

GEN Z Market Research Analysis

# Wireless Speakers

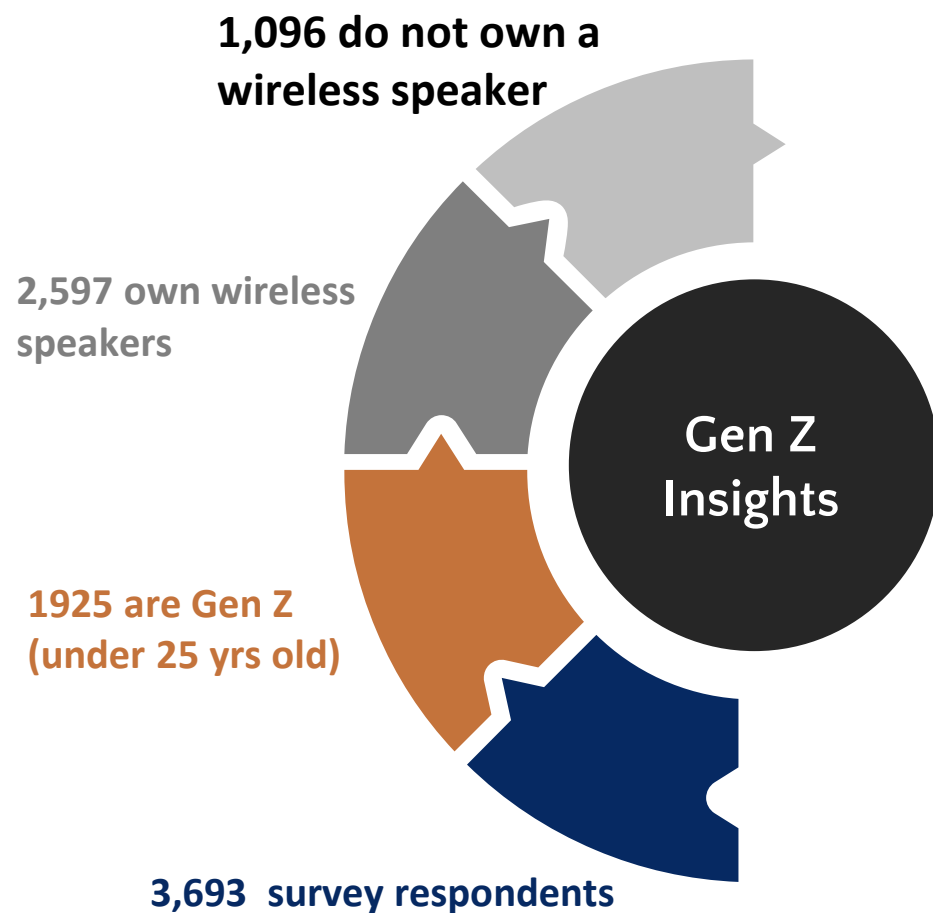
Externship Presentation by Diane  
Weightman  
Sept. 19, 2024



