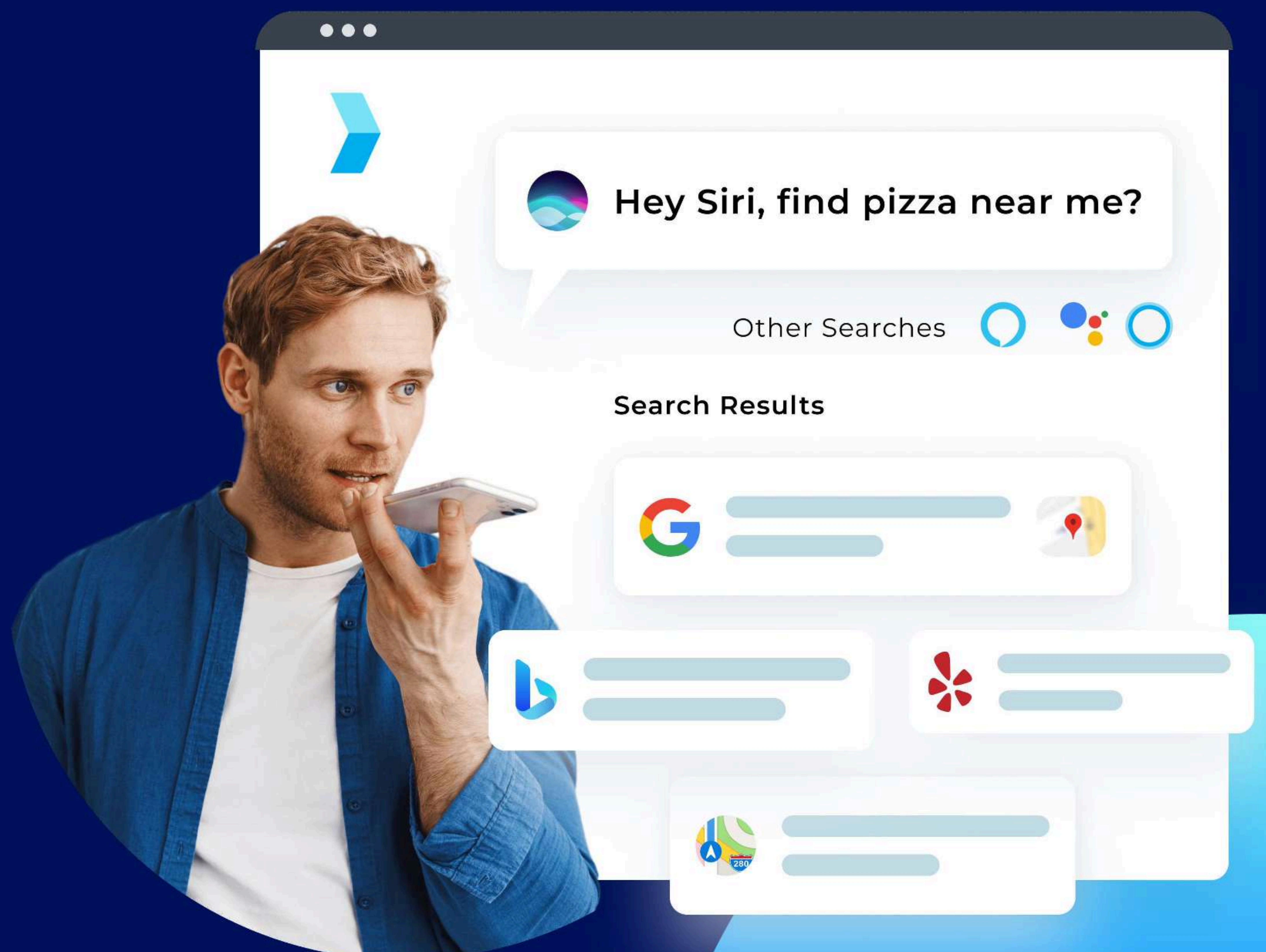


80+ Industry Specific Voice Search Statistics For 2024



Are you ready for the voice search revolution? With the rise of voice assistants like Siri, Alexa, Google, and Cortana, if your business isn't showing up on voice search, you're missing out on major visibility. Learning about the state of voice search will help prepare you for what's to come - while giving you insights so you can stay on top of the competition! Read on for helpful voice search statistics and predictions for 2023 and beyond.



