Global and China Speech Recognition Industry Report, 2015-2020

Description: Propelled by big data, mobile Internet, cloud computing, and other technologies, global intelligent voice industry has entered the stage of rapid application. Global intelligent voice market size was USD4.75 billion in 2014 and is predicted to grow 30.7% from a year ago to hit USD6.21 billion in 2015.

With intense involvement of Internet giants including Google, Microsoft, and Apple around 2010, global intelligent voice industry has gradually evolved from oligopoly to monopolistic competition. In 2015, speech recognition leader Nuance still took the first place with a market share of 31.1% but suffered a significant decline; Google, Microsoft, Apple, and iFLYTEK witnessed rapid share growth, standing at 20.7%, 13.4%, 12.9%, and 6.7%, respectively.

Thanks to national policy support and demand growth from downstream sectors, China's intelligent voice industry also flourishes with an ever-expanding market size. In 2015, the Chinese intelligent voice market scale was estimated at RMB4.68 billion, a year-on-year surge of 53.1%, making up around 12% of the global market.

Traditional Chinese speech recognition companies mostly take a place in intelligent voice market by relying on domestic scientific research institutions, while new firms largely accelerate their presence in intelligent voice industry via financing. The majority of the Chinese intelligent voice market is held by iFLYTEK, Baidu, and Apple (a combined 79% share in 2015). To gain an advantage in market competition, Chinese speech recognition players have flooded into market segments such as intelligent in-vehicle, smart home, and wearable devices.

In intelligent in-vehicle field, speech recognition giants Nuance, Apple, Google, Microsoft, iFLYTEK, and Baidu have launched Dragon Drive in-vehicle speech development platform, CarPlay, AndroidAuto, Windows in the Car, Auto Speech System, and CarLife, respectively, and cooperated with carmakers to grab emerging intelligent in-vehicle market.

As the application of speech recognition technology in intelligent in-vehicle, smart home, and wearable devices goes deeper, global and Chinese intelligent voice market will maintain the momentum of rapid growth, reaching estimated USD19.17 billion and RMB25.14 billion in 2020, respectively.

Global and China Speech Recognition Industry Report, 2015-2020 highlights the followings:
- Global intelligent voice industry (development history, status quo, business model, competitive landscape);
- China's intelligent voice industry (current development, relevant policies, competitive landscape);
- Market segments of speech recognition technology (development of intelligent in-vehicle, smartphone, PC, smart home, and wearable devices, and voice recognition companies' layout in these segments);
- 7 foreign and 10 Chinese speech recognition technology-related companies (voice recognition business and application in automotive field).

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