



# How Voice Commerce is Shaping the Future of eCommerce

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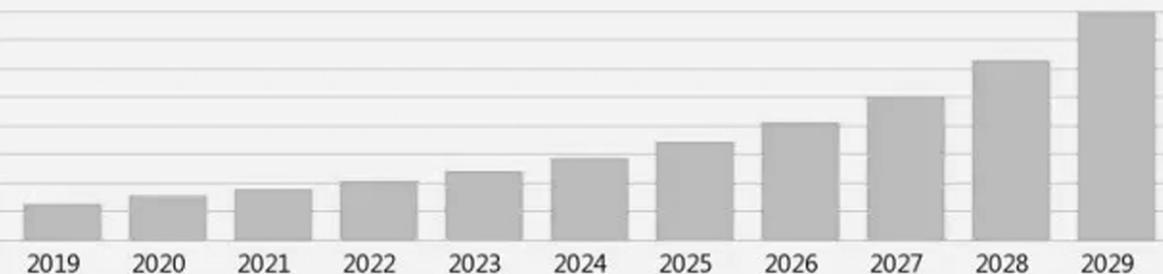
# Introduction to Voice Commerce



Voice commerce is altering the way customers engage with online shopping, enabling them to make purchases, browse products, and track orders using simple voice commands. As voice recognition technology grows with time, users find it more convenient to perform everyday tasks hands-free, especially in situations where typing or screen navigation can be inconvenient, such as when cooking, driving, or basic activities.

This hands-free shopping experience is precious for multitasking situations where ease of use is critical. By integrating voice assistants like Amazon's Alexa, Google Assistant, Apple's Siri, and Microsoft's Cortana, customers are gaining access to a more personalized and seamless shopping experience.

## Market Size Outlook (USD Billion)



2019 : USD 20.08



**19.2%**  
2025 Year-over-Year



**22.7%**  
CAGR 2024-2029



**ACCELERATING**  
Growth Momentum



**USD 80.21 Bn**  
Incremental growth  
between 2024-2029

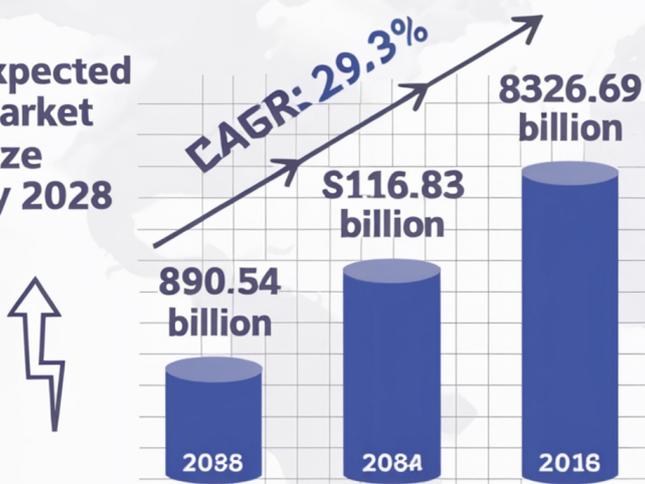
The real power of voice commerce lies in its ability to understand what the customer needs. By leveraging artificial intelligence, voice assistants can analyze purchasing history and preferences, making tailored recommendations that enhance the overall shopping journey. Voice commerce simplifies the process and brings convenience to a new level, be it reordering frequent purchase items or finding new products.

As technology advances, voice commerce is opening up fresh opportunities for businesses, creating new sales channels, and reshaping the ecommerce industry. From personalized shopping experiences to voice-activated payments, the future of retail is becoming increasingly hands-free, faster, and more intelligent.



## GLOBAL VOICE COMMERCE MARKET

Expected Market Size By 2028



**North America** is the largest region in the voice commerce market



**Major Driver** of the voice commerce market is **Increasing Demand For E-commerce**

### Key Trend

**Immersive Voice Commerce Solutions Enhancing User Experience And Streamlining Shopping With AI-Powered Assistants**

# Improving Loyalty Programs with Voice Assistants

Retailers are increasingly using voice assistants to increase engagement with loyalty programs. Customers can check loyalty points, redeem rewards, and access exclusive offers through simple voice commands. This not only makes it easier for consumers to interact with loyalty programs but also creates an engaging experience.

For example, a user can ask, “How many reward points do I have?” or “Redeem my points for a discount,” without needing to navigate through apps or websites.

