

# Global Smart Speakers Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Smart Speakers market size was valued at USD 11290 million in 2023 and is forecast to a readjusted size of USD 21860 million by 2030 with a CAGR of 9.9% during review period.

A smart speaker is a type of loudspeaker and voice command device with an integrated virtual assistant that offers interactive actions and hands-free activation with the help of one 'hot word' (or several 'hot words'). Some smart speakers can also act as a smart device that utilizes Wi-Fi, Bluetooth and other protocol standards to extend usage beyond audio playback, such as to control home automation devices. This can include, but is not limited to, features such as compatibility across a number of services and platforms, peer-to-peer connection through mesh networking, virtual assistants, and others. Each can have its own designated interface and features in-house, usually launched or controlled via application or home automation software. Some smart speakers also include a screen to show the user a visual response.

A smart speaker with a touchscreen is known as a smart display. It is a smart Bluetooth device that integrates conversational user interface with display screens to augment voice interaction with images and video. They are powered by one of the common voice assistants and offer controls for smart home devices, feature streaming apps and web browsers with touch controls for selecting content.

Amazon is the largest manufacturer of smart speakers in the world, has a market share of over 24%. Other key players include Google, Alibaba, Xiaomi and Apple, etc. Geographically speaking, North America and Asia-Pacific is the largest market, has a market share of over 70%. In terms of type, without displays is most popular and has a market share of about 70%. In terms of application, online sales is the dominant field

and accounts for about 70% market share.

The Global Info Research report includes an overview of the development of the Smart Speakers industry chain, the market status of Online (with Displays, without Displays), Offline (with Displays, without Displays), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Smart Speakers.

Regionally, the report analyzes the Smart Speakers markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Smart Speakers market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Smart Speakers market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Smart Speakers industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., with Displays, without Displays).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Smart Speakers market.

**Regional Analysis:** The report involves examining the Smart Speakers market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Smart Speakers market. This may include estimating

market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Smart Speakers:

**Company Analysis:** Report covers individual Smart Speakers manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Smart Speakers. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Online, Offline).

**Technology Analysis:** Report covers specific technologies relevant to Smart Speakers. It assesses the current state, advancements, and potential future developments in Smart Speakers areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Smart Speakers market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

Smart Speakers market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

### Market segment by Type

with Displays

without Displays

### Market segment by Application

Online

Offline

#### Major players covered

Amazon

Google

Alibaba

Baidu

Xiaomi

Apple

#### Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Smart Speakers product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Smart Speakers, with price, sales, revenue and global market share of Smart Speakers from 2019 to 2024.

Chapter 3, the Smart Speakers competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Smart Speakers breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Smart Speakers market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Smart Speakers.

Chapter 14 and 15, to describe Smart Speakers sales channel, distributors, customers, research findings and conclusion.

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