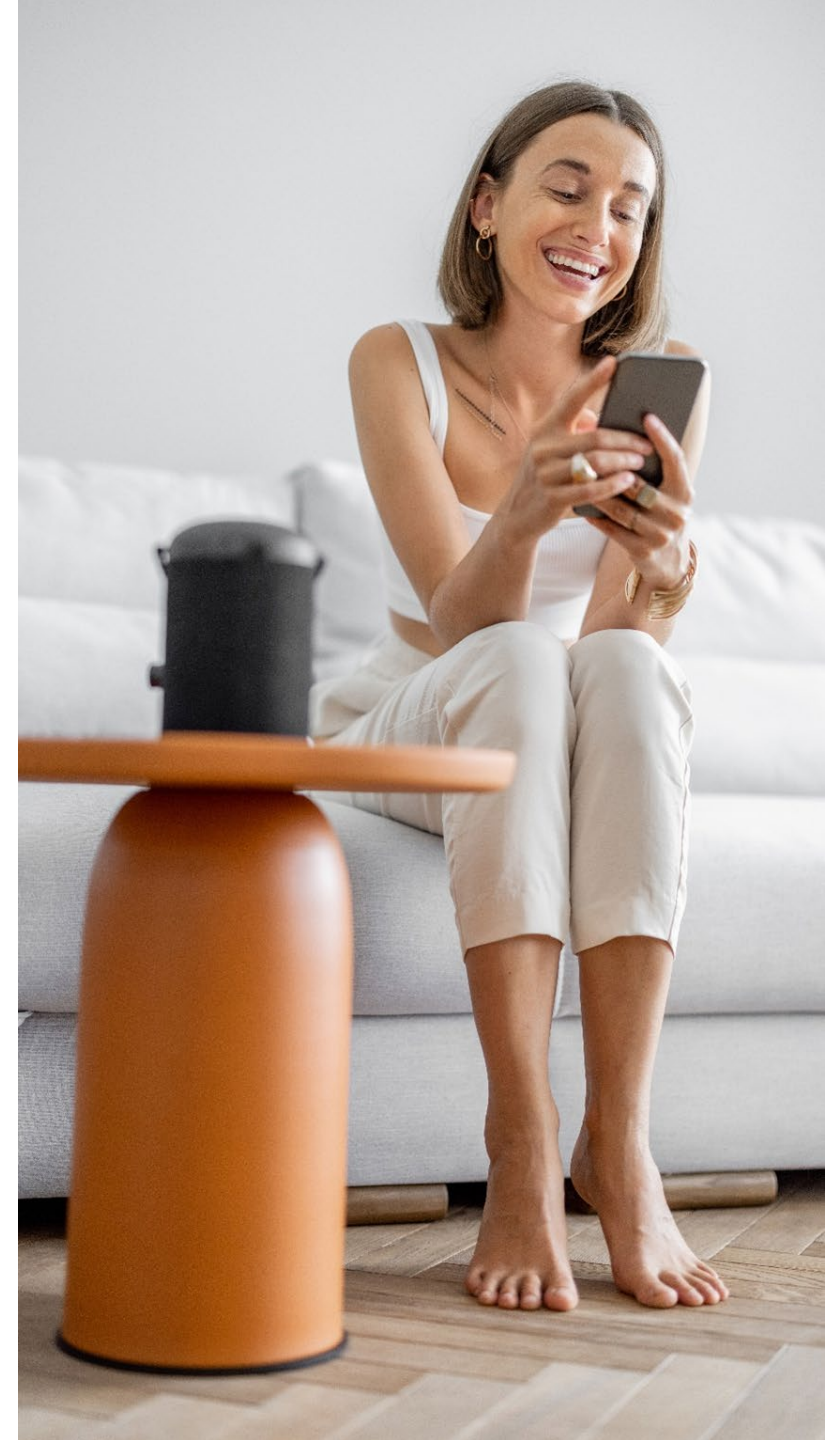
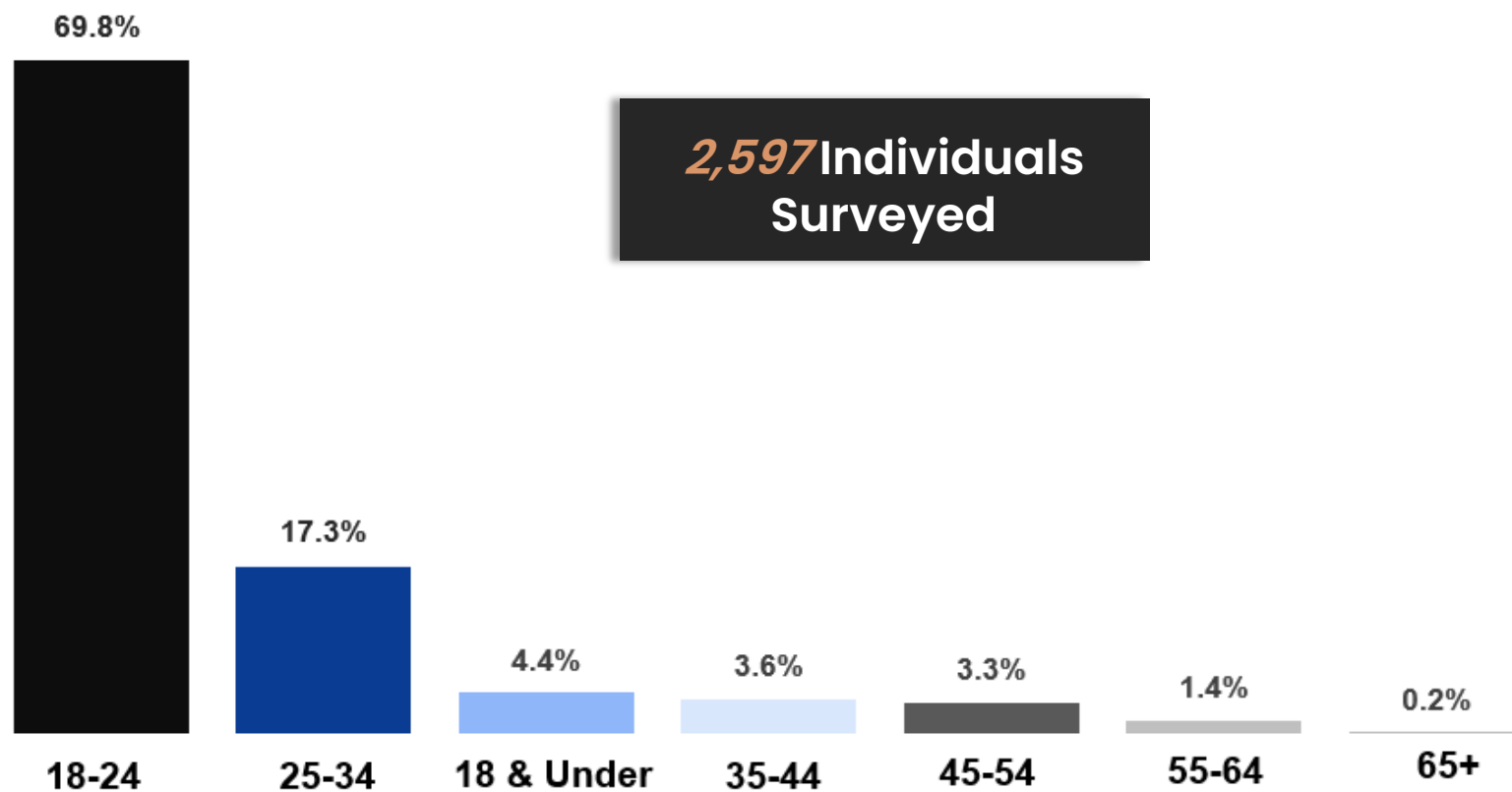


# Introduction

This report investigates the key factors driving the high-fidelity wireless speaker market. This research focuses on the Gen Z market space. A survey of 3,693 respondents was used to gather insights into usage, satisfaction, brand and feature preferences.

