

April 29, 2019

GEN Z & MILLENNIALS SPEND OVER \$13 BILLION A YEAR THROUGH SMART SPEAKERS

OUR NEW TREND REPORT DIVES INTO THE RISE OF SMART SPEAKERS, HOW BRANDS SHOULD GET INVOLVED, AND THE AMOUNT OF MONEY THAT YOUNG CONSUMERS ARE REPORTING THEY SPEND THROUGH THE DEVICES ALREADY...

Young consumers have spoken. Voice-activated technologies are the future, becoming more mainstream than ever. Siri is almost 9 years old and younger digital assistants, like Alexa and Google Home, are thriving. As with many new technologies, the earliest adopters are Gen Z and Millennials.

According to our recently released trend report [Speaker Culture](#), one in three 13-36-year-olds currently have a smart speaker and another 36% are interested in owning one. Convenience and the desire to make their lives easier are the top reasons young owners have these devices—which makes sense for the [Ain't Nobody Got Time For That](#) generations. Innovative new tech gives them back more time in their busy schedules, and voice assistants fit the bill, allowing users to speak their desires without the added steps of opening devices, searching applications, and typing requests.

The majority of young smart speaker owners are using their devices every day for simple tasks and quick questions. Beyond getting weather updates or setting alarms, they're also making quick, convenient purchases through their devices, turning smart speaker platforms into hands-free, voice-activated marketplaces. Close to half of owners have made a purchase through their smart speaker, and they report spending an average of \$167 monthly. Based on this self-reported purchasing figure, they currently have the potential to spend over \$13 billion annually through their smart speakers. Music platforms, food delivery services, ride-share services, retailers that sell basic household items, and others, have found ways to seamlessly integrate into this new marketplace—however there are more ways for brands to join the conversation. According to the majority of smart speaker owners, they would use branded apps with their smart speaker and wish brands would create more commands to work with their devices.

Want to know more about smart speakers and how brands can join the conversation? [Click here](#) to see our full report on Speaker Culture and check out our infographic below for a brief overview of the trend:

TREND SPOTLIGHT: Speaker Culture

33%
of 13-36-year-olds currently have a smart speaker

another...
36%
are interested in owning one



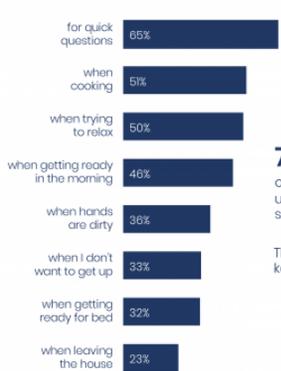
Voice activated technologies are rapidly becoming more mainstream. The majority of young consumers either own a smart speaker or would like to, with the main draw being convenience. Young smart speaker owners are using their devices daily to make domesticated life easier.

Q. What do you like most about using a smart speaker?

It's convenient	76%
It makes my life easier	58%
It's entertaining	55%

"At first it was more a desire of curiosity to know if it really would be useful but then I realized that it helps me to complete many simple tasks without any effort."
male, 25, NY

Q. When do you use your smart speaker?



76%
of owners are using their smart speakers **every day**

The top spots owners keep their device are:
living room [55%]
bedroom [51%]
kitchen [33%]



Young consumers are not just getting weather updates or setting alarms on their smart speakers—they're also making quick, convenient purchases through their devices.

Young Smart Speaker Owners Have The Potential To Spend Over \$13 Billion Annually Through Their Speakers

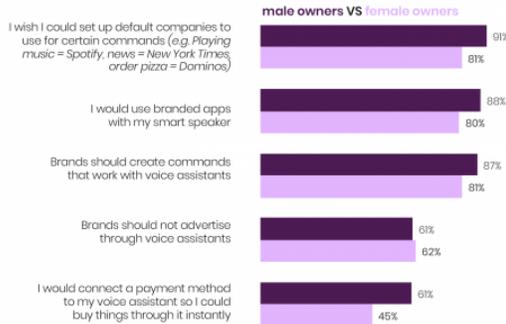
49%
of smart speaker owners have spent money through their speaker
34% spend money weekly

\$167
is the average amount they're spending monthly (median income of smart speaker owners is \$96k)



- Top Purchases They're Making Through Smart Speakers:**
1. music
 2. clothes
 3. Lyft/Uber/Taxi service
 4. food delivery/groceries
 5. Amazon purchases

It is clear that smart speaker platforms are becoming hands-free, voice-activated marketplaces—but there are other ways brands can join the conversation. For example, branded apps and voice commands.



Terms & Conditions: Use of this content must adhere to the Terms & Conditions, published at <http://www.ypulse.com/about-ypulse/terms>