

Global Smart Speaker Market: Size, Trends & Forecasts (2018- 2022)

September 2018



Global Smart Speaker Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

Global Market Analysis

Regional Market Analysis

Dynamics

Competitive Landscape

Company Profiling

Global Smart Speaker Market: Coverage

Scope of the Report

Attributes	Details
Title	Global Smart Speaker Market: Size, Trends & Forecasts (2018-2022)
Coverage	Global and Regional
Regional Coverage	North America, Europe & CIS, APAC, South America, MEA
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2018-2022
Competition in the Market	Dominated
Key Players	Amazon.com, Inc., Apple, Inc., Alphabet Inc. (Google), Sonos, Inc.

Global Smart Speaker Market

Executive Summary

Smart speakers can be defined as the Artificial Intelligence (AI) based wireless speakers that can carry out multiple tasks under the voice command of the user. Smart speakers perform tasks using a voice based Virtual Personal Assistant (VPA) software to respond to users. Smart speakers can perform a variety of tasks such as make calls, play music, manage calendar, manage emails, search online, schedule an appointment, etc. Some of the most popular smart speaker devices are Amazon Echo, Google Home and Apple's HomePod.

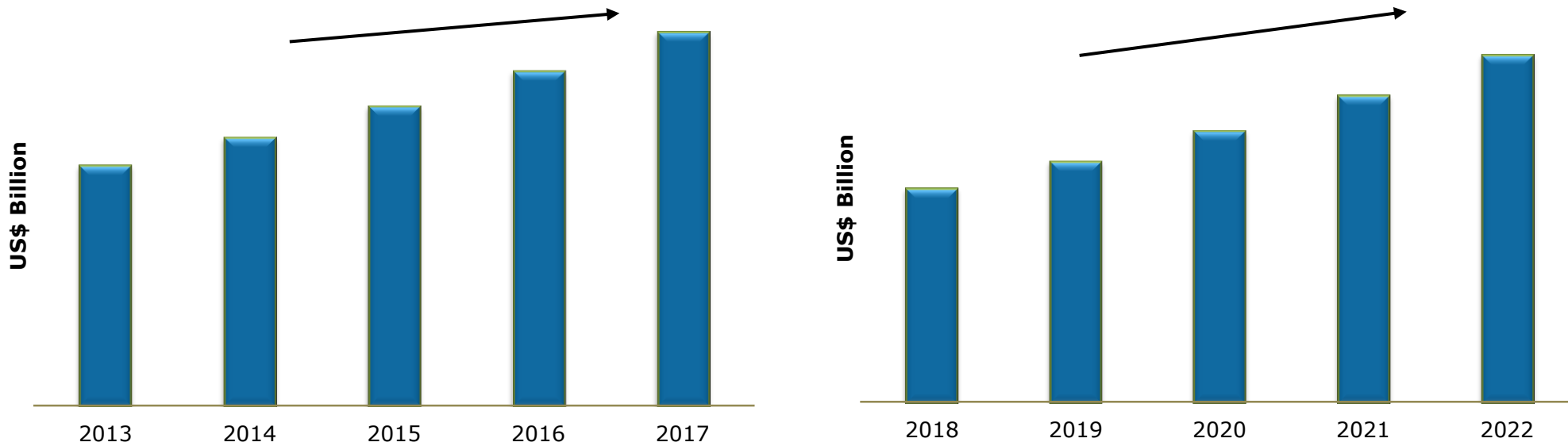
The core features of smart speakers are compact size, music playback, internet connection, music streaming, Bluetooth, voice control, etc. Smart speakers are also characterized by various pros and cons. The pros of the smart speakers are flexible music listening, convenience, interaction with other devices, sound quality, etc. whereas, the cons of the smart speakers are the money pit, privacy concern as speaker is listening, etc.

Smart speakers were first introduced by Amazon in 2014. But, voice assistants were introduced way before the introduction of smart speakers. The smart speaker market can be segmented on the basis of platform, application, mode of sale and component.

The global smart speaker market has increased at a significant CAGR during the years 2013-2017 and projections are made that the market would rise in the next four years i.e. 2018-2022 tremendously. The smart speaker market is expected to increase due to rising disposable income, increasing demand for smart home devices, escalating internet users, surging urban population, increasing adoption of Internet of Things (IoT) technology, etc. Yet the market faces some challenges such as, high security and privacy risk, lack of compatibility, high prices of smart speakers, localization of language spoken, etc.

