

Amazon Echo uptake will start to plateau in the US this year

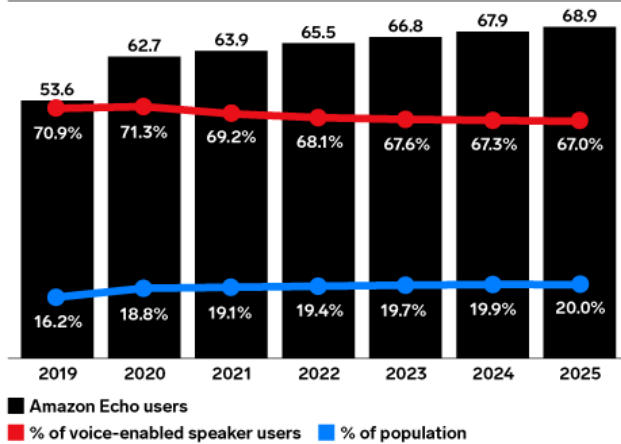
Article

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More than **19%** of the US population will use the **Amazon** voice-enabled **Echo** speaker at least once per month in 2021, up from about **16%** two years ago. But penetration will stagnate for years to come, growing by less than **1 percentage point** by the end of 2025.

US Amazon Echo Users, 2019-2025

millions, % of voice-enabled speaker users, and % of population



Note: individuals who use an Amazon Echo at least once a month

Source: eMarketer, June 2021

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