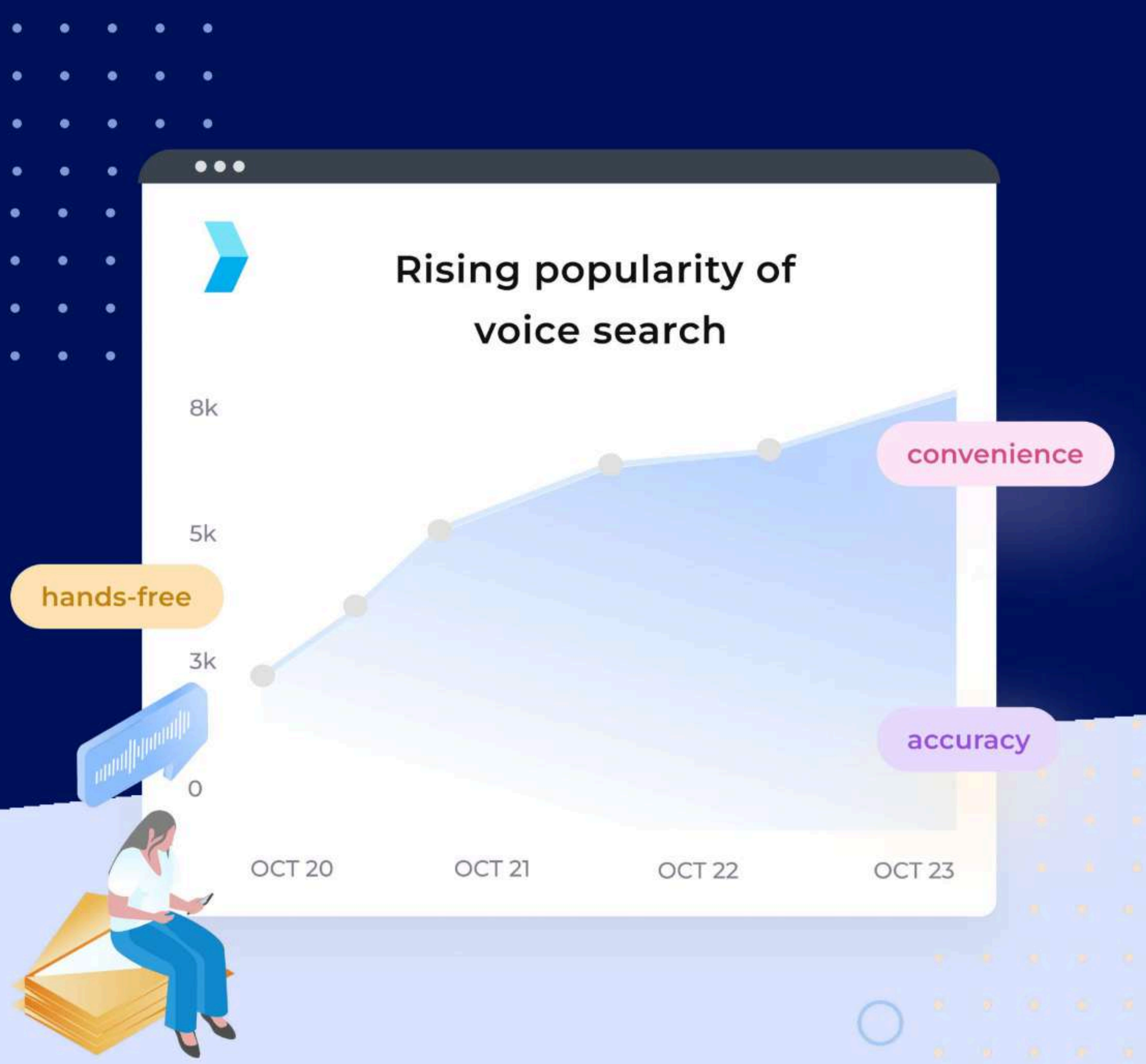
Top Voice Search Statistics for 2024

- As of 2023, there are 4.2 billion active voice assistant devices in circulation.
- 27% of searches in the Google App are now done by voice.
- 1 billion voice searches occur each month via mobile and voice search devices.
- Voice search drives more than \$2 billion in sales and making voice search optimization part of your strategy will help you sell more and boost revenue.
- Voice search is projected to continue growing in popularity and usage. Search by voice is expected to drive over \$40 billion in sales by 2023.



