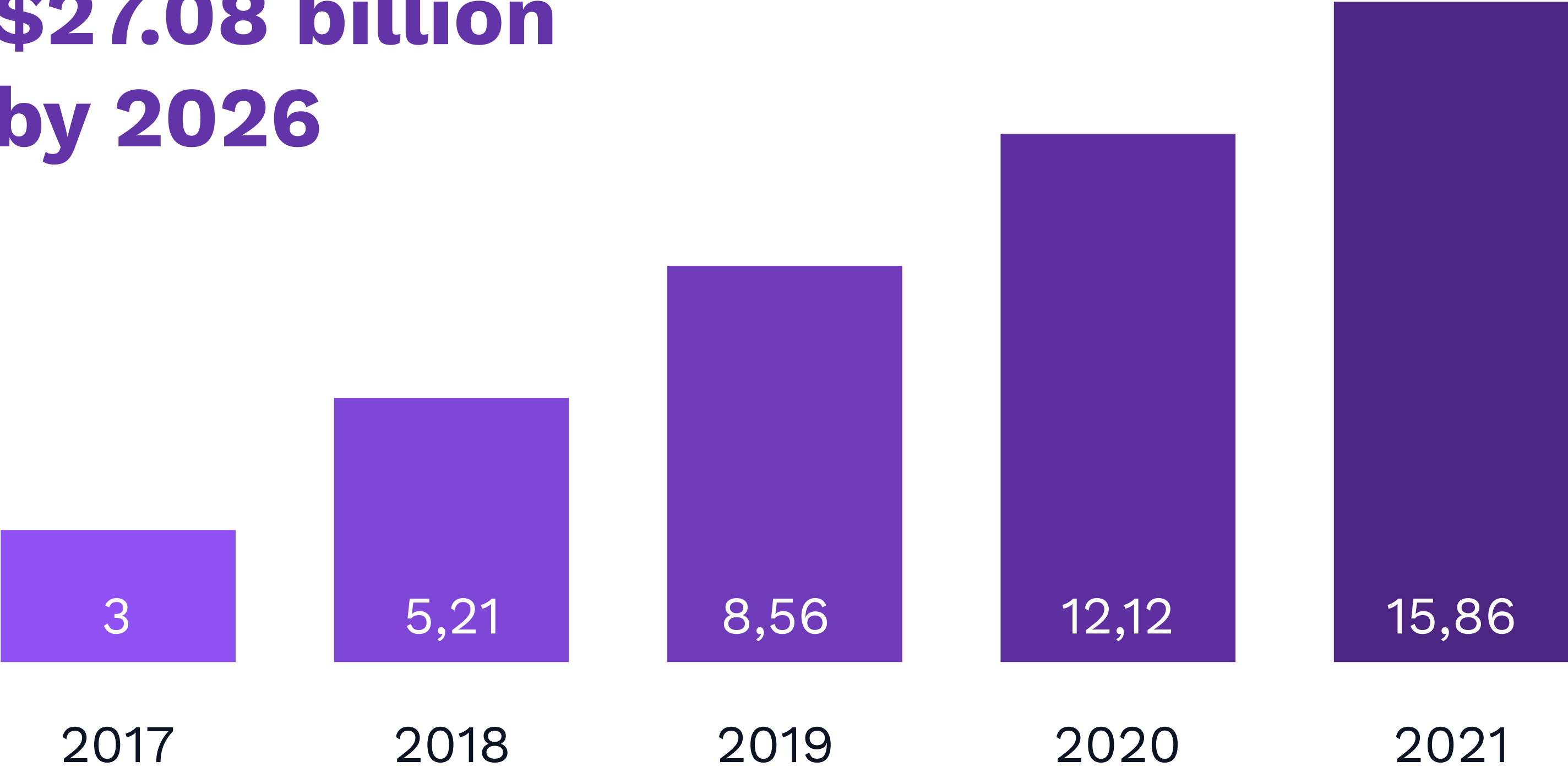




**WELCOME TO
THE VOICE ERA**

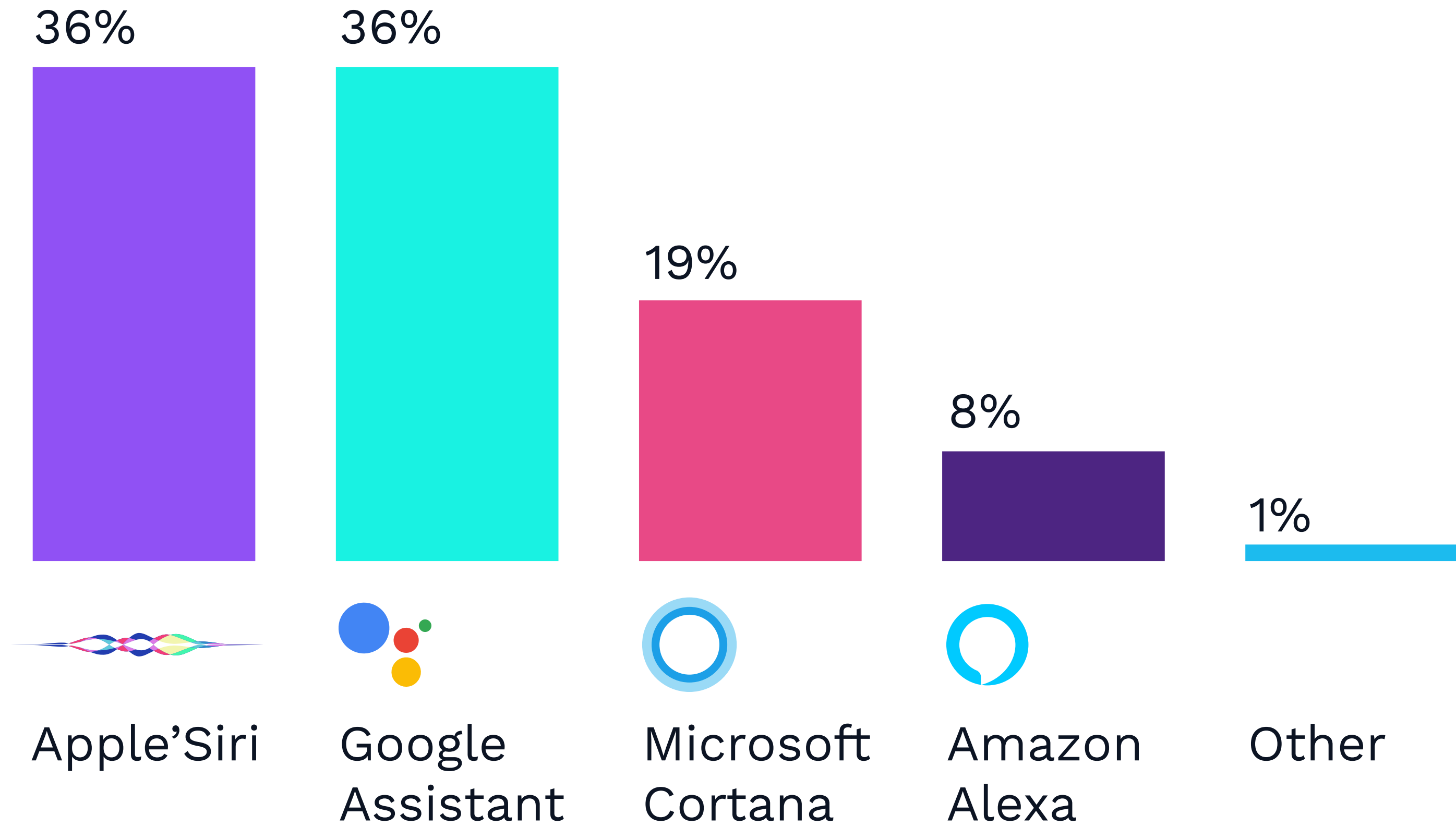
\$27.08 billion by 2026



**Global
Conversational AI
Market is expected
to rise to \$27.08
billion by 2026**

Voice interfaces feel natural, easy, and fun. That's why virtual assistants market is growing exponentially

