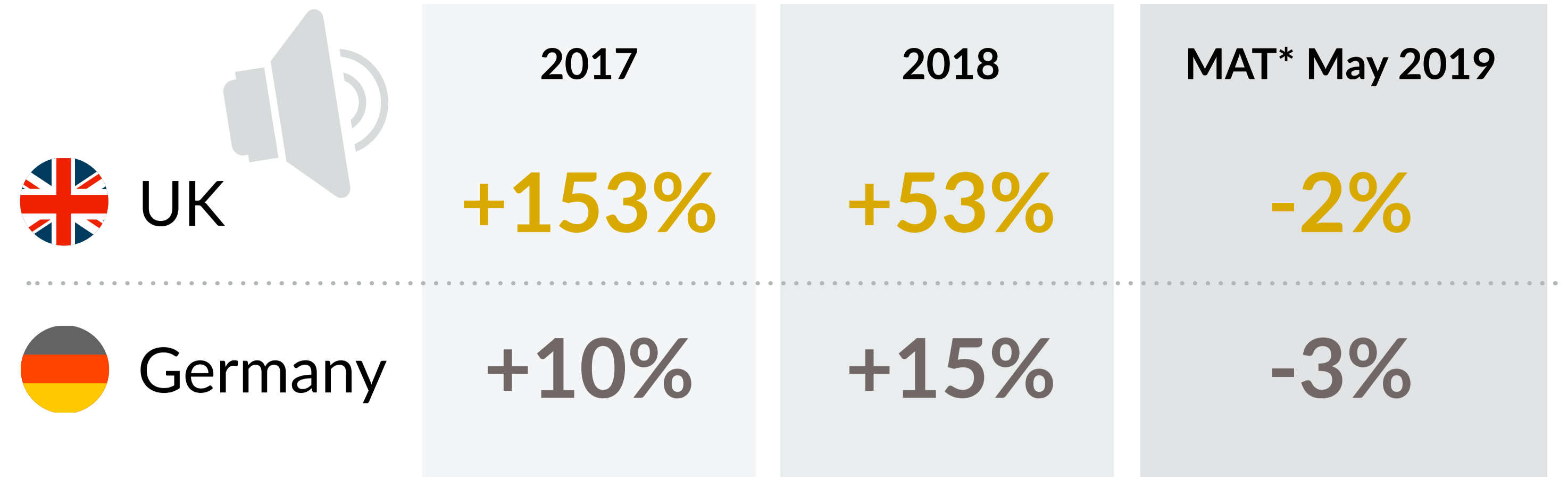


# HOW ARE PEOPLE USING THEIR SMART SPEAKERS?

## Purchases of "smart speakers", year on year

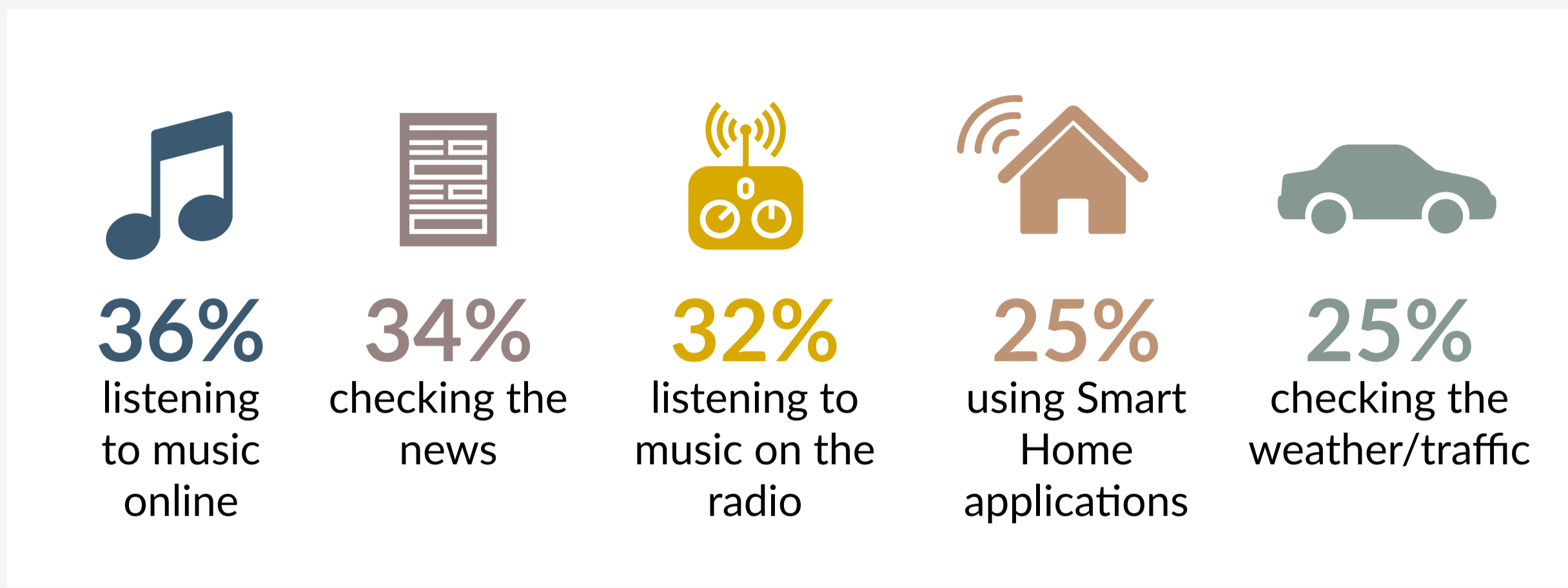
The steep growth in volume sales seen over the last 3 years looks set to level out in 2019; but