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.

The Siege of Speakers
ONLINE MARKET SEPTEMBER 2015 - AUGUST 2016

Amazon.com encompasses Amazon Marketplace, Direct and Subscription sites

Estimated Online Speakers Market Size

- **89%** of speakers sold online are sold through Amazon.com
- **$1B**
- **66%** of online speaker purchases are made by men

Online Market Share Among Top 10 Speaker Brands

- **Amazon** 45%
- **Bose** 16%
- **JBL** 9%
- **Logitech** 9%
- **Others** 21%

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

Most Popular Item in Online Speaker Category

- Amazon Echo

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

- **67%**

It’s Not Just Conversion Rates*

- **Category Average 2.1%** for all online retailers
- **Bose 1.9%**
- **JBL 1.8%**
- **Amazon 1.8%**

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

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