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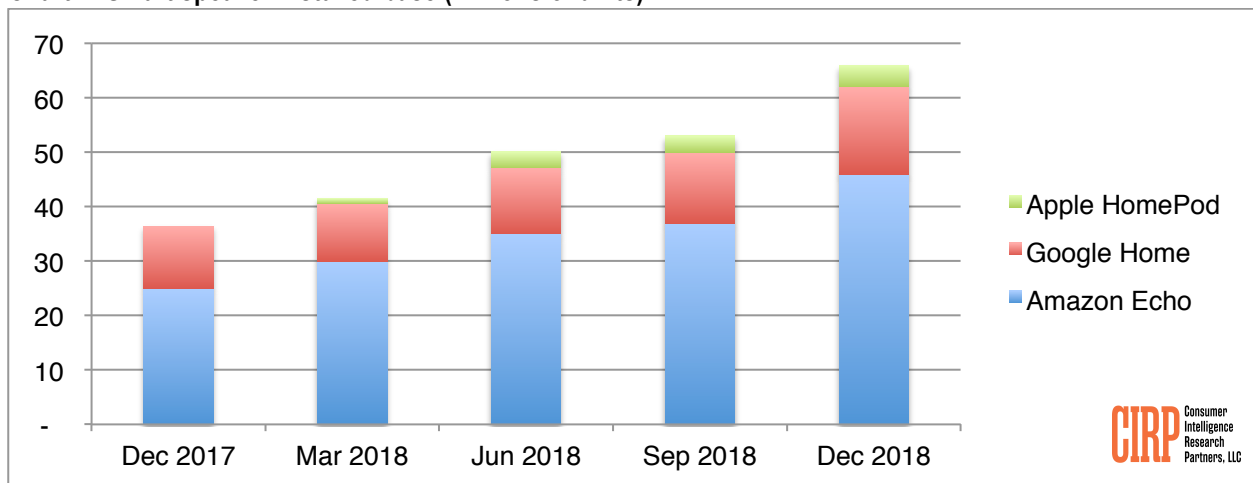
Smart Speaker Market Takes Off in Holiday Quarter

One-Third of Users Own Multiple Units

CHICAGO, IL – Tuesday, February 5, 2019 - 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 December 31, 2018.

CIRP analysis indicates that the US installed base of smart speaker devices is 66 million units, up from 53 million units in the September 2018 quarter and 36 million units in the December 2017 quarter (Chart 1). Amazon Echo has 70% of the installed base, with Google Home at 24% and Apple HomePod at 6%.

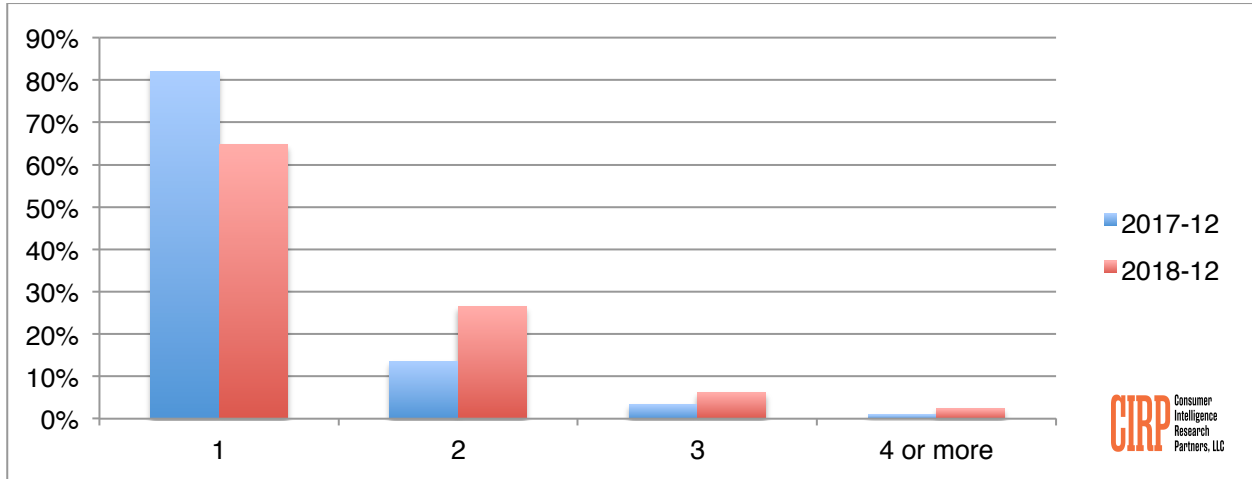
Chart 1: Smart speaker installed base (millions of units)



“Holiday shoppers helped the smart speaker market take off again,” said Josh Lowitz, Partner and Co-Founder of CIRP. “Relative market shares have remained fairly stable, with Amazon Echo, Google Home, and Apple HomePod accounting for consistent shares over the past few quarters. Amazon and Google both have broad model lineups, ranging from basic to high-end, with even more variants from Amazon. Apple of course has only its premium-priced HomePod, and likely won’t gain significant share until it offers an entry-level product closer to Echo Dot and Home mini.”

The number of owners with more than one smart speaker increased significantly in the past year. 35% of owners of all smart speakers as of the December 2018 quarter have more than one, compared to 18% in the year-ago December 2017 quarter.

Chart 2: Number of smart speakers owned



“Amazon and Google have succeeded in selling multiple units to a single household,” said Mike Levin, Partner and Co-Founder of CIRP. “Their strategies appear to include persuading owners to use smart speakers in multiple rooms, which helps create more active usage of the voice platform. And, Google has mostly caught up to Amazon in this strategy. A year ago, almost twice the percentage of Amazon Echo users had multiple units as Google Home users. Now, about one-third of both Amazon Echo and Google Home users have multiple units.”

CIRP bases its findings on its survey of 500 US owners of Amazon Echo, Google Home, and Apple HomePod, surveyed from January 1-11, 2019, who owned one of these devices as of December 31, 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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