

Voice Search Market Size, Share & Trends Analysis Report By Type (Generic Search, Context-aware Search), By Application (Consumer Electronics, Smart Speakers), By End-use (Automotive, Retail), By Region (North America, Europe), And Segment Forecasts, 2024 - 2030

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Abstracts

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Voice Search Market Growth & Trends

The global voice search market is anticipated to reach USD 13.88 billion by 2030, registering a CAGR of 23.8% during the forecast period, according to a new report by Grand View Research, Inc. The market growth is driven by the widespread adoption of smart devices and the integration of voice assistants into smart homes. The expansion of smart home technology, including connected appliances, lighting, and security systems, further fuels the demand for voice search capabilities as users seek smooth control and automation of living spaces.

According to the Secure Data Recovery study of 2023, the use of smart technology is rapidly increasing throughout the U.S. Connecticut, Utah, and Maryland have the highest percentages of smart home usage, with 28.2%, 27.8%, and 27.6% of their respective populations using smart technology. The report states that the adoption of smart home technology surged, with the percentage of smart households increasing from 6.9% in 2015 to 22.3% in 2023. The advancements in smart entertainment industry significantly drives this growth.

Innovations such as Natural Language Processing (NLP), Machine Learning (ML), and deep learning algorithms enhance the accuracy and effectiveness of voice search systems, making them more reliable and user-friendly. These technological developments enable more precise interpretation of user queries and also facilitate better understanding of context and intent, resulting in more relevant search results and personalized recommendations.

As voice recognition technology continues to evolve, with enhancements in multilingual support, accent recognition, and real-time processing capabilities, it is further driving the market growth by expanding its utility across diverse applications and industries. For instance, in August 2023, Amazon reported a 21% rise in the use of multilingual mode on Alexa-powered devices in 2022. The company noted that nearly half of the Echo smart speaker users prefer to interact with Alexa in Indian-English/Hindi through the multilingual mode.

Voice Search Market Report Highlights

The generic search type segment accounted for the largest revenue share of 53.6% in 2023 owing to the growth of smart assistants and chatbots in various applications and services.

The smart speakers application segment is anticipated to witness a significant growth during the forecast period due to the smooth integration of voice search capabilities into smart speakers, enhancing their utility.

The automotive end-use segment accounted for the largest revenue share in 2023 due to the increasing emphasis on safety regulations and distracted driving prevention measure.

North America dominated the market with a share of 31.9% in 2023 due to the rising adoption of voice commerce, or v-commerce as consumers increasingly use voice commands to shop, and perform various transactions.

In December 2023, Apple Inc. announced that Siri would have access and log Health app data on the Apple Watch Series 9 and Apple Watch Ultra 2, with the help of Apple's watch chip, S9 SiP. On-device processing ensures user privacy by keeping Health app data on the device when Siri responds to voice requests related to over 20 Health app data types.

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