In Billion Usd



33% of People Are Now Using Voice Assistants Regularly

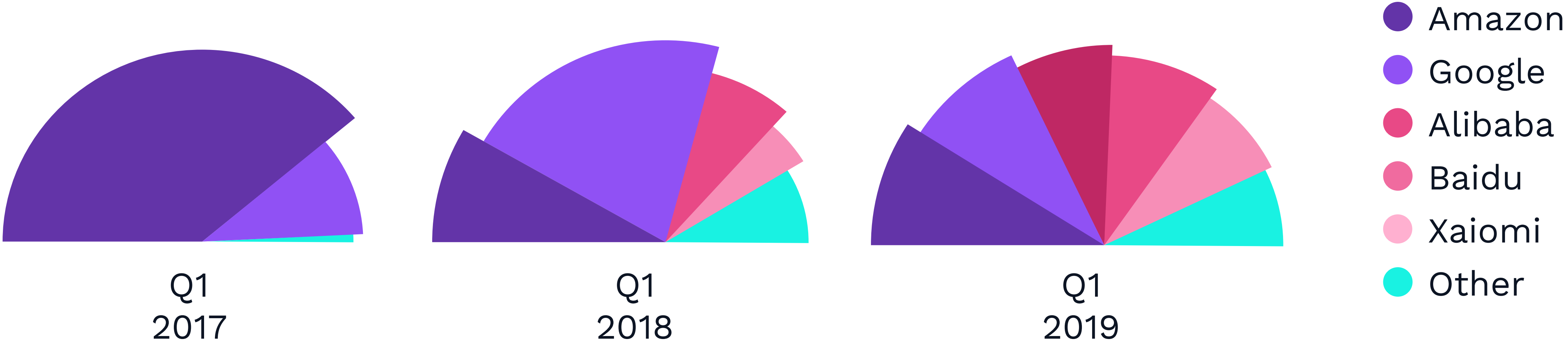
Apple's Siri and Google Assistant remain the most used assistants worldwide for people interact with them on smartphones and in a car.

