

Beyto Smart Speaker Study 2020 → new market insights into Germany

Every fourth German owns a smart speaker today – and even more are convinced of technology's importance

- Recent survey in Germany¹ proves wide acceptance and high potential of smart speakers in one of Europe's biggest markets
- Market trend shows German consumers only one year behind U.S. market²
- 50% use smart speakers daily – same value as with U.S. owners²
- Amazon most important player in Germany's smart speaker market
- Smart speakers have bad reputation among German consumers due to privacy concerns
- Germans consider available information on smart speakers and voice apps not sufficient

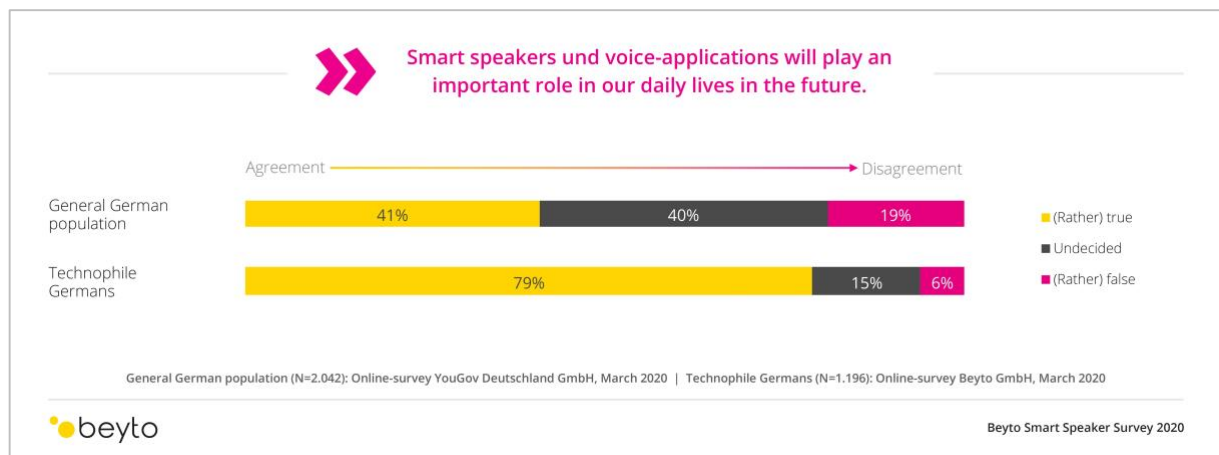
¹ Beyto Smart Speaker Study 2020: online-survey of 2.042 Germans representative of the German population over 18 (carried out by YouGov Deutschland GmbH on behalf of digital agency Beyto) + online-survey of 1.196 technophile German adults to explore further details of use (carried out by Beyto) / conducted in March 2020

² All mentioned U.S. results with regards to Smart Speaker Consumer Adoption Report 2020 by Voicebot.ai (online-survey / conducted in January 2020)

May 4, 2020. **A new report published by the German digital agency Beyto, which specializes in voice and intelligent assistants, reveals that 24% of Germans already own at least one smart speaker. This percentage is nearly identical to that in the U.S. market 2019 (26%) and quite similar to the percentage of smart-speaker-owners among U.S. citizens (34%) measured this year.**

