BusinessStats

Data · Insights · Statistics

STATISTICS BOOK

Online Search: statistics and facts

8 full reports · 4 charts · Edition November 2026

5T+	70.3B	91.1%	$416B
GOOGLE SEARCHES A YEAR	GOOGLE.COM VISITS, OCT 2026	GOOGLE GLOBAL SHARE	APPLE 2025

businesstats.com/online-search-topic-overview · Free to reuse under CC BY 4.0 with credit to Business Stats.

ABOUT THIS BOOK

Online Search: statistics and facts

Every Business Stats report on Online Search in one place: 8 reports, from Google (5 reports).

The reports put numbers on it, for example 5T+ (Google Searches a Year), 70.3B (google.com Visits, Oct 2026), $402.8B (Revenue, 2025) and $7.21B (Peak Revenue, 2008).

Freshly updated: Who Is the Most Searched Person on Google? What Google Publishes vs What the Internet Claims and Which Websites Get the Most Visits? The Top 20 Measured Against What Companies Report. Every report names its primary source, and its charts and tables can be downloaded and reused for free. The list grows on its own when a new report is published; it last changed on Nov 22, 2026.

Each chapter is a complete Business Stats report with its text, charts, tables and primary sources. The online version of every report is updated continuously; this book shows them as of Nov 22, 2026.

CONTENTS

1. Google

1 Who Is the Most Searched Person on Google? What Google Publishes vs What the Internet Claims 3

2 Google Alternatives in 2026: Who Holds the Other 8.9%? 19

3 Apple vs Google vs Microsoft: Who Makes the Most Money? 35

4 How Much Revenue Does Alphabet Make? Google Parent Results by Year, 2011 to Q3 2026 48

5 Google and Alphabet by the Numbers Revenue, Profit, Users and Cash From the Company Itself 65

2. More statistics

6 Which Websites Get the Most Visits? The Top 20 Measured Against What Companies Report 87

7 $280B Market — Online Search Market Statistics 2026 105

8 Yahoo by the Numbers: Revenue, Owners, Search and Security, 1996 to 2026 116

STATISTICS REPORT

Who Is the Most Searched Person on Google? What Google Publishes vs What the Internet Claims

Google has never published a ranking of the most searched people by total searches. The closest official answer is its Year in Search list of trending people, which in 2025 was led worldwide by the singer d4vd, followed by Kendrick Lamar and Jimmy Kimmel. This page uses only what Google itself publishes: the Year in Search lists from 2021 to 2025, its methodology note, its 25th anniversary records and its own statements on how many searches it handles, more than 5 trillion a year. It explains why every list that puts a monthly search count next to a celebrity is an estimate.

Updated Nov 22, 2026 · businesstats.com/most-searched-on-google

5T+ GOOGLE SEARCHES A YEAR	**15%** DAILY SEARCHES THAT ARE NEW	**d4vd** TOP TRENDING PERSON 2025
+70% TELL ME ABOUT QUERIES, 2025		

QUICK ANSWER

There is no official most searched person, only an official trending list

If you search for the most searched person on Google, you will find confident answers with monthly numbers attached: a footballer with tens of millions of searches, a pop star close behind. None of those numbers come from Google. Google does not release absolute search counts for any person or query, in any year. What it does release, every December, is **Year in Search**, a set of lists built from Google Trends data that rank the terms whose search interest rose the most compared with the previous year.

So the honest answer has two parts. By the official measure, the top trending person in the world in 2025 was **d4vd**, the American singer, followed by **Kendrick Lamar** and **Jimmy Kimmel**. By total searches,

nobody outside Google knows, and Google itself has only ever named a few all time leaders by category, such as Cristiano Ronaldo among athletes. For how Google fits into the wider search market, see our analysis of search engine usage and our Google statistics page.

Trending is not the same as most searched

Google states that Year in Search measures the spike in interest rather than the total number of searches. If it ranked total searches, generic queries such as weather or news would fill the list every year.

A name at the top of a trending list is the one whose interest jumped the most. It is not necessarily the name that people typed most often.

TRENDING PEOPLE 2025

The 2025 global list: a musician, a rapper and a talk show host at the top

Google published Year in Search 2025 on 4 December 2025. The lists compare search interest between 1 January and 25 November 2025 with the same period of 2024. The global people list mixes music, sport, politics, religion and news: the singer d4vd ranked first, Kendrick Lamar second and the late night host Jimmy Kimmel third. Tyler Robinson, the suspect charged over the killing of Charlie Kirk, was fourth, and Pope Leo XIV, elected in May 2025 as the first pope from the United States, was fifth.

Sport supplied two names in the top 10: the teenage Indian cricketer Vaibhav Sooryavanshi and the American football quarterback Shedeur Sanders, who also appears on the separate athletes list. Zohran Mamdani, winner of the 2025 New York City mayoral election, and the climate activist Greta Thunberg closed the list. Google keeps athletes in their own category, led in 2025 by the boxer Terence Crawford.

