

The Top 6 Search Engines Market Share & The AI Search Engines To Watch via @sejournal, @MattGSouthern

For more than a decade, Google's share of global search traffic barely moved. It hovered between 91% and 93%, and the SEO industry built its workflow around that reality.

As of March 2026, StatCounter data shows Google at 90.01% of worldwide search traffic, with Bing at 4.98%, Yahoo at 1.39%, Yandex at 1.34%, DuckDuckGo at 0.76%, and Baidu at 0.55%.

Google's share has fluctuated between roughly 89% and 93% since 2015. It dipped below 90% in each of the final three months of 2024 and again in February 2026 before ticking back above that line in March. At Google's scale, every tenth of a percent represents millions of searches.

Meanwhile, AI search tools like ChatGPT and Perplexity are growing fast outside of traditional measurement, and platforms like Amazon and TikTok continue to capture search behavior that never touches a traditional engine.

Here we will walk through the top six search engines that account for the measurable search market. I'll also explain where AI search engines fits into the picture and what all of this means for where you invest resources.

1. Google

Google still leads by a wide margin, with nine out of every 10 searches worldwide running through its engine, according to StatCounter. Alphabet, Google's parent company, generates most of its revenue from search advertising and continues to invest

in AI-powered features.

Google search, March 2026.

The numbers look different by market and device. In the United States, Google holds 84.13%, with Bing at 10.52% and Yahoo at 2.86%. On desktop globally, Google's share drops to roughly 82%, while Bing picks up over 10%. Mobile is still Google's strongest position at over 94%.

The biggest change to Google's search results over the past year has been the expansion of AI Overviews. These AI-generated summaries appear directly on the results page and answer the query before a user clicks anything. Several studies suggest rising rates of zero-click searches on Google. For SEO professionals, this means competition for clicks is intensifying even as Google's overall share holds steady.

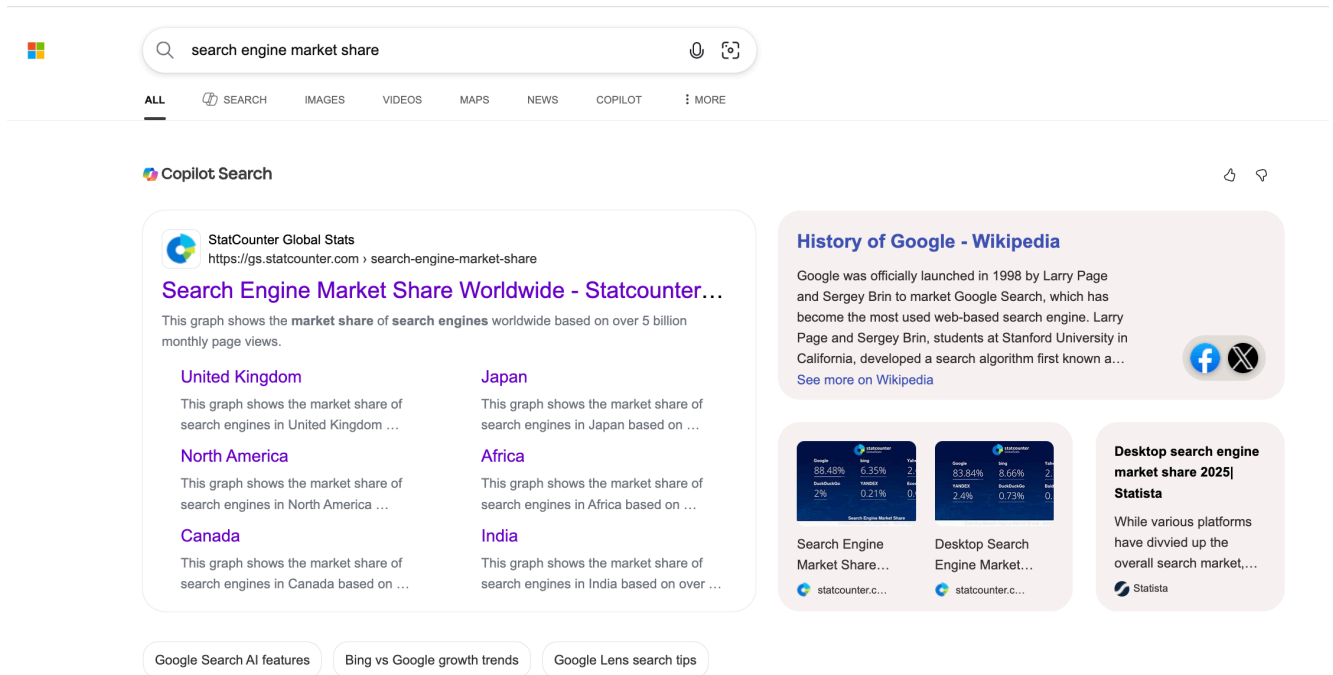
The challenge is familiar to anyone who has optimized for Google over the past few years. The traffic potential is still unmatched, but earning clicks means competing against Google's own SERP features. Featured Snippets, People Also Ask boxes, local packs, shopping carousels, and AI-generated summaries all sit above or alongside organic results. Paid search costs continue to rise in competitive verticals. And even ranking in the top three organic positions doesn't guarantee a click the way it once did.