This effortless interaction helps brands strengthen customer relationships and increase participation in loyalty programs. Businesses can deliver tailored offers based on a customer’s shopping habits by integrating voice assistants with personalized rewards systems, further enhancing the loyalty experience.



# Integration of Voice Commerce with Technology

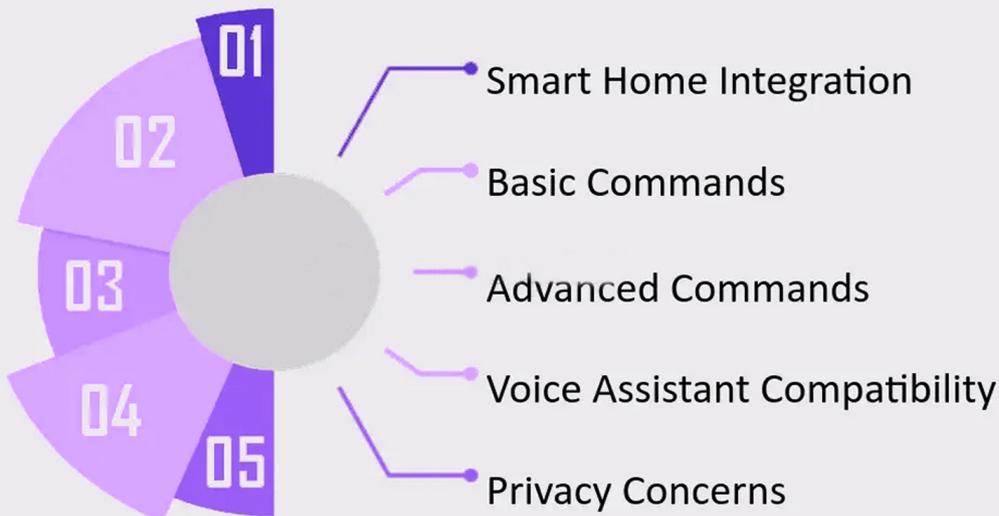


## Integrating Voice Commerce with Smart Home Devices

Voice commerce is merging with smart home technology to improve convenience in daily routines.

Through voice-enabled devices like Amazon Alexa or Google Assistant, customers can directly make purchases while controlling various smart home systems.

## Voice Assistant Commands for Smart Homes



For instance, users can order groceries, household supplies, or even appliances simply by asking their voice assistant. In addition to shopping, these devices allow customers to manage their home environment—adjusting thermostats, turning lights on or off, or even locking doors—all through voice commands.

This integration provides a hands-free shopping experience, blending ecommerce with the growing smart home ecosystem to create a unified and intuitive environment.

## AI-Powered Personalization in Voice Commerce

One of the key advantages of voice commerce is the level of personalization it offers. AI and machine learning allow virtual assistants to learn from user behaviors, purchase history, and preferences. This enables them to provide tailored recommendations that cater to individual needs.

For instance, if a user frequently buys a particular type of coffee, their voice assistant can prompt them to reorder when supplies run low or suggest similar products based on past choices. This level of customization creates a more engaging and user-centric shopping experience, driving customer satisfaction and loyalty.

## Integration of Voice Commerce with Technology



**Voice Commerce  
in Healthcare:  
Revolutionizing  
Patient Care**



**Voice Assistants  
in Education and  
Learning**



**Entertainment  
and Media:  
Voice-Activated  
Experiences**



**Voice Commerce  
in Financial  
Services**

# Voice Commerce in Healthcare: Revolutionizing Patient Care

Voice commerce is also making significant strides in healthcare. Patients can now order prescriptions, refill medications, or find nearby pharmacies using voice commands. This decreases the need to physically visit a pharmacy or doctor's office, making healthcare more accessible.

Hospitals are also integrating voice assistants to streamline administrative tasks, from scheduling shifts to managing supply inventories. For patients, voice assistants can provide follow-up care reminders and voice-guided instructions for post-discharge care, improving the continuity of care and making healthcare management more convenient.

## Voice Assistants in Education and Learning

Voice assistants are playing a growing role in education, helping students learn, review, and practice concepts across a variety of subjects. Through voice commands, students can ask questions, clarify doubts, or schedule one-on-one meetings with their instructors.

Voice-enabled devices are becoming virtual tutors, providing immediate feedback and explanations, which enhances the overall learning experience. With more interactive educational tools emerging, voice technology is set to transform the way students engage with learning content.



