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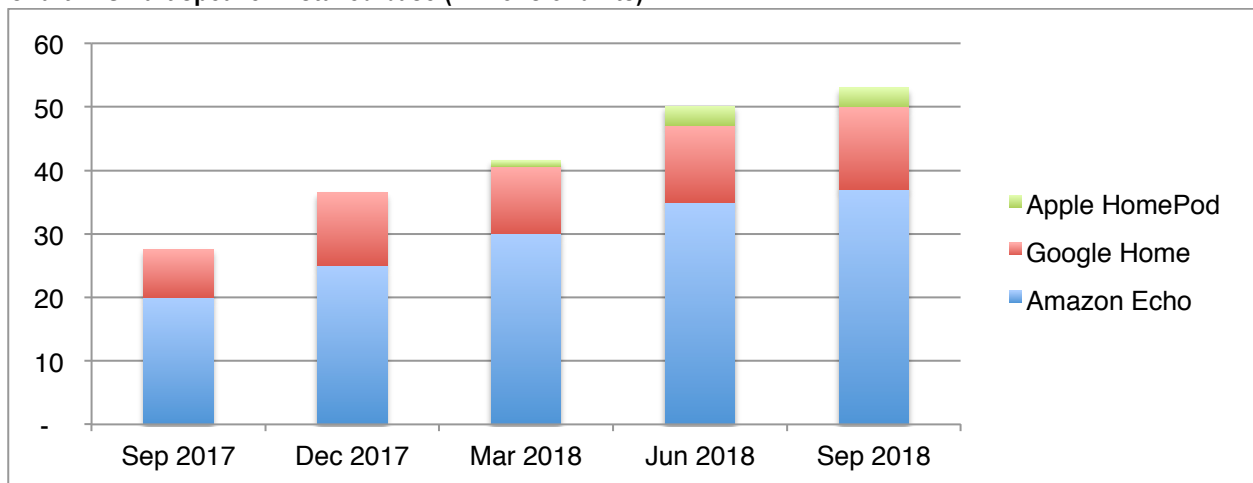
Smart Speaker Growth Slows in September Quarter

Smart Speakers Creating Market for Smart Homes

CHICAGO, IL – Tuesday, November 6, 2018 - Consumer Intelligence Research Partners, LLC (CIRP), today released results from its research on smart speakers, including Echo from Amazon.com, Inc. (NASDAQ:AMZN), Home from Google (NASDAQ: GOOG), and HomePod from Apple (NASDAQ:AAPL) for owners of devices as September 30, 2018.

CIRP analysis indicates that the US installed base of smart speaker devices is 53 million units, up from 50 million units in the June 2018 quarter (Chart 1). Amazon Echo has 70% of the installed base, with Google Home at 25% and Apple HomePod at 5%.

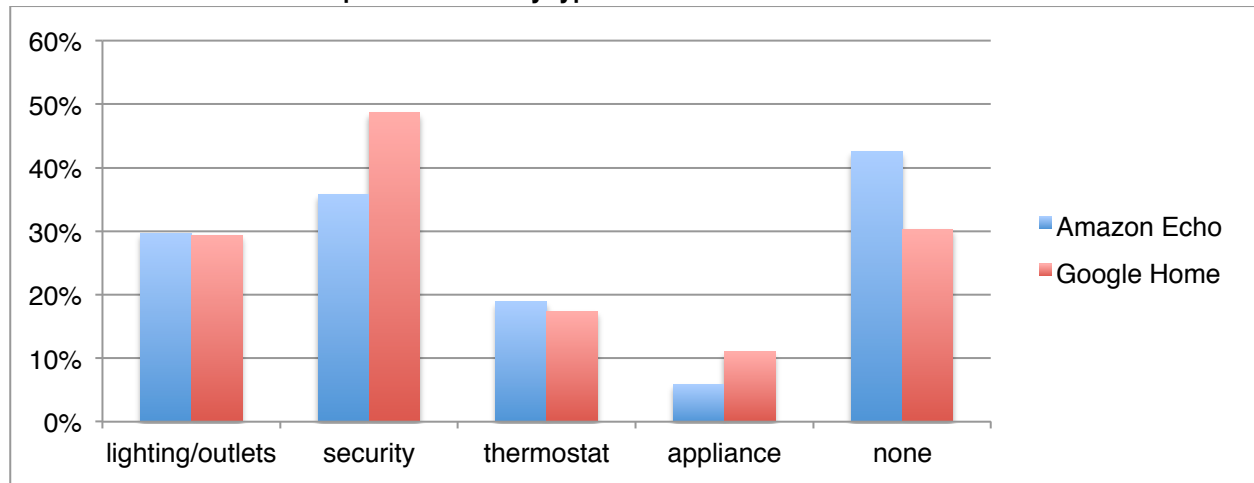
Chart 1: Smart speaker installed base (millions of units)



“Growth in smart speaker ownership slowed in the September quarter, after several quarters of rapid increases,” said Josh Lowitz, Partner and Co-Founder of CIRP. “Among Echo, Home, and HomePod, shares of the installed base have settled in, with no real changes in the past few quarters. Even though Amazon and Google continue to innovate and release new models, the overall market has not changed dramatically since both started selling their low-priced models. Apple, with only the high-priced HomePod, accounts for a small percentage of the installed base.”

70% of Google Home owners and almost 60% of Amazon Echo owners have at least one kind of smart home accessory (Chart 2). 49% of Google Home owners and 36% of Amazon Echo have some connected home security accessory, such as smart locks, doorbells, video cameras, or an alarm system. Approximately the same percentage of Amazon Echo and Google Home owners have a smart lighting/outlet accessory and a similar, lower percentage of each has a smart thermostat.

Chart 2: Percent with smart speaker accessory type



“Smart speakers have largely created the market for smart homes,” said Mike Levin, Partner and Co-Founder of CIRP. “While most of the security systems preceded their owners first smart speaker purchase, three-quarters of the lighting/outlet accessory owners and 60% of the smart thermostat owners purchased them after they started to use a smart speaker in their home. Even though consumers can use many of these accessories over a smartphone app or web-based portal, owning a smart speaker motivated them to buy these accessories.”

CIRP bases its findings on its survey of 500 US owners of Amazon Echo, Google Home, and Apple HomePod, surveyed from October 1-20, 2018, who owned one of these devices as of September 30, 2018. For additional information, please contact Mike Levin (mike@cirpllc.com) or Josh Lowitz (josh@cirpllc.com) at 312.344.3664. Further information on CIRP, which provides securities research to the investment community using advanced consumer market research strategies, methods, and techniques, is at www.cirpllc.com.

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