None of that changes the math. Google is still where the traffic is. If you are going to invest in one search engine, it should be this one. But the cost of competing keeps rising, and the share of clicks reaching external sites is being squeezed by more on-SERP answers. Diversification is worth serious consideration.

→ *Further reading:*

2. Microsoft Bing

Bing has posted the most notable gains in market share among traditional search engines over the past two years. Its 5.01% global share may look small, but in the U.S., it climbs past 10%, and on desktop it's even higher.



Bing search with Copilot integration, March 2026.

Microsoft has paired Bing's existing distribution advantages with Copilot integration, adding a conversational AI layer alongside traditional search results.

The volume gap between Google and Bing is obvious. But that gap also means fewer brands competing for the same positions, which is worth considering when you are deciding where to allocate budget.

There's a strategic reason beyond market share to pay attention to Bing. ChatGPT's search functionality relies on Bing's index for retrieving web results. If that connection holds, content that performs well in Bing has an additional path to being surfaced through AI-generated answers in ChatGPT.

Optimizing for Bing overlaps with Google in many areas. The Bing Webmaster Guidelines cover familiar ground, such as content quality, backlinks, and page speed. Where SEO professionals who work across both engines tend to notice differences is in how each engine weighs keyword specificity, how each handles mobile versus desktop indexing, and how social signals factor into results. If you are optimizing for

Google already, much of that work carries over to Bing, but reviewing Bing's own guidelines is worth the time to catch the gaps.

For teams already running Google Ads, testing Microsoft Ads is a low-friction starting point. Microsoft Ads supports direct campaign imports from Google Ads, which reduces the setup time. From there, you can evaluate performance independently and adjust bids and targeting for Bing's audience.

→ *Further reading:*

3. Yahoo

Yahoo holds 1.39% of the global search market share and 2.86% in the U.S.

Yahoo's search results are powered by Bing through a long-standing partnership. The index and ranking algorithms are the same, where Yahoo differs is in its ecosystem. Yahoo Mail, Yahoo Finance, and Yahoo News still draw audiences, and those users often search within the Yahoo environment rather than switching to Google.