# Entertainment and Media: Voice-Activated Experiences



In the entertainment industry, voice assistants have made it easier for users to control their media consumption. Consumers can play music, stream movies, and control their favorite shows using voice commands. Beyond content control, voice assistants also enable users to purchase tickets for movies, concerts, or theater performances with ease.

They can even manage subscriptions to streaming services, such as asking Alexa to subscribe to Netflix or renewing a Spotify Premium account via Google Assistant. This integration of voice commands in entertainment enhances the convenience and accessibility of media services.

## Voice Commerce in Financial Services

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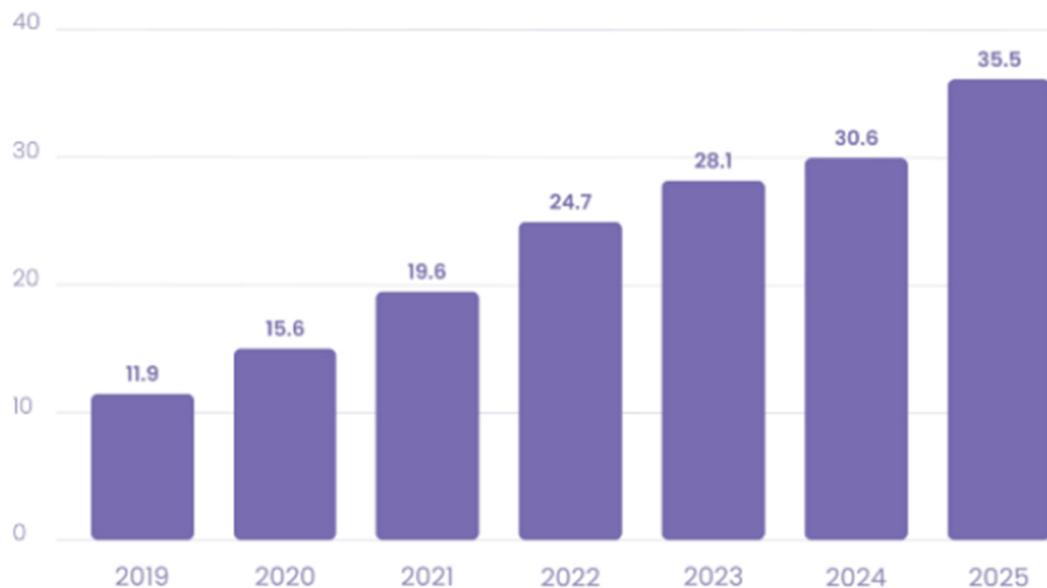
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# The Evolution of eCommerce with Voice Technology

Voice technology has grown swiftly, making speech-to-text a standard in search tools. Assistants like Google Assistant, Siri, and Alexa have driven its adoption, with more advancements on the way.



**Smart speaker market revenue by 2025 (in billion US dollars).**



The above statistics show smart speaker market revenue by 2025 (in billion US dollars). The ecommerce industry is adopting new technologies, with voice shopping emerging as a key trend. Its biggest advantage is convenience, benefiting both younger and older consumers alike.

## SEO Optimizing for Voice Search



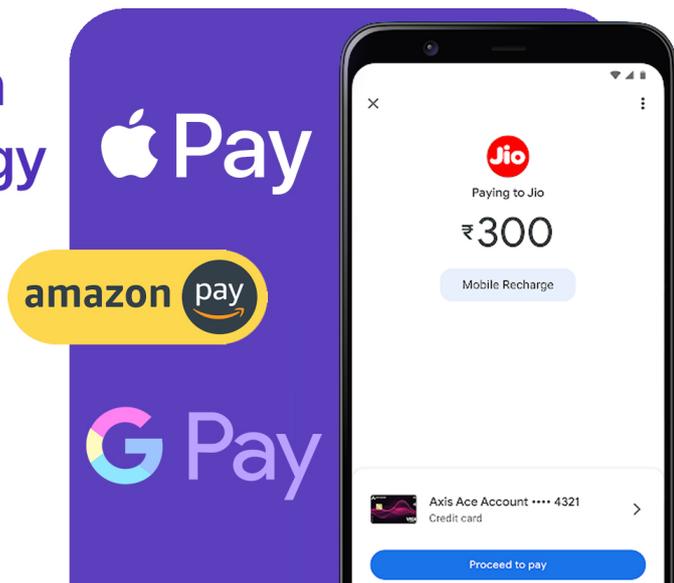
As voice commerce grows, search engine optimization (SEO) is shifting to accommodate the unique nature of voice queries. Unlike traditional text searches, voice searches are more conversational and often longer, requiring businesses to focus on optimizing for natural language.

