



The Siege of Speakers

ONLINE MARKET SEPTEMBER 2015 - AUGUST 2016

Amazon owns most of the online market's "shelf space" and is leveraging this in an attempt to gain market share for its own branded products. In this four-part series, we dive into the three categories where Amazon products are booming. Here's a look into the online speaker category and the role that Amazon's line of Echo speakers plays within it.

Market Insights Series: Amazon's Advance

\$1B

Estimated Online Speakers Market Size



89%

of speakers sold online are sold through Amazon.com

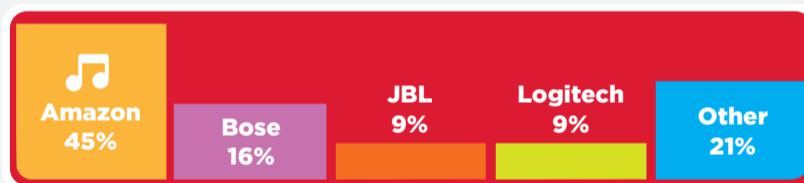
Amazon.com encompasses Amazon Marketplace, Direct and Subscription sites



66%

of online speaker purchases are made by men

Online Market Share Among Top 10 Speaker Brands



1/2

In just 2 years, the Amazon Echo accounts for **almost half** of online speaker sales



MOST POPULAR ITEM IN ONLINE SPEAKER CATEGORY

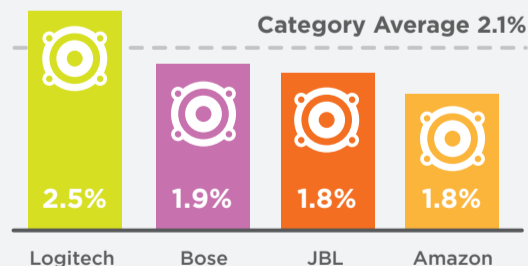
Amazon Echo



67%

YOY Growth for Amazon Speaker Sales (August '15 - August '16)

It's Not Just Conversion Rates*



Despite a below-average conversion rate, Amazon has the **HIGHEST PROPORTION OF PRODUCT VIEWS** for speakers sold online

* Conversion Rate is calculated as Units Sold divided by Product Views across all online retailers