The screenshot shows a Yahoo search result for "search engine market share". At the top, the Yahoo logo is on the left, and a search bar contains the text "search engine market share". To the right of the search bar are icons for voice search, image search, and a magnifying glass. Further right is a "Sign In" button. Below the search bar is a navigation bar with links for "Yahoo Scout", "All", "Videos", "Images", "News", and "More". A "Anytime" filter is also visible. The main content area features a "Summary" box with a purple header. The summary text states: "Google dominates the global search engine market with over 90% share. As of early 2026, Google holds approximately 90.04% of the global search engine market across all devices, with significant shares in mobile (94.6%) and desktop (79.1%)". It also mentions "Competitors' Market Shares" and lists "Bing: Holds about 4.31% of the market". To the right of the summary box is a section titled "Searches related to search engine market share" with four suggestions: "search engine... share worldwide", "search engine market... by country", "search engine market... in canada", and "search engine market share chart". Below the summary box is a "Show more" button. At the bottom of the page, there is a link to "StatCounter Global Stats" with the URL "https://gs.statcounter.com/search-engine-market-share". Below this link is the title "Search Engine Market Share Worldwide - Statcounter Global Stats" and a description: "This graph shows the market share of search engines worldwide based on over 5 billion monthly page views." There are five sub-sections, each with a title and a description: "United Kingdom", "Japan", "North America", "Africa", and "India". Each sub-section starts with "This graph shows the market share of search engines in..." followed by the region name.

search engine market share

Summary

Google dominates the global search engine market with over 90% share. As of early 2026, Google holds approximately 90.04% of the global search engine market across all devices, with significant shares in mobile (94.6%) and desktop (79.1%).

Competitors' Market Shares

- Bing: Holds about 4.31% of the market

Searches related to search engine market share

- search engine... share worldwide
- search engine market... by country
- search engine market... in canada
- search engine market share chart

Show more

StatCounter Global Stats
https://gs.statcounter.com/search-engine-market-share

Search Engine Market Share Worldwide - Statcounter Global Stats

This graph shows the market share of search engines worldwide based on over 5 billion monthly page views.

United Kingdom
This graph shows the market share of search engines in...

Japan
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North America
This graph shows the market share of search engines in North...

Africa
This graph shows the market share of search engines in...

India
This graph shows the market share of search engines in India...

Yahoo search, March 2026.

If you are optimizing for Bing, you are also reaching Yahoo's audience. The combined Bing-Yahoo share in the U.S. is over 13%, which represents a pool of traffic that most SEO strategies ignore. There's no separate Yahoo optimization playbook. The work you do for Bing carries over.