Smart Speaker Market: Global Analysis

Global Smart Speaker Market by Value

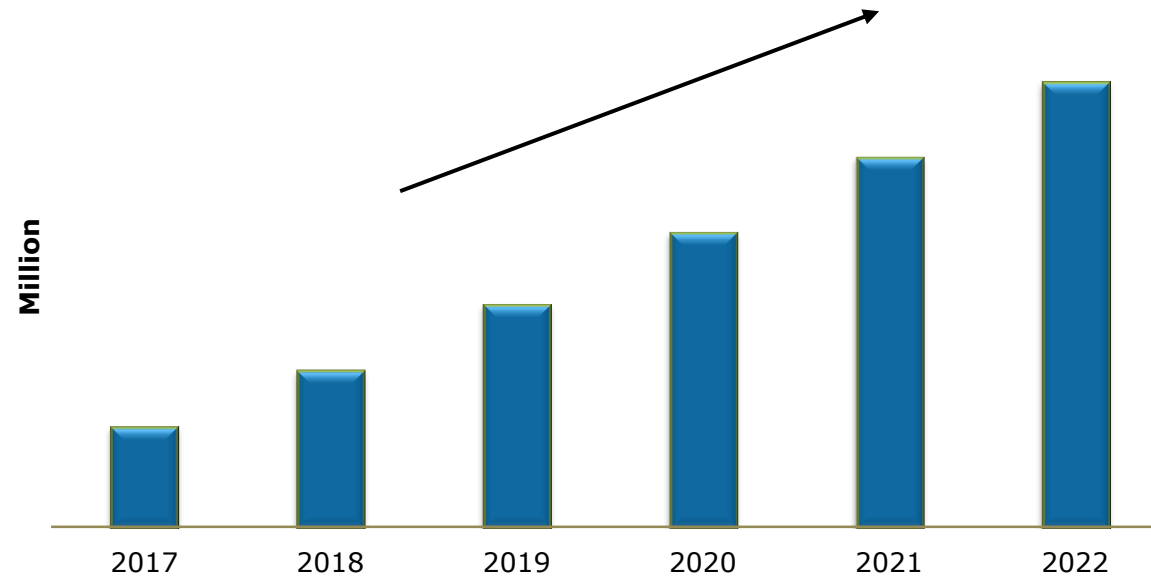


CAGRs	
2013-2017	xx%
2018-2022	xx%

The global smart speaker market, valued at US\$... billion in 2017, increased as compared to US\$... billion in 2016 at a CAGR of% from 2013 to 2017. The global smart speaker market is anticipated to reach up to US\$... billion by 2022 from US\$... billion in 2018..

