

Amazon devices find homes in nearly 30% of households

Article

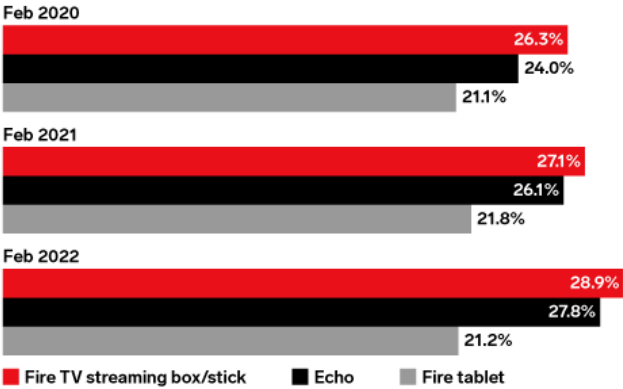
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As of February 2022, nearly **30%** US households with Wi-Fi had an Amazon Fire TV device. More than **20%** owned an Echo smart speaker, Fire tablet, or both.

Beyond the chart: Prime Day is just around the corner, and more households will likely pick up an Amazon device of their own, enticed by the steep discounts that the company uses to promote its electronics each year. Per Comscore Connected Home, **31.2 million US households** used an Amazon Fire TV device this past February, a sizable slice of the **87.6 million US households** that we expect will have a Prime membership in 2022. That leaves more than **50 million Prime households** still outside the reach of the devices' shoppable video ads.

US Household Penetration of Amazon Devices, by Device, Feb 2020, Feb 2021, & Feb 2022

% of total households with Wi-Fi



Source: Comscore Connected Home, April 25, 2022

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