



The State of Voice Shopping

Statistics and Trends

50% of all searches will be voice searches by 2020



Voice Shopping is estimated to reach **\$40 Billion** in U.S. by 2022



Estimated number of US voice-enabled digital assistant users will grow from **69.0 million** to **75.5 million** by 2019

2018  2019



One in 5 customers (19%) have made a voice purchase through Amazon Echo or another digital home assistant

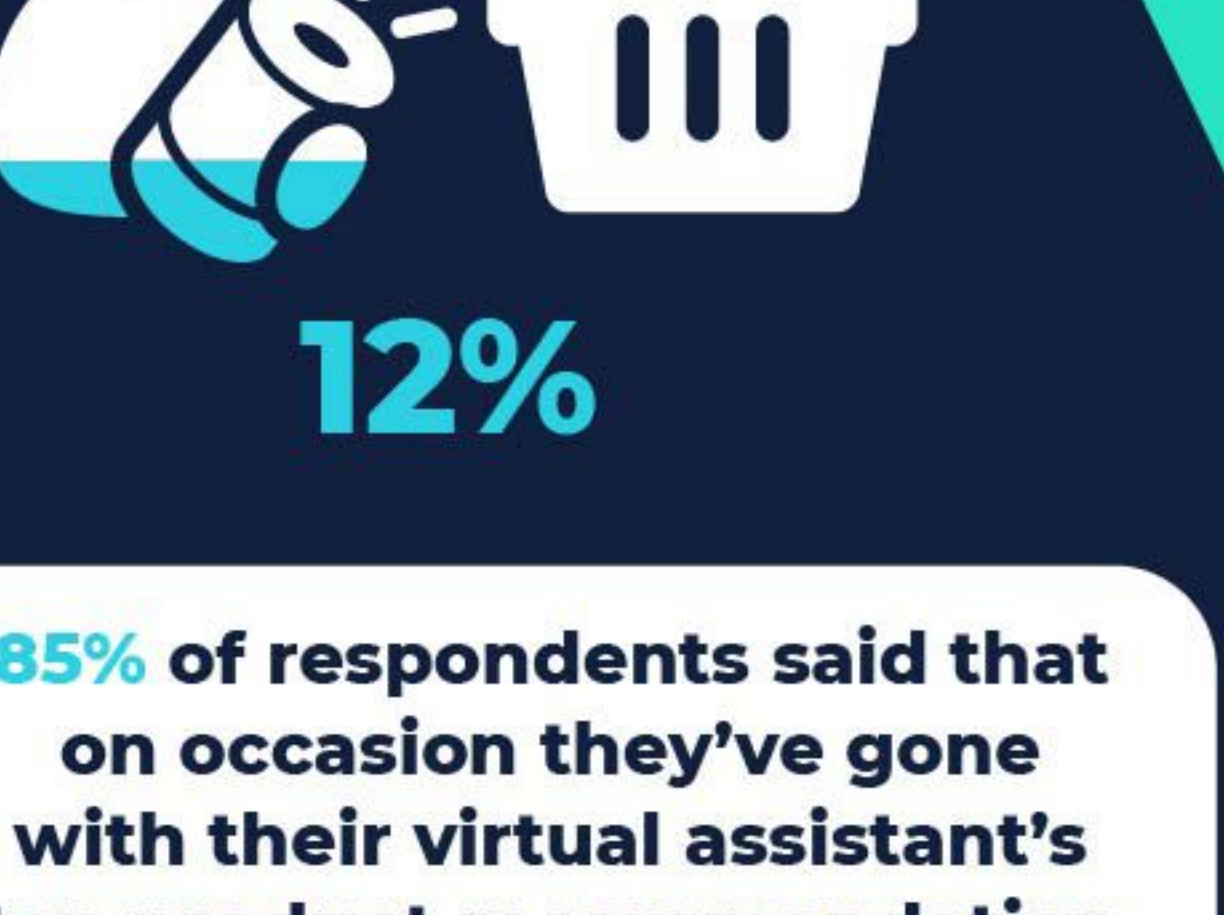
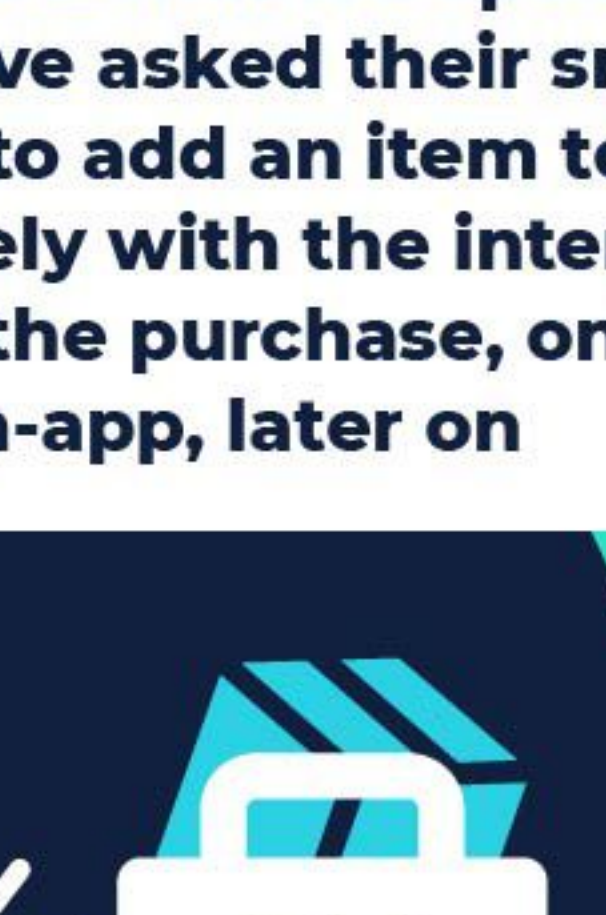
Another third (33%) plan to do so in the next year