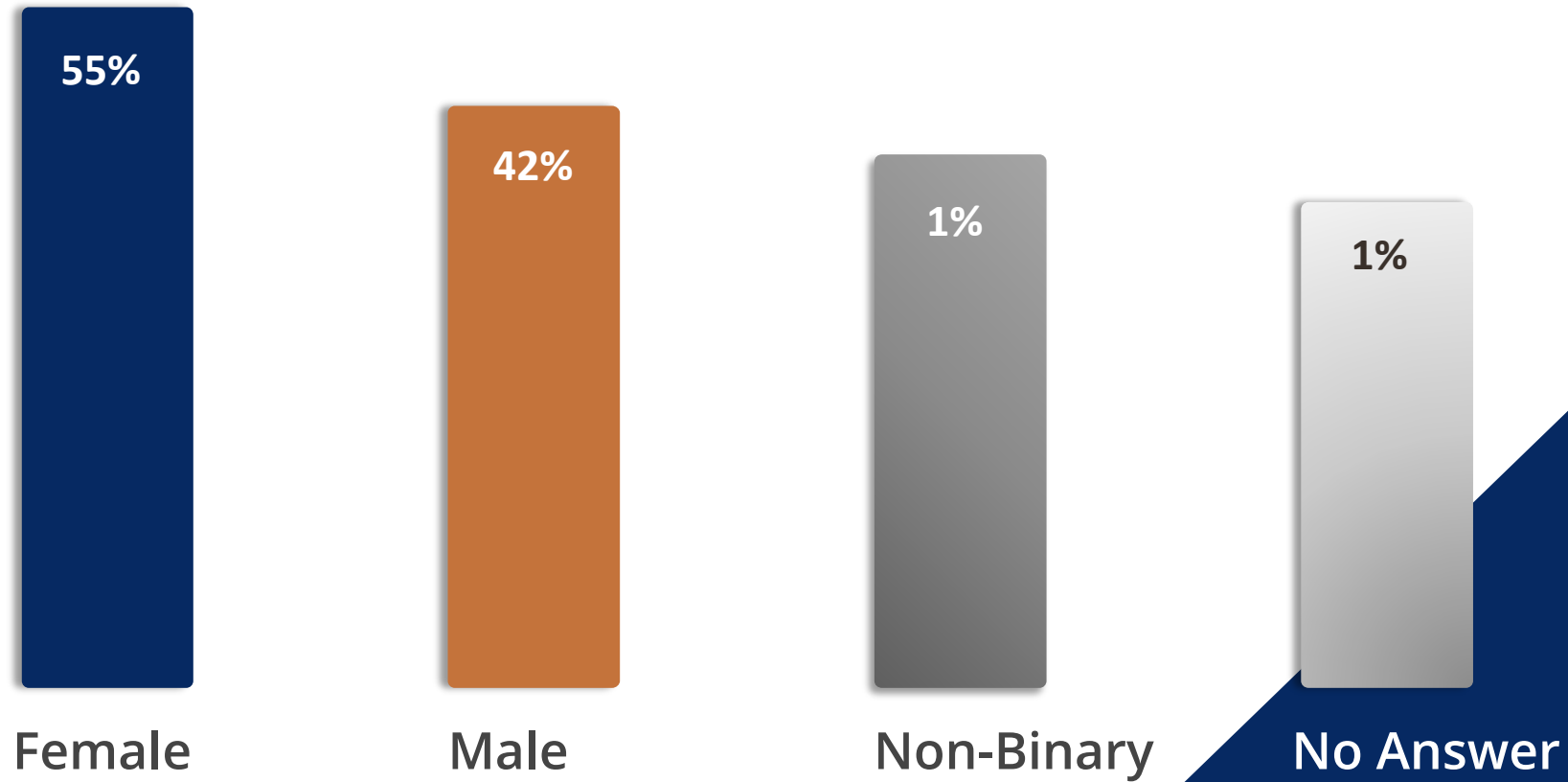


# *Who Owns Wireless Speakers?*

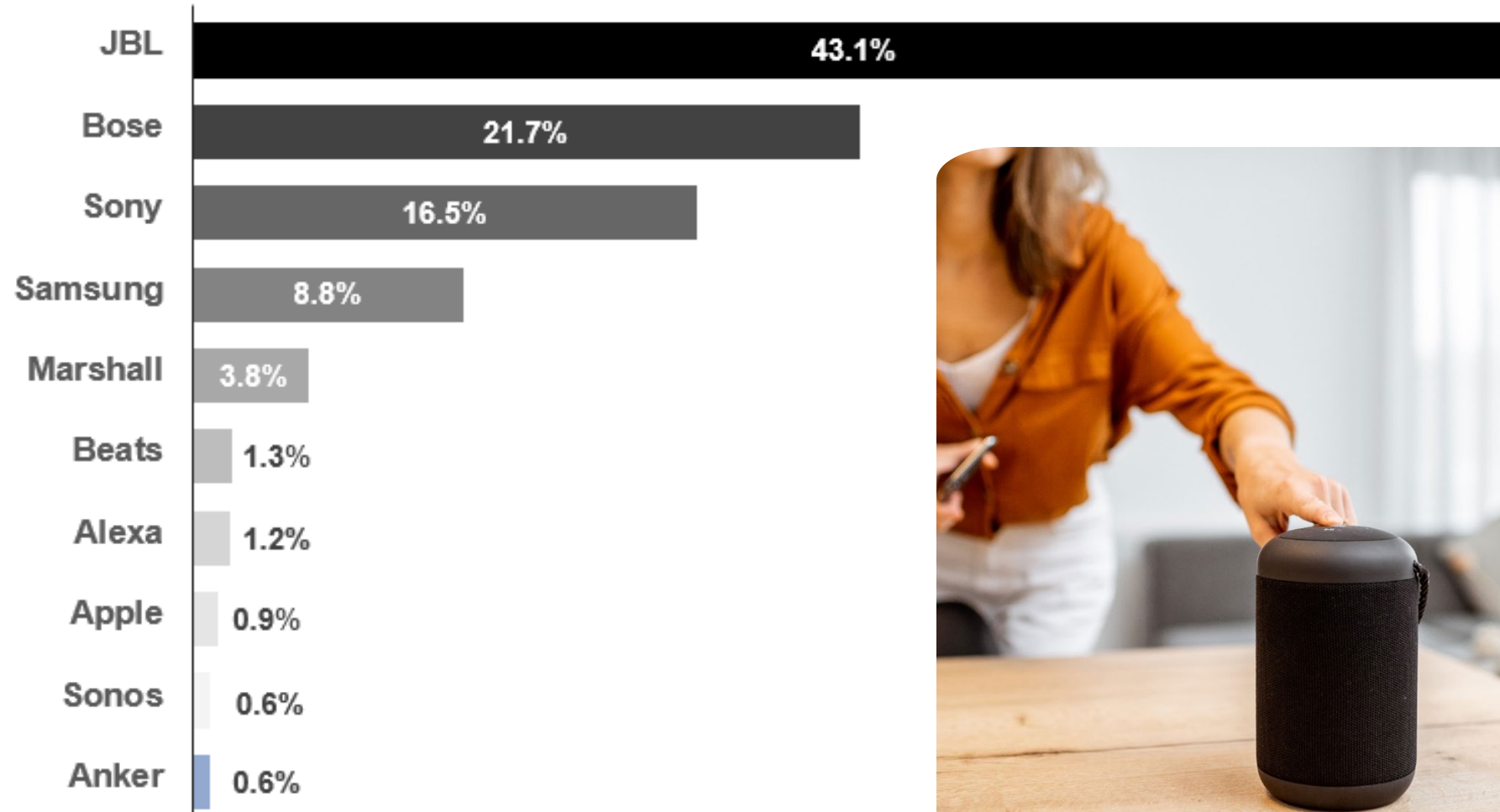


# Wireless Speaker Ownership

