

# A not-so-smart rise in smart speaker ownership

Article



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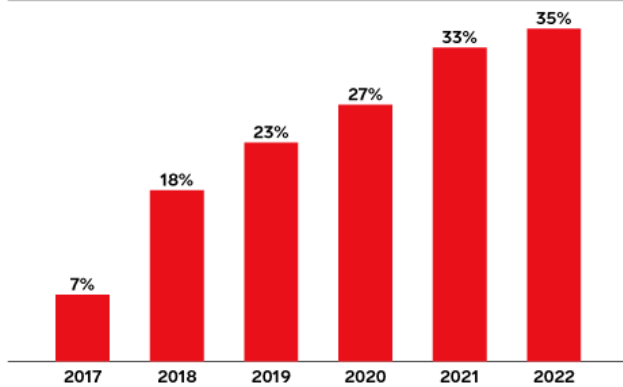
As of January 2022, **35%** of people ages 12 and over in the US owned a smart speaker, up just **2 percentage points** from the year before. That's following an increase of **6 percentage points** year over year in 2021.

**Beyond the chart:** The leader in this increasingly stagnant market is **Amazon**. Per our forecast, **19.4%** of the US population will be monthly Amazon Echo users in 2022, and that

figure will rise only slightly to reach **20.0%** in 2025 as other brands like **Apple** grow in this space. Overall, consumers most commonly turn to smart speakers for simple tasks like playing music. Just **26.8%** of smart speaker users ages 14 and older used the devices to make a purchase in 2021.

### US Smart Speaker Ownership Penetration, 2017-2022

% of population



Note: ages 12+; estimated smart speaker owners in 2022=100 million  
Source: Edison Research and Triton Digital, "The Infinite Dial 2022," March 23, 2022

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