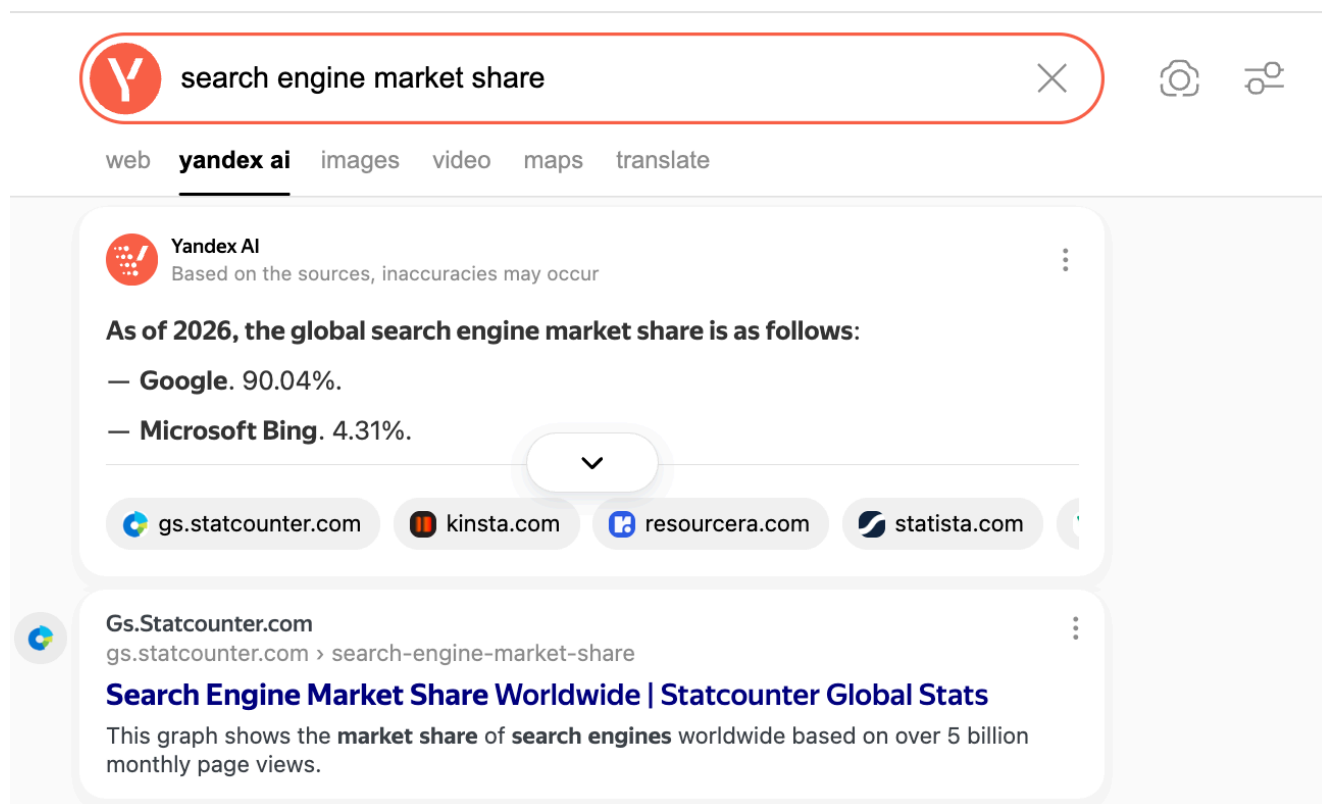
Where Yahoo becomes strategically relevant is in paid search. Microsoft Ads campaigns serve across both Bing and Yahoo properties. This means a single paid search setup gives you access to the combined audience without additional management overhead.

→ *Further reading:* New Yahoo Scout AI Search Delivers The Classic Search Flavor People Miss

4. Yandex

Yandex holds 1.34% of the global search market share, but that number undersells its importance in one region. In Russia, Yandex powers roughly 72% of all searches, according to

StatCounter. If your business operates in or sells to the Russian market, Yandex is the primary search engine, not an alternative.



Yandex search, March 2026.

A leak of approximately 44 GB of Yandex source code in 2023 exposed over 17,800 ranking factors. The leak gave the SEO community an unprecedented look at how a search engine's algorithms work. Yandex's algorithms differ from Google's, but the leak provided useful insights into ranking signal categories that many SEO professionals have incorporated into their broader thinking.