Smart Speaker Market: Global Analysis

Global Smart Speaker Market by Shipment

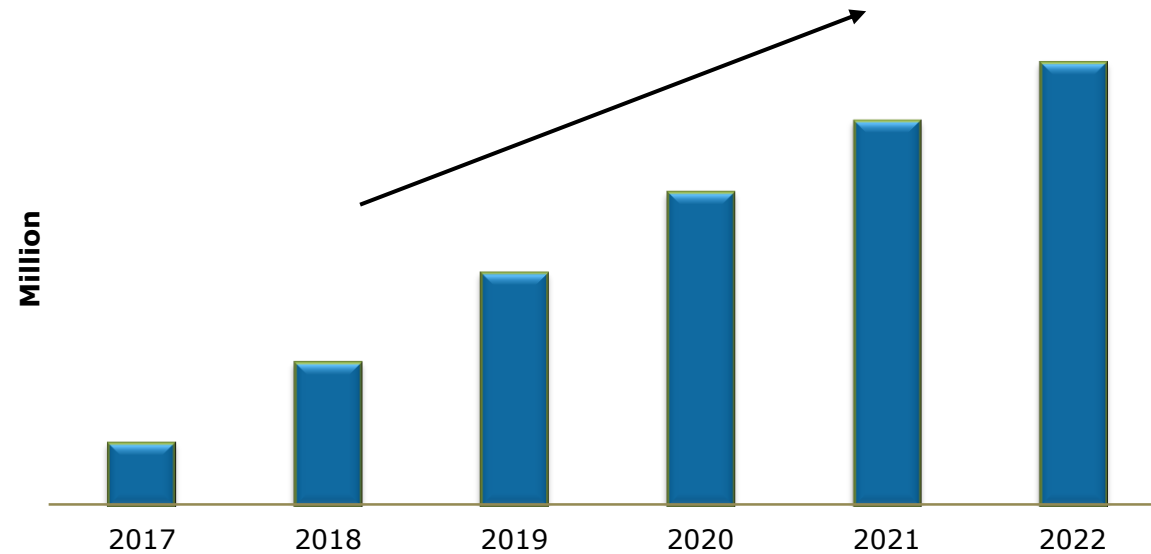


CAGR	
2018-2022	xx%

The global smart speaker market by shipment, valued at US\$.... billion in 2017. The global smart speaker market by shipment is anticipated to reach up to US\$... billion by 2022 from US\$... billion in 2018..

Smart Speaker Market: Global Analysis

Global Smart Speaker Market by Installed Base

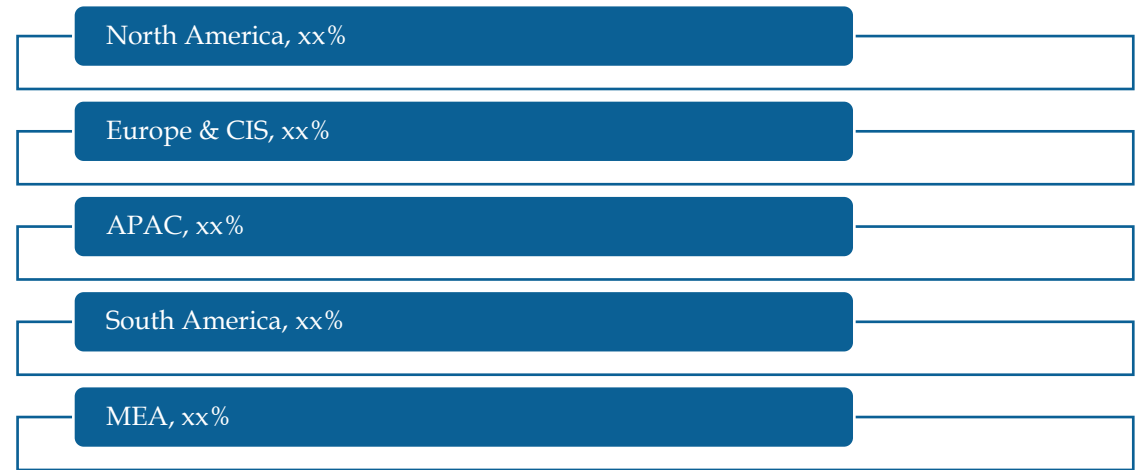
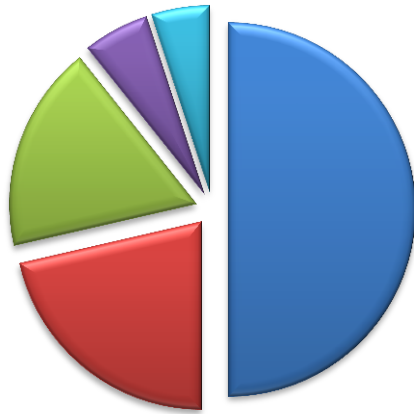


CAGR	
2018-2022	xx%

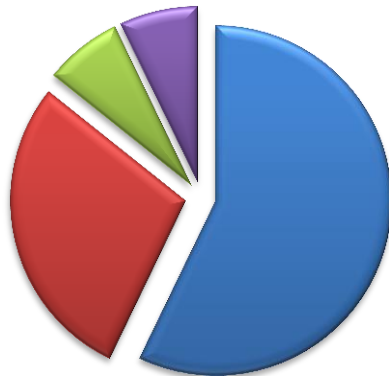
The global smart speaker market by installed base, valued at US\$... billion in 2017. The global smart speaker market by installed base is anticipated to reach up to US\$... billion by 2022 from US\$... billion in 2018..