RANK	PEOPLE	ATHLETES
1	d4vd	Terence Crawford
2	Kendrick Lamar	Rory McIlroy
3	Jimmy Kimmel	Shedeur Sanders
4	Tyler Robinson	Shai Gilgeous-Alexander
5	Pope Leo XIV	Jalen Hurts
6	Vaibhav Sooryavanshi	Manny Pacquiao
7	Shedeur Sanders	Alexander Ovechkin

8	Bianca Censori	Cooper Flagg
9	Zohran Mamdani	Stefon Diggs
10	Greta Thunberg	Cam Skattebo

Global lists as shown on the Google Year in Search 2025 site. Google also publishes separate lists for actors, passings, songs and other categories, and country lists for most markets.

Two other 2025 lists also answer questions people ask about famous names. The passings list, which ranks interest in people who died during the year, was led by Charlie Kirk, Ozzy Osbourne and Hulk Hogan. The actors list was led by Mikey Madison, Lewis Pullman and Isabela Merced. Google counts these separately, so a name on the passings list does not also appear among the top trending people. Music fans may also want our rankings of the most viewed YouTube videos and the most followed Instagram accounts , which use published counts instead of search interest.

PEOPLE BY YEAR

Every global top 10 of trending people from 2021 to 2025

The table puts five years of the official global people lists side by side. Only three people appear in more than one year. Simone Biles ranked fifth in 2021 and ninth in 2024, both Olympic years, Joe Biden ranked sixth in 2021 and fifth in 2024, and Andrew Tate ranked eighth in 2022 and third in 2023. The other 44 places went to people who appeared once, which shows how much the list is driven by single events rather than lasting fame.

RANK	2025	2024	2023	2022	2021
1	d4vd	Donald Trump	Damar Hamlin	Johnny Depp	Alec Baldwin
2	Kendrick Lamar	Catherine, Princess of Wales	Jeremy Renner	Will Smith	Kyle Rittenhouse
3	Jimmy Kimmel	Kamala Harris	Andrew Tate	Amber Heard	Christian Eriksen
4	Tyler Robinson	Imane Khelif	Kylian Mbappe	Vladimir Putin	Tiger Woods
5	Pope Leo XIV	Joe Biden	Travis Kelce	Chris Rock	Simone Biles

6	Vaibhav Sooryavanshi	Mike Tyson	Jenna Ortega	Novak Djokovic	Joe Biden
7	Shedeur Sanders	JD Vance	Lil Tay	Anna Sorokin (Delvey)	Emma Raducanu
8	Bianca Censori	Lamine Yamal	Danny Masterson	Andrew Tate	Derek Chauvin
9	Zohran Mamdani	Simone Biles	David Beckham	Rishi Sunak	Henry Ruggs III
10	Greta Thunberg	Diddy	Pedro Pascal	Simon Leviev	Pete Davidson

Names as listed by Google, with accents removed for display. Each column is a separate year and compares that year with the year before.

d4vd

Top trending person 2025

Ahead of Kendrick Lamar.

Donald Trump

Top trending person 2024

Election year; Kamala Harris third.

Damar Hamlin

Top trending person 2023

Also top athlete that year.

Johnny Depp

Top trending person 2022

Amber Heard ranked third.

TRENDING VS MOST SEARCHED

Why the number one trending name is rarely the name searched most often

The Year in Search methodology page says the lists show the queries that increased the fastest in search interest during the year, and that the method measures the spike in interest rather than the total number of searches. Two exceptions are flagged: the Google Maps lists show the most searched places, and the Hum to Search list shows songs that trended the most. Everything else, including people, athletes and overall searches, is a ranking of growth.

This has a clear consequence. A global star who is searched heavily every single year, for example a top footballer or a long established singer, will not trend unless something new happens, because the comparison is with their own high level the year before. A person who was almost unknown in 2024 and suddenly in the news in 2025 can rise from near zero and top the list. That is why the 2025 top 10 includes

a 14 year old cricketer and a criminal suspect, and why many of the most famous people in the world never appear at all.

MEASURE	WHAT IT RANKS	PUBLISHED BY GOOGLE?
Top trending (Year in Search)	Largest rise in search interest versus the same period a year earlier	Yes, every December, global and by country
Google Trends interest	Share of all searches in a place and period, scaled 0 to 100	Yes, live, for any term, relative only
All time most searched	Highest total over many years	Only selected categories, December 2023
Monthly search volume	Absolute number of searches per month	No, Google Ads shows ranges to advertisers; public lists are estimates

WHO MAKES THE LIST

Sport, politics and entertainment take turns at the top

To see what kind of person tends to trend, we grouped the 50 names on the five global people lists by the field they are best known for. Sport was strongest in 2021 with five names, including the footballer Christian Eriksen and the golfer Tiger Woods. Politics and royalty dominated 2024, an election year in the United States, with five names. Film, television and music led in 2022, the year of the Depp v Heard trial and the Oscars slap, and again in 2025.