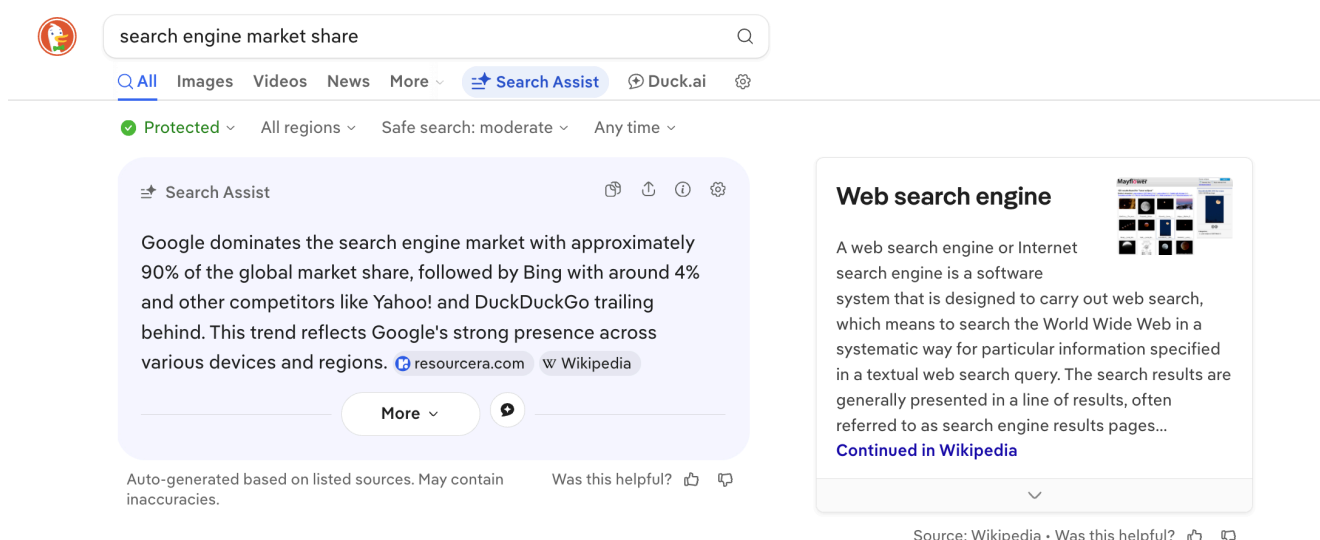
The leaked code confirmed that Yandex's algorithms place greater weight on geolocation than Google's, making local optimization especially important. Domain age, content freshness, and user behavior signals like click-through rate and dwell time all carried weight in the leaked ranking factors. Because of lower competition, paid search on Yandex can be less expensive per click than on Google or Bing. But success requires native-language content and cultural fluency that goes well beyond translation.

Yandex also offers its own webmaster tools, advertising platform (Yandex Direct), and analytics suite (Yandex Metrica), all designed for Russian-language users. Most English-language SEO teams can safely skip Yandex, but international teams working in Russian-speaking markets can't.

→ *Further reading:* Yandex Search Ranking Factors Leak: Insights

5. DuckDuckGo

DuckDuckGo holds 0.76% of the global search market share and 1.84% in the U.S. Its growth has been steady rather than explosive, driven by users who prioritize privacy.



DuckDuckGo search, March 2026.

Unlike Google, DuckDuckGo doesn't track users or build advertising profiles based on search history. This privacy-first positioning has attracted a consistent user base. In Europe, where data privacy regulations like GDPR have raised awareness of tracking practices, DuckDuckGo and similar engines like Ecosia have picked up small but steady gains.

DuckDuckGo's search results draw from multiple sources, including Bing's index and its own web crawler. There's no need to optimize for DuckDuckGo separately. Strong performance

on Bing generally translates to visibility here as well.

DuckDuckGo does offer its own advertising platform, which serves keyword-based ads through a partnership with Microsoft Advertising. Brands in privacy-sensitive verticals like healthcare, financial services, or cybersecurity may find that visibility on a privacy-focused engine resonates with their audience.

→ *Further reading:*

6. Baidu

Baidu holds 0.55% of the global search market share, a number that reflects its almost exclusively Chinese user base rather than a lack of scale. Within China, Baidu commands over 53% of the search market according to StatCounter and processes billions of searches daily.

The screenshot shows a Baidu search interface with the query 'search engine market share'. The search bar is at the top, followed by navigation links like '文心', '网页', '图片', etc. The main results section contains three links: 'Search Engine Market Share Canada | Statcounter Global Stats', 'Search Engine Market Share Singapore | Statcounter Global Stats', and 'China search engines market share 2025| Statista'. Each link is followed by a brief description and a 'Statcounter全球统计' link. On the right, there is a '相关搜索' (Related Search) section with suggestions like 'gmarket', 'search associates', 'a recent usa today article', 'enginetimeing', 'Analytics-90Day', and 'marketing share'. At the bottom, there is a '大家还在搜' (What everyone is still searching for) section with suggestions like 'gmarket', 'search associates', 'a recent usa today article', 'enginetimeing', 'Analytics-90Day', 'marketing share', 'market share', 'search engine', 'market share怎么算', and 'share of market'.