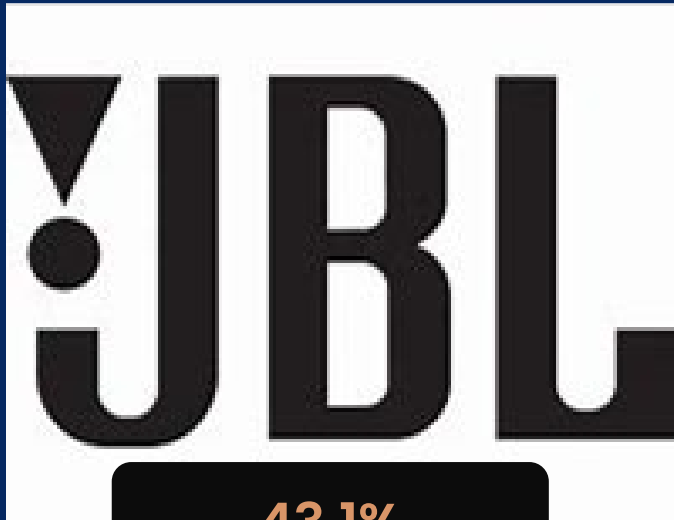
By gender



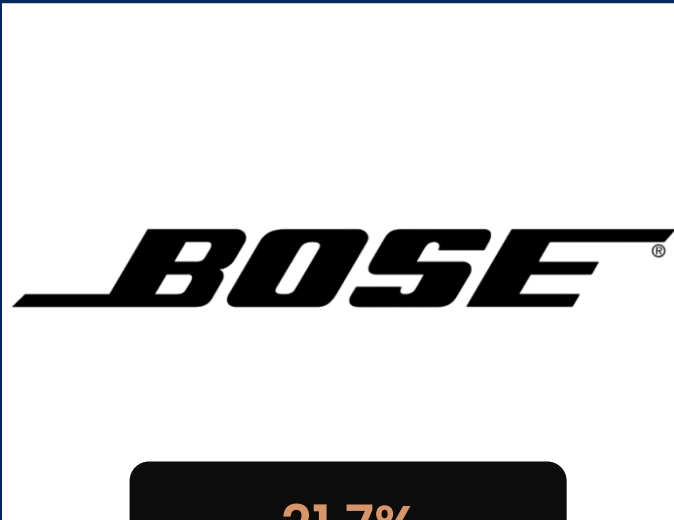
# Top Ten Purchased Brands



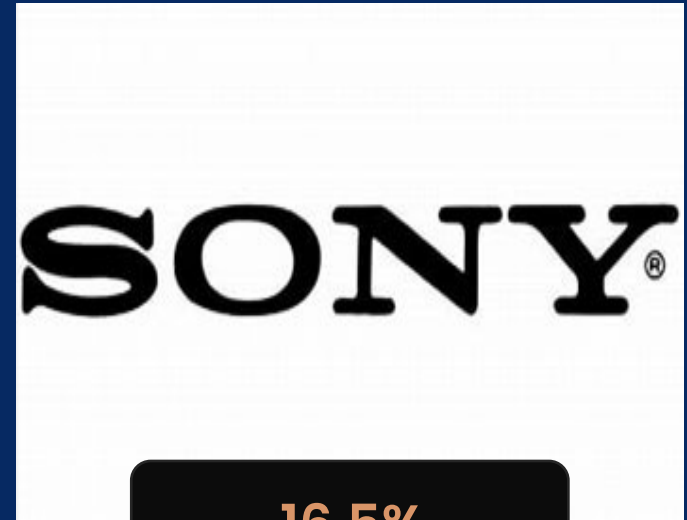
