

The majority of US adults have no interest in voice shopping

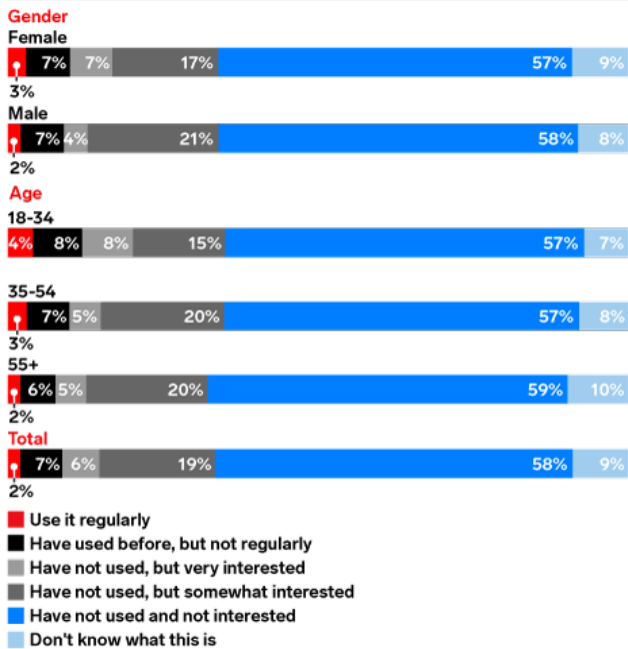
Article

For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to our Chart of the Day newsletter](#).

When it comes to shopping for goods via voice, **58%** of US adults said they have not done it and have no interest in trying. In fact, just **9%** of US adults have ever shopped via voice, and only **2%** have done so regularly.

How Interested Are US Adults in Voice Shopping?

% of respondents, by demographic, Dec 2020



Note: numbers may not add up to 100% due to rounding
 Source: "The eMarketer Ecommerce Survey" conducted in December 2020 by Blzrate Insights, Dec 10, 2020

261956 eMarketer | InsiderIntelligence.com

More like this:

- [Article: Retailers plan to increase investments across digital channels as many solidify their omnichannel plans](#)
- [Article: Do retailers have a firm understanding of their shoppers?](#)
- [Report: US Time Spent with Media 2021 Update](#)