Smart Speaker Market: Global Analysis

Global Smart Speaker Market by Region; 2017



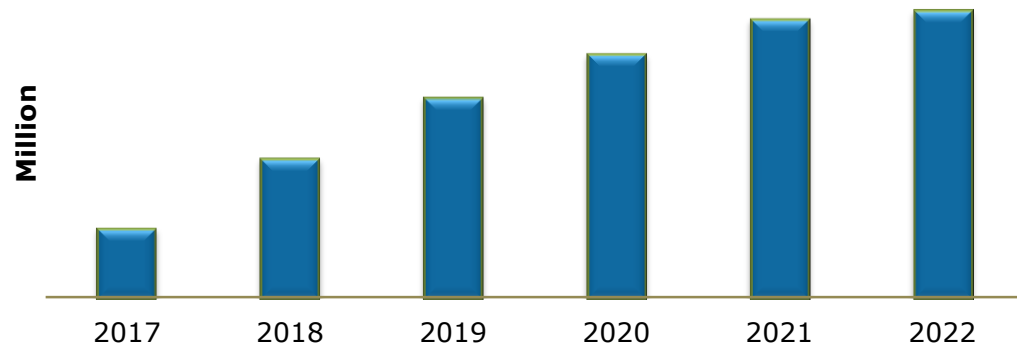
Global Smart Speaker Market Installed Base by Platforms; 2017



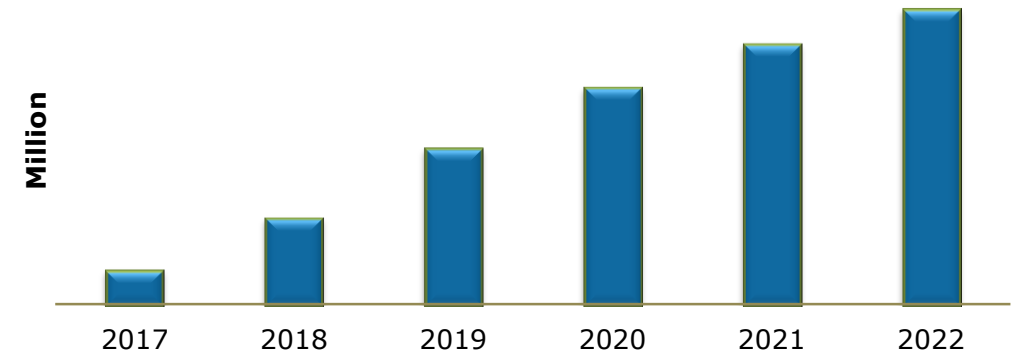
Platforms	Share
Alexa	xx%
Google Assistant	xx%
Siri	xx%
Others	xx%

Smart Speaker Market: Platform Analysis

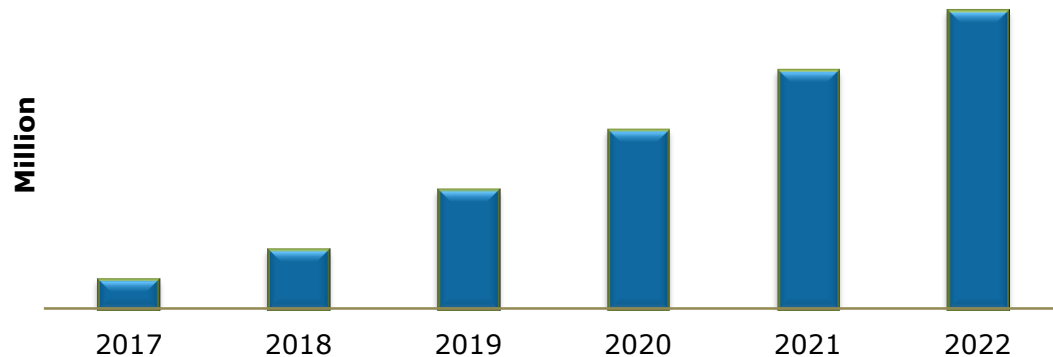
Global Alexa Smart Speaker Market by Installed Base



