

# Retail's newest trend: Voice commerce

After e-commerce and mobile shopping comes the next big trend in retail: **voice commerce**. **11%** of traditionally conservative German consumers already use voice assistants at least once a week - and the number is growing.

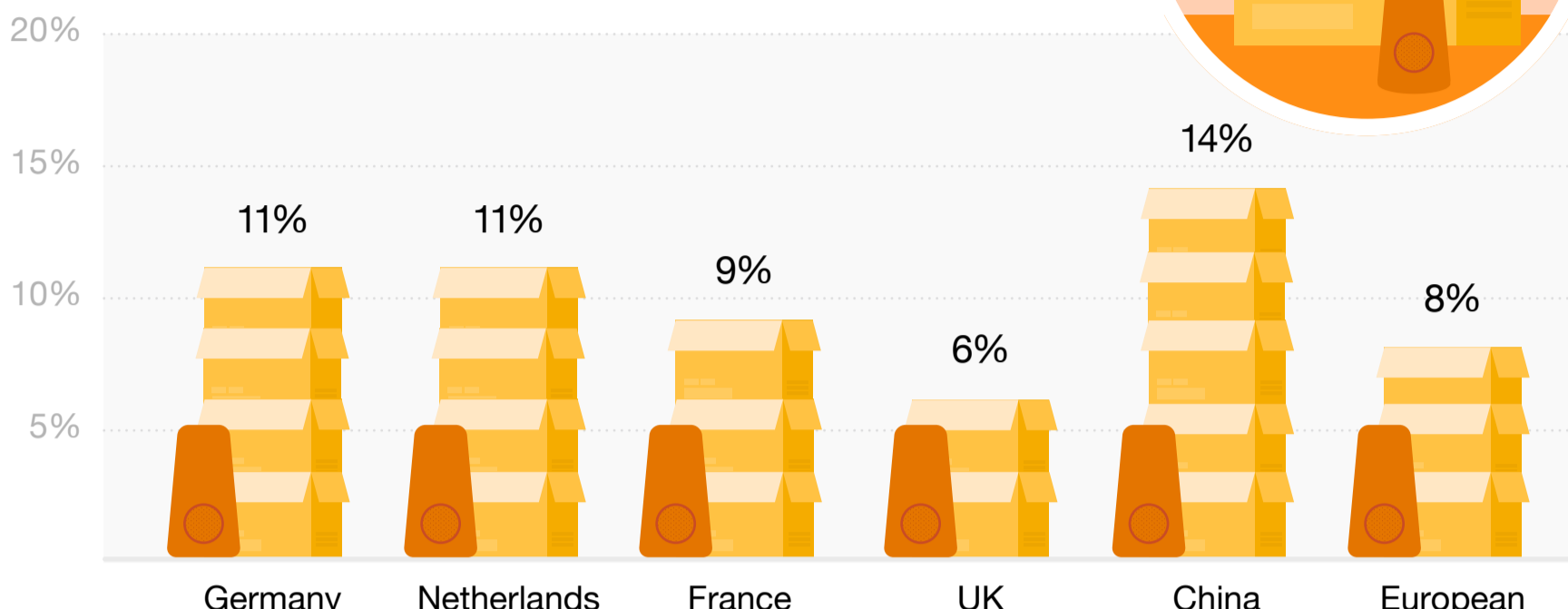


## The status quo of voice commerce

Unexpectedly, Germans are leading the way in Europe with **11%** of consumers using smart voice assistants to shop at least once a week, while the European average is **8%**. The German adoption rate is not far behind China, where **14%** of consumers make use of voice commerce every week.



## "Alexa, order ..." the status quo of voice commerce in Europe\*



\* Percentage of respondents shopping via smart voice assistant every day or every week

As with most emerging trends, digital natives are at the forefront:

**19%** of German consumers under the age of 35 shop via smart voice assistants every week, as do **17%** in the Netherlands.



