

Voice assistant use is strong—revenue potential, not so much

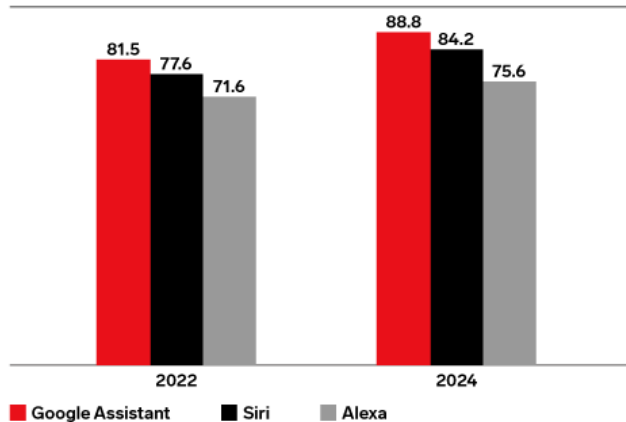
Article

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Google Assistant is the most popular voice assistant in the US, followed by Apple's Siri and Amazon's Alexa, per our estimates. Come 2024, **88.8 million** people will use Google Assistant, **84.2 million** will use Siri, and **75.6 million** will use Alexa.

US Voice Assistant Users, by Brand, 2022 & 2024

millions



Note: individuals of any age who use voice assistants at least once a month on any device
Source: Insider Intelligence, July 2022

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InsiderIntelligence.com

Beyond the chart: Last month, Amazon announced major layoffs in its voice assistant unit. Despite Alexa's popularity, monetization has been a challenge. It's among the products set to **lose Amazon \$10 billion** altogether this year, Insider reports.

One factor is that US consumers aren't ready to spend money this way. We forecast only about **13%** of those ages 14 and older will shop via smart speaker by year-end, and that share will barely rise over the next four years. When we surveyed US adults in October, **54%** had no experience with or interest in shopping by voice command.

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Methodology: Estimates are based on the analysis of survey and traffic data from research firms and regulatory agencies, sales projections, historical trends, company-specific data, and demographic and socioeconomic factors.