Cortana's popularity may likely be explained by its presence in Windows 10

**Smart speaker market
is the most rapidly growing
sector of consumer
electronics ever**



Smart speakers market share, %



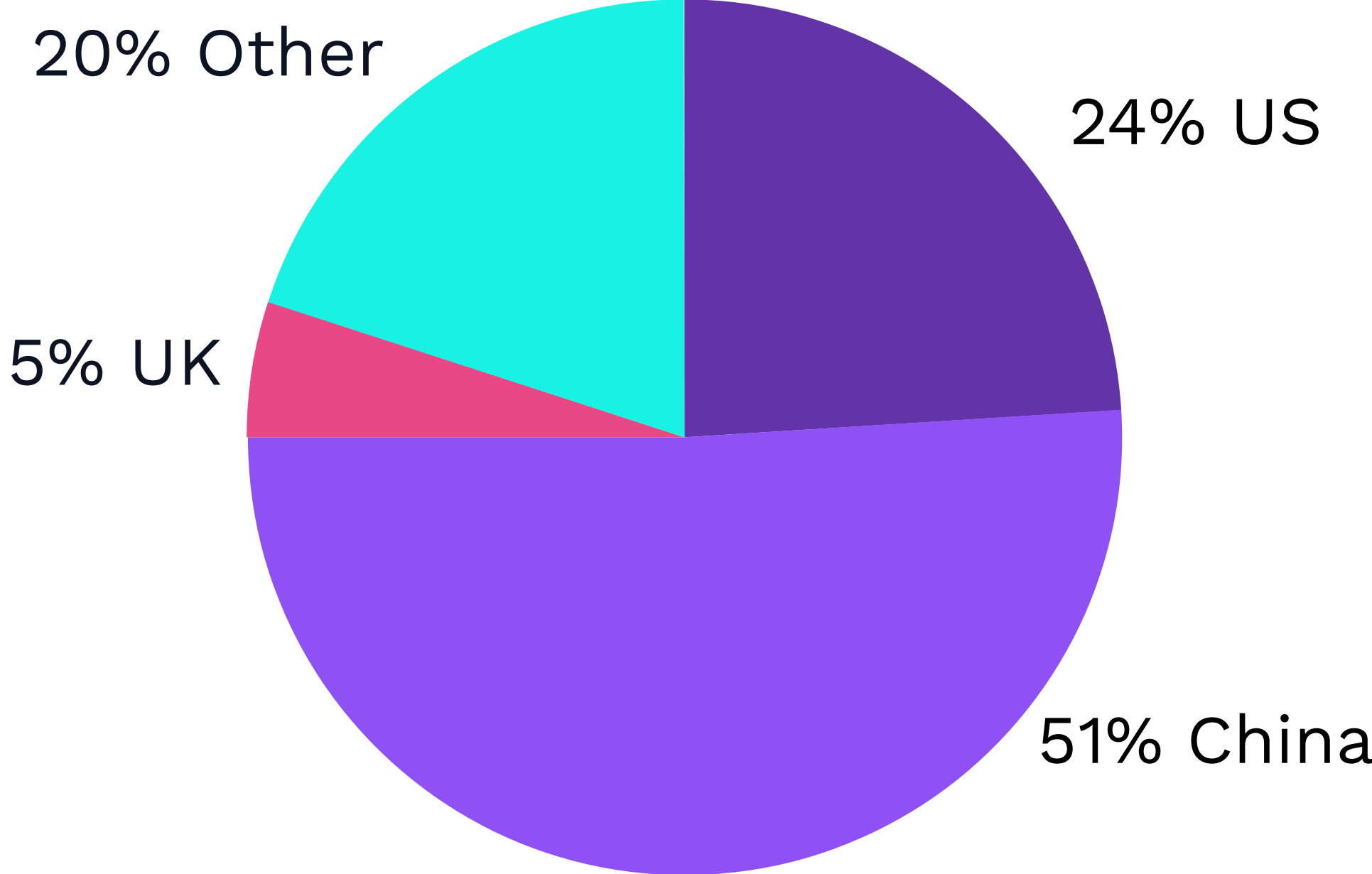
This market has clear leaders, but power balance may change any time, since the success depends on the price, number of required skills, and methods of application.

Global smart speakers shipments 2019

Smart speakers are the fastest-adopted technology in history

>50%

year over year growth in ownership in all countries, regardless of availability in local languages



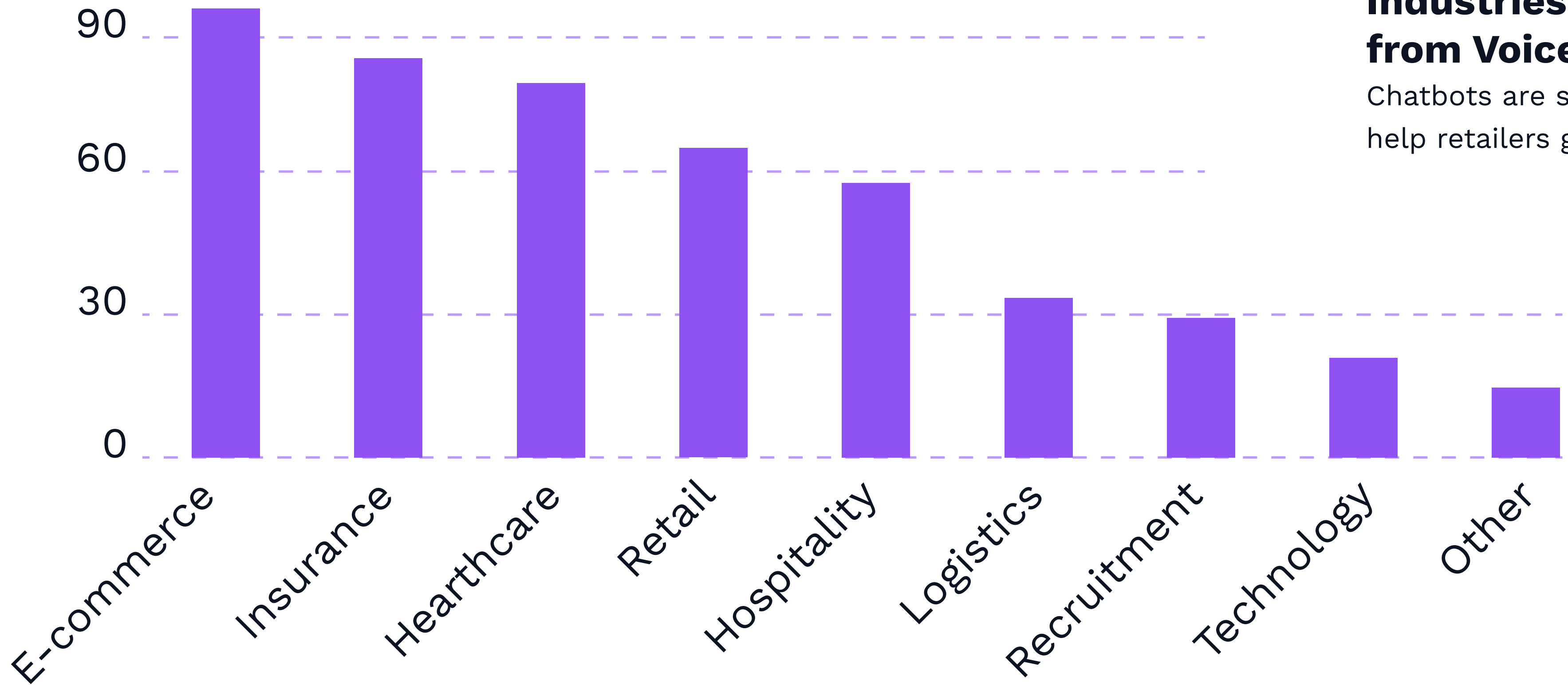
The rapid advancement of tech is caused by heavy private sector investments and increasing government spending on AI-based technologies. Here are some business decision-makers' moves:

