

# Global Smart Voice Assistant Speaker Market 2024 by Company, Regions, Type and Application, Forecast to 2030

https://marketpublishers.com/r/GE517060A511EN.html

Date: January 2024

Pages: 131

Price: US\$ 3,480.00 (Single User License)

ID: GE517060A511EN

# **Abstracts**

According to our (Global Info Research) latest study, the global Smart Voice Assistant Speaker market size was valued at USD 29940 million in 2023 and is forecast to a readjusted size of USD 81650 million by 2030 with a CAGR of 15.4% during review period.

Smart Voice Assistant Speakers are smart speakers which are with voice recognition technology. A smart speaker is a wireless and smart audio playback device that uses several types of connectivity for additional functions. Smart speakers have special features to enhance ease of use, connect to multiple types of audio sources and provide additional functionality.

Global Smart Voice Assistant Speaker main players include Amazon, Google, Alibaba, Xiaomi, Baidu, Apple, Beijing LingLong, Sonos, Harman International, Ximalaya Network, Samsung, Sony, Lenovo, Creative, Rokid, etc., totally accounting for about 92%. North America is the largest market, with a share over 44%. As for the types of products, it can be divided into 1-2 speakers, 3-4 speakers and more than or equal to 5 speakers. The most common product is more than or equal to 5 speakers, holding a share over 34%. In terms of applications, it is widely used in Alexa smart voice assistant speaker, Google smart voice assistant speaker, Siri smart voice assistant speaker and others. The most application is Alexa smart voice assistant speaker, with a share over 36%.

The Global Info Research report includes an overview of the development of the Smart Voice Assistant Speaker industry chain, the market status of Alexa Smart Voice Assistant Speaker (1-2 Speakers, 3-4 Speakers), Google Smart Voice Assistant



Speaker (1-2 Speakers, 3-4 Speakers), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Smart Voice Assistant Speaker.

Regionally, the report analyzes the Smart Voice Assistant Speaker 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 Voice Assistant Speaker market, with robust domestic demand, supportive policies, and a strong manufacturing base.

# Key Features:

The report presents comprehensive understanding of the Smart Voice Assistant Speaker 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 Voice Assistant Speaker 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 revenue generated, and market share of different by Type (e.g., 1-2 Speakers, 3-4 Speakers).

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 Voice Assistant Speaker market.

Regional Analysis: The report involves examining the Smart Voice Assistant Speaker 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 Voice Assistant Speaker 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 Voice Assistant Speaker:



Company Analysis: Report covers individual Smart Voice Assistant Speaker players, 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 Voice Assistant Speaker This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Alexa Smart Voice Assistant Speaker, Google Smart Voice Assistant Speaker).

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

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Smart Voice Assistant Speaker 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 Voice Assistant Speaker 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 value.

Market segment by Type

1-2 Speakers

3-4 Speakers

More Than or Equal to 5 Speakers

Market segment by Application



|             | Alexa Smart Voice Assistant Speaker    |
|-------------|--|
|             | Google Smart Voice Assistant Speaker   |
|             | Siri Smart Voice Assistant Speaker     |
|             | Others                                 |
| N.A. allace |  |
| Market      | segment by players, this report covers |
|             | Amazon                                 |
|             | Google                                 |
|             | Alibaba                                |
|             | Xiaomi                                 |
|             | Baidu                                  |
|             | Apple                                  |
|             | Beijing LingLong                       |
|             | Sonos                                  |
|             | Harman International                   |
|             | Ximalaya Network                       |
|             | Samsung                                |
|             | Sony                                   |
|             | Lenovo                                 |
|             | Creative                               |



Rokid

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, UK, Russia, Italy, and Rest of Europe)

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

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

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

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

Chapter 2, to profile the top players of Smart Voice Assistant Speaker, with revenue, gross margin and global market share of Smart Voice Assistant Speaker from 2019 to 2024.

Chapter 3, the Smart Voice Assistant Speaker competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024.and Smart Voice Assistant Speaker market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.



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