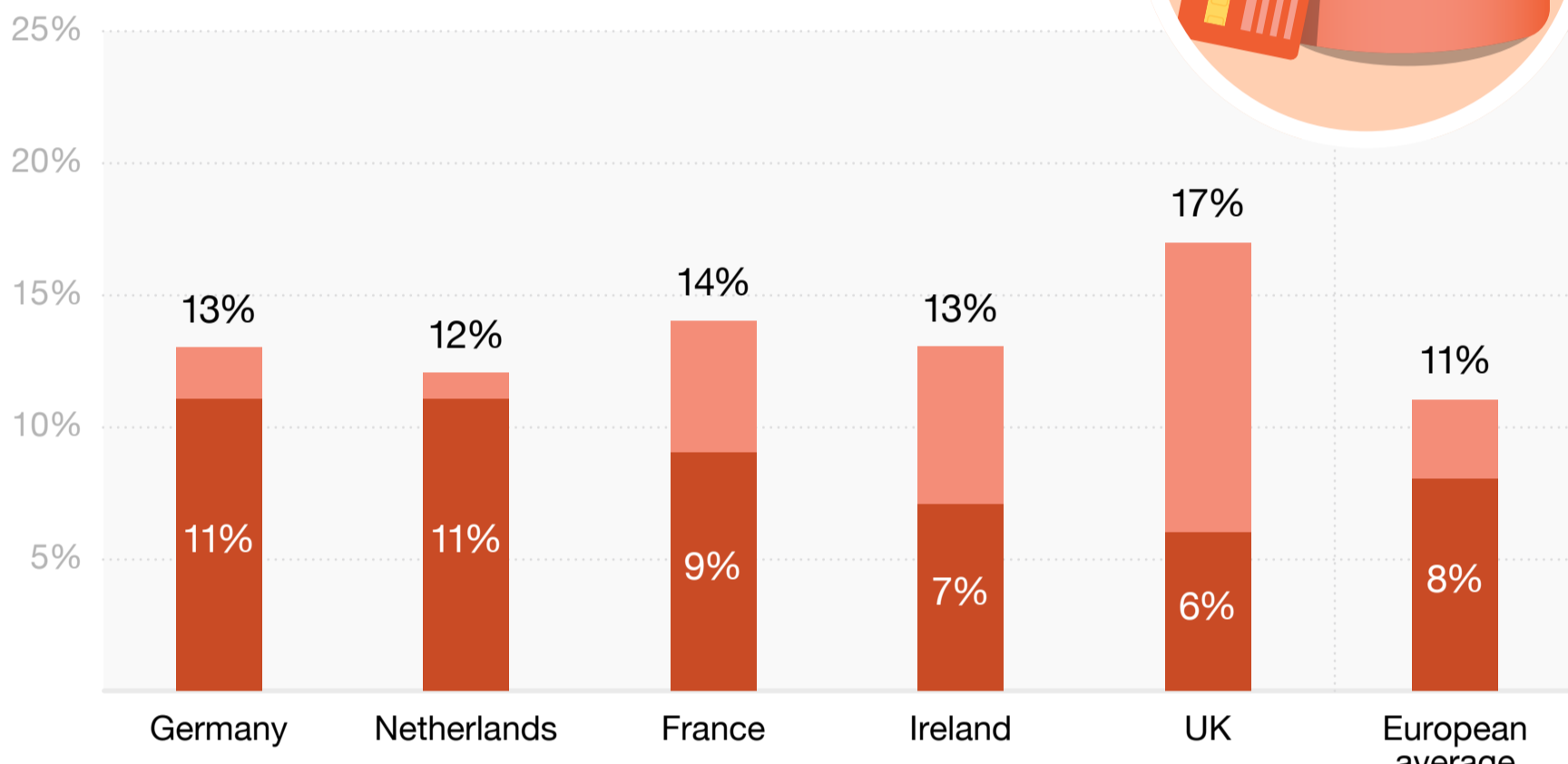
## Mind the gap

Looking at the gap between the proportion of consumers who own smart voice assistants and the proportion who use them for shopping, voice commerce has huge growth potential. In Germany, most consumers owning a voice assistant device (**13%**) use it for shopping at least once a week (**11%**). The gap is considerably wider in the UK, with **17%** of consumers owning a device but only **6%** using it to shop at least once a week.