- 91%** making significant investments in Voice
- 72%** of business executives believe digital assistants help make their lives easier
- 71%** see it improving the user experience
- 22%** released a voice app



Industries that benefit from Voice

Chatbots are stepping stones that will help retailers get there



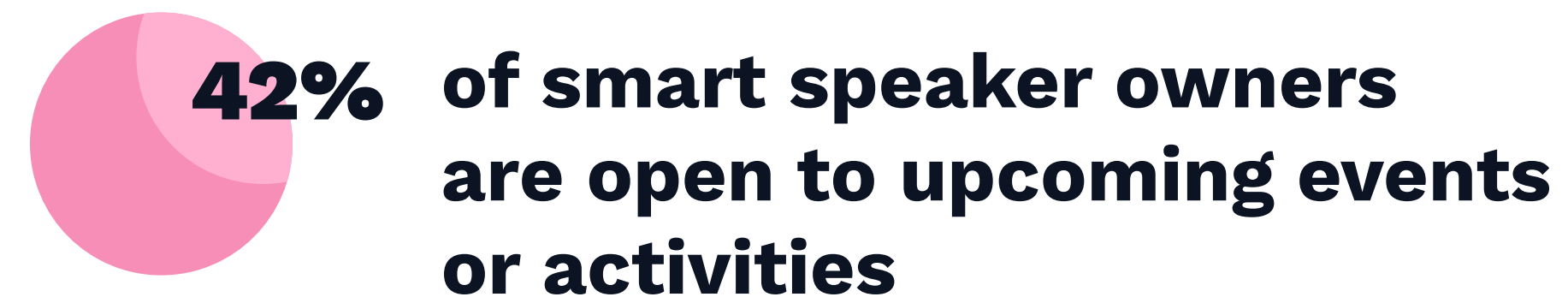
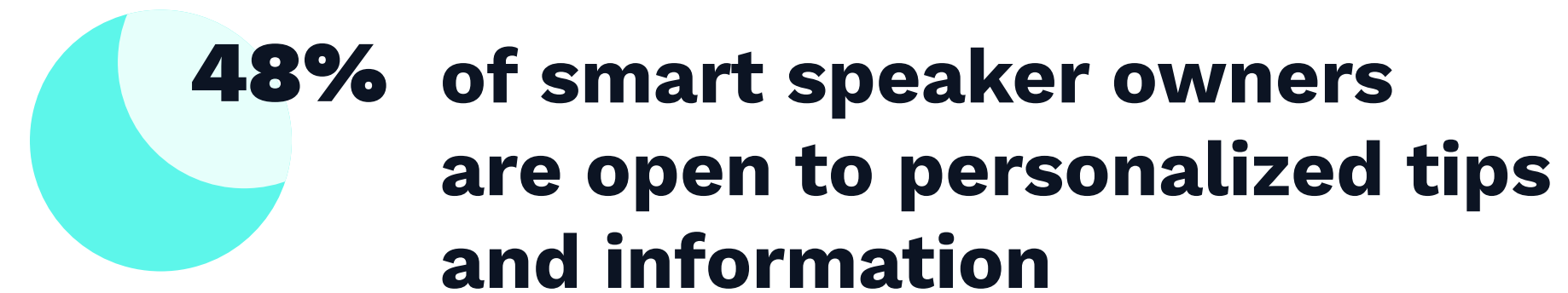
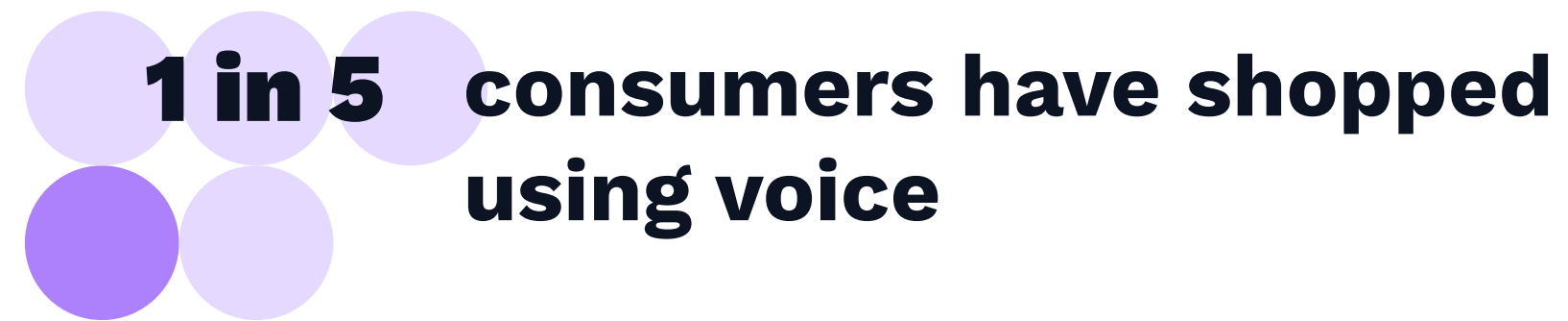
What people are purchasing via voice



Top voice app objectives:

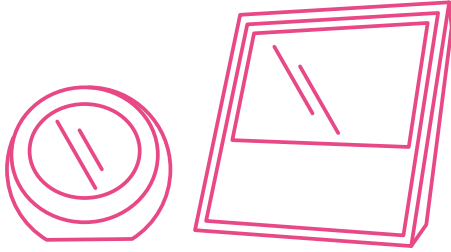
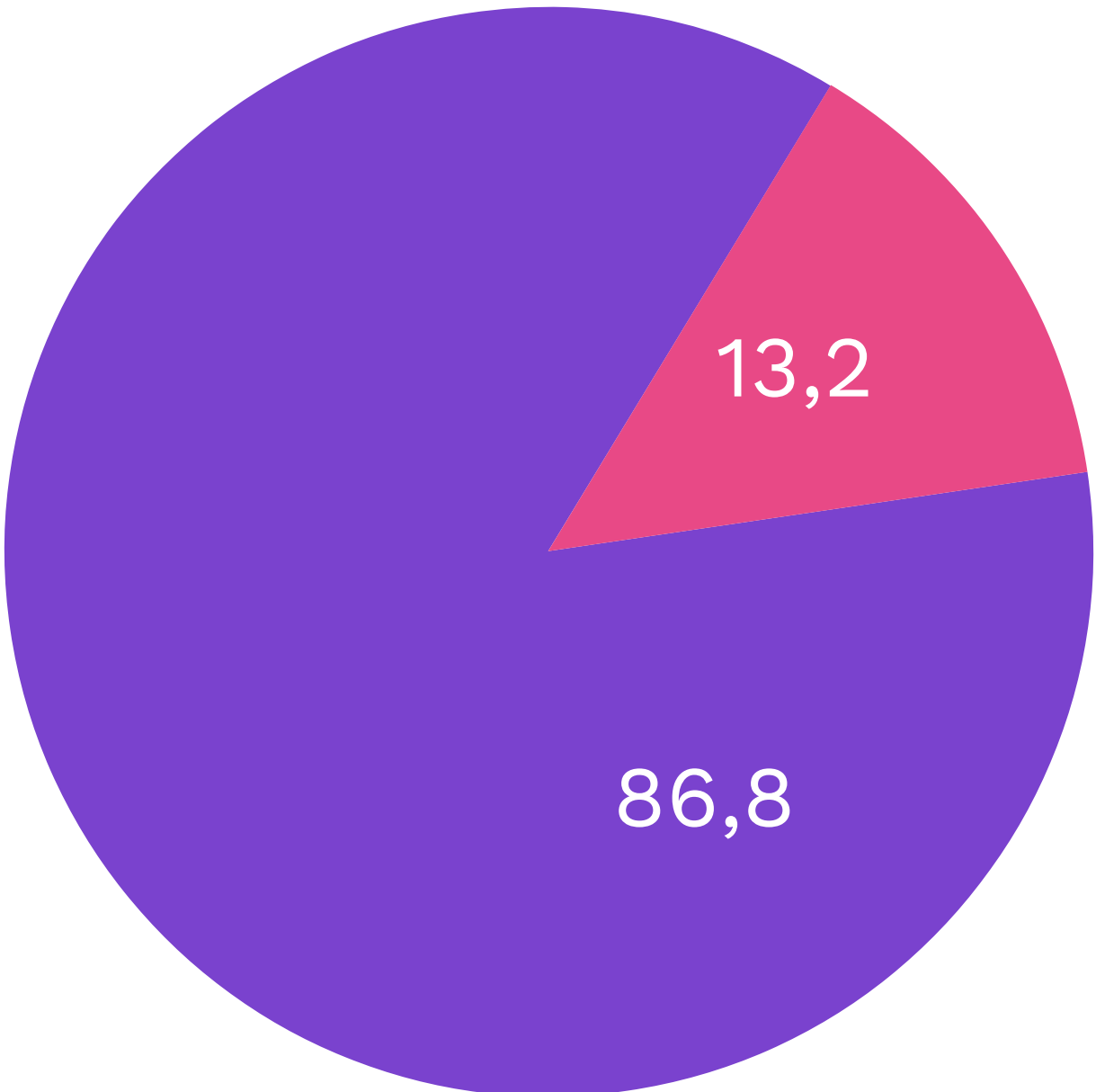
Enable customer purchases	45%
Track orders	45%
Enable repeat purchases and renewals	44%