Global Google Assistant Smart Speaker Market by Installed Base



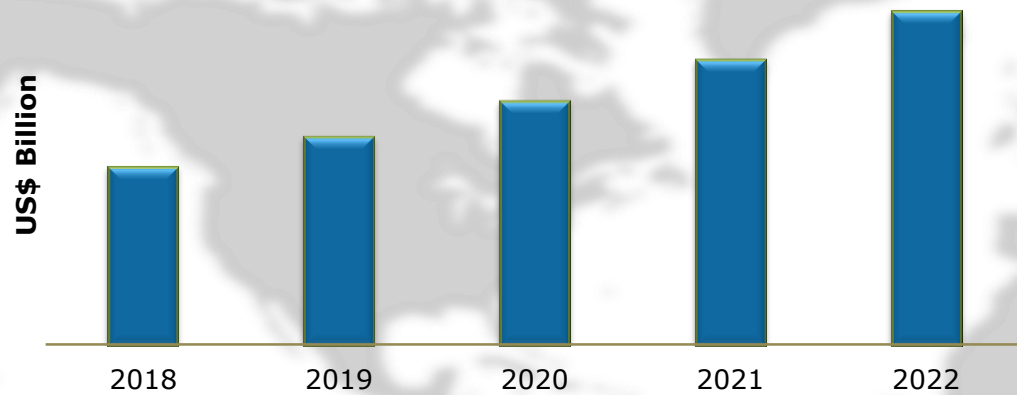
Global Siri Smart Speaker Market by Installed Base



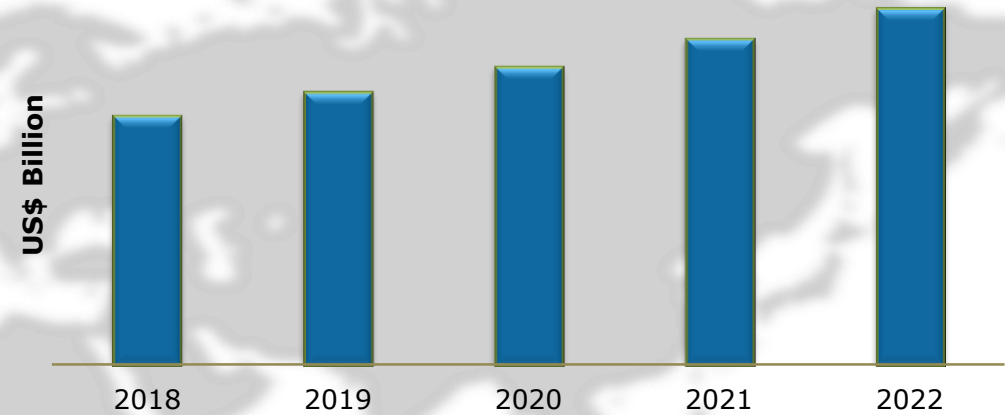
Platforms	CAGR
	2018-2022
Alexa	xx%
Google Assistant	xx%
Siri	xx%
Others	xx%

Smart Speaker Market: Regional Analysis

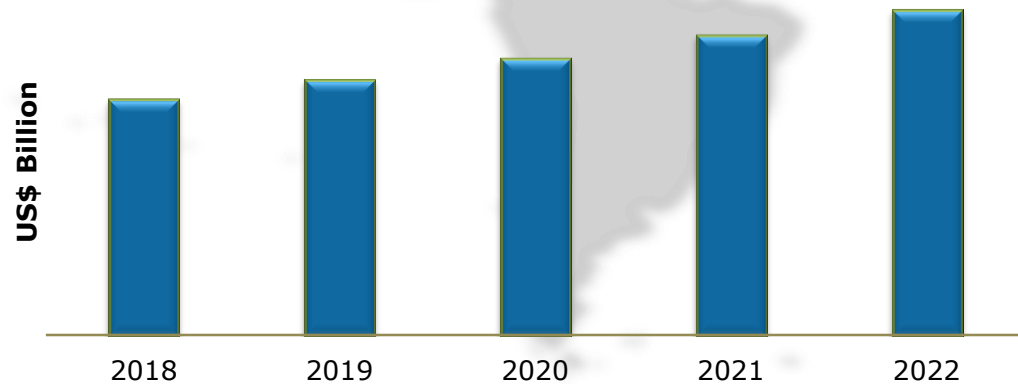
North America Smart Speaker Market by Value



