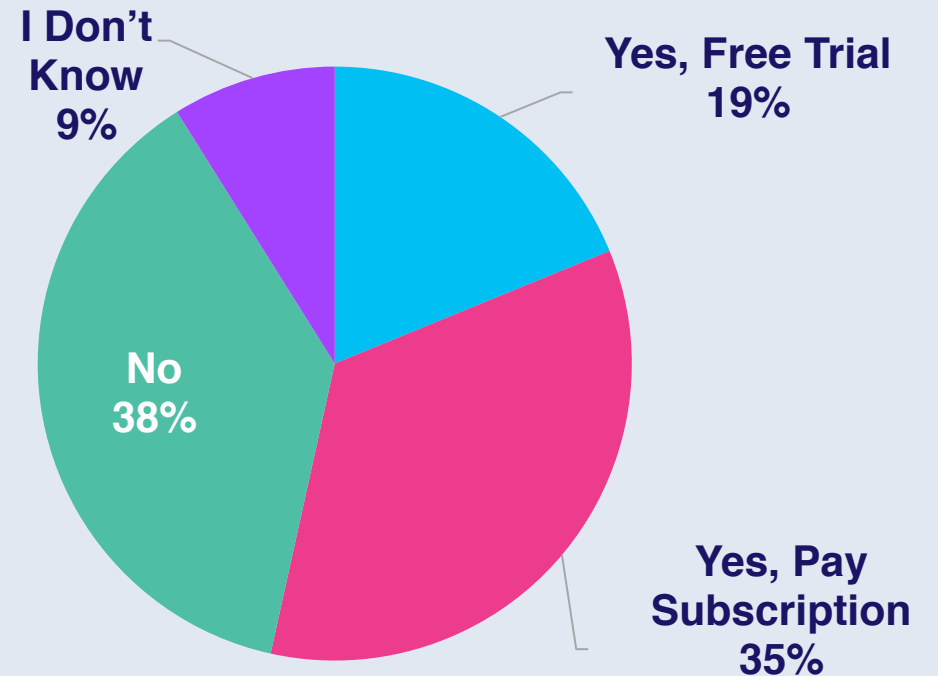
Source: S&P Global Market Intelligence Kagan estimates; industry data. Data compiled July 2025. Based on figures for North America. 'Installed Base' refers to the total number of units of a product currently in use by customers. Compound Annual Growth Rate (CAGR): 46.1%. *S&P Global, North America Population (U.S. & Canada).

Connected Cars: The steady rise in connected cars shows drivers embracing smarter experiences, with many using a subscription service

U.S. Connected Car Drivers
In millions



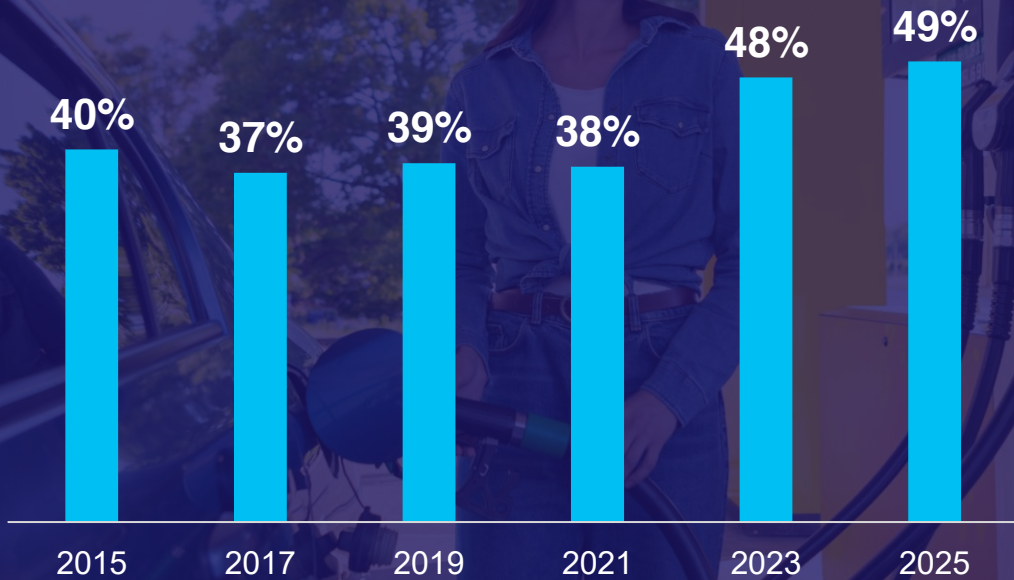
Active Connected Car Services*
% of respondents



Source: EMARKETER Forecast, October 2025. Note: ages 14+; licensed drivers who have driven a connected car and accessed its internet-enabled features at least once during the calendar year. * S&P Global Mobility; U.S. respondents (n = 1,000); as of March 2025.

