

## Global Shipments of Smart Speakers to Grow by 53% YoY, Reaching 95.25 Million Units in 2019, Says TrendForce

2018-11-07 [Tom Tien](#)

TrendForce has published a new report profiling the latest trends in the global smart speaker market. According to data in the report, the global shipments of smart speakers are expected to reach 62.25 million units in 2018. Driven by the expansion of Google Home into more regions and the growth of smart speaker market in China, the shipments would increase further by 53% YoY, reaching 95.25 million units in 2019. With the strongest growth momentum among all categories of consumer electronics, smart speakers have emerged as a major application of voice interactions and are fast becoming the gateway to other smart-home products as well as the vast ecosystems. Companies including Apple, Facebook, Baidu, and Tencent have all entered the market this year, in addition to first movers.

Chinese market anticipates a reshuffle and will experience a period of rapid growth in 2019

<sup>th</sup>, major smart speaker brands tend to offer more competitive prices to expand their market shares. For example, Alibaba's smart speaker, Tmall Genie series, and Baidu's Xiaodu speaker are available at lower prices in this month. Tmall Genie Fang Tang has an original price tag of RMB199, and is available at RMB149 for pre-orders from October 20<sup>th</sup> to November 10<sup>th</sup>, and down to RMB69 on November 11<sup>th</sup>. For Tmall Genie X1, the original price tag and the pre-order prices are RMB499 and RMB239 respectively. The price of Xiaodu speaker will decrease from RMB249 to RMB79.

### About TrendForce

TrendForce is a global provider of the latest development, insight, and analysis of the technology industry. Having served businesses for over a decade, the company has built up a strong base membership base of 435,000 subscribers. TrendForce has established a reputation as an organization that offers insightful and accurate analysis of the technology industry through five major research divisions: DRAMXchange, WitsView, LEDinside, EnergyTrend and Topology. Founded in Taipei, Taiwan in 2000, TrendForce has extended its presence in China since 2004 with offices in Shenzhen and Beijing. For more details about TrendForce, please visit [www.trendforce.com](http://www.trendforce.com)

#### Major research divisions:

**DRAMeXchange** focuses on memory, storage and the consumer electronics industry including PC DRAM, Mobile DRAM, Server DRAM, NAND Flash, SSD and smartphone.

**WitsView** offers comprehensive coverage of the display industry from upstream components, midstream panels/touch modules to downstream system integrators, brands and channels.

**LEDinside** covers all aspects of the LED supply chain from upstream equipment/materials, midstream chip/packaging to the downstream backlight and lighting market.

**EnergyTrend** specializes in green energy research, such as solar energy, lithium battery, energy storage systems and xEVs.

**Topology** studies structural trends of technology industries in the Greater China Region and beyond, focusing on

semiconductors, photovoltaic technology, telecommunications, and IA.

## Media Contact

Pinchun Chou +886-2-8978-6488 ext.669 [PinchunChou@TrendForce.com](mailto:PinchunChou@TrendForce.com)

Lindsay Hou +886-2-8978-6488 ext.667 [Lindsayhou@TrendForce.com](mailto:Lindsayhou@TrendForce.com)

---

Source URL: Trendforce - Press Center [Global Shipments of Smart Speakers to Grow by 53% YoY, Reaching 95.25 Million Units in 2019, Says TrendForce](#)