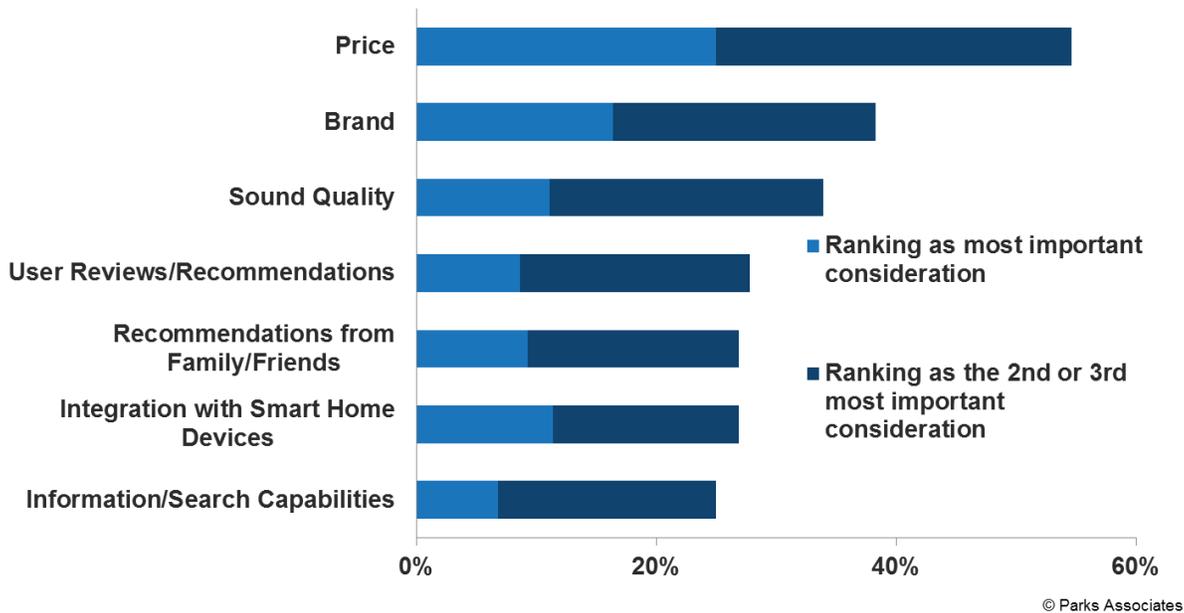


**Smart Speaker with Assistant: Purchase Considerations**

U.S. Broadband Households that Purchased a Smart Speaker in Past 12 Months



**Consumer Analytics Team**



Yilan Jiang, Director of Consumer Research



Katherine Li, Researcher

**Industry Analyst**



Kristen Hanich, Research Analyst

**Smart Product Market Assessments** provide a comprehensive and deep analysis of a single smart product market.

**Smart Speakers Market Assessment** addresses the following major questions.

- 1) How big is the smart speaker market in the U.S. currently, and how will it grow over the next 5 years?
- 2) What is driving market growth? What barriers exist to growth?
- 3) Who are the key players, and what are their defining characteristics?
- 4) What features and factors influence consumers' purchasing decisions?
- 5) What are the key elements impacting the user experience?
- 6) What are the core smart speaker use cases, and what is the context around these use cases?

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## ATTRIBUTES

**Parks Associates**

5080 Spectrum Drive  
Suite 1000W  
Addison, TX 75001

**parksassociates.com**

**sales@parksassociates.com**

**PHONE 972.490.1113**

**Toll free 800.727.5711**

Authored by Kristen Hanich, Yilan Jiang, and Katherine Li  
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