

# Few People Regularly Make Purchases Through Smart Speakers

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**Ross Benes**

**V**oice commerce might one day change how people shop online. But for now, only a minority of consumers regularly use a voice-activated smart speaker to make purchases.

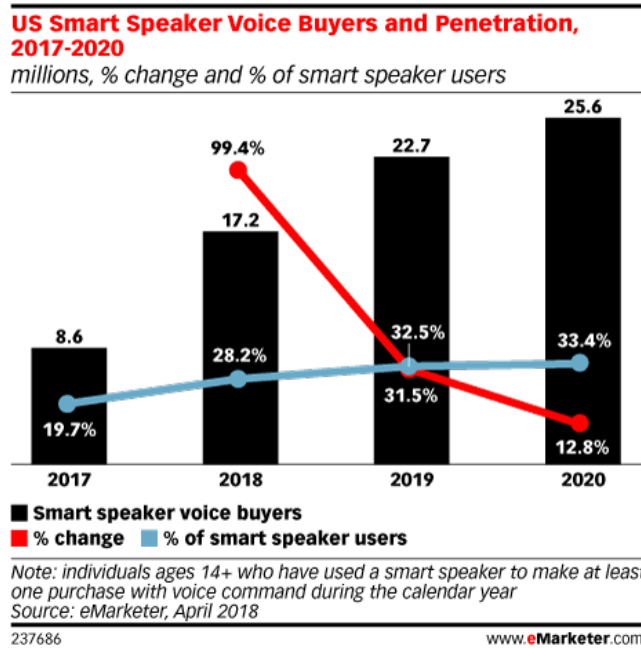
In a December 2018 survey of 1,036 US internet users conducted by [Bizrate Insights](#), 58% of respondents neither used nor were interested in making a purchase using a smart speaker like Amazon Echo.

"Shoppers will typically want to see the product, read reviews, comparison shop and otherwise engage in a more complex path to purchase that doesn't lend itself as well to voice," said Andrew Lipsman, principal analyst at eMarketer.

In August 2018, technology publisher The Information [rattled the digital sector with a report suggesting](#) that only 2% of Alexa-enabled device owners had completed a voice-enabled purchase, and only 10% of those buyers had repeated the behavior.

Estimates of voice buying activity vary, though, depending on who you ask. A variety of sources have found considerably higher levels than reported in The Information. Estimates over the past 18 months have ranged as high as 50% and up.

By the end of 2018, we forecast there will be 17.2 million US smart speaker voice buyers, making up 28.2% of US smart speaker users.



"For the time being, voice commerce is probably best-suited to replenish goods, where the shopper already knows what they want and can utter a simple command to reorder that product," said Lipsman.