Top 5 Voice Search Statistics Prediction for 2025

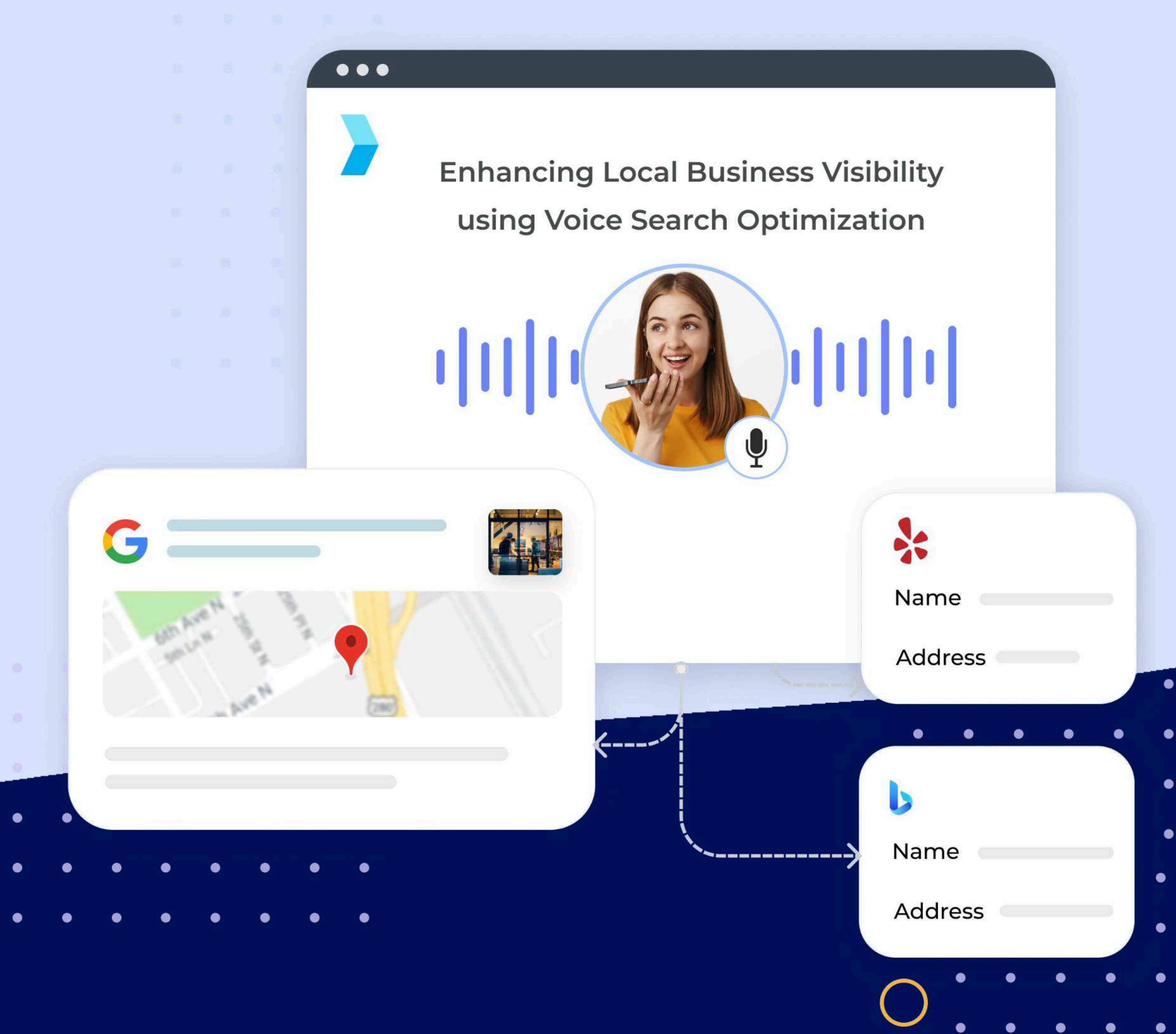
- In 2024, the number of active voice assistant devices worldwide will double, reaching a total of 8.4 billion units.
- Around 80% of voice searches are predicted to be conversational by 2024, diverging from traditional search methods.
- Specific keyword usage (like "best," "easy," "free," "top," "list," etc.) in voice searches is predicted to increase by 20%.
- Expect a major surge in "near me" and local searches, which make up 76% of voice searches, set to triple as users look for local business info directly.
- The global voice recognition market is projected to reach \$26.8 billion by 2025.



Do you know why voice search is so popular?

Voice search has gained immense popularity due to its convenience, accessibility, and technological advancements. Users are increasingly turning to voice-activated assistants to streamline their online experiences and interact with digital devices more naturally.

- Convenience and Speed: Users prefer voice search for quick tasks, with 71% favoring voice assistants for efficient searches (PwC).
- Accuracy of Voice Recognition: Google's voice recognition achieved a 95% word accuracy rate in 2020, enhancing user trust (Google)
- Hands-Free Operation: Over 53% of smart speaker owners rely on voice commands for hands-free convenience (Voicebot).
- Growing Adoption: With over 4 billion digital voice assistants in use worldwide, voice search is now ubiquitous (Statista).
- Voice Commerce Trends: Predictions indicate that voice commerce transactions will reach \$80 billion annually by 2023 (Juniper Research).