Figure 1: Global Top 10 Trending People by Field, 2021 to 2025 (Number of Names)

No field owns the list: sport led in 2021, entertainment in 2022 and 2025, politics in 2024. The category with the biggest news event of the year usually wins.

The grouping also shows how often the list reflects bad news. In 2021 the list included Derek Chauvin and Kyle Rittenhouse during their trials, in 2022 the con artists Anna Sorokin and Simon Leviev after Netflix documentaries about them, and in 2025 Tyler Robinson. A trending list rewards surprise, and many surprises are not happy ones.

MOST SEARCHED THINGS

The most searched things on Google: sport, AI and phones lead the trending searches

The overall searches list is the closest official answer to the question of the most searched thing on Google, with the same caveat: it ranks spikes, not totals. In 2025 the top trending search worldwide was **Gemini**, the Google AI assistant, and the Chinese AI model **Deepseek** ranked sixth. It was the first time in the years we checked that an AI product led the global list. Our AI statistics page covers how fast these tools have spread, and the AI market size page covers the money behind them.

RANK	2025	2024	2022	2021

1	Gemini	Copa America	Wordle	Australia vs India
2	India vs England	UEFA European Championship	India vs England	India vs England
3	Charlie Kirk	ICC Men T20 World Cup	Ukraine	IPL
4	Club World Cup	India vs England	Queen Elizabeth	NBA
5	India vs Australia	Liam Payne	Ind vs SA	Euro 2021
6	Deepseek	Donald Trump	World Cup	Copa America
7	Asia Cup	India vs Bangladesh	India vs West Indies	India vs New Zealand
8	Iran	iPhone 16	iPhone 14	T20 World Cup
9	iPhone17	Olympics	Jeffrey Dahmer	Squid Game
10	Pakistan and India	Catherine, Princess of Wales	Indian Premier League	DMX

The 2023 Year in Search site does not show an overall searches list for the global view, so that year is left out. Wordle topped 2022 and Copa America topped 2024.

Two patterns repeat. First, a new iPhone model makes the global top 10 almost every year: iPhone 14 in 2022, iPhone 16 in 2024 and iPhone17 in 2025. Second, sport, and cricket in particular, fills a large part of the list. India has one of the biggest online audiences in the world, so a single India versus England series can generate a spike large enough to rank globally.



Figure 2: Sports Queries in the Global Top 10 Trending Searches on Google

Sport is the most reliable trend driver: 8 of the 10 top trending searches in 2021 were sports queries, falling to 4 in 2025 as AI and news took more spots.

Football tournaments drive the rest of the sports entries: Euro 2021 and Copa America in 2021, the World Cup in 2022, Copa America and the European Championship in 2024, and the FIFA Club World Cup in 2025. For audience and revenue data on these competitions, see our page on the most popular sports leagues and events.

25 YEAR RECORDS

The only official all time records: Ronaldo, soccer and Taylor Swift

Google has named all time leaders only once, for its 25th anniversary. In a blog post on 11 December 2023, it said that, based on nearly two decades of Google Trends data, **Cristiano Ronaldo** was its most searched athlete, **soccer** was the most searched sport and **Taylor Swift** was the most searched songwriter. It also named the heart as the most searched emoji and how to help people as the most searched query of its kind.

Ronaldo **Most searched athlete** Google, December 2023.	**Soccer** **Most searched sport** Google, December 2023.
Taylor Swift **Most searched songwriter** Google, December 2023.	**Heart** **Most searched emoji** Google, December 2023.

These records are category leaders, not a single ranking of everyone. Google did not say whether Ronaldo was searched more than any politician, actor or musician, and it did not publish a number. Still, they are the only case where Google itself used the words most searched about a person, and they line up with what social platforms show: Ronaldo also leads our list of the most followed Instagram accounts. Taylor Swift appeared four times on the 2025 global song lyrics list, with Eldest Daughter, Fate Of Ophelia, Opalite and Father Figure, even without appearing on the trending people list.

HOW BIG IS GOOGLE SEARCH

More than 5 trillion searches a year, and 15 percent of each day is new

Google rarely discloses the size of Search. Its most recent statement came in March 2025, when Vidhya Srinivasan, Vice President and General Manager for Ads and Commerce, wrote that Google sees more than 5 trillion searches annually, citing internal data from January 2025. Spread evenly over a year, that is more than 13.7 billion searches a day, or about 158,500 every second. These averages are our own calculation; Google did not publish a daily figure.