Voice Commerce is going to be the next big thing

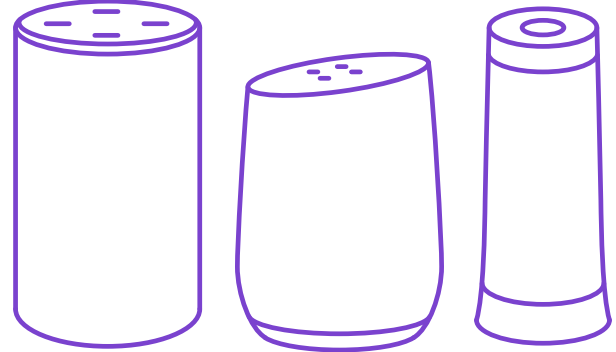


More voice, more screens

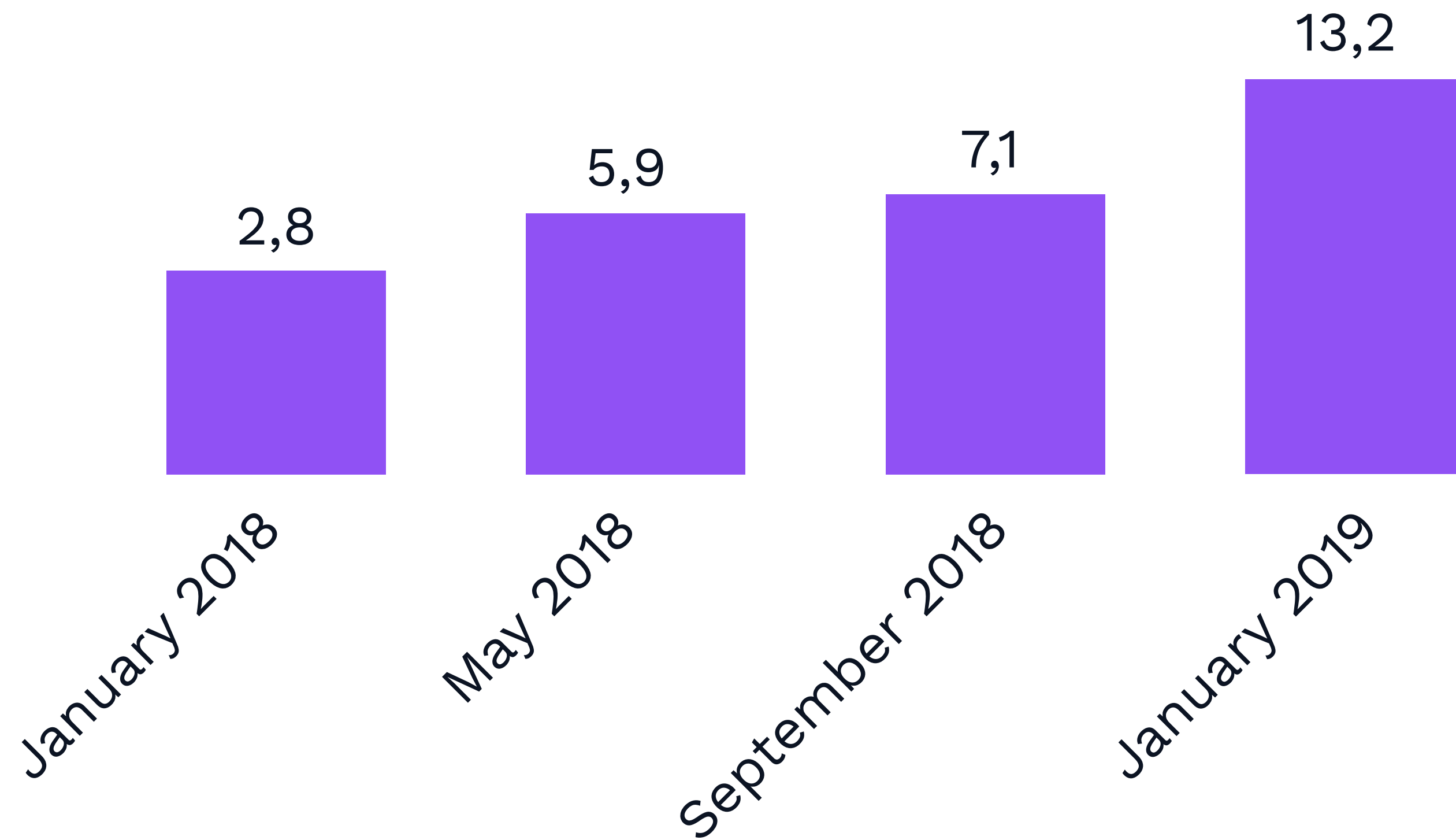
About 1 of 20 smart speaker owners
have a smart display



