

# SMART SPEAKERS



Kantar runs Worldpanel ComTech, an in-depth tracking study of purchasing and usage trends for smart speakers and the smart home.



Our longitudinal panels in the US (20,000 sample) and Australia (10,000 sample) bi-annually track smart home device ownership, with a smart speaker insight deep-dive. Monitoring purchase trends, loyalty and switching over time, Worldpanel ComTech delivers the latest industry insight on smart speakers.

The service subscription includes insight reports, consultancy hours from specialist insight team and online dashboards.

## WHAT CAN THE DATA BE USED FOR?

- Define what devices and services people buy and why
- Win new and retain existing customers by understanding the key reasons for usage
- Compare factors that influence the usage for different brands
- Identify target groups of consumers likely to switch brand
- Support and define brand and category marketing strategy
- Develop brand strategies to encourage cross category brand loyalty

## SMART SURVEY COVERAGE

Brand ownership of different smart devices such as smart speakers, security or heating, and when were they acquired.

For smart speakers:

- Likelihood of recommendation
- How acquired and reason for purchase
- Spend
- Model ownership, number and location in home
- Usage, frequency, by whom and smart home connection
- Areas of satisfaction/dissatisfaction
- Intention/non-intention to buy and models considered/amount will spend
- Amazon services
- Music and video subscriptions

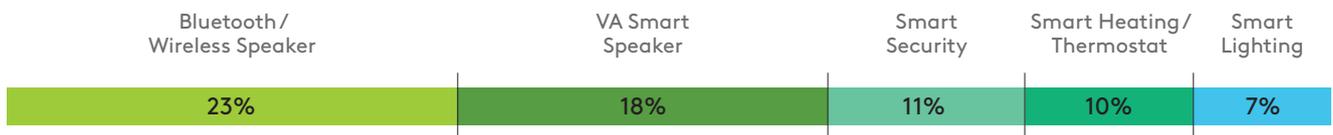




## QUESTIONS WE CAN ANSWER

- What is the presence of smart devices in the home e.g. TV, security, lighting?
- What role do smart speakers play in the home and how are they being used?
- Who are the early adopters? What motivates people to buy a smart speaker?
- What are my smart speaker customer levels of satisfaction and what factors are existing customers not happy with?
- What services are different smart speakers' used for?
- Which target groups are intending to buy a smart speaker?
- How does owning a smart speaker change behaviour? E.g. impact on ownership of other devices (Bluetooth speakers/smart lighting) & usage of smartphones, tablets, music, video subscriptions.
- How can I design and optimise my smart speaker marketing strategy to grow market share?
- What should the brand message be?

### Ownership - Different smart devices owned (%)



### Usage - Top use cases in last month



64%  
Streaming music



41%  
Asking questions



33%  
Setting an alarm



20%  
Controlling other smart devices

### Reasoning - Why buy a smart speaker



52%  
Convenience of voice control



34%  
Intelligence of speaker to answer questions correctly



31%  
Compatibility with music/video service already use



30%  
Sound quality



26%  
Brand



25%  
Saw/used a friend/family members device

Source: Worldpanel ComTech, wave Q3-2018

## ABOUT US

Kantar is one of the world's leading data, insight and consultancy companies. Through Worldpanel ComTech, Kantar tracks the full path to purchase consumer decision-making journey, monitors brand share, switching and loyalty, and helps clients understand the reasons behind consumer tech choice. Through longitudinal continuous surveys, we offer our clients unique, detailed and actionable insights using our team of industry recognised experts. If you would like to learn more about how our offer can help your brand drive sales, please contact us: [comtechenquiries@kantarworldpanel.com](mailto:comtechenquiries@kantarworldpanel.com).