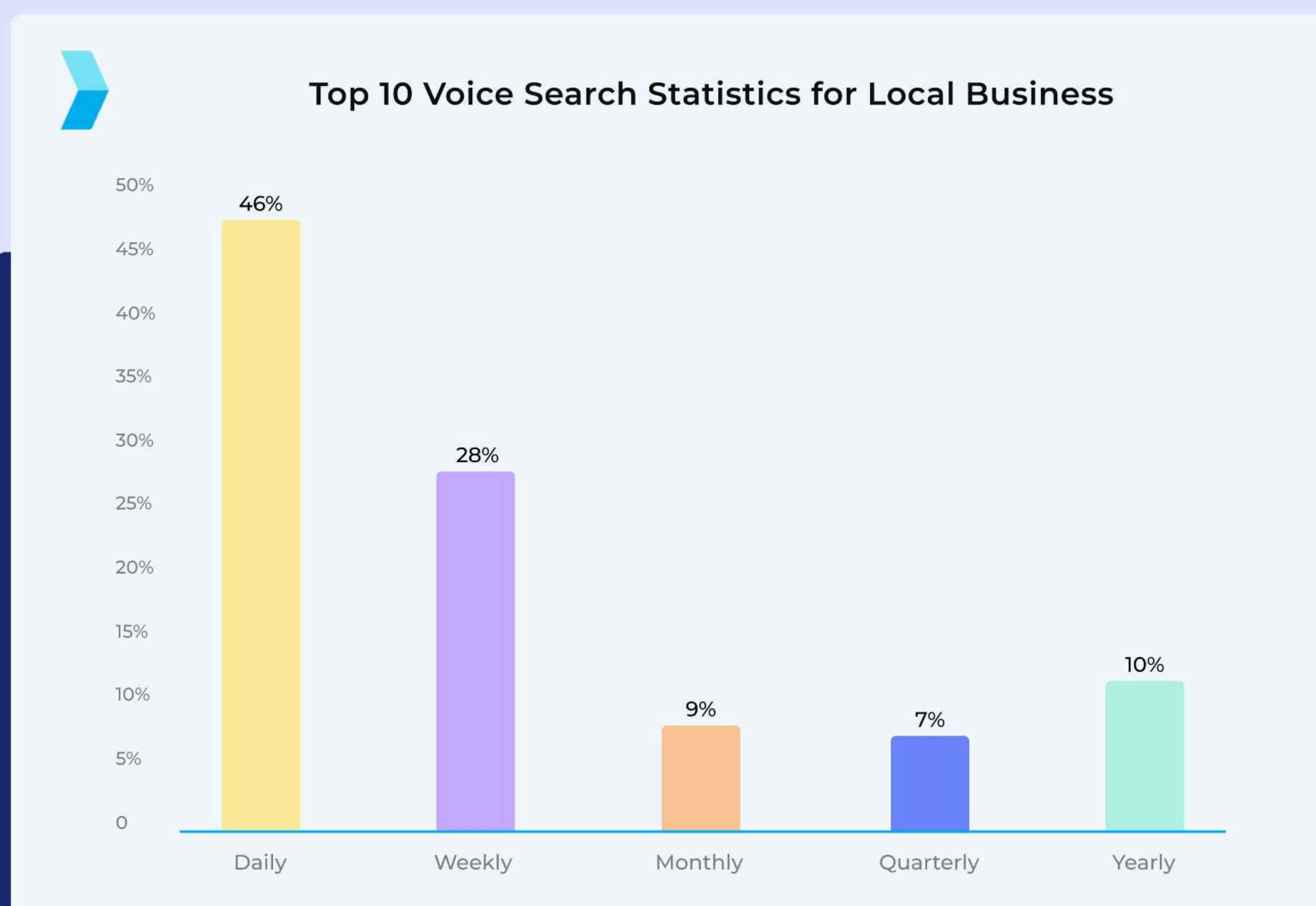


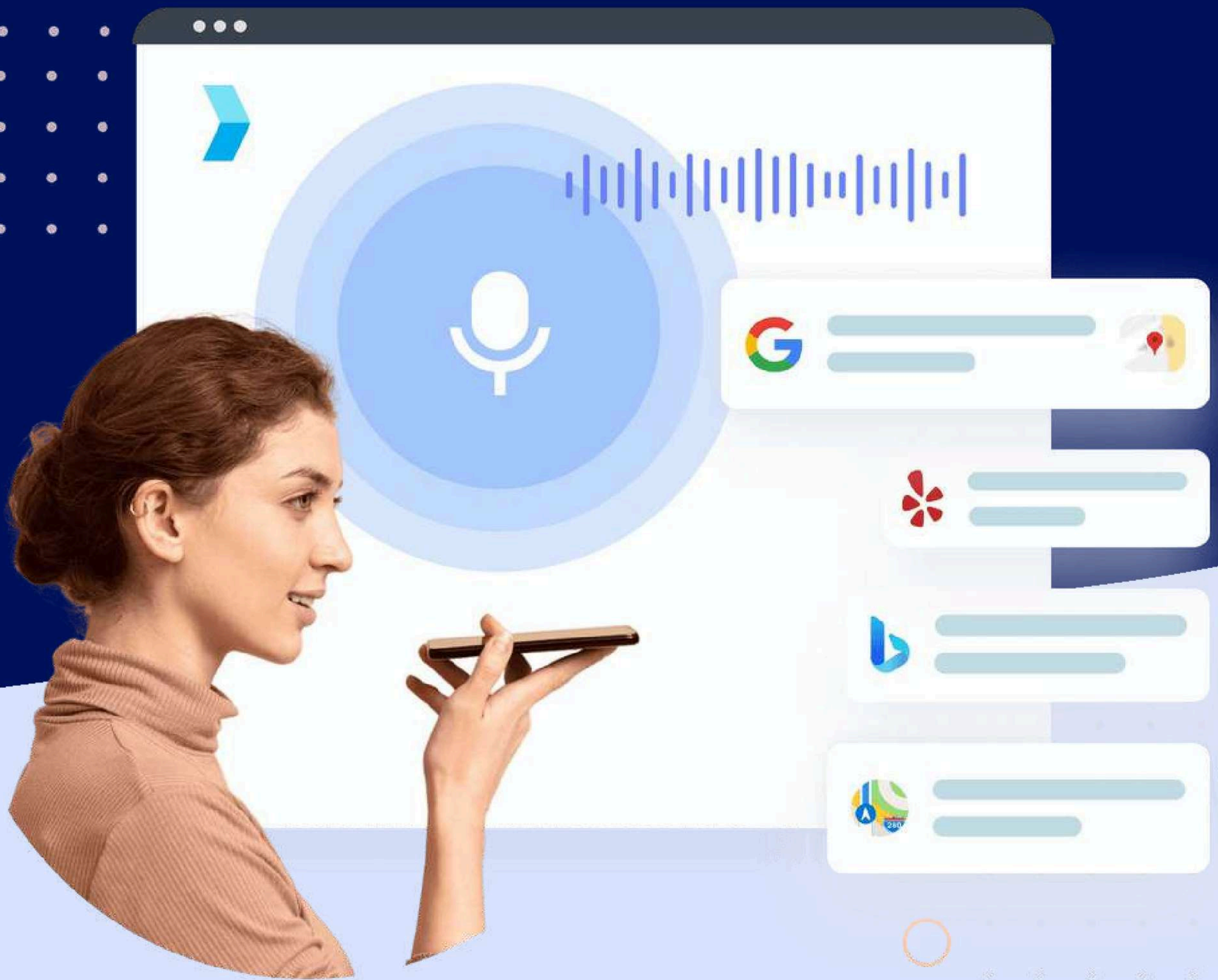
How is voice search optimization helpful in local business?

