

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

<https://marketpublishers.com/r/G4240338E4DEN.html>

Date: August 2018

Pages: 83

Price: US\$ 900.00 (Single User License)

ID: G4240338E4DEN

Abstracts

SCOPE OF THE REPORT

The report titled “Global Smart Speaker Market: Size, Trends and Forecasts (2018-2022)”, provides an in depth analysis of the global smart speaker market by value, by shipment, by installed base, by region, by platform, etc. The report also provides a regional analysis of the smart speaker market, including the following regions: North America, Europe & CIS, APAC, South America and MEA.

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global smart speaker market has also been forecasted for the period 2018-2022, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The global speaker market is generally dominated. Many competitors have established worldwide reputation with the multinational consumers while there are some local players selling their smart speakers to the domestic market. Smart speaker vendors provide smart speakers based on the different type of Intelligent Virtual Assistant (IVA).

However, the competition in the global smart speaker market is dominated by few smart speaker vendors. Further, key players of the smart speaker market are Amazon.com, Inc., Apple, Inc., Alphabet Inc. (Google) and Sonos, Inc. are also profiled with their financial information and respective business strategies.

COUNTRY COVERAGE

North America

Europe & CIS

APAC

South America

MEA

COMPANY COVERAGE

Amazon.com, Inc.

Apple, Inc.

Alphabet Inc. (Google)

Sonos, Inc.

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.