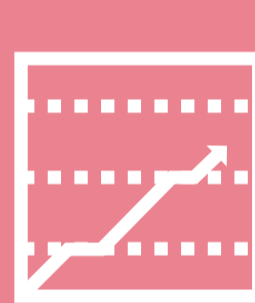
## Shopping vs owning

- Consumers shopping via smart voice assistant every day or every week
- own a smart voice assistant

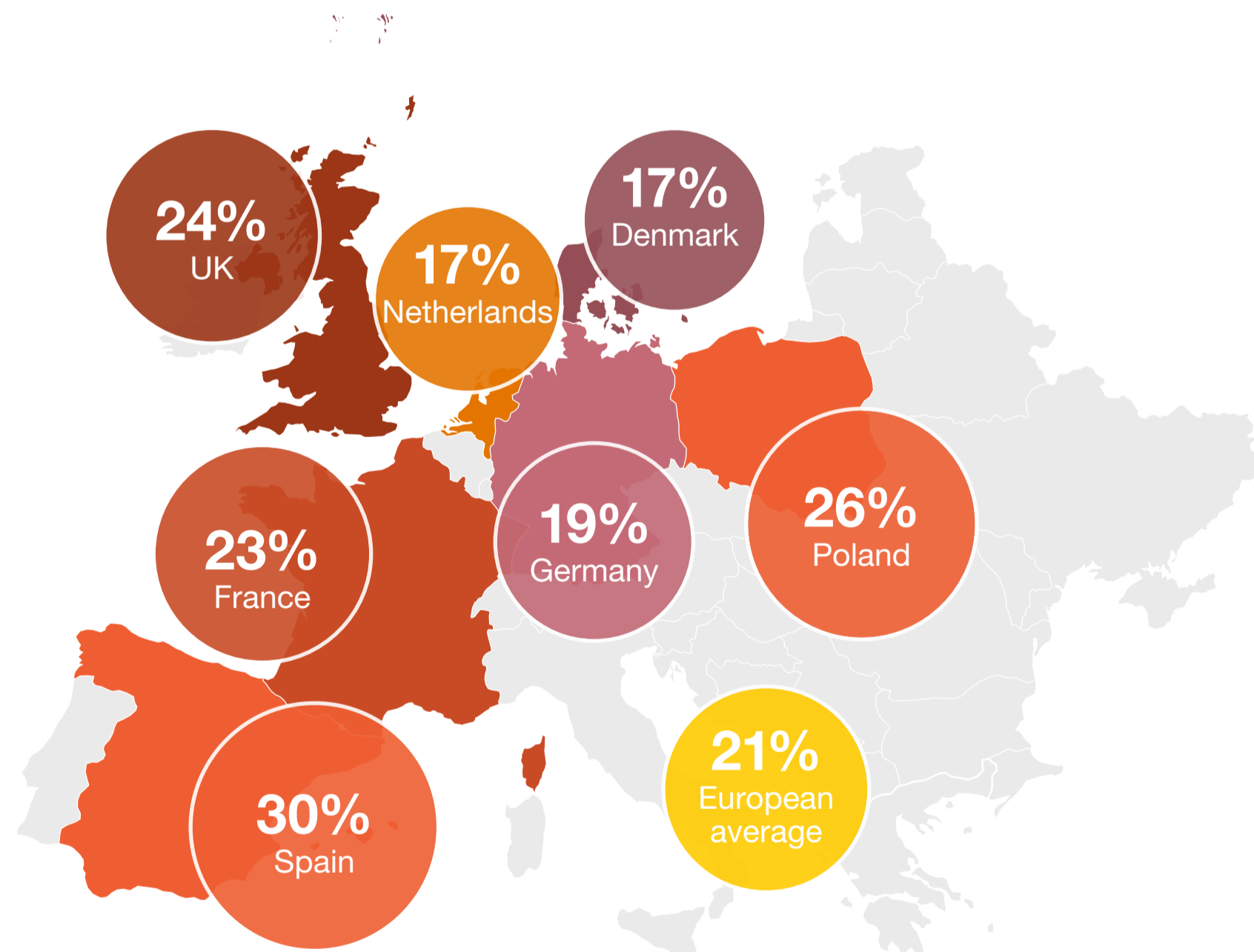


## The potential of voice commerce

If only half of the consumers planning to purchase a smart home assistant use the devices for shopping, voice commerce could increase from **8%** to **18%** - approaching the current share held by mobile shopping.



## Consumers planning to purchase a smart voice assistant\*



\* Percentage of consumers planning to purchase a smart voice assistant in the next two years

The continued adoption of voice commerce depends mainly on two factors:

it needs to offer the same level of **convenience** and **data privacy** as shopping done on PC or mobile.



