

Topic: Smart Home

SMART SPEAKERS

Smart speakers and virtual assistants revolutionize the way we interact with technology: Users can not only give voice commands but also receive responses the same way. Despite all privacy concerns, one in five U.S. online users already use smart speakers regularly. When it comes to brands, this new market is currently dominated by Amazon's *Echo* devices and their assistant *Alexa*. A broader user penetration will reveal whether Amazon retains its high market share.



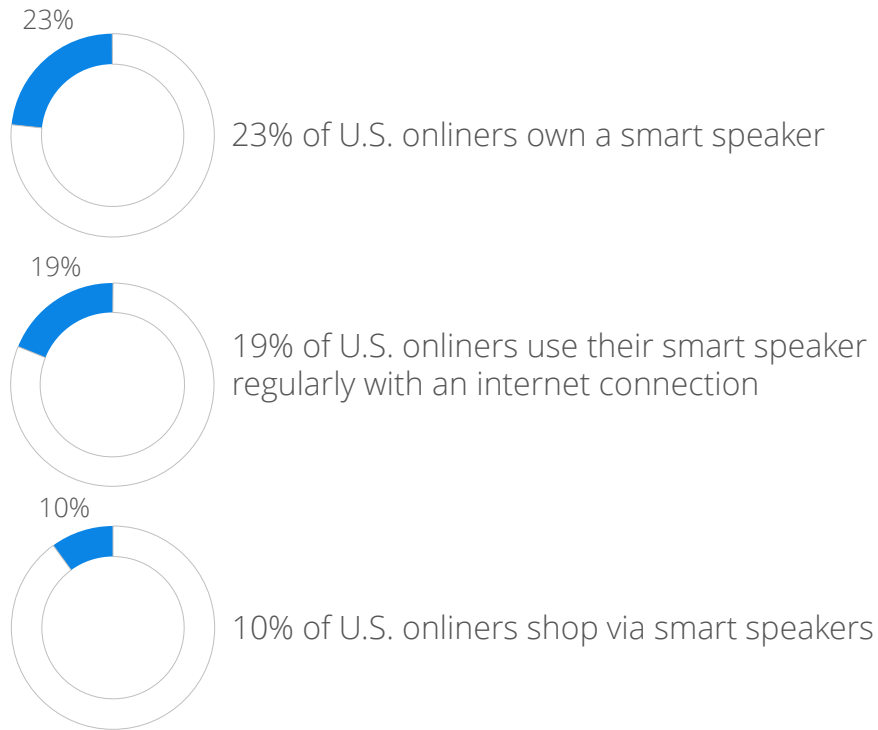
Global Consumer Survey

2018 Statista Consumer Insights Newsletter

Almost one quarter of U.S. onlineers own a smart speaker

Consumer behavior

Smart speaker usage in the U.S.



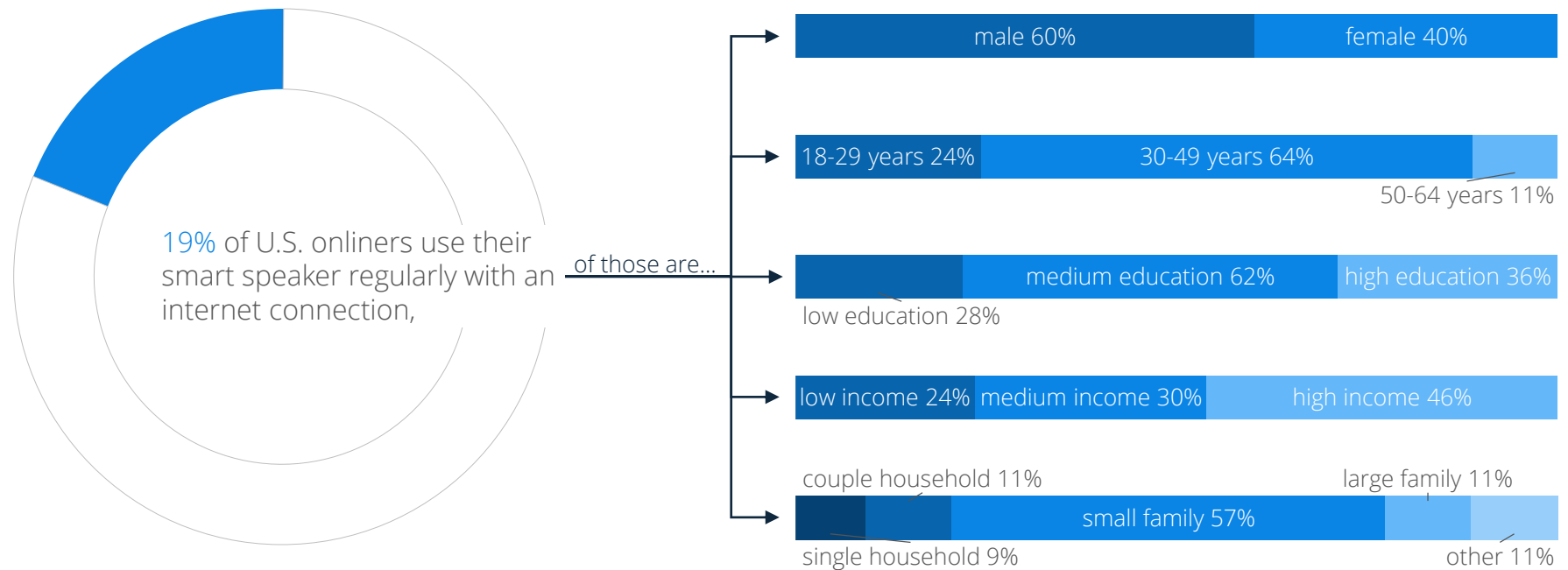
"Which connected speaker with an integrated virtual assistant do you own?"; Multi Pick; n=4,083; "Which of these devices do you regularly use with an internet connection?"; Multi Pick; n=20,409; "Which of the following devices have you used for online shopping in the past 12 months?"; Multi Pick; n=4,044

