

Voice Assistants and Skills - US - December 2019

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"Voice assistants are playing a growing role in consumers' everyday lives. Massive investment is underway to develop voice assistant abilities and to further integrate smart home devices to provide a seamless experience utilizing voice commands to control household devices and increase hands-free interfacing."

- **Buddy Lo, Senior Technology Analyst**

This report looks at the following areas:

- **Voice assistant usage (Ranked)**
- **Devices used to access a voice assistant**
- **Smart speaker ownership**
- **Voice controlled household devices**
- **Barriers to voice assistant usage**
- **Attitudes toward voice assistants**

Digital personal voice assistants are a relatively recent tech innovation, introduced to the masses initially via Apple's Siri launch in 2011. Since then, new voice assistants have entered the market and their capabilities such as voice comprehension, contextual understanding, and the variety of skills (or abilities) have all improved dramatically in short order.

The primary voice assistants in the US market are from dominant tech companies Apple, Amazon and Google and are predominantly accessed via smartphones and smart speakers from these companies. The wide availability of voice assistants has led to widespread usage; however, usage varies based on activity and among consumers.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Samsung Bixby

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What's Working

- Siri makes gains through smartphone penetration
- Amazon Alexa Echo product sales increases usage

What's Struggling

- Samsung's Bixby struggles to gain widespread usage
- Privacy concerns an issue for users and non-users alike

What to Watch

- Google pushes new features to its Google Nest Hub Max
- Google Duplex introduces new ecommerce functionality for Google Assistant users
- Apple's HomePod 2 rumors
- Amazon Alexa's multilingual function follows Google Assistant capabilities
- Voice assistant-supported headphones and earbuds

The Consumer – What You Need to Know

- Majority of consumers use a voice assistant – one quarter use more than one
- Siri has a slight edge over Alexa as the most used voice assistant
- Smartphones are the primary device for using a voice assistant
- Basic queries and music are top voice assistant actions
- Availability and privacy concerns top reasons for not using voice assistants
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Abbreviations

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