Voice search is a critical tool for local businesses, with nearly 50% of voice searches having local intent (Search Engine Land). Businesses with complete Google My Business listings are 70% more likely to attract location-based inquiries via voice search (Uberall Voice Search Readiness Report). Optimizing for voice search enhances local discoverability, fosters customer engagement, and offers real-time information delivery. This technology amplifies the impact of positive customer reviews and ratings, ultimately contributing to a local business's success in the local market.

Top 10 Voice Search Statistics For Local Business

1. More than 58% of users use voice search to find local businesses.
2. 82% of smartphone users use a search engine when looking for a local business.
3. 88% of consumers who conduct a local search on their smartphone visit or call a store within a day.
4. Local mobile searches are growing 50% faster than overall mobile searches.
5. 46% of all Google searches are seeking local information.
6. 18% of local smartphone searches led to a purchase within a day.
7. 78% of location-based mobile searches result in an offline purchase.
8. 86% of people look up the location of a business on Google Maps.
9. 27% of users visit a local business's website after conducting a voice search.
10. 25% of consumers express their willingness to try local voice search despite not having done so yet.



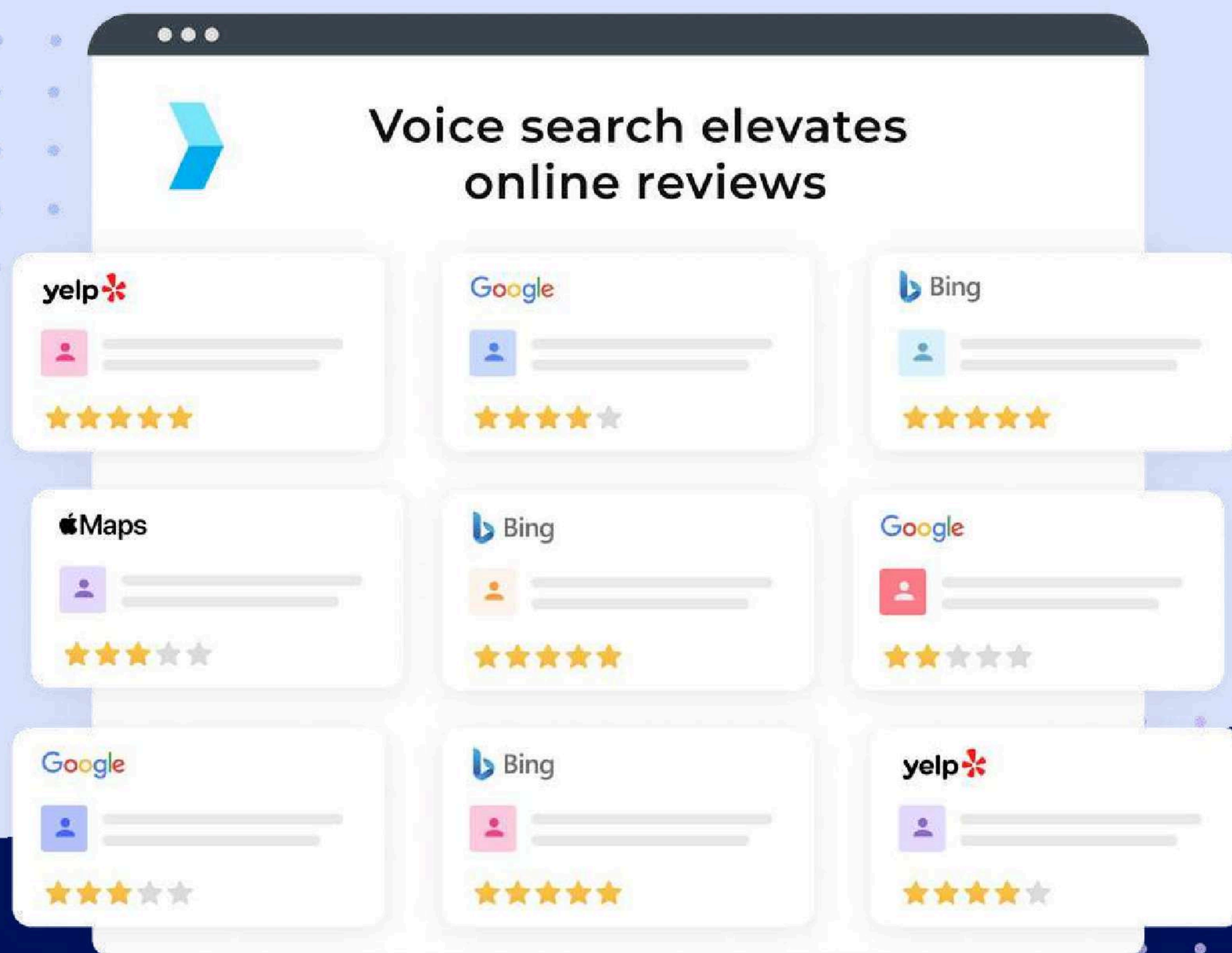


How is voice search optimization helpful for SEO?