# Top Three Preferred Brands



43.1%



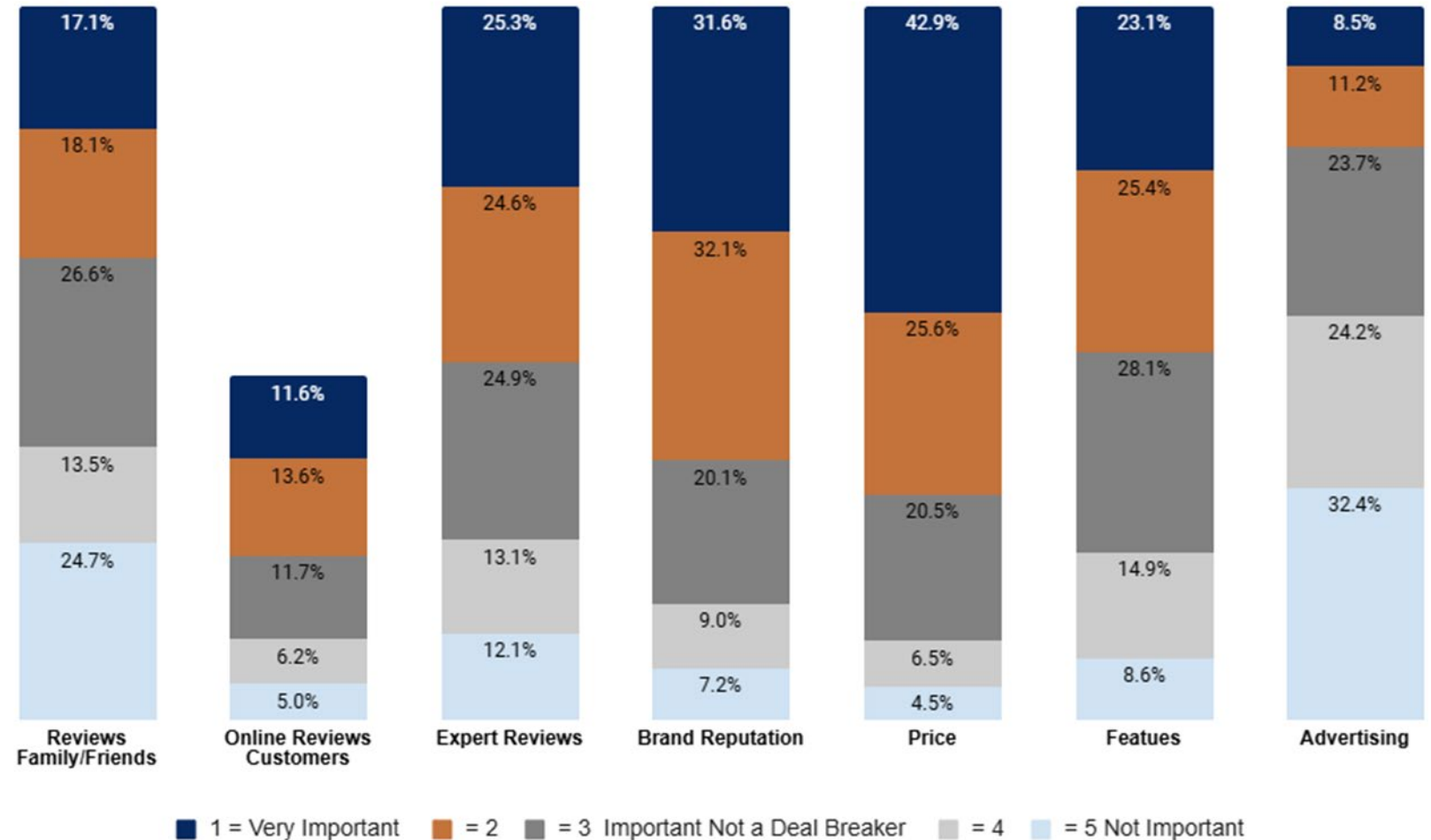
21.7%



16.5%

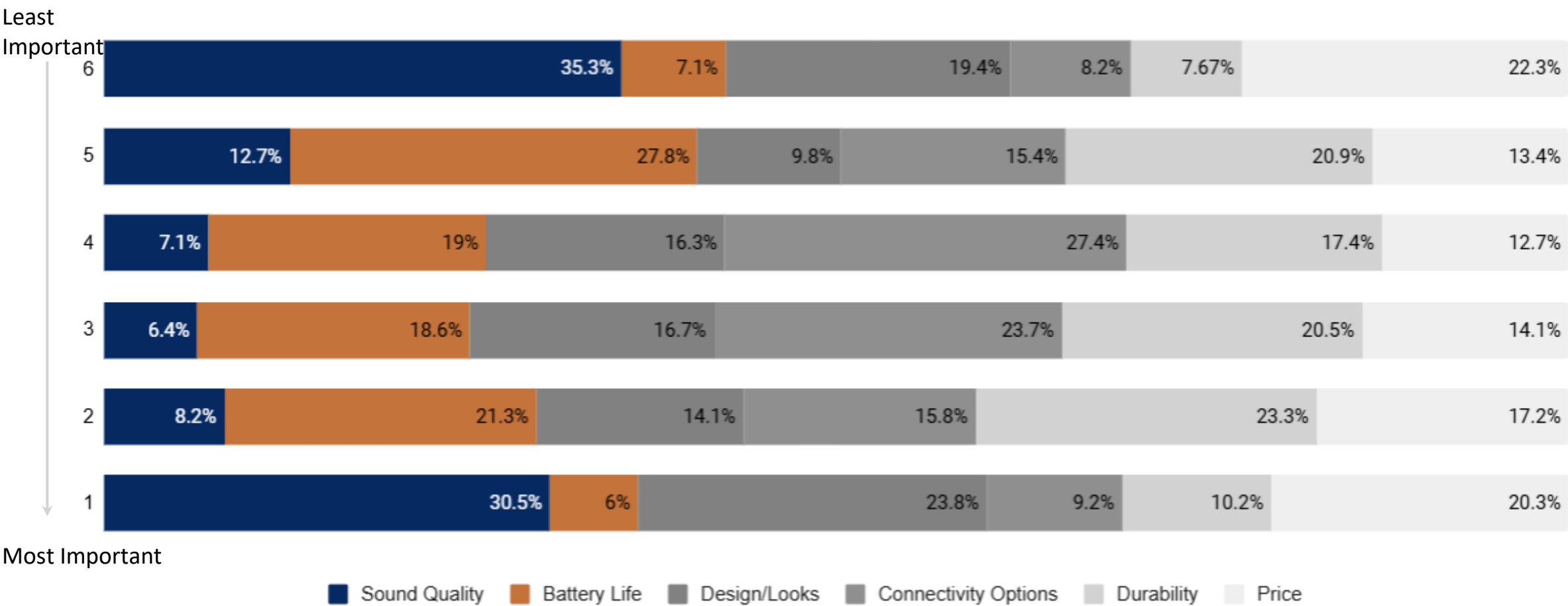