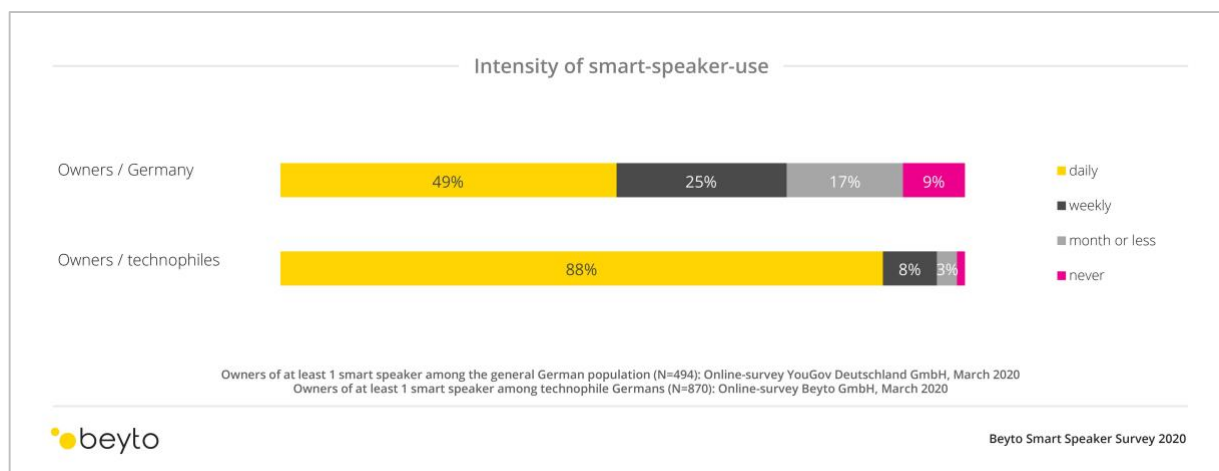
This proves that smart speakers have already become a relevant product category in Germany and that one of Europe's biggest markets is only one year behind the United States – not only in terms of when devices are first launched on the, but also in terms of growth and distribution.

Additionally, German consumers are convinced that smart speakers will play an important role in daily life in the future. And technophile Germans are even more confident in the technology's perspective:

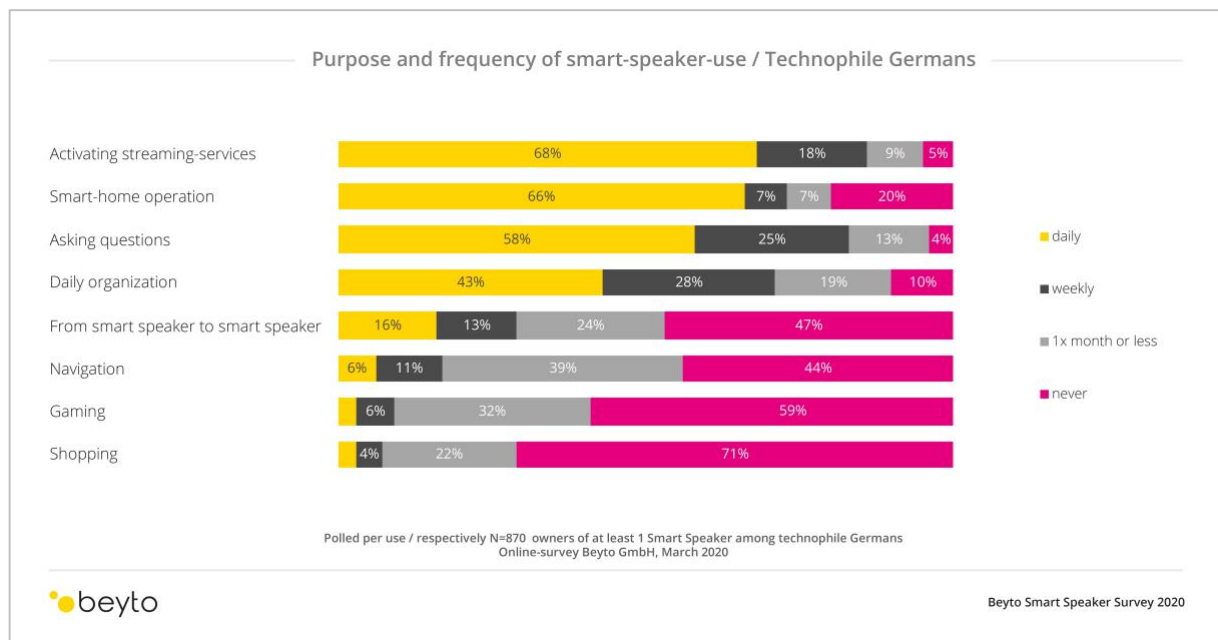


High intensity of smart-speaker-use – in Germany and in the U.S.