Voice search optimization is integral to SEO. About 40% of adults use voice search daily (PwC), and by 2022, an estimated 55% of households will own smart speaker devices (OC&C Strategy Consultants). This technology enhances user experiences, expands keyword strategies for better rankings, and boosts local SEO for location-based queries. It aligns with Google's user intent focus and structured data, fostering high-quality content. Voice search optimization enriches SEO strategies, addressing user-centric and mobile-first needs while capitalizing on the growing voice search trend.

Top 13 Voice Search Statistics For SEO (Search Engine Optimization)

1. 50% of voice search results rely on a featured snippet to provide users with information.
2. Voice searches are 3 times more likely to be used for local search queries compared to text searches.
3. 58% of consumers have used voice search to find local business information in the last 12 months.
4. By 2020, 50% of all searches are expected to be voice searches.
5. 40% of adults use voice search daily.
6. 72% of voice-activated speaker owners use voice search to find information on local businesses.
7. Voice search queries are typically longer, with an average length of 29 words.
8. 22% of voice search queries are for local content.
9. 76% of smart speaker users conduct local searches at least weekly.
10. Search queries with "near me" or "close by" have surged in recent years, with Google noting a remarkable 900% increase over a two-year period.
11. Approximately 33% of clicks go to the local "snack pack" results, with the remaining 67% going to organic results, based on various SEO studies. The local pack features relevant local business listings at the top of Google search results.
12. Google reports that about 88% of consumers who perform a local smartphone search visit or contact a store within a day, highlighting the influential role of mobile search in driving offline conversions.
13. Around 22% of voice search queries focus on location-based content, offering multi-location businesses an opportunity to drive foot traffic to their various branches.



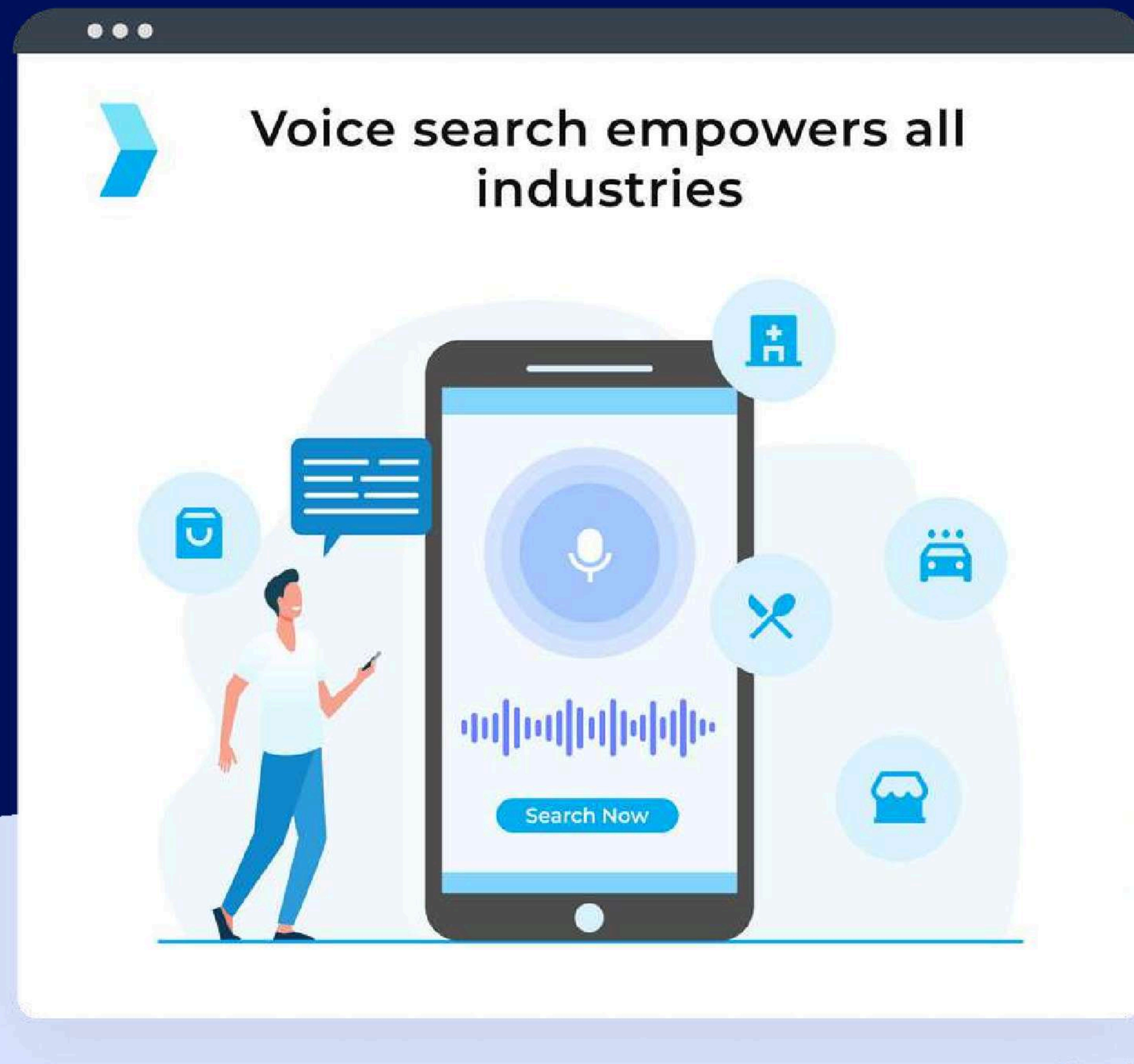
How is voice search optimization helpful for reputation management?

