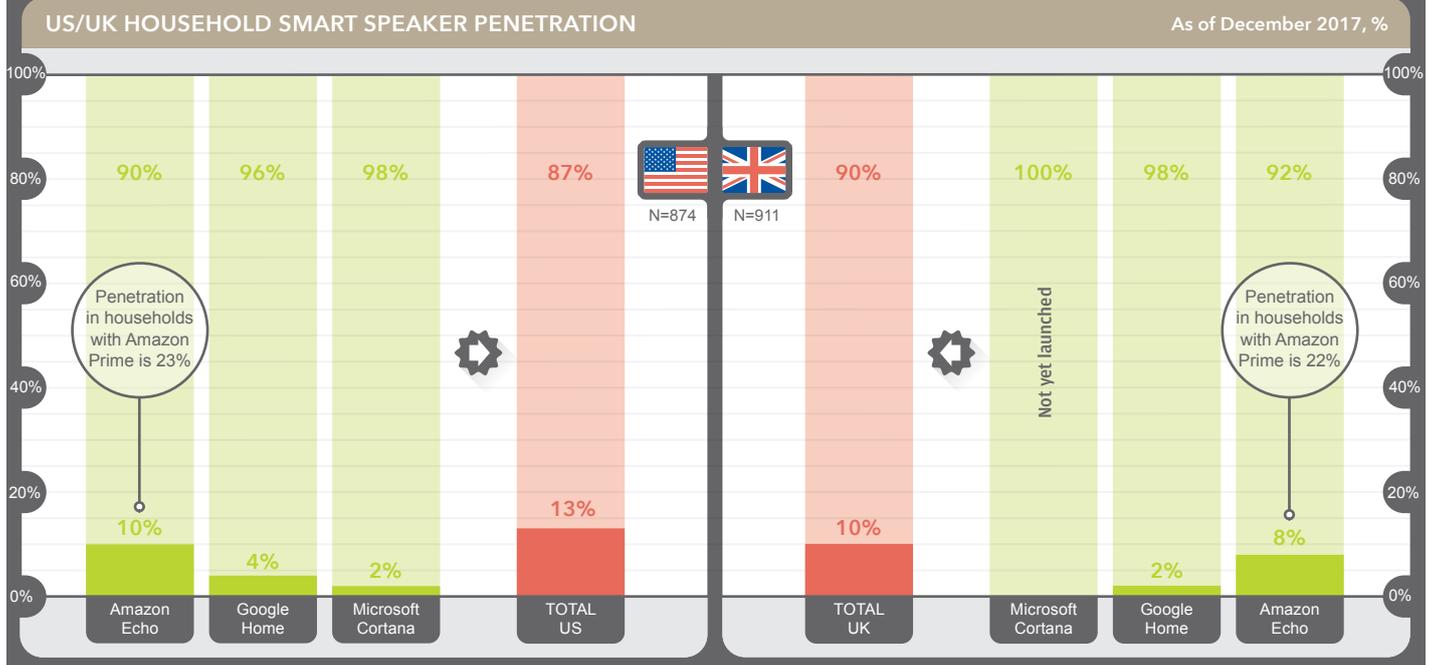