# What Drives Purchase Decisions?



# What's Most Important in a Wireless Speaker

Ranked by importance levels

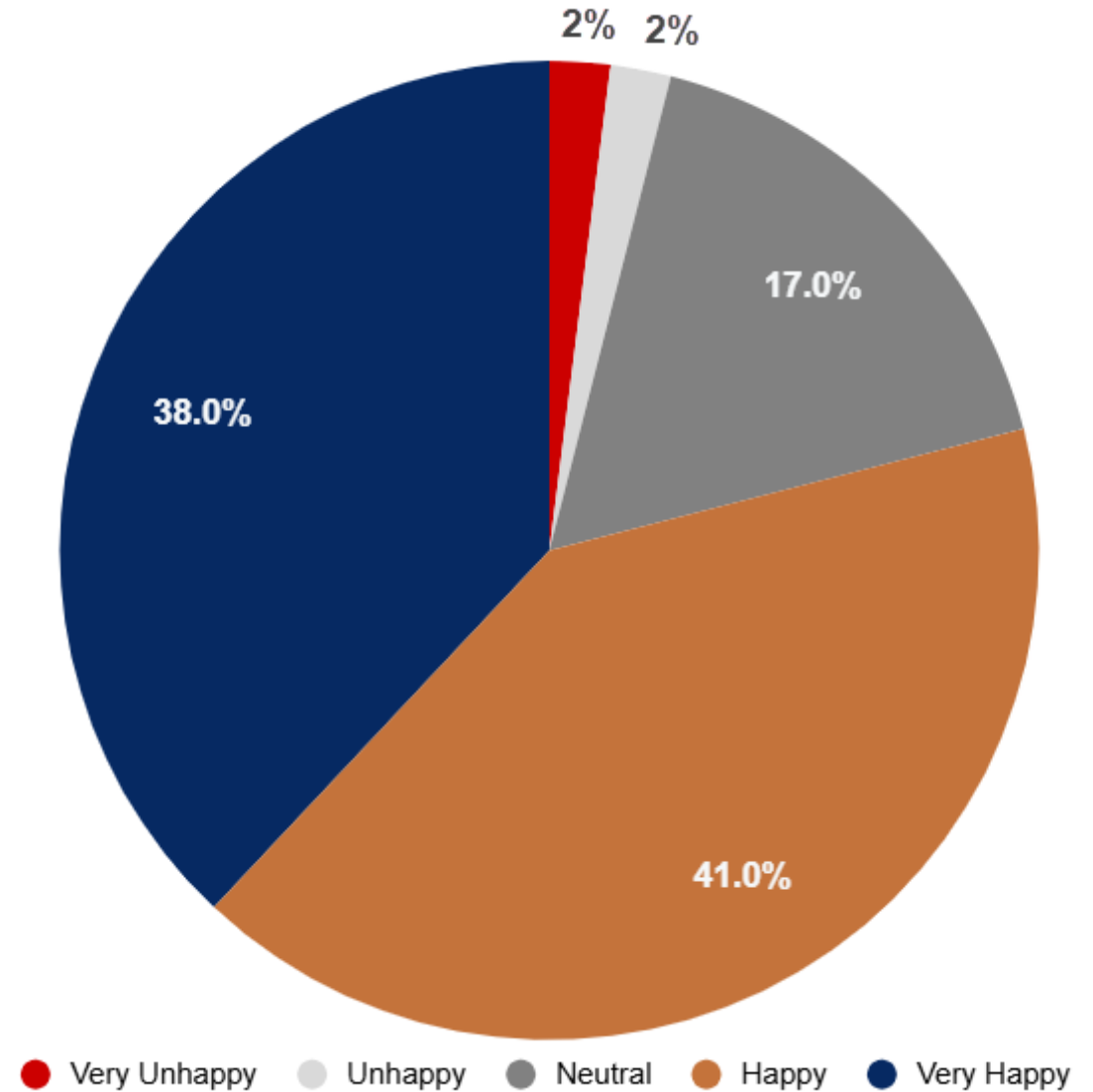