62% of voice-enabled speaker owners have bought items via voice commerce



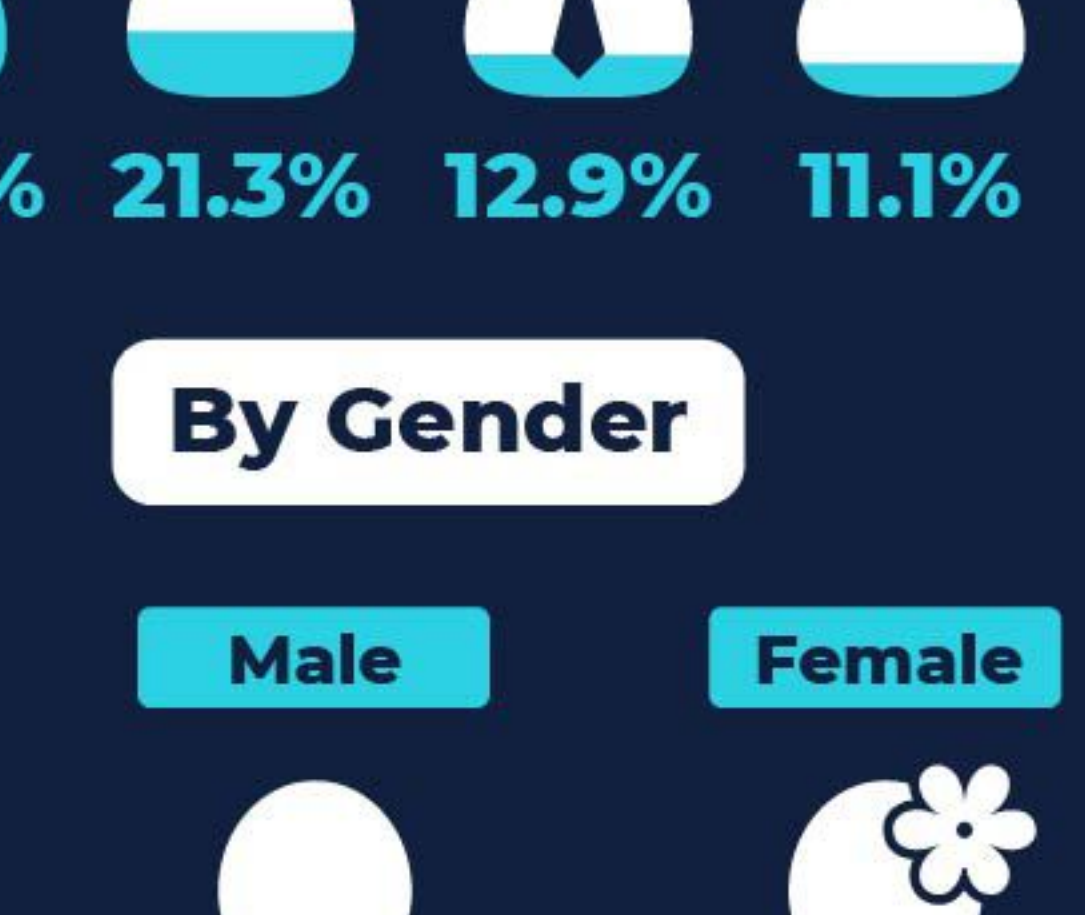
30% of US internet users have used a voice assistant to look for product information or purchase products



12% of voice-enabled speaker owners have asked their smart speaker to add an item to a basket, likely with the intent of finalizing the purchase, online or in-app, later on



85% of respondents said that on occasion they've gone with their virtual assistant's top product recommendation rather than the specific brand they set out to buy



Voice Shopping Experience By Age and Gender

By Age

18-29 30-44 45-60 60+



By Gender

Male Female



Voice Shopping By Product Category

Apparel 21.15% Everyday Household Items 25.11% Entertainment 21.15% Consumer Electronics 14.54%

Travel 11.89% Games 18.94% Groceries 11.89% Appliances 8.37%

Furniture 9.25% Prepared Meal or Drink 7.05% Others 23.79% Local Services 3.52%

Compiled & Designed by:



Source Links:

<https://www.digitaldoughnut.com/articles/2017/august/voice-commerce-is-the-next-big-thing-in-e-commerce>

<https://retail.emarketer.com/article/voice-commerce-holds-promise-yet-shoppers-skeptical/5b104526ebd40003b84919e3>

<https://retail.emarketer.com/article/to-do-lists-purchases-consumers-leaning-on-smart-speakers/5a99cb2aebd400074ae4158>

<https://retail.emarketer.com/article/how-brand-loyalty-plays-voice-commerce/5b6c8f5ebd40005bc4dc75d>

<https://voicebot.ai/2018/03/05/voice-shopping-reach-40-billion-u-s-5-billion-uk-2022/>

<https://voicebot.ai/2018/07/12/voice-shopper-demographics-more-likely-to-be-young-and-male/>

<https://voicebot.ai/2018/07/02/household-items-and-apparel-are-top-voice-shopping-categories-first-time-purchases-common/>