

## Consumer Buzz

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### You Say It, You Buy It

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A third of consumers expect to buy something using a voice-controlled device, such as Amazon Echo, within the next year and 19% have already done so this year, according to the Walker Sands 2017 Future of Retail study. Approximately a quarter of consumers surveyed own a voice-controlled device, such as Amazon Echo or Google Home, and one in five expect to buy one within a year. In addition, more than three-quarters of consumers (77%) think shopping online will soon surpass in-store shopping when it comes to the customer experience. **GP**