Voice searches also tend to be more localized, with users asking for nearby services or products, such as “Where is the nearest coffee shop?”

To remain with the new trend, companies should adapt their SEO strategies by incorporating long-tail keywords, question-based phrases, and local optimization. This shift is redeveloping how businesses approach online visibility, ensuring their content is accessible in a voice-first world.

## Simplifying Payments with Voice-Activated Technology

Voice commerce is simplifying the checkout process by enabling voice-activated payments. Integration with digital wallets like Apple Pay, Google Pay, and Amazon Pay allows users to complete transactions with just their voice.



This process reduces the friction often associated with traditional online shopping by eliminating the need to enter payment details or navigate multiple screens manually.

Consumers can authenticate transactions using voice recognition or pre-set passwords, making the process quicker and more secure. As voice payments continue to grow, this technology is likely to revolutionize the way we handle everyday transactions.

## Product Discovery and Upselling in Voice Commerce

### Did you know?

**Conversational commerce is now a key part of eCommerce, enhancing product discovery and personalization.**

**With the market projected to hit \$4.9 trillion by 2028, more businesses are leveraging it to boost customer experience and sales.**



Voice commerce is not just about convenience; it's also a powerful tool for product discovery. Virtual assistants can suggest complementary or alternative products based on user preferences and shopping history, offering a more dynamic shopping experience.

By leveraging AI, voice assistants can recommend products that users might not have considered, thereby increasing the chances of cross-selling and upselling. For example, a user purchasing a coffee machine might receive suggestions for coffee beans or accessories through conversational prompts.

This ability to upsell and cross-sell makes voice commerce a valuable asset for retailers looking to boost revenue.

# Voice Commerce in Business Strategies



## Leveraging Voice Commerce for Marketing and Loyalty Programs

Voice commerce is being leveraged for more than just transactions; it's becoming a key part of marketing strategies. Businesses are using voice technology for voice-based marketing campaigns, sponsored content, and voice-only advertisements. These campaigns can reach a broader audience, especially those using smart speakers and mobile voice assistants daily.

### Voice Commerce Market



- Voice assistant adoption fuels voice commerce development.
- Advances in natural language processing improve the accuracy of voice recognition.



- Concerns about privacy and security stymie voice commerce adoption.
- Limited presentation of product details in voice only interactions.

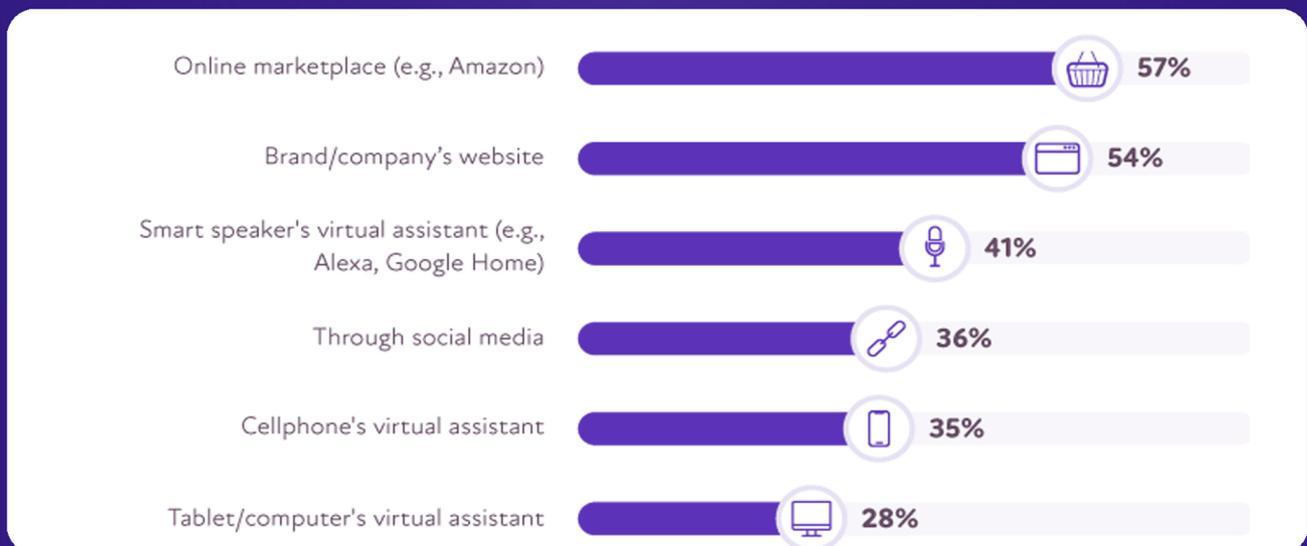


- Customized recommendations improve the shopping experience.
- Customer retention is increased via voice based loyalty programmes.