Prime Day is coming up, which may well give a boost to the year-end figures.  
\*Moving Annual Total (the 12 months up to this date).

Source: GfK Panelmarket - Smart Speakers volume sales



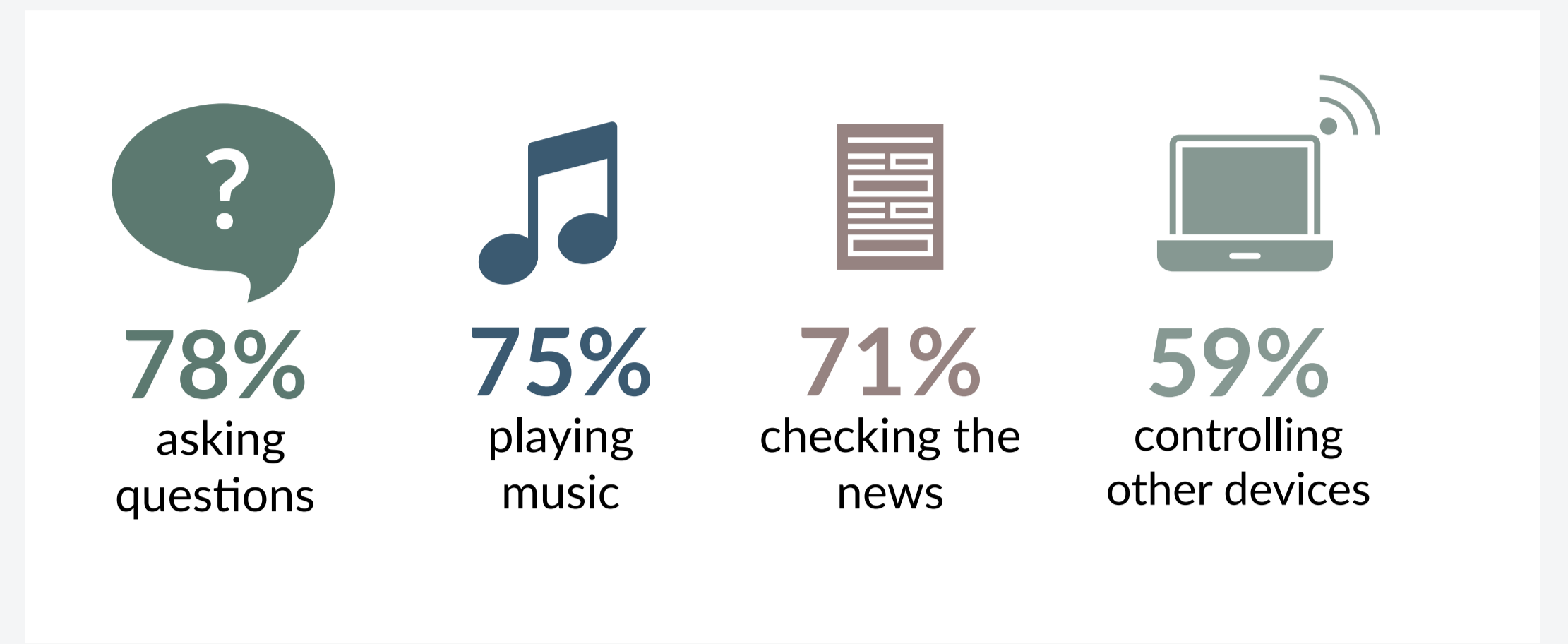
## Top activities of smart speaker owners