Voice search is a powerful tool for reputation management, backed by compelling statistics. 90% of consumers use reviews and ratings to evaluate local businesses, highlighting the importance of positive online feedback. So, it's no surprise that businesses with excellent reviews can expect consumers to spend 31% more, underscoring the significant impact of reputation on consumer behavior. Optimizing for voice search not only enhances business information accessibility, but also: provides real-time insights, fosters brand trust, and offers a competitive edge in today's evolving consumer landscape. Businesses can effectively engage with customers through voice-activated devices and use data-driven decisions to maintain and improve their online image, making voice search a versatile asset in reputation management.

Top 6 Voice Search Statistics For Reputation Management

1. Reviews are pivotal in local search, with nearly 90% of consumers relying on them to evaluate local businesses. Excellent reviews can lead to a 31% increase in consumer spending.
2. Voice searches influence brand reputation, as 52% of consumers use voice-activated speakers to research products or services (Think with Google).
3. 27% of voice search users visit the website of a local business after making a voice search, underscoring the importance of positive online reviews for reputation management
4. Voice search users are particularly inclined to engage with local businesses, with 76% of smart speaker users making weekly voice searches for local information.
5. Approximately 22% of voice search queries are looking for location-based content, indicating the relevance of optimizing for local search and reputation management.
6. Maintaining a positive online reputation is crucial, as 60% of voice search users feel that voice assistants provide more accurate information than traditional search.





How is voice search optimization helpful in different industries?

Voice search optimization is revolutionizing industries, enhancing user experiences, and increasing customer engagement. It leverages the popularity of voice-activated devices and virtual assistants, streamlining processes. For instance, 88% of consumers who do a local search on their smartphone visit or call a store within a day (Google). This transformation is observed across retail, hospitality, healthcare, automotive, finance, travel, real estate, education, content, and customer service sectors. Local businesses, tourism, and more are capitalizing on voice search's popularity. It addresses evolving consumer behaviors, with voice commerce projected to reach \$40 billion in the U.S. by 2022 (Voicebot.ai), and is crucial for organizations to remain efficient and competitive.

Top 5 Voice Search Statistics For Automotive Industry

1. Comscore predicts that 50% of all searches will be voice searches by 2020, many of which will be related to automotive information.
2. 62% of car owners who use voice assistants in their vehicles have used them to find nearby businesses, including auto services, as found in a study by Voicebot.ai.
3. 41% of voice assistant users have asked for directions to a local dealership or service center, according to Chatmeter.
4. 44% of consumers have used voice search to inquire about car prices, as reported by BrightLocal.
5. Voice searches for "car dealerships near me" have increased by 200% over the past two years, according to Think with Google.

Top 5 Voice Search Statistics For Healthcare

1. 68% of healthcare providers believe that voice search will become important for patient engagement.
2. 21% of voice assistant users have asked for information about healthcare providers or medical services.
3. 32% of patients have used voice search to find healthcare providers.
4. 42% of healthcare providers have adopted or plan to adopt voice assistant technology for patient engagement and support.
5. Voice searches for "doctor's office near me" have grown by 50% year over year.

Top 5 Voice Search Statistics For Retail

1. 58% of consumers have used voice search to find local business information in the last 12 months
2. According to a survey by PwC, 24% of consumers have used voice assistants for online shopping.
3. 40% of voice assistant users have used them to search for product information, as reported by Voicebot.ai.
4. 71% of consumers say they would prefer to use voice search to find out the price of products, according to Chatmeter.
5. In a study by Narvar, 29% of shoppers have used voice commerce to make a purchase.