Additionally, retailers are integrating voice assistants with their loyalty programs, enabling customers to check their points, redeem rewards, or access special offers using voice commands. This enhances user engagement and provides a more seamless way for customers to interact with loyalty incentives.

## Impulse Purchases and Voice-Activated Shopping

The speed and convenience of voice commerce encourage impulse purchases, as consumers can buy products almost instantaneously through voice commands. Without the usual delays involved in browsing, comparing options, or reading reviews, voice technology makes it easier for consumers to act on their purchasing instincts.



Retailers are optimizing their platforms to cater to these quick decision-making behaviors by offering easy reorder options and personalized product recommendations based on shopping history.

While this presents a new revenue stream for businesses, it also underscores the need for secure transactions, especially in preventing accidental purchases. Brands are addressing this concern by offering additional voice verification steps before completing high-value purchases, ensuring a balance between convenience and security.

# Voice Commerce in Subscription Management

Voice assistants are simplifying the management of subscription services, offering users an easy way to renew, upgrade, or cancel subscriptions through voice commands.

Be it a streaming service, a grocery delivery subscription, or a fitness app, consumers no longer need to log into their accounts or navigate through websites. With a simple command, such as “Cancel my Netflix subscription” or “Renew my Amazon Prime membership,” users can manage their subscriptions hands-free.



Retailers and service providers are capitalizing on this by integrating voice technology into their subscription models, making it easier for consumers to stay engaged. This convenience not only improves customer retention but also encourages users to explore new subscription services, contributing to business growth.

# Voice Commerce: A New Sales Channel for Businesses

Voice commerce is growing as a powerful sales channel for businesses, offering a fresh way to connect with consumers. By integrating voice technology into their ecommerce systems, companies can engage customers through smart speakers and virtual assistants, enhancing their omnichannel strategies.

This allows businesses to provide a smooth, cross-platform shopping experience. For small businesses, voice technology presents an opportunity to offer voice-activated services, enabling customers to check product availability, place orders, or book appointments using simple voice commands.

As voice commerce continues to grow, it combines convenience and efficiency to meet the demands of today's digital shoppers.

## Voice Assistants in Research and Academia

### Voice Assistants Usage By Academic Qualification

PhD or Above

**12%**

Master's Degree

**23%**

Bachelor's Degree

**29%**

High School Diploma

**17%**

By Academic Qualification in (%)

Virtual assistant usage varies by education level. High school graduates make up 17% of users, while 29% of those with a bachelor's degree use them more actively. Even among higher academic achievers, 23% with a master's and 12% with a Ph.D. engage with virtual assistants.

Voice assistants are proving valuable in research and academia, where they help streamline data collection, set reminders, and log observations. Researchers can use voice commands to search academic papers, retrieve information, or even summarize articles, saving time and reducing manual effort.

These tools can improve collaboration, especially in remote or hybrid work environments, allowing research teams to communicate more effectively. As voice assistants become more sophisticated, they will play an even bigger role in facilitating research and academic activities.



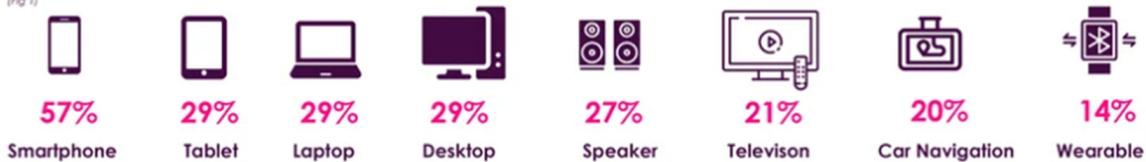
# Conclusion: The Future of Voice Commerce

PwC survey on voice assistants reveals that Gen Z (18-24) and Millennials (25-49) are the top users of voice search, with frequent monthly usage. As they look into future

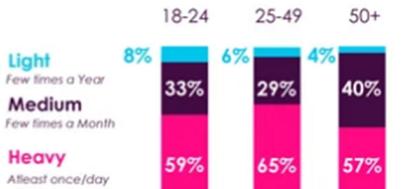
## General awareness of voice technology is high

Only 10% of surveyed respondents were unfamiliar with voice-enabled products and devices. Of the 90% who were, the majority have used a voice assistant (72%). Adoption is being driven by younger consumers, households with children and households with an income of >\$100k

(Fig 1)



Q. Have you spoken to or issued commands to any of the following technology devices? (Fig 1)



Q. On average, how often do you speak to the following devices? (Fig 1)

### Younger consumers are driving adoption, but not necessarily heavy usage

Though the youngest consumers we surveyed (18-24 year-olds) are adopting voice technology at a faster rate than their older counterparts, they are statistically more likely to use their voice assistants less. 25-49 year-olds are using them more often and are statistically more likely to be considered 'heavy' users.



