

SA: Smart Speakers Defy Pandemic Impact

Written by Alice Marshall
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Global smart speaker sales total 28.2 million units in Q1 2020, Strategy Analytics (SA) reports--an 8.2% Y-o-Y increase, with Amazon and Google remaining firmly on top even as they face pressure due to global lockdowns.



"Much uncertainty lies ahead of course but the current stay-at-home conditions present an opportunity for smart speaker vendors and voice assistant operators to reinforce the value proposition of voice-first experiences," the analyst says. "The growth in demand for smart displays in recent weeks shows that smart speaker devices are playing their part in alleviating the impact of lockdown conditions by improving access to video chat services for family and friends, amongst other things."

Amazon leads the global Q1 2020 market with 23.5% market share, up from 21.5% in Q1 2019. Google follows with 19.3% share, an increase from the 17.9% of the previous year. Such growth in market share comes at the expense of Chinese vendors, namely Baidu, Alibaba and Xiaomi. The companies face supply and demand challenges in the Chinese domestic market brought about by pandemic-related lockdowns.

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However, SA says Chinese supply chains are returning to normal in Q2 2020, leading to increases in share for the Chinese vendors. In the meantime Amazon and Google will come under pressure as lockdowns in Europe and N. America impact the market. The analyst adds disruption to economies and the retailing environment will continue to affect the 2020 market, and as such vendors must plan for volatility by tailoring and adapting brand communications towards rapidly changing market needs.

Go [Strategy Analytics: 8.2% Sales Growth in Smart Speakers In Q1 2020 Defies Covid-19 Impact](#)