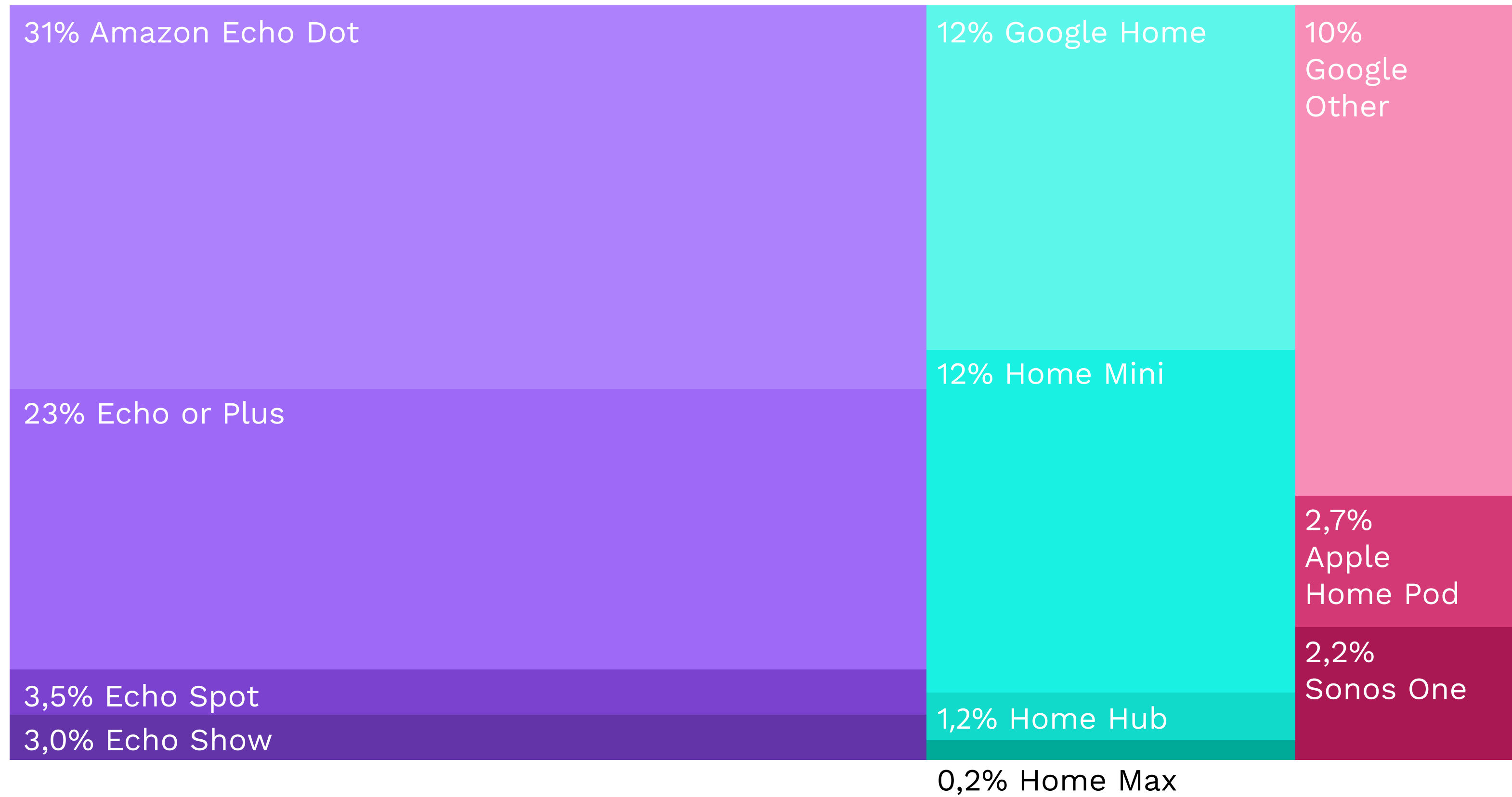
Own
a smart display



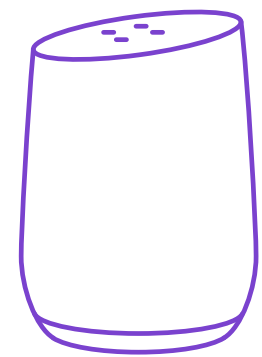
Only own
a smart speaker



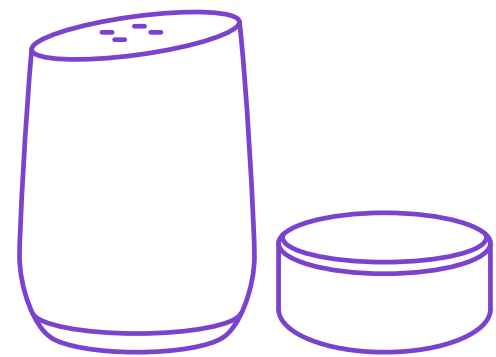
**US smart display adoption
by smart speaker owners**



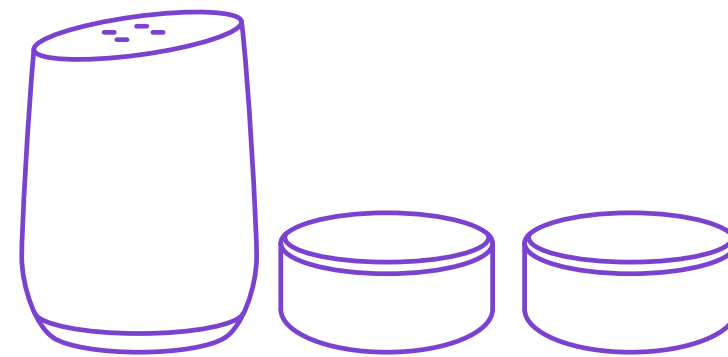
**Low price speakers
account for
43%
of the market**



