

# Smart speakers



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

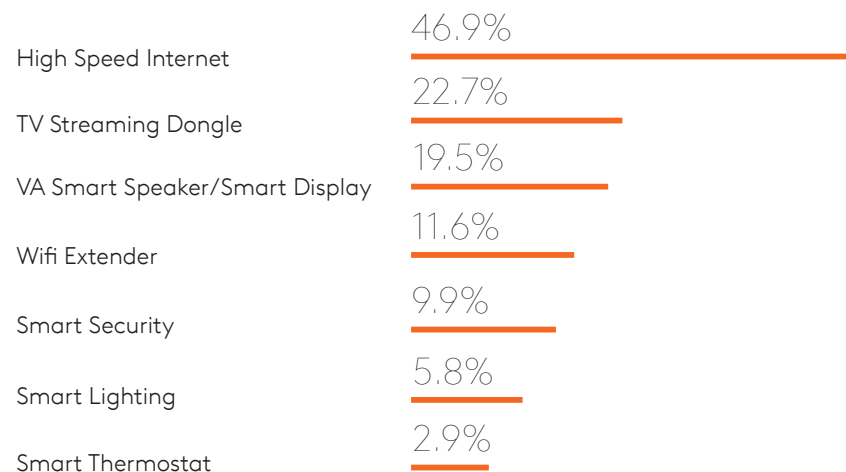
Our longitudinal panels in the US (20,000 sample) and Australia (10,000 sample) bi-annually track smart home device ownership, with a smart speaker insight deep-dive. Monitoring purchase trends, loyalty and switching over time, Worldpanel ComTech delivers the latest industry insight on smart speakers.

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

## Ownership - Different smart devices owned (%)



# Smart survey coverage

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

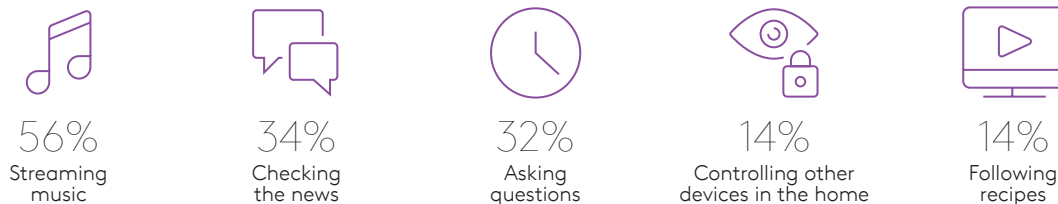
For smart speakers:

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

## Questions we can answer

- What is the presence of smart devices in the home e.g. TV, security, lighting?
- What are my smart speaker customer levels of satisfaction and what factors are existing customers not happy with?
- 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 (smart security/smart lighting) & usage of smartphones, tablets, music, video subscriptions.
- What services are different smart speakers used for?
- How can I design and optimise my smart speaker marketing strategy to grow market share?
- What role do smart speakers play in the home and how are they being used?
- What motivates people to buy a smart speaker? What should the brand message be?
- How many of my customers are at risk of churning to another brand and why?

## Usage - Top use cases in last month



## Reasoning - Why buy a smart speaker



Source: Worldpanel ComTech

## Food for Thought



Laptop & tablet



TV



Domestic Appliances



Technology purchase and usage trends

For more information please contact your local representative or visit [www.kantar.com](http://www.kantar.com)

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