# Quality & Performance



## *How satisfied are consumers?*

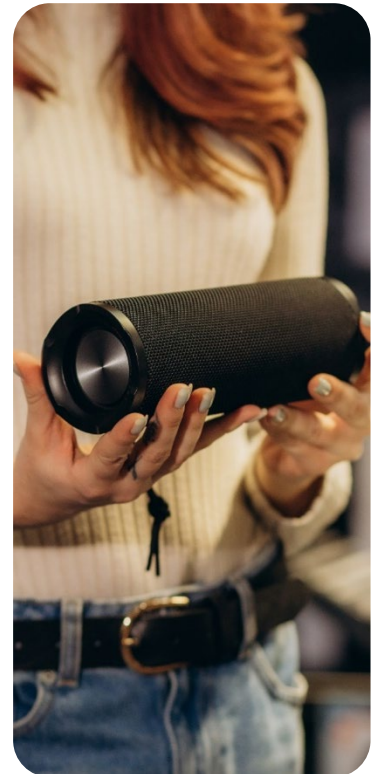
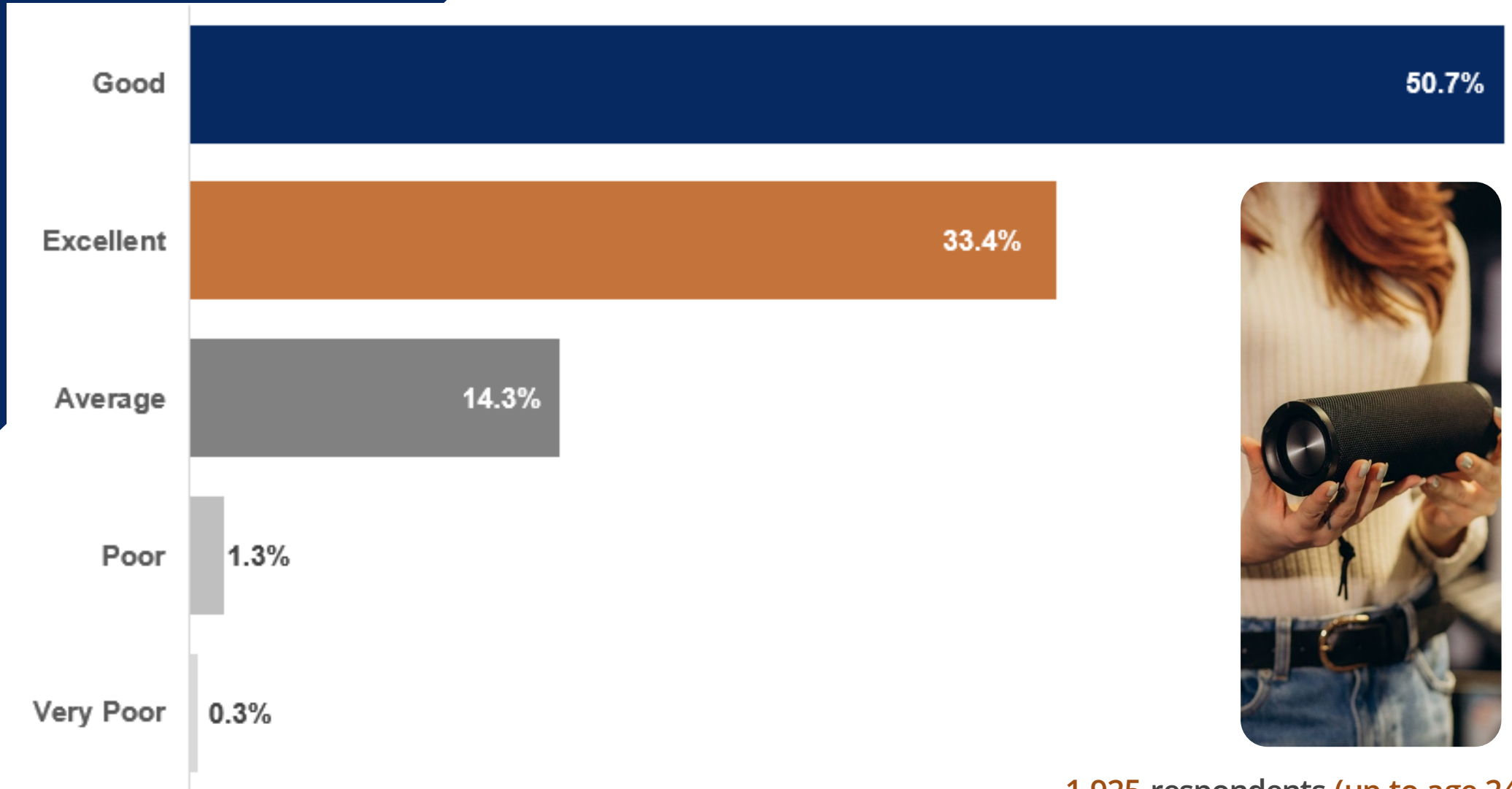


