

The top 5 retail categories for smart speaker shopping

Article



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Health and beauty items are the most-purchased products via smart speaker, with **8.9 million** US internet users ordering these products on their smart speakers between August 2019 and

August 2021. Electronics ranked in close second at **8.8 million**, while household supplies came in third at **8.5 million**.

Top 5 Categories in Which US Internet Users Have Made a Purchase via Smart Speaker, Aug 2019-Aug 2021

millions

1. Health & beauty	8.9
2. Electronics	8.8
3. Household supplies	8.5
4. Home & garden	7.0
5. Arts, crafts, and party supplies	5.9

Note: ages 18+; home and work; cumulative totals for period of Aug 2019-Aug 2021
Source: Comscore Plan Metrix Multi-Platform as cited in blog post, Dec 2, 2021

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