Europe & CIS Smart Speaker Market by Value



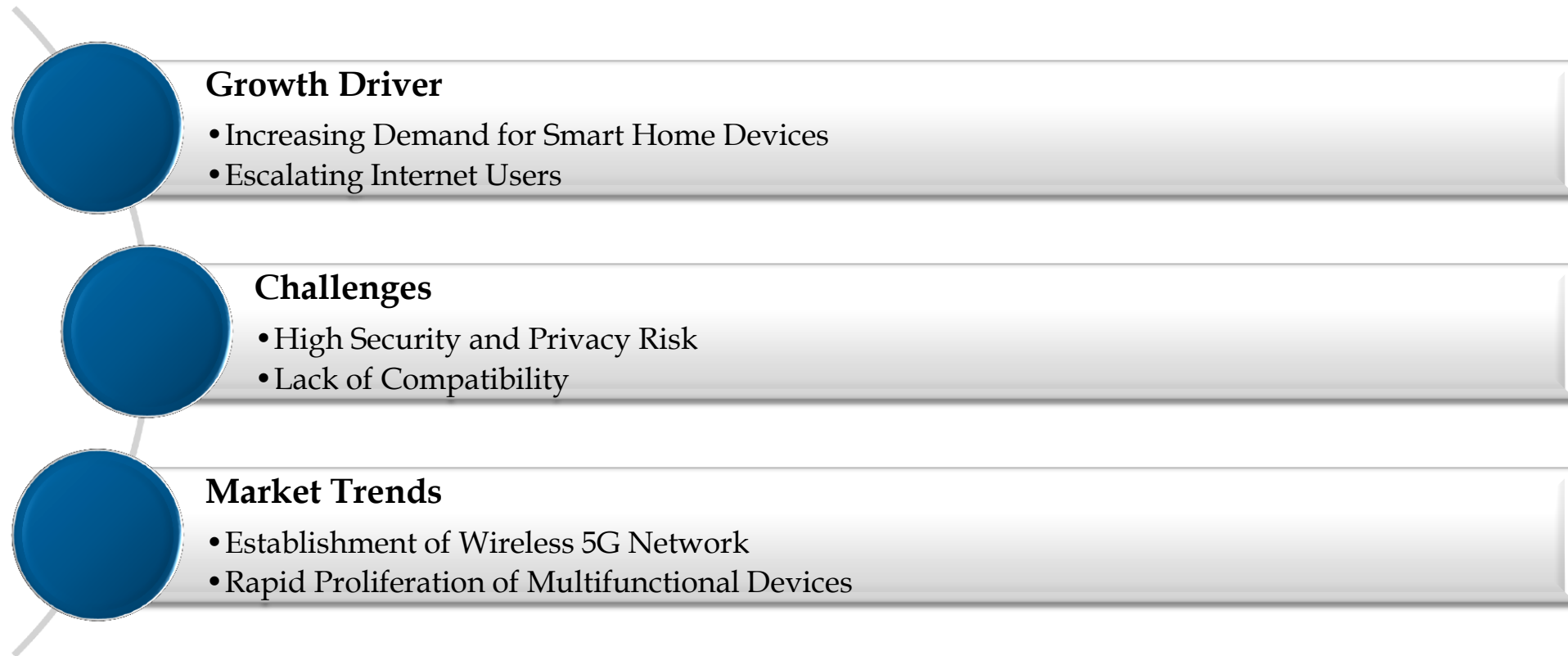
APAC Smart Speaker Market by Value



Region	CAGR	
	2013-2017	2018-2022
North America	xx%	xx%
Europe & CIS	xx%	xx%
APAC	xx%	xx%
South America	xx%	xx%
MEA	xx%	xx%



Smart Speaker Market: Dynamics



Smart Speaker Market: Competitive Landscape

Players Profiled

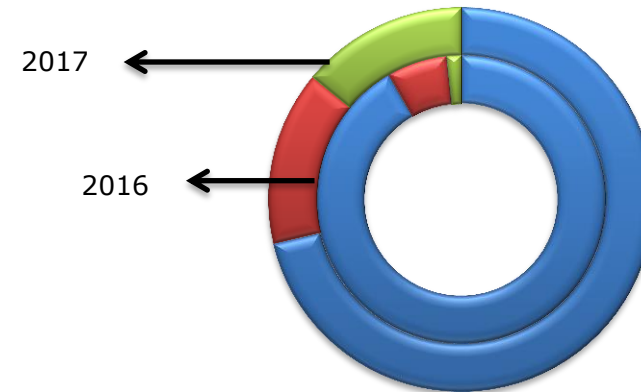
- Amazon.com, Inc. 

- Apple, Inc. 

- Alphabet Inc. (Google) 

- Sonos, Inc. 

Global Smart Speaker Players by Market Share; 2016 & 2017



Note: The graphs on this slide are only for sample representation.