Baidu 百度

search engine market share

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[Search Engine Market Share Canada | Statcounter Global Stats](#)
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This graph shows the **market share** of **search engines** in Canada from Feb 2025 - Feb 2026. Google has 86.28%, Bing has 9.5% and Yahoo! has 2.26%.
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This graph shows the **market share** of **search engines** in Singapore from Feb 2025 - Feb 2026. Google has 92.8%, Bing has 3.64% and Yahoo! has 1.18%.
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Baidu search, March 2026.

Baidu has invested in AI through its ERNIE large language model series. The company's AI assistant reached 200 million

monthly active users by January 2026, according to the South China Morning Post, and Baidu unveiled its latest model, ERNIE 5.0, in November 2025. The company also made ERNIE Bot free for individual users starting April 2025. Baidu is integrating AI-generated answers into search results in ways similar to Google's AI Overviews.

For businesses targeting Chinese consumers, Baidu isn't optional. But the optimization work looks different than what you do for Google. Content must be in Mandarin, hosted on servers accessible within China, and compliant with Chinese internet regulations. The algorithms also differ. SEO guides for the Chinese market typically emphasize domain age, meta tags, and page load speed as ranking factors that carry more weight on Baidu.

Baidu operates its own advertising platform (Baidu Tuiguang), webmaster tools, and analytics suite. Setting up these tools from outside China adds complexity. Most teams will need a partner or team member with direct experience in the Chinese market. Unless you have a specific China market strategy with native-language resources, Baidu is unlikely to be part of your SEO roadmap.

→ *Further reading:* Baidu Ranking Factors: A Comprehensive Data Study

AI Search Engines: ChatGPT Search and Perplexity

The market share numbers above don't capture what may be the most important change in search behavior over the past two years. AI search engines like ChatGPT Search and Perplexity don't appear in StatCounter's data. They don't function as traditional search referral sources that tracking scripts measure in the same way.

The usage numbers are growing fast. ChatGPT has reached 900 million weekly active users, OpenAI reported in late February 2026. That is up from 800 million in October 2025. Perplexity CEO Aravind Srinivas said at Bloomberg's Tech Summit in June 2025 that the platform processed 780 million search queries in May 2025, up from 230 million less than a year earlier.

In terms of traffic sent to websites, AI platforms are still small. Conductor's 2026 AEO/SEO Benchmarks Report found that AI referral traffic accounts for 1.08% of total web traffic across 10 industries it studied. ChatGPT drives 87.4% of that AI referral traffic. An SE Ranking study found that AI traffic to websites grew roughly sevenfold between early 2024 and mid-2025.

These tools work differently from traditional search engines. Instead of returning a list of links, they provide synthesized answers with source citations. Users can ask follow-up questions, refine their research, and get summaries without clicking through to individual pages.

For SEO professionals, this creates a new optimization challenge. Appearing as a cited source in ChatGPT or Perplexity answers is becoming a separate discipline from ranking in Google's organic results. The SEO industry has started calling this "Generative Engine Optimization," or GEO, though the field is still young and best practices are evolving.

Early data from Conductor's benchmarks offers some initial signals about Google's AI Overviews, specifically. In Conductor's analysis of over 21 million Google searches in September 2025, 25.11% triggered an AI Overview, with rates varying widely by industry. The types of pages cited in those overviews also varied by sector. Whether those patterns hold across ChatGPT, Perplexity, and other AI platforms is less clear, which means tracking your visibility across multiple AI surfaces is becoming necessary.

The first step is to start monitoring whether your content appears in AI responses. Several SEO platforms have added AI visibility tracking tools. From there, the optimization work resembles what has always worked in SEO. Clear, authoritative content with well-organized data and transparent sourcing is the foundation.

For more on the growing AI search landscape, see our guide to the best AI search engines.