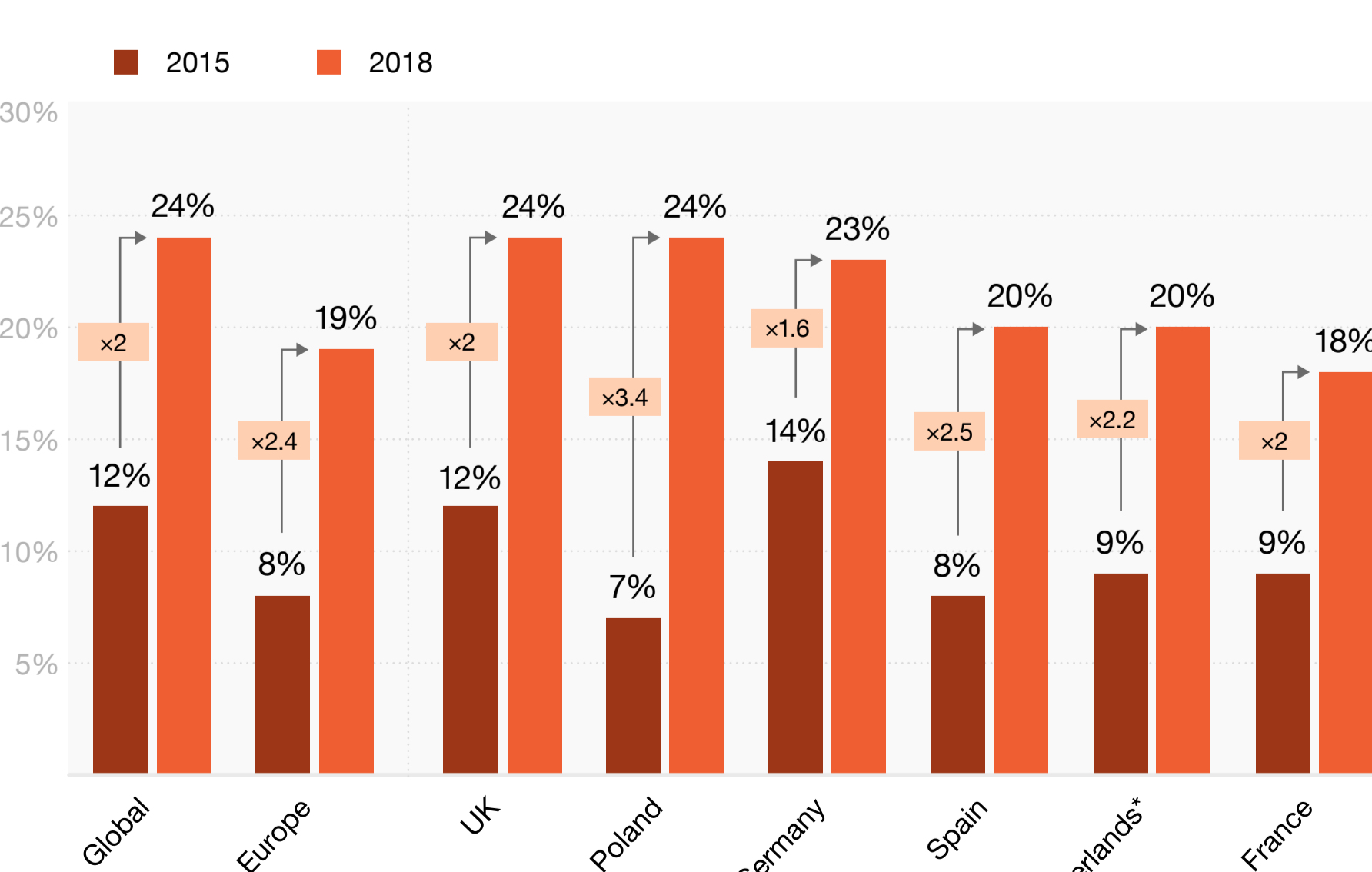
## Mobile shopping

Almost **20%** of Europeans use their smartphones for shopping every day or every week. Compared to China, mobile shopping in Europe is still in its infancy: **55%** of Chinese customers use their smartphones for shopping every week.



## Smartphones have become the go-to technology for online shopping

Percentage of consumers using their smartphone every day or every week to buy products



\*Data for the Netherlands is for 2017 and 2018