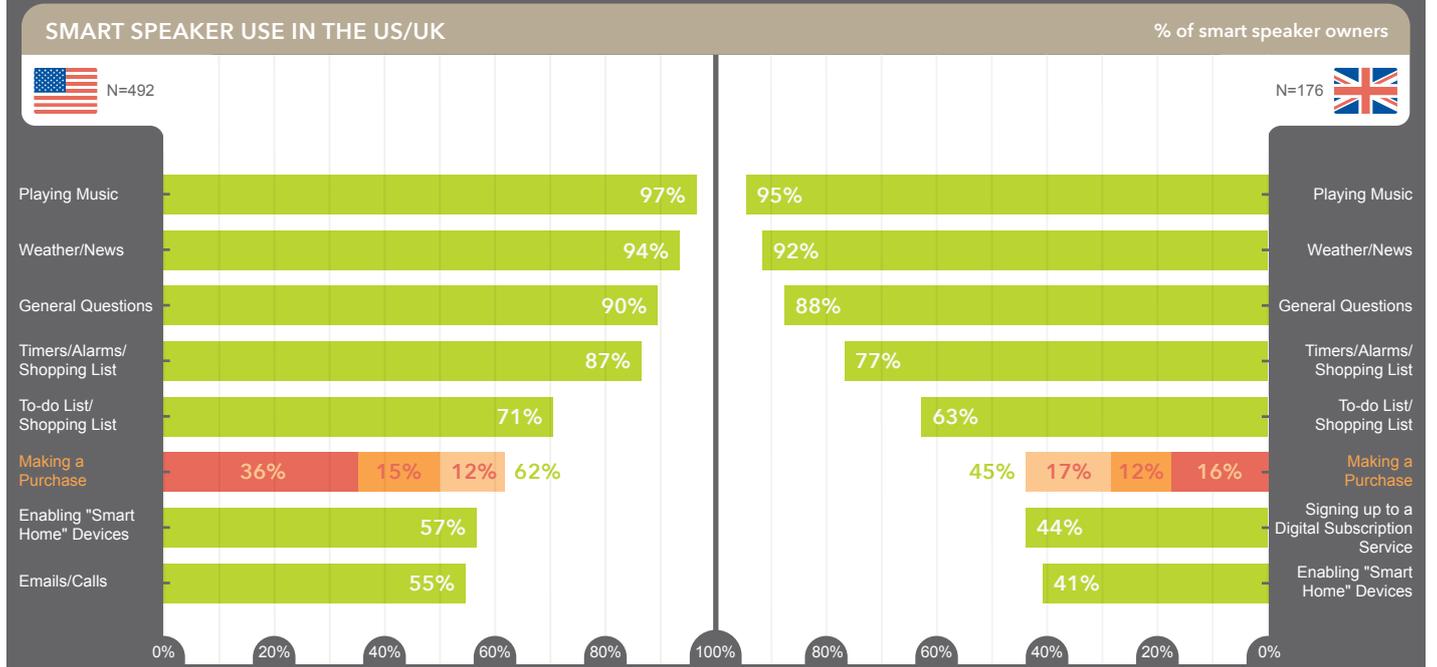