→ *Further reading:*

Search Beyond Traditional Engines

Amazon

Amazon doesn't appear in StatCounter's search engine rankings, but it's one of the most important search platforms for anyone selling products online. Survey-based research has consistently found that a large share of online product searches begin on Amazon (56%, according to Jungle Scout) rather than on a traditional search engine.

Amazon's search algorithm, originally known as A9 and widely referred to as A10 in the seller community, is built around purchase intent. Amazon has not officially confirmed an algorithm version change, but third-party sellers and agencies have documented differences from earlier versions, including greater weight on external traffic and seller authority.

For ecommerce brands, the key is balancing Amazon marketplace investment with direct-to-consumer search traffic. Amazon gives you access to buyers at the point of purchase, but the platform controls the customer relationship and takes a cut of every sale. Brands that invest only in Amazon search lose the ability to build direct relationships with their customers, while brands that ignore Amazon miss the audience that starts their product research there.

Amazon also offers its own paid advertising through Sponsored Products, Sponsored Brands, and Sponsored Display campaigns. These ads appear within Amazon's search results and on product detail pages, and they run on a cost-per-click model. For product-focused businesses, Amazon advertising is a separate budget line from Google or Microsoft Ads, and it requires its own keyword research and bid management.

→ *Further reading:*

TikTok

TikTok has more than 170 million users in the United States and over 1.6 billion worldwide. The platform has become a search and discovery tool for younger audiences looking for recommendations, product reviews, and how-to content.

TikTok's regulatory path in the United States went through a turbulent period. Congress passed legislation in 2024 requiring ByteDance to divest its U.S. operations or face a ban. TikTok briefly went dark in January 2025. Following multiple executive order extensions, a deal was finalized on January 22, 2026. The resulting TikTok USDS Joint Venture LLC put US operations under majority control of American investors, including Oracle and Silver Lake, with ByteDance retaining a 19.9% minority stake.

With the ownership question resolved for now, TikTok is still a growing discovery platform. Its recommendation algorithm surfaces content based on engagement signals rather than keywords, which means optimization for TikTok search looks nothing like traditional SEO. Content format, hook quality, and engagement metrics matter more than backlinks or domain authority.

For brands, TikTok's search function is most relevant as a discovery channel. Users search TikTok for product recommendations, restaurant reviews, travel ideas, and

tutorials. The content that performs well in TikTok search tends to be short, visually engaging, and structured around a specific question or problem. If your audience skews younger and your content lends itself to video, TikTok search is worth testing as a supplementary channel.

→ *Further reading:*

What Market Share Changes Mean for Your SEO Strategy

Google is still the leader of search, but its share is dropping while AI search tools are growing fast, and alternative platforms serve specific audiences that Google doesn't reach as effectively.

Here's how to think about resource allocation.

Google should get the majority of your SEO investment, because it's where most of your audience searches. But the expansion of AI Overviews means you need to optimize for visibility within Google's AI-generated feature as well.

Bing deserves more attention than most teams give it. Between Bing, Yahoo, and the reported connection to ChatGPT's web search, Bing's reach is wider than its global share suggests. On the organic side, reviewing your Bing Webmaster Tools data and ensuring your site is properly indexed is a quick win most teams skip.

The traffic volume for AI search engines is small, but the growth rate is steep. Start tracking whether your content appears in ChatGPT and Perplexity responses. If you aren't being cited, start with the same content fundamentals that drive good SEO.

Vertical platforms matter for specific audiences. If you sell products, Amazon search optimization isn't optional. If you

target younger demographics, TikTok search and discovery behavior is a factor you can't ignore. Neither of these platforms runs on traditional SEO signals, so they require dedicated strategy and budget.

Regional engines serve their markets. Yandex and Baidu are essential for Russia and China, respectively, but require native-language teams, localized hosting, and familiarity with platform-specific tools and regulations.

The data makes a case for diversifying beyond Google. The harder decision is how much to invest in each channel based on your specific audience, market, and goals. The answer will be different for every business, but the days of building an entire search strategy around a single engine are over.

More Resources:

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