There are even more similarities between Germany and the U.S. concerning typical user behavior – which suggests that these patterns are characteristic of this particular device. Half of those who own a smart speaker use it daily, in Germany as well:

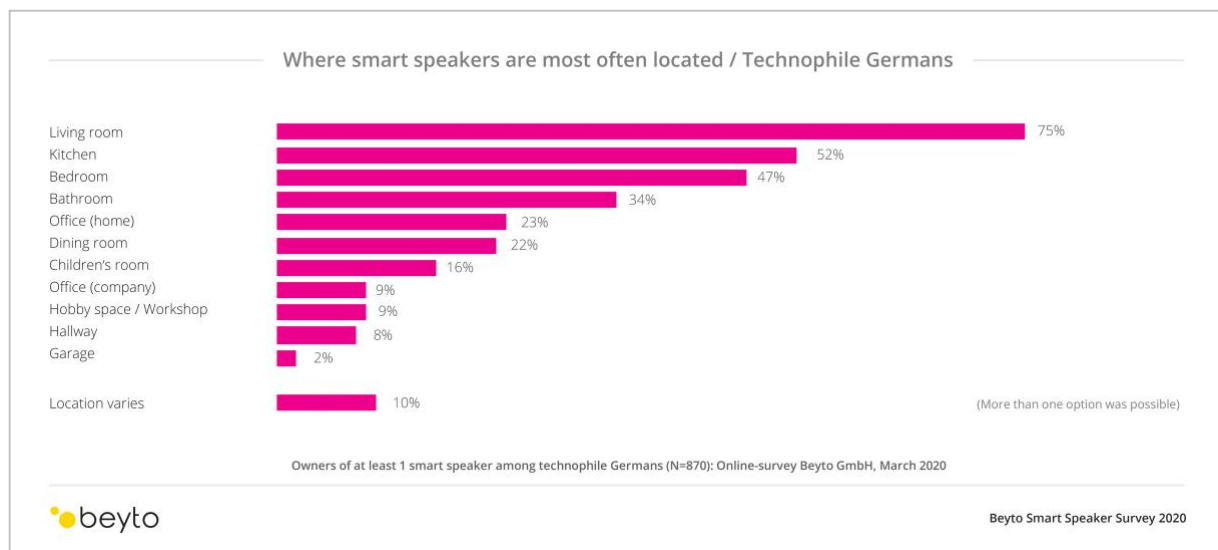


Even technophile German users show patterns comparable to those of U.S. consumers: Smart speakers are primarily used for streaming music, asking questions and organizing daily life. Barely any shopping is done with these devices. In Germany, smart home applications seem to be particularly important – this might be caused by the great interest of technophile Germans in this particular topic:



The biggest market player in Germany is Amazon: No matter whether consumers own one or several smart speakers – 77% have at least one Amazon device at home. The Smart Speaker Consumer Adoption Report of Voicebot.ai also rates Amazon as leading provider with a market share of 53% in the United States, but sees an increasing growth of Google in recent years.