Top 5 Voice Search Statistics For Restaurants

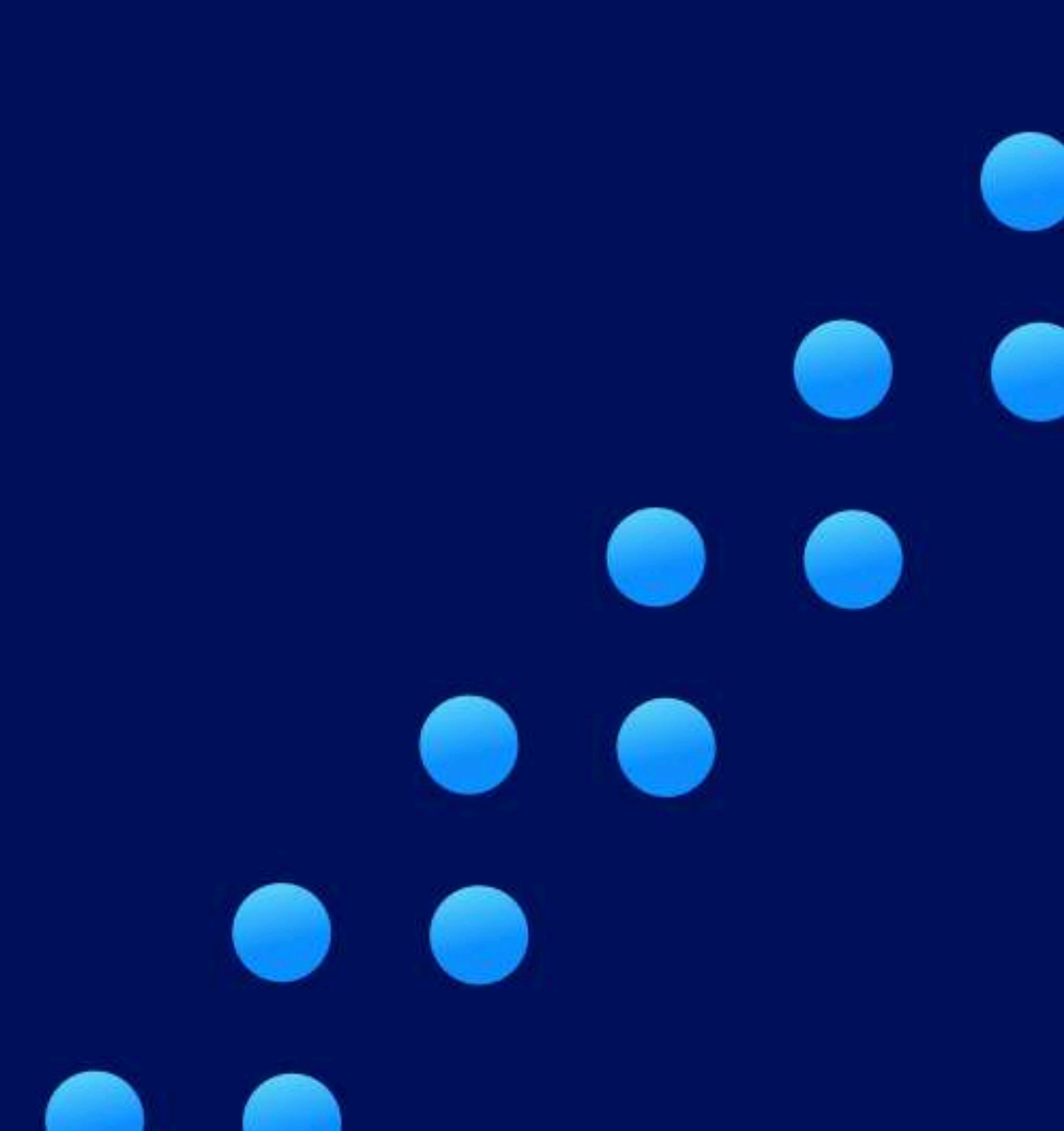
1. 55% of teenagers and 41% of adults use voice search to discover restaurants, according to Think with Google.
2. 50% of diners have used voice search to find information about a restaurant within the past month, as stated by Chatmeter.
3. 68% of consumers have used voice search to find restaurant hours and directions, according to BrightLocal.
4. In a survey by OpenTable, 61% of diners have used voice search to make restaurant reservations.
5. Voice searches for "restaurants near me" have grown 130% year over year, as reported by Think with Google.



Top 5 Voice Search Statistics For E-commerce

1. Juniper Research estimates that voice-based commerce will reach \$80 billion annually by 2023.
2. 26% of voice assistant users have made a purchase using voice search, as reported by Voicebot.ai.
3. 43% of consumers use voice search to research products, according to Narvar.
4. 40% of millennials have used voice assistants to make a purchase, as found in a PwC study.
5. Voicebot.ai reports that 20% of consumers have made a voice-activated speaker purchase using voice commerce.

Top 5 Voice Search Statistics For Hospitality

1. 46% of travelers have used voice search to research or book accommodations.
 2. 57% of hotel guests who have used voice-activated devices during their stays have done so to request information about the hotel or local attractions.
 3. 61% of hotel guests have used voice-activated devices to adjust room temperature, lighting, or other in-room controls.
 4. Voice searches for "hotels near me" have increased by 500% over the past two years.
 5. 72% of travelers say they would prefer to use voice-activated assistants to request hotel services, such as room service or housekeeping.
- 






Top 5 Voice Search Statistics For Banking

1. 35% of banking customers use voice assistants for inquiries or banking transactions.
2. 57% of voice assistant users have used them to check their bank account balances.
3. 32% of consumers have used voice assistants to pay a bill or transfer money.
4. 69% of consumers say they would be comfortable using voice authentication for banking transactions.
5. 28% of consumers have asked their voice assistant for information about financial services or banking.

Top 5 Voice Search Statistics For Bitcoin and Cryptocurrency

1. 46% of travelers have used voice search to research or book accommodations.
2. 57% of hotel guests who have used voice-activated devices during their stays have done so to request information about the hotel or local attractions.
3. 61% of hotel guests have used voice-activated devices to adjust room temperature, lighting, or other in-room controls.
4. Voice searches for "hotels near me" have increased by 500% over the past two years.
5. 72% of travelers say they would prefer to use voice-activated assistants to request hotel services, such as room service or housekeeping.

Top 5 Voice Search Statistics For General Industries

-  **Home Improvement:** Local home service providers can benefit as 72% of voice-activated speaker owners use them to find information on local businesses, as reported by Think with Google.
-  **Technology:** By 2022, it's projected that 55% of U.S. households will own a smart speaker, presenting a substantial user base for technology-related local businesses.
-  **Legal Services:** Voice search often pulls information from featured snippets, which local law firms can optimize for to improve their visibility in voice search results.
-  **Entertainment and Events:** Voice search can be particularly useful for promoting local events, with 39% of voice assistant users looking for event information (e.g., concerts, festivals).
-  **Auto Repair:** Local auto repair shops can benefit from voice search as more users ask for "near me" services, and 28% of voice searches are related to location-based queries.



+1 844 228 2852



hello@synup.com



www.synup.com