This significantly reduces the need to visit websites or contact customer support, streamlining post-purchase actions for a smoother shopping experience. Voice assistants can also send reminders about return windows, ensuring that customers don't miss important deadlines.

Retailers are taking advantage of this by integrating voice technology into their customer service strategies. This enhances the user experience and also reduces the workload on support staff, allowing businesses to focus on improving customer satisfaction through automation.

# Voice Commerce and the Future of AR and VR in Retail

Looking to the future, voice commerce is expected to integrate more deeply with augmented reality (AR) and virtual reality (VR), creating immersive and interactive shopping experiences. For example, shoppers might use voice commands to navigate virtual stores in VR environments, selecting products and adding them to their carts while receiving voice-guided product recommendations.

Similarly, AR applications could allow consumers to view products in their own homes through smart devices, with voice assistants offering additional details or facilitating the purchase.



**Engaging Customers**

**Customer Feedback**

**Package Evaluation**

As AR and VR technologies become more mainstream, voice integration will make these shopping experiences more natural and intuitive, blending physical and digital retail environments. Retailers who invest in these emerging technologies will be well-positioned to offer cutting-edge, immersive experiences that attract and retain customers.

# Voice Technology in Photography and Content Creation

For photographers and content creators, voice technology offers new ways to streamline their workflow. Using voice commands, they can order new equipment, such as cameras or tripods, without needing to browse through online stores. Voice commands can also control aspects of the photography process, from setting timers to adjusting camera settings.

As content creation becomes more complex, voice assistants will help professionals manage their projects more efficiently, enabling them to focus on creativity while automating repetitive tasks.

# Voice Technology in Sports and Fitness

Voice technology is transforming how sports organizations, athletes, and fans engage with the sports world. Fans can now use voice commands to buy merchandise, order game tickets, or subscribe to exclusive content from their favorite teams, making the entire process more streamlined.

## Hands-Free Use

Voice enables accessing features without stopping workout to type

## Streamlined Tracking

Effortlessly log data like runs, meals, and weight via voice

## Increased Accessibility

Voice control opens up apps for the visually/mobility impaired

## Personalization

Hearing the name mentioned creates a more personalized experience

## Multitasking Efficiency

Quick voice commands allow simultaneously working out

During live events, voice assistants provide real-time updates, scores, and player stats, allowing fans to stay connected without checking their phones constantly. This integration creates a more interactive fan experience.

For athletes and fitness enthusiasts, voice assistants offer personalized workout routines, track performance, and control fitness equipment via voice commands. Whether it's starting a workout or adjusting intensity levels, voice technology makes the fitness experience more efficient and engaging.

Sports organizations are also using voice technology to improve event management, from scheduling games to handling logistics and streamlining operations through voice commands.



# Resources

- <https://www.pixelcrayons.com/blog/ecommerce/why-voice-commerce-is-the-future-of-ecommerce>
- <https://www.bazaarvoice.com/blog/voice-commerce-ai/>
- <https://intexsoft.com/blog/voice-commerce-impact-on-ecommerce-businesses>
- <https://www.swindia.com/swil-blog/voice-commerce-the-future-of-retail>
- <https://www.ryder.com/en-us/insights/blogs/e-comm/voice-commerce-future>
- <https://www.sellbrite.com/blog/voice-commerce/>
- <https://www.emerchantpay.com/insights/voice-commerce/>
- <https://www.checkout.com/blog/what-is-voice-commerce>
- <https://www.flowmatters.com/blog/is-voice-commerce-technology-the-future-of-ecommerce-development/>
- <https://xpdel.com/blog/voice-commerce-the-next-frontier-in-ecommerce/>
- <https://www.42signals.com/blog/embracing-voice-commerce-future-trends-in-e-commerce-to-watch/>
- <https://dasha.ai/en-us/blog/the-future-of-ecommerce-voice-ai-as-a-game-changer>





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