German living rooms are the favored places for smart speakers

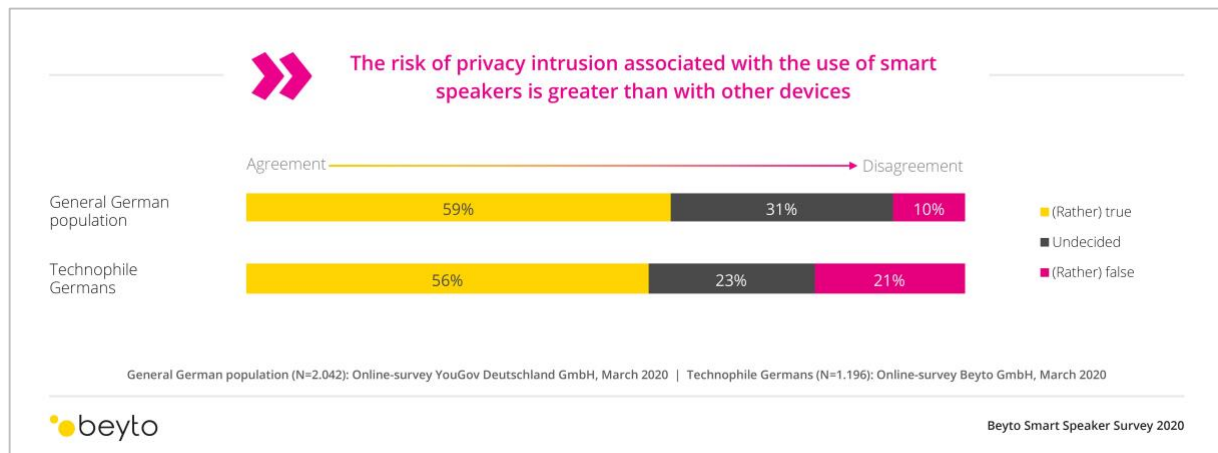


Living room, kitchen, bedroom and bathroom – these are the top places for smart speakers in German as well as in U.S. homes. But compared with the U.S. market, the living room is much more important in Germany (75% versus 43% in U.S. homes) and more smart speakers are placed in the bathroom (34% versus 13% in U.S. homes) as well.

Smart speakers have bad reputation due to privacy concerns

Even if the bedroom is one of the preferred places for smart speakers: The majority of Germans (59%) believes that smart speakers pose a higher risk to their privacy than other

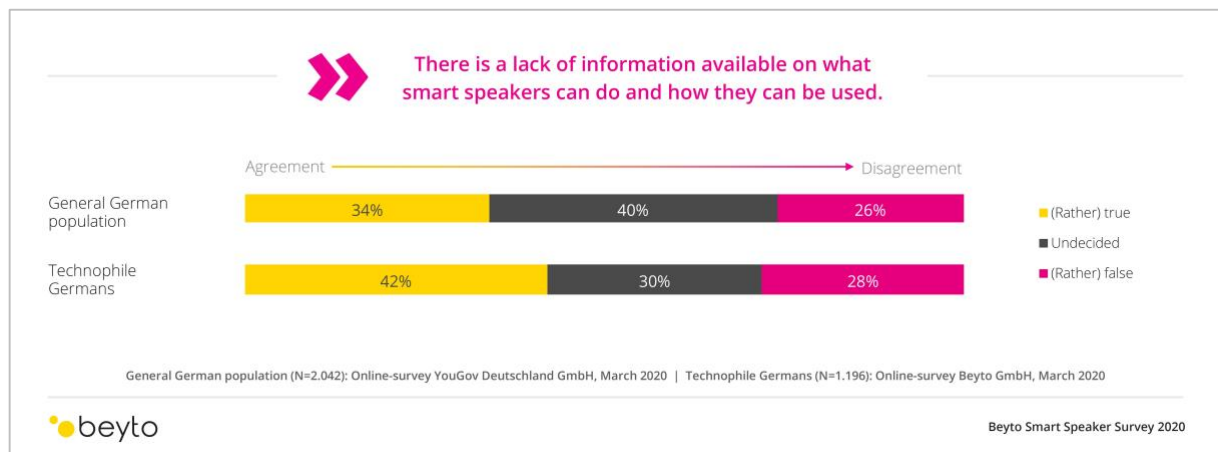
devices – and the general German population and technophile consumers hardly differ in this regard. Additionally, privacy concerns are the main reason why people decide against the purchase of a smart speaker.



Even though Germans are known to be generally more concerned about data protection, the U.S. study also shows that privacy concerns are increasing.

Germans criticize lack of information about smart speakers and voice apps

To improve the bad reputation of smart speakers, it could be helpful to pay attention to another important result: German consumers do not think that information on smart speakers is sufficient:



More information could also help increase the use of voice apps, since only half of the smart speaker owners in Germany use them regularly (daily or weekly). The majority of technophile Germans who don't use Alexa skills or Google actions say that they lack information about this option (52%). How rarely Germans use of voice apps corresponds to the U.S., where 53% of smart-speaker-owners have never tried such apps.