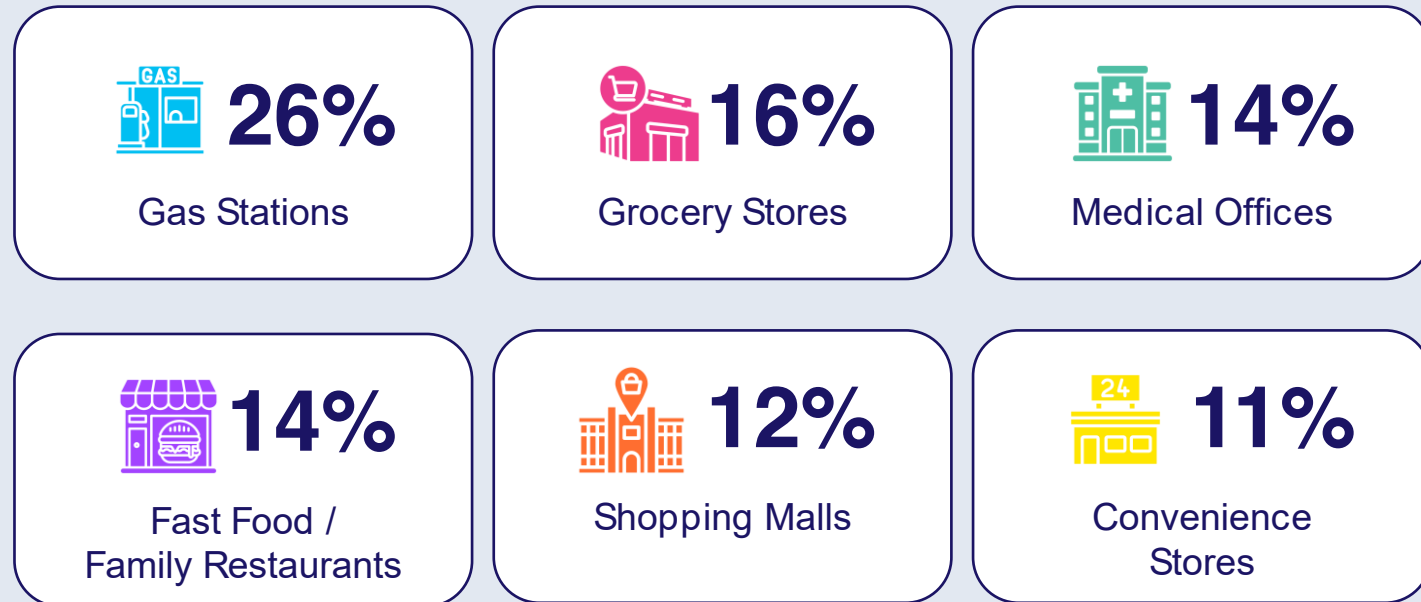
Place-Based Video Screens: In a post-Covid world, nearly half of adults now see digital ads at everyday stops like gas stations and grocery stores

% of A18+ who have seen a place-based digital video ad in the last 30 days



Top 6 Locations Where Respondents Viewed Digital Place-Based Video Ads*

% of A18+



Source: VAB analysis of MRI-Simmons Spring Doublebase 2015 – 2025 USA study, A18+. *VAB analysis of MRI-Simmons Spring Doublebase 2025 USA study, A18+.

Key Marketer Takeaways

- ▶ The average U.S. household is now a densely connected ecosystem, driven by deep consumer reliance on smart technology that enhances their quality of life, which establishes these devices as essential and deeply accepted components of daily living
- ▶ The pervasive integration of connected devices creates a continuous stream of contextual micro-moments, dramatically increasing the opportunity for brands to move beyond simple frequency and deliver truly meaningful, personalized engagement
- ▶ As the connected landscape matures, marketers must shift focus from device ownership to device intent, strategically prioritizing investment in high-utility platforms like Connected TV and Smartphones while differentiating their approach for niche technologies like AR/VR where the velocity of adoption is slowing or leveling off

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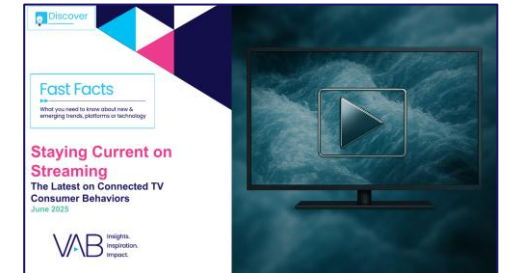
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Left To Your Own Devices
The Latest on Multiplatform Video Consumption



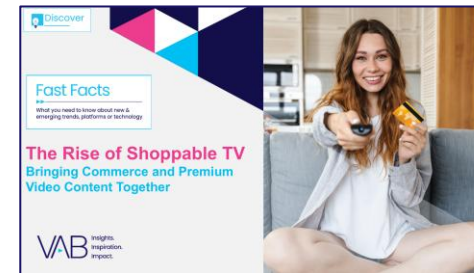
Staying Current on Streaming
The Latest on Connected TV Consumer Behaviors



What Is CTV?
Defining and Understanding the Connected TV Advertising Ecosystem



Free For All
Understanding the Growth of FAST Through Three Key Questions



The Rise of Shoppable TV
Bringing Commerce and Premium Video Content Together



What is Programmatic TV?
The Latest on Multiplatform Video Consumption

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Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



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