Contents

1. EXECUTIVE SUMMARY

2. INTRODUCTION

2.1 Smart Speakers: An Analysis

2.1.1 Smart Speakers Core Features

2.1.2 Pros and Cons of Smart Speakers

2.2 Smart Speakers Segmentation: An Overview

2.2.1 Smart Speakers Segmentation by Platform

2.2.2 Smart Speakers Segmentation by Application

2.2.3 Smart Speakers Segmentation by Mode of Sale

2.2.4 Smart Speakers Segmentation by Component

3. GLOBAL MARKET ANALYSIS

3.1 Global Smart Speaker Market: An Analysis

3.1.1 Global Smart Speaker Market by Value

3.1.2 Global Smart Speaker Market by Shipment

3.1.3 Global Smart Speaker Market by Installed Base

3.1.4 Global Smart Speaker Market by Region (North America, Europe & CIS, APAC, South America and MEA)

3.1.5 Global Smart Speaker Market Installed Base by Platforms (Alexa, Google Assistant, Siri and Others)

3.1.6 Global Smart Speaker Market Installed Base by Region (The US, UK, Germany, China and Other)

3.2 Global Smart Speaker Market: Platform Analysis

3.2.1 Global Alexa Smart Speaker Market by Installed Base

3.2.2 Global Google Assistant Smart Speaker Market by Installed Base

3.2.3 Global Siri Smart Speaker Market by Installed Base

3.2.4 Global Others Smart Speaker Market by Installed Base

4. REGIONAL MARKET ANALYSIS

4.1 North America Smart Speaker Market: An Analysis

4.1.1 North America Smart Speaker Market by Value

4.2 Europe & CIS Smart Speaker Market: An Analysis

4.2.1 Europe & CIS Smart Speaker Market by Value

4.3 APAC Smart Speaker Market: An Analysis

4.3.1 APAC Smart Speaker Market by Value

4.4 South America Smart Speaker Market: An Analysis

4.4.1 South America Smart Speaker Market by Value

4.5 MEA Smart Speaker Market: An Analysis

4.5.1 MEA Smart Speaker Market by Value

5. MARKET DYNAMICS

5.1 Growth Driver

5.1.1 Rising Disposable Income

5.1.2 Increasing Demand for Smart Home Devices

5.1.3 Escalating Internet Users

5.1.4 Surging Urban Population

5.1.5 Increasing Adoption of Internet of Things (IoT) Technology

5.2 Challenges

5.2.1 High Security and Privacy Risk

5.2.2 Lack of Compatibility

5.2.3 High Prices of Smart Speakers

5.2.4 Localization of Language Spoken

5.3 Market Trends

5.3.1 Establishment of Wireless 5G Network

5.3.2 Increasing Use of Intelligent Virtual Assistant (IVA) Technology

5.3.3 Advancement in Artificial Intelligence (AI)

5.3.4 Rapid Proliferation of Multifunctional Devices

6. COMPETITIVE LANDSCAPE

6.1 Global Smart Speaker Players by Market Share

6.2 Global Smart Speaker Market Players by Shipment Share

6.3 Global Smart Speaker Market Players: Product Comparison

6.4 The US Smart Speaker Players by Market Share

7. COMPANY PROFILE

7.1 Amazon.com, Inc.

7.1.1 Business Overview

7.1.2 Financial Overview

7.1.3 Business Strategy

7.2 Apple, Inc.

7.2.1 Business Overview

7.2.2 Financial Overview

7.2.3 Business Strategy

7.3 Alphabet Inc. (Google)

7.3.1 Business Overview

7.3.2 Financial Overview

7.3.3 Business Strategy

7.4 Sonos, Inc.

7.4.1 Business Overview

7.4.2 Business Strategy

Figures & Tables

LIST OF FIGURES AND TABLES

Figure 1: Smart Speaker Core Features

Figure 2: Pros and Cons of Smart Speakers

Figure 3: Smart Speakers Segmentation by Platform

Figure 4: Smart Speakers Segmentation by Application

Figure 5: Smart Speakers Segmentation by Mode of Sale

Figure 6: Smart Speakers Segmentation by Component

Figure 7: Global Smart Speaker Market by Value; 2013-2017 (US\$ Billion)

Figure 8: Global Smart Speaker Market by Value; 2018-2022 (US\$ Billion)

Figure 9: Global Smart Speaker Market by Shipment; 2017-2022 (Million)

Figure 10: Global Smart Speaker Market by Installed Base; 2017-2022 (Million)

Figure 11: Global Smart Speaker Market by Region; 2017 (Percentage, %)

Figure 12: Global Smart Speaker Market Installed Base by Platforms; 2017 (Percentage, %)

Figure 13: Global Smart Speaker Market Installed Base by Region; 2017-2018 (Percentage, %)

Figure 14: Global Alexa Smart Speaker Market by Installed Base; 2017-2022 (Million)

Figure 15: Global Google Assistant Smart Speaker Market by Installed Base; 2017-2022 (Million)

Figure 16: Global Siri Smart Speaker Market by Installed Base; 2017-2022 (Million)

Figure 17: Global Other Smart Speaker Market by Installed Base; 2017-2022 (Million)

Figure 18: North America Smart Speaker Market by Value; 2013-2017 (US\$ Billion)

Figure 19: North America Smart Speaker Market by Value; 2018-2022 (US\$ Billion)

Figure 20: Europe & CIS Smart Speaker Market by Value; 2013-2017 (US\$ Million)

Figure 21: Europe & CIS Smart Speaker Market by Value; 2018-2022 (US\$ Billion)

Figure 22: APAC Smart Speaker Market by Value; 2013-2017 (US\$ Million)

Figure 23: APAC Smart Speaker Market by Value; 2018-2022 (US\$ Billion)

Figure 24: South America Smart Speaker Market by Value; 2013-2017 (US\$ Million)

Figure 25: South America Smart Speaker Market by Value; 2018-2022 (US\$ Million)

Figure 26: MEA Smart Speaker Market by Value; 2013-2017 (US\$ Million)

Figure 27: MEA Smart Speaker Market by Value; 2018-2022 (US\$ Million)

Figure 28: Global Disposable Income Growth rate; 2012-2016 (Percentage, %)

Figure 29: Global Smart Home Market; 2016-2022 (US\$ Billion)

Figure 30: Global Internet Users and Penetration; 2013-2018 (Billion & Percentage, %)

Figure 31: Global Urban Population by Region; 2013-2017 (Million)

Figure 32: Global Adoption of IoT Technology; 2015-2020 (Billion)

Figure 33: Global Expected 5G Mobile Connections; 2021-2025 (Billion)

Figure 34: Global Intelligent Virtual Assistant (IVA) Market; 2016-2022 (US\$ Billion)

Figure 35: Global Smart Speaker Players by Market Share; 2016-2017 (Percentage, %)

Figure 36: Global Smart Speaker Market Players by Shipment Share; Q217-Q218
(Percentage, %)

Figure 37: The US Smart Speaker Players by Market Share; 2017 (Percentage, %)

Figure 38: Amazon Net Sales; 2013-2017 (US\$ Billion)

Figure 39: Amazon Net Sales by Segments; 2017 (Percentage, %)

Figure 40: Amazon Net Sales by Region; 2017 (Percentage, %)

Figure 41: Apple, Inc. Net Sales; 2013-2017 (US\$ Billion)

Figure 42: Apple, Inc. Net Sales by Products; 2017 (Percentage, %)

Figure 43: Apple, Inc. Net Sales by Region; 2017 (Percentage, %)

Figure 44: Alphabet Inc. (Google) Revenue; 2013-2017 (US\$ Billion)

Figure 45: Alphabet Inc. (Google) Revenue by Segments; 2017 (Percentage, %)

Figure 46: Alphabet Inc. (Google) Revenue by Region; 2017 (Percentage, %)

Table 1: Global Smart Speaker Market Players: Product Comparison

I would like to order

Product name: Global Smart Speaker Market: Size, Trends and Forecasts (2018-2022)

Product link: <https://marketpublishers.com/r/G4240338E4DEN.html>

Price: US\$ 900.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G4240338E4DEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970