

Apple Joins the Competition of Smart Speaker, but Amazon Remains the Market Leader, Says TrendForce

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TrendForce, Amazon Echo still tops the ranking of smart speaker products in 2018 with a market share in shipment of 50.8%, although down from 69.1% in 2017. The share of Google Home is projected at 21.6%, ranking the 2nd. The new Apple HomePod is expected to reach a share of 8.9%, while the numbers for Alibaba's and Xiaomi's smart speakers will be 6.3% and 5.1% respectively.

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