1,925 respondents (up to age 24)

# Audio Quality Ratings

## of currently owned speakers

How do owners rate their current speaker quality?



1,925 respondents (up to age 24)

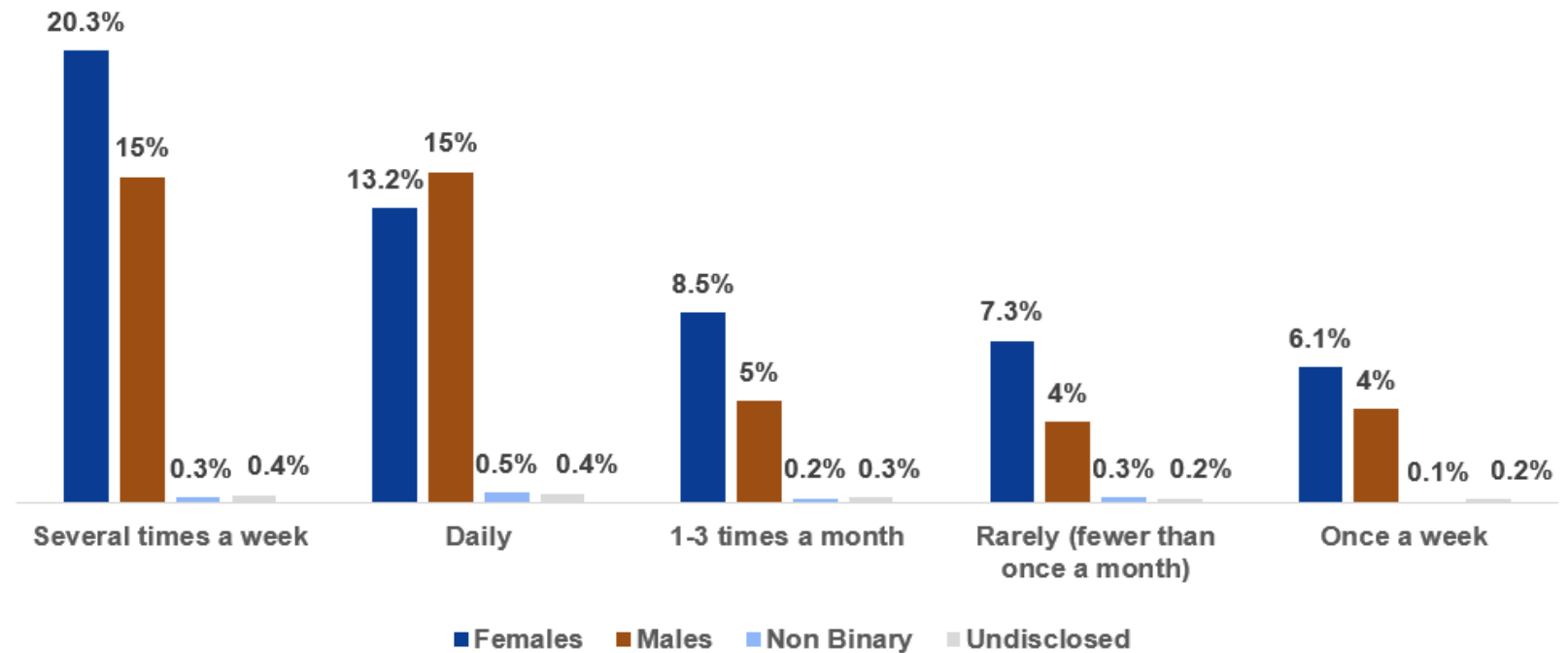
# Consumer Engagement

How often do you use your speaker?

Respondents shared how often they used their favorite wireless speakers.

*1,925 Survey Respondents*

Frequency of Wireless Speaker Usage by Gender



# How are consumers using their speakers?



49.2% Listening to Music



14.9% Listening to Audiobooks



7.3% Listening to podcasts



4.7% Gaming



4.3% Audio / Video Calls



4.1% Online Meetings





# Consumer Recommendations



- ✓ Improve Sound Quality
- ✓ Improve Base
- ✓ Better Battery Life
- ✓ Increase Volume Capability
- ✓ Visual Battery Life Indicator
- ✓ Better Pricing



GEN Z Market Research Analysis

# Thank You!

Externship Presentation by Diane Weightman

