

# Smart Speaker Market

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## Abstracts

### Summary:

A smart speaker is a type of wireless electronic device with an integrated virtual assistant that offers interactive actions and hands-free activation. It is an internet-enabled speaker that is controlled by spoken commands and is capable of streaming audio content, relaying information and communicating with other devices.

Smart speakers utilize wireless community protocols such as Wi-Fi and Bluetooth and can also act as a smart device to control home automation devices. Amazon, Google and Apple are some of the most popular brands of smart speakers globally. Most brands have their own voice-recognition technology; for example, Amazon has Alexa, Google has Google Assistant and Apple has Siri. Moreover, there are other brands such as Sonos and Bose that integrate another brand's virtual assistant in their smart speakers. Baidu, Alibaba and Xiaomi are leading the way in the Chinese smart speaker market and are giving stiff competition to brands such as Amazon and Google.

The global smart speaker market has been segment based on intelligent virtual assistant (IVA), application and geography. Based on IVA, the smart speaker market has been segmented into Alexa, Google Assistant, DuerOS, AliGenie, Siri, Xiao AI and Others. Based on application, the smart speaker market has been segmented into residential and commercial. Geographical coverage of the report includes North America, Europe, Asia-Pacific and Rest of the World (RoW; South America, Middle East and Africa).

### Report Scope:

The report provides an overview of the global smart speaker market including display-equipped smart speakers and analyzes market trends. Using 2019 as the base year,

the report provides estimated market data for the forecast period 2020 through 2025. Revenue forecasts for this period are segmented based on IVA, application and geography. It also focuses on the major trends and challenges that affect the market and the vendor landscape. The report estimates the global market for smart speakers in 2019 and provides projections of the expected market size through 2025. This report also considers the economic slowdown caused by lockdowns globally due to the COVID-19 pandemic.

**Report Includes:**

An overview of the global market for smart speakers

Estimation of the market size and analyses of market trends, with data from 2019, 2020, estimates for 2021 to 2025 with projections of compound annual growth rates (CAGRs) through 2025

Identification of market drivers, restraints and other forces impacting the global market

Evaluation of current market trends, market size, market forecast, and technological advancements within the industry

Impact analysis of COVID-19 on the smart speaker market

Coverage of evolution and major developments in smart speaker market and discussion on effect of digitalisation on entertainment industry

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