# Talking shop: the rise of voice commerce

## Penetration of smart speakers in the UK is 10% with Amazon Echo leading the way

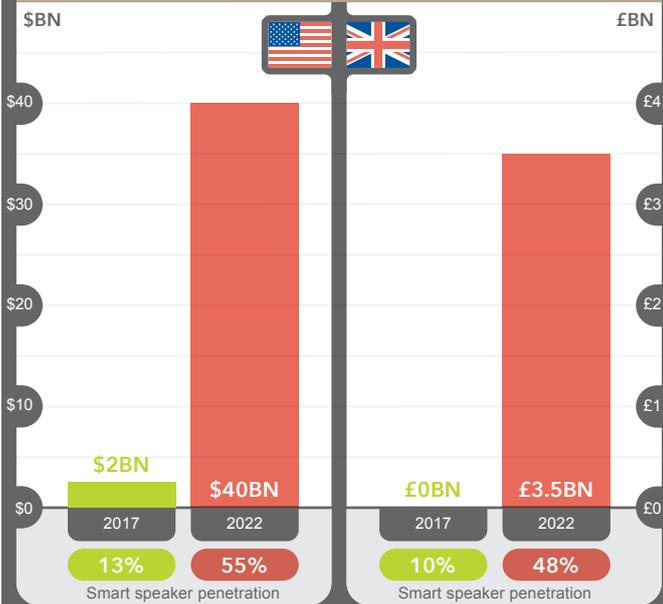


## Almost half of UK smart speaker owners have used them to make a purchase



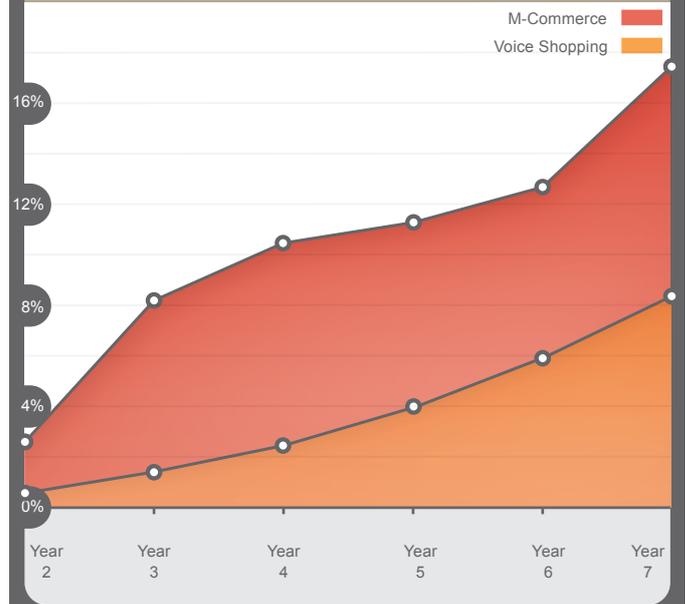
## Total spend on voice will increase to £3.5bn in the UK and \$40bn in the U.S. by 2022

### HOUSEHOLD SMART SPEAKER PENETRATION



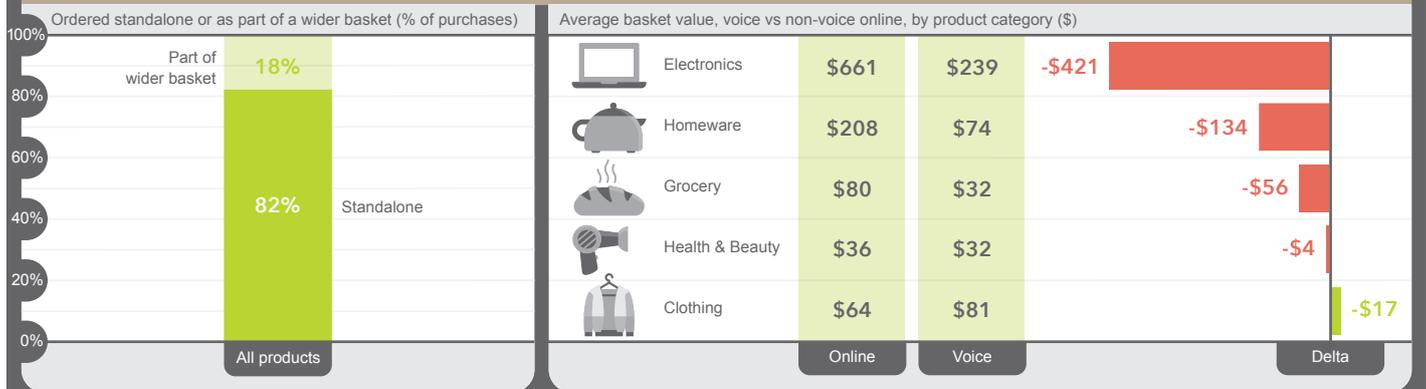
## Uptake of smart speakers over time is projected to mirror smart phones

### VOICE SHOPPING SHARE OF E-COMMERCE VS M-COMMERCE



## Voice purchases are typically smaller, standalone items

### PURCHASES USING SMART SPEAKER US/UK



## Becoming Amazon Choice is key for consumer goods companies who want to win. Formula for success:

Popular, well priced products



Excellent customer experience metrics



Excellent supply chain performance



Results in 3X volume uplift for the brand