Source: [Statista Global Consumer Survey](#), data from June 2018

The average regular smart speaker user is well educated and has a high income

Demographic profile

Characteristics of regular smart speaker users in the U.S.

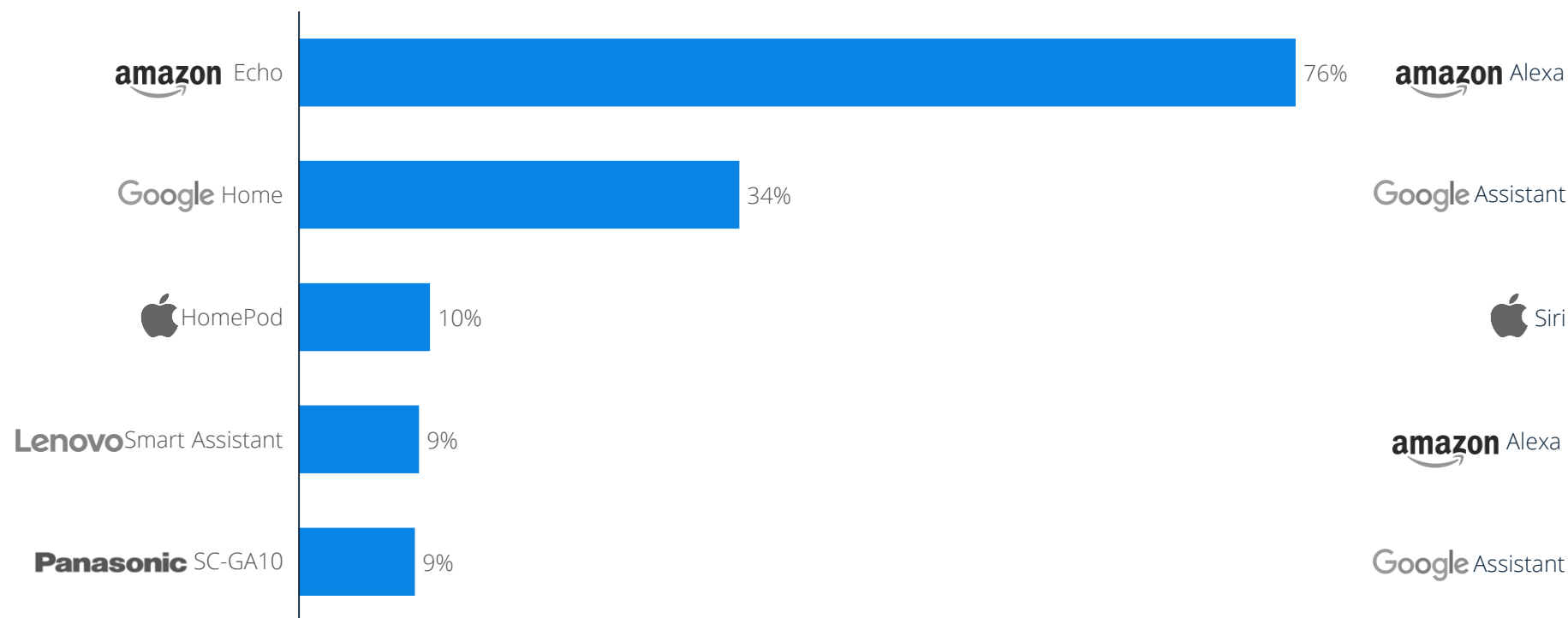


Amazon's *Echo* and *Alexa* have no direct rivals

Brands

Most frequently used smart speaker models in the U.S.

...works with



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Global Consumer Survey

50+ TOPICS & INDUSTRIES | 120,000+ CONSUMERS | 1.400+ BRANDS

Expert tool:

DIY analysis, cross-tabulation, customized target groups, export in CSV format, Content Specials



TOPICS & INDUSTRIES

- Consumption & lifestyle
- Retail & eCommerce
- Digital media & marketing
- Cars, transportation & mobility
- Personal finance and fintech
- Health care & eHealth
- Etc.



DEMOGRAPHICS & TARGET GROUPS

- Age, gender, profession, etc.
- Frequency of internet usage
- Devices used
- Lead users & followers
- Premium / luxury relevance
- Brand loyalty
- Etc.



28 COUNTRIES

Argentina | Austria | Australia | Brazil | Canada | China | Colombia | Finland
France | Germany | India | Indonesia | Italy | Japan | South Korea | Mexico
Morocco | Netherlands | Nigeria | Poland | Russia | South Africa | Spain
Sweden | Switzerland | Turkey | United Kingdom | United States of America



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