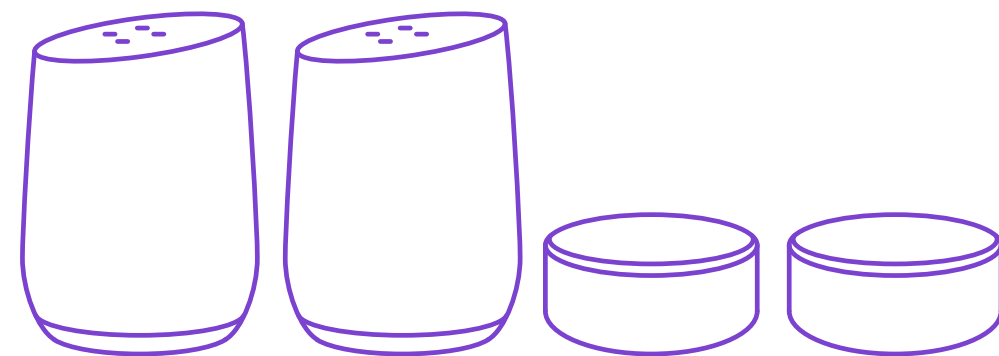
59% one



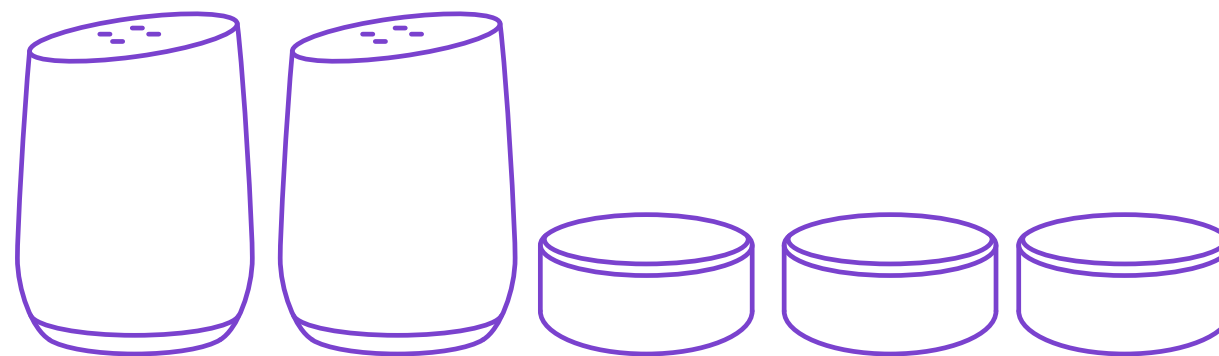
30% two



9% three



2% four

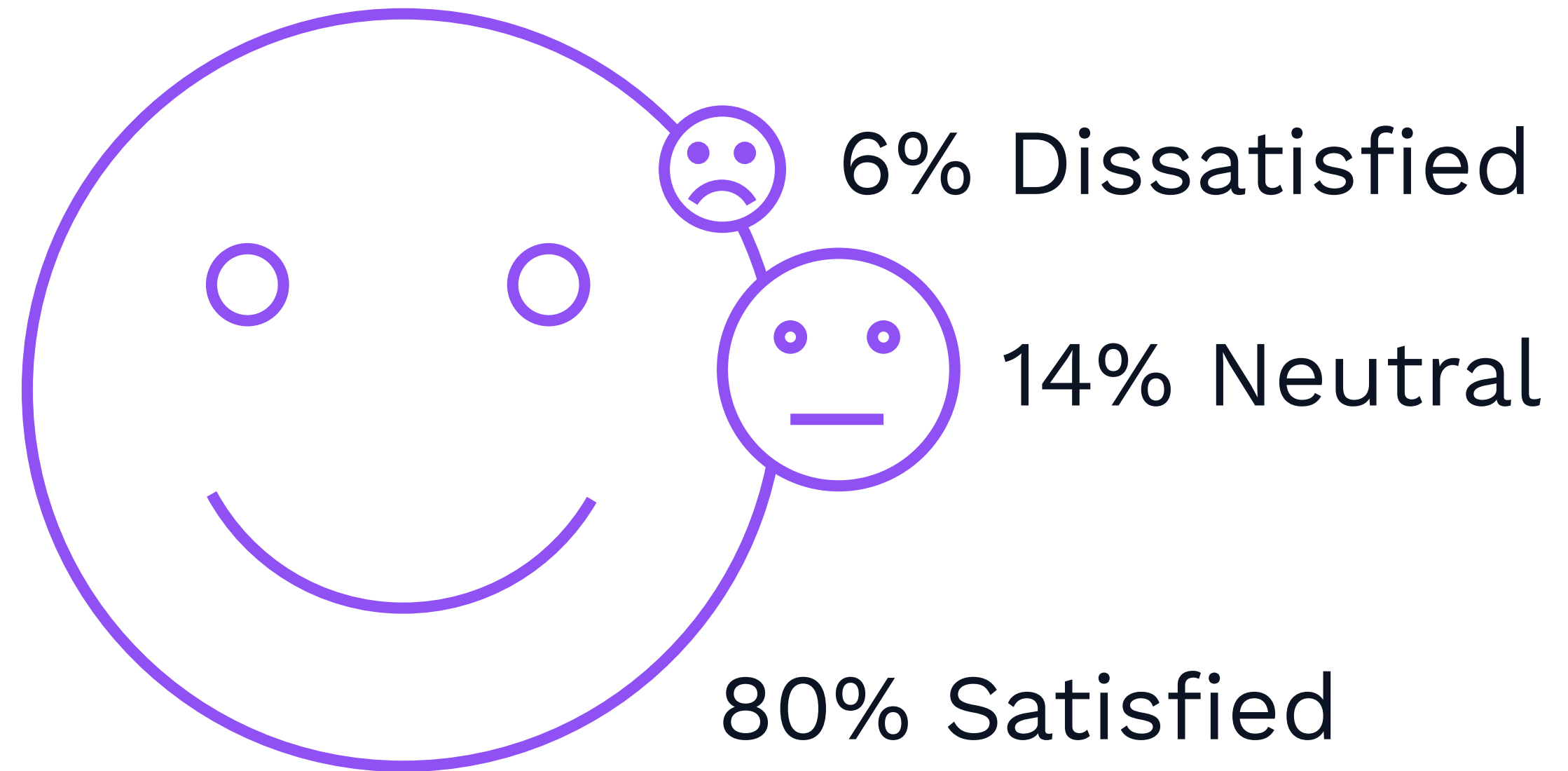


1% five or more

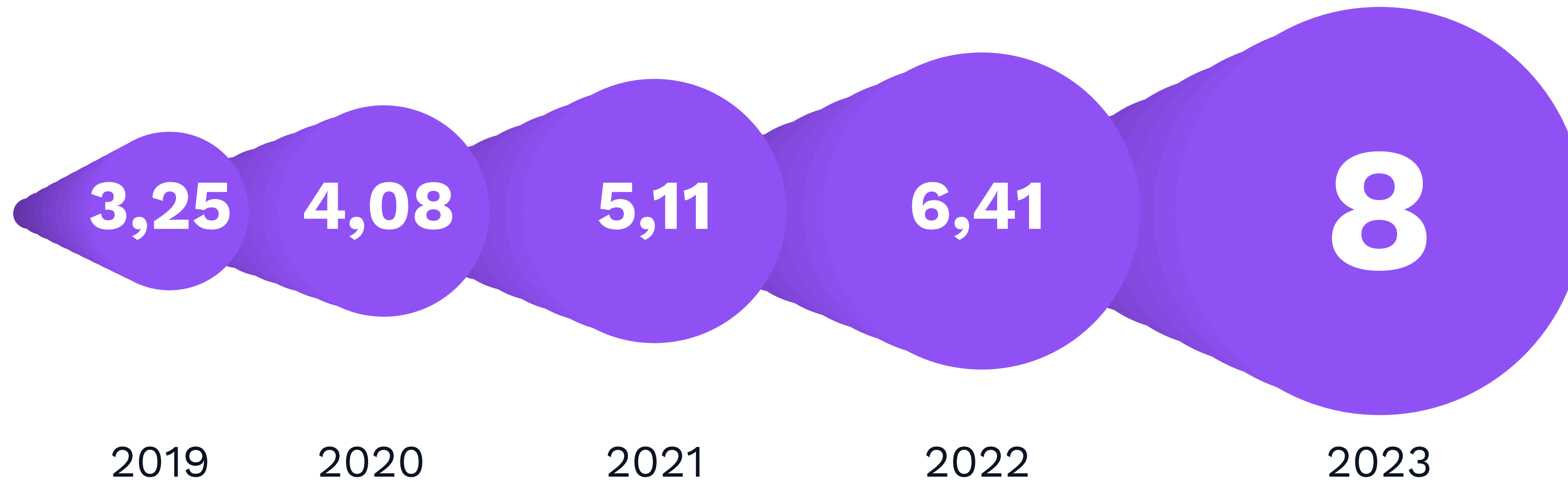
41%
of respondents
who own a smart speaker
already have multiple
speakers (2+)

Users are satisfied with their digital assistants

Voice and digital assistants are in the early stages of adoption, but we can see a positive development and representative results



Voice Assistants in use, billion



Voice is here to stay and it is just about to change the way we interact with digital world

*Juniper research

Compiled and designed by Just AI

Sources:

Accenture

Edison Research

Google

SEO Expert Brad

Adobe

eMarketer

Microsoft

TechCrunch

BrightLocal

Gartner

NPR Pew Research

TechRepublic

Campaign

GeoMarketing

Center

ValueWalk

Canalys

Global Market

PwC

Voicebot

Data Bridge

insights

Search Engine Land

WordStream

Deloitte

Go-Gulf

SEMRush