

Conversational AI use expands, presents opportunities

Article



Conversational AI is becoming more integrated into consumers' lives every year, as tech like retail bots and virtual agents continue to improve the customer experience.

We forecast that close to **47%** of the US adult population will use voice assistants at least once per month this year. This figure will inch closer to the halfway mark by the end of 2025.

We expect voice assistants to add nearly 10 million adult monthly users between 2021 and 2025.

- In 2022, **123.5 million** US adults will use a voice assistant each month. This figure will grow to **130.1 million** in 2025, representing nearly half of the country's adult population.
- Privacy concerns, along with customer dissatisfaction with the experience, have led to slower adoption. After the adult user base rose by **11.8%** in 2020, it increased by only **2.9%** in 2021. Growth will decelerate further this year, to **2.6%**.

US Smart Speaker Users, by Select Activities, 2021-2025

millions and % of smart speaker users

	2021	2022	2023	2024	2025
Shoppers	33.0	34.4	35.2	36.0	36.6
—% of smart speaker users	35.7%	35.7%	35.7%	35.7%	35.6%
Buyers	24.8	26.1	27.0	27.6	28.3
—% of smart speaker users	26.8%	27.1%	27.3%	27.4%	27.5%
Audio listeners	75.6	78.9	81.2	83.0	84.7
—% of smart speaker users	81.8%	82.0%	82.2%	82.3%	82.4%
Inquirers	72.3	75.7	78.0	80.0	81.8
—% of smart speaker users	78.2%	78.7%	79.0%	79.3%	79.5%
Smart home control users	26.3	27.3	28.0	28.7	29.2
—% of smart speaker users	28.4%	28.4%	28.4%	28.4%	28.4%

Note: shoppers and buyers are ages 14+, all others are individuals of any age; each activity represents usage of at least once per month except shoppers and buyers, which represent usage of at least once per year

Source: Insider Intelligence, June 2021

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InsiderIntelligence.com

Smart speaker commerce has not taken off in a significant way, and there's ample room for growth in voice shopping and buying.

- Buying on these devices has yet to gain traction. Only about a quarter (**26.8%**) of smart speaker users ages 14 and older, or **8.9%** of the population, made a purchase via the device in 2021, according to our estimates. Those figures will rise slightly in the coming years, climbing to **27.5%** and **9.9%**, respectively, in 2025.
- **Voice commerce still faces some hurdles before it can be widely adopted**, such as the difficulty of discovering products entirely by ear. However, new tech might address some of those issues by improving the customer experience.

[Read the full report.](#)