

Global Smart Speaker Market 2022-2028

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Abstracts

According to market research study published by Gen Consulting Company, the market size of the global smart speaker sector is expected to rise by USD 26 billion with a CAGR of 16.7% by the end of 2028.

The report provides in-depth analysis and insights regarding the current global market scenario, latest trends and drivers into global smart speaker market. It offers an exclusive insight into various details such as market size, key trends, competitive landscape, growth rate and market segments. This study also provides an analysis of the impact of the COVID-19 crisis on the smart speaker industry.

This industry report offers market estimates and forecasts of the global market, followed by a detailed analysis of the intelligent virtual assistant brand, application, and region. The global market for smart speaker can be segmented by intelligent virtual assistant brand: Alexa, Google Assistant, AliGenie, DuerOS, Xiao AI, Siri, others. The Alexa segment held the largest revenue share in 2021. Smart speaker market is further segmented by application: residential, commercial. Among these, the residential segment was accounted for the highest revenue generator in 2021. Based on region, the smart speaker market is segmented into: Asia Pacific, Europe, North America, Rest of the World (RoW). North America captured the largest share of the market in 2021.

By intelligent virtual assistant brand:

Alexa

Google Assistant

AliGenie

DuerOS

Xiao AI

Siri

others

By application:

residential

commercial

By region:

Asia Pacific

Europe

North America

Rest of the World (RoW)

The report has also analysed the competitive landscape of the global smart speaker market with some of the key players being Alibaba Group Holding Ltd., Alphabet Inc., Amazon.com, Inc., Apple Inc., Baidu Inc., BOSE Corporation, Harman International Industries, Incorporated, Lenovo Group Ltd., LG Corporation, Meta Platforms, Inc., Sonos, Inc., among others.

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Historical & Forecast Period

This research report provides analysis for each segment from 2018 to 2028 considering 2021 to be the base year.

Scope of the Report

To analyze and forecast the market size of the global smart speaker market.

To classify and forecast the global smart speaker market based on intelligent virtual assistant brand, application, region.

To identify drivers and challenges for the global smart speaker market.

To examine competitive developments such as mergers & acquisitions, agreements, collaborations and partnerships, etc., in the global smart speaker market.

To identify and analyze the profile of leading players operating in the global smart speaker market.

Why Choose This Report

Gain a reliable outlook of the global smart speaker market forecasts from 2022 to 2028 across scenarios.

Identify growth segments for investment.

Stay ahead of competitors through company profiles and market data.

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.

Print authentication provided for the single-user license.

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Alphabet Inc.

Amazon.com, Inc.

Apple Inc.

Baidu Inc.

BOSE Corporation

Harman International Industries, Incorporated

Lenovo Group Ltd.

LG Corporation

Meta Platforms, Inc.

Sonos, Inc.

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