### Netherlands



Source: GfK Trends in Digital Media 2018

### USA



Source: GfK Future of Smart Home Study 2018, USA

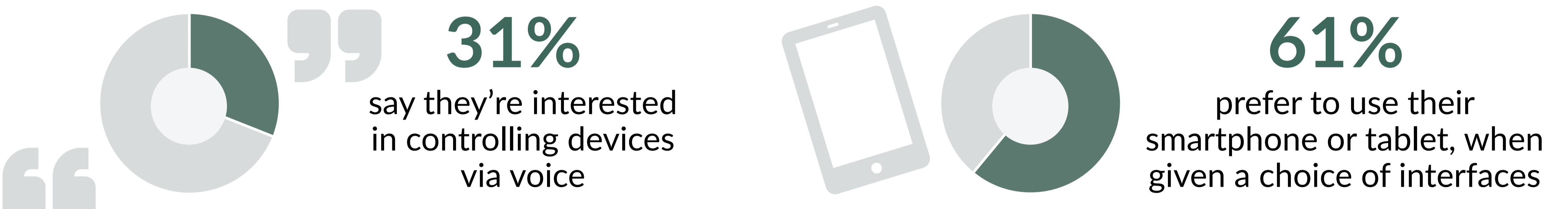
### UK



Source: GfK Smart Home 2019, UK

## Smartphones are still the go-to interface for controlling other smart devices

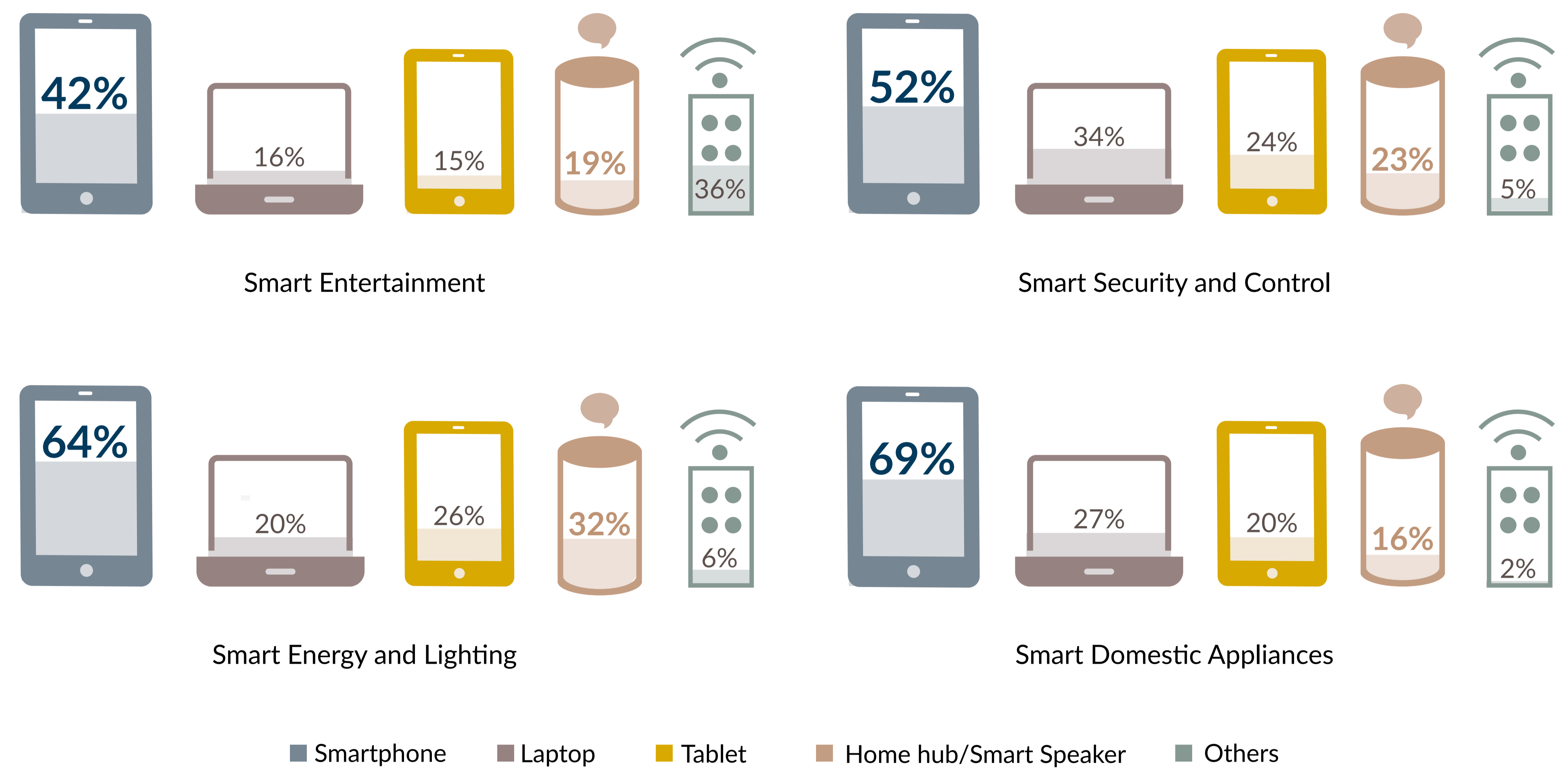
### Netherlands



Source: GfK Smart Home 2018, Netherlands

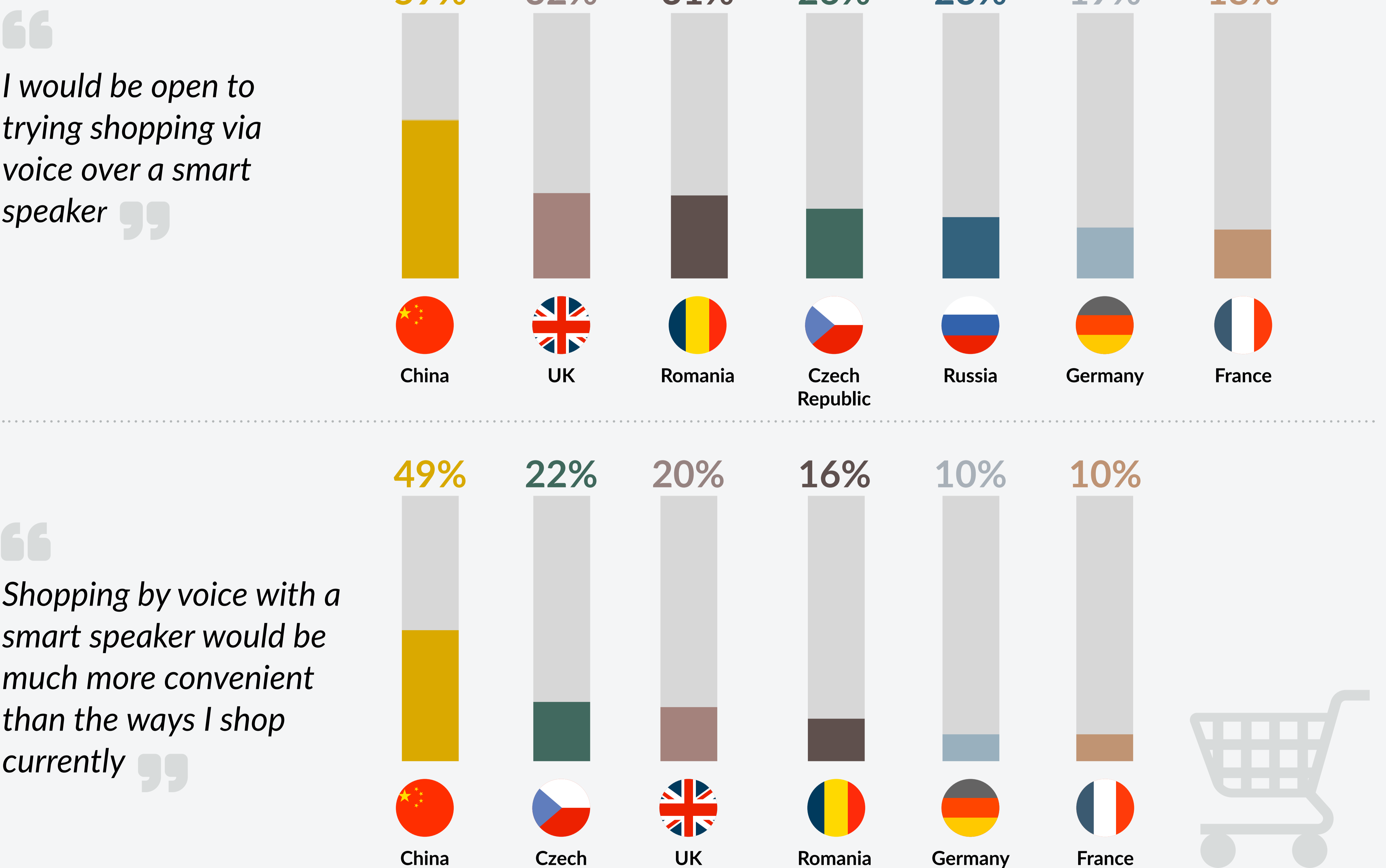
### UK

The number of people using their smartphone to control other devices in their home is around double the number who are using their smart speaker.



Source: GfK Smart Home 2019, UK

## Consumers are open to the idea of shopping via Voice...



Source: GfK Future Buy 2018

## Early trends in younger consumers point to change

### UK

Age groups doing this 'a lot' on their smart speaker

Search for information

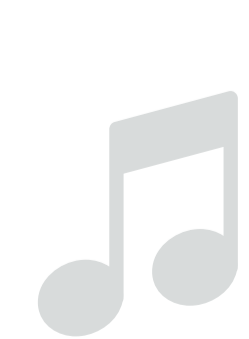


53% of 16-24 year olds

43% of 25-34 year olds

45% of 35-44 year olds

Playing music



85% of 16-24 year olds

+9% higher than any other age band

Who uses their smart speaker multiple times a day?



35% of under 35 year olds

30% across all ages

GfK Smart Home 2019 UK

GfK Smart Home 2018, NL

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