

# Is there a business for automatic doors in residences?

*Garage doors in private houses are being automated, as well as the tailgate on cars, but front doors to private residences are generally not. Automatic doors are commonly seen in buildings for retail, manufacturing, healthcare and other areas, primarily sold business-to-business. Perhaps there is a market for automatic doors in residences as well, just as there is a market for the automatic tailgate on cars where the user can automatically open the tailgate with a foot movement.*

The general conclusion of a study conducted by Lina Palm (2021) regarding market potential for automatic doors in residences is that the market has not yet reached the emergence stage, but door openers will be relevant for residences in the future. Automatic doors in the study considered doors with automatic unlocking, opening and closing of the door. The product with the requirements for the residential market does not yet exist in terms of aesthetic design and user interface, and there are still safety and security concerns that have to be addressed, both in the technology but also through marketing. But the findings imply that it is only a matter of time before there is a product that fulfils the requirements of the residential market.

The study was based on primary research of potential early adopters and architects respectively about their view of automatic doors in residences. The purpose of the study was to estimate market potential for a new market regarding an existing technology, and to suggest a market entry strategy and potential collaborations and partnerships, for example between a firm that has knowledge about the technology and a firm that has knowledge about the market, in order to support the strategy.

The findings from the study regard factors that affect market potential for automatic doors in residences. Firstly, customer needs for automatic doors in residences mostly regarded private

houses and were primarily those in situations of carrying things with hands (e.g. shopping bags, leisure equipment, building material, luggage, bicycles). Other needs regarded letting guests or other people in by opening the door remotely with an app, e.g. for delivery services or acquaintances, passage through the door with strollers, passing to and from the backyard, or simply as a product of convenience and comfort when passing through the door. The elements of value that the needs for door openers in residences derived from were primarily functional, but one emotional element, *badge value*, implied that the product should give status and be positioned as premium. There were also needs that were must-be requirements, such as the possibility of receiving notifications when the door is opened and closed, that the door opener is small and blends in with the door frame and that material and colour choices are appealing to the consumer.

There are approximately 2,1 million private houses and townhouses in Sweden. The estimated qualified available market for door openers 2025 is 140-150 thousand dwellings, so the potential market size is large. However, the suggested market entry strategy in the study will only include a small fraction of these for the emergence stage, targeting new construction of more exclusive private houses in order to position the product as premium and to lower potential barriers of purchase.