The How Search Works pages add a second fact that explains why no fixed list of most searched terms can capture Search: 15 percent of the searches Google sees every day are new, meaning they have not been typed before. That share is a key reason Google built ranking systems that understand language, instead of relying on matching popular queries. For Alphabet as a business, see our page on Alphabet annual revenue, and for the sites that searchers end up on, our ranking of the most visited websites.

Figure 3: Daily Google Searches: New vs Seen Before (%)

One in seven searches is brand new: 15 percent of daily searches have never been typed before, which is why fixed most searched lists miss much of what people look for.

Google also shared how the way people phrase searches is changing. In its Year in Search 2025 post, Simon Rogers, Data Editor for Google Trends, wrote that searches starting with tell me about rose 70 percent year on year and that queries starting with how do I reached an all time high, up 25 percent. People increasingly type full questions, a habit that AI answers in Search encourage.



Figure 4: Growth in Conversational Google Searches, 2025 vs 2024 (%)

Questions are getting longer: searches that start with tell me about grew 70 percent in 2025, and how do I searches hit a record high.

WHY OTHER LISTS ARE ESTIMATES

Where the monthly numbers on most searched person lists come from

Most pages that rank the most searched people show a monthly volume next to each name. Those figures come from SEO software vendors, not from Google. The tools combine several inputs: the broad volume ranges that Google Ads shows to advertisers in Keyword Planner, clickstream data bought from panels of browser users, and their own models that scale those samples up to the whole market. Each vendor uses a different model, so the same name can show very different numbers in different tools.

- The numbers are modelled. No outside tool sees the Google query log.
- They usually count one exact spelling, so searches for a nickname, a misspelling or a different alphabet may be missed.
- They are strongest for English language markets and weaker where panel data is thin.
- They round heavily, and figures for the same month can be revised later.

These tools are still useful for comparing names within the same tool. The problem is presenting the output as if it were a count from Google. On this page we have not used any of those estimates, so every ranking above is either published by Google or a simple count of names in a Google list. Our online search section and internet topic overview collect the market data on search that is published by primary sources.

CHECK IT YOURSELF

How to compare any two people with Google Trends

Google Trends is the only public tool built on Google search data, and it is free. According to the Google Trends help centre, each data point is divided by the total searches in the chosen place and time range, and the result is scaled from 0 to 100. Trends uses a sample of Google searches, which Google says is representative given the billions of searches it handles each day. Terms with very low volume show as 0.

- Enter up to five names in the compare box. The name with the highest line is searched more in that place and period.
- Choose the topic version of a name, not the plain search term, so that searches in other languages and spellings are combined.
- Set the period to the past five years or since 2004 to see long term interest instead of spikes.
- Remember that 100 means the peak, not a number of searches. Two names can both reach 100 in different periods.

Comparing names this way gives a better answer to who is searched most than any published list, because you can choose the country and the period. It still will not give you an absolute count. For a wider look at how people find information online beyond Google, see our social media statistics and YouTube statistics.

METHODOLOGY

Methodology and data notes

All lists come from the Google Trends Year in Search sites for 2021 to 2025, read in the global view in November 2026. The 2025 lists cover searches between 1 January and 25 November 2025 compared with the same period of 2024, as stated in the Year in Search data methodology. The 2023 site does not display an overall searches list in the global view, so that year is missing from the searches table and the sports chart. Names are shown as Google lists them, with accents removed and some event names shortened.

The grouping of people by field and the count of sports queries are BusinessStats classifications of Google lists, with each name or query assigned to one category. The average of 13.7 billion searches a day and 158,500 a second divide the more than 5 trillion annual searches stated by Google by 365 days; because Google said more than 5 trillion, the true averages are higher. No third party search volume estimates are used. At the time of writing, the 2026 Year in Search had not been published; Google released the 2025 edition on 4 December 2025.

KEY FACTS

Searches on Google in eight facts

5T+

Searches a year

Google statement, data for January 2025.

13.7B+

Searches a day

BusinessStats calculation from 5 trillion.

15%

Daily searches that are new

Google, How Search Works.

d4vd

Top trending person 2025

Global Year in Search list.

Gemini

Top trending search 2025

Deepseek ranked sixth.

Terence Crawford

Top trending athlete 2025

Rory McIlroy second.

Ronaldo

Most searched athlete

Google 25th anniversary, 2023.

+70%

Tell me about searches

2025 versus 2024.

FAQ

Questions about the most searched people and things on Google

FREQUENTLY ASKED QUESTIONS

Who is the most searched person on Google?

Google does not publish a ranking of people by total searches, so no one can name the most searched person with Google data. What Google does publish is its Year in Search list of trending people. In 2025 the global list was led by d4vd, followed by Kendrick Lamar and Jimmy Kimmel. In 2024 it was led by Donald Trump.

Who was the most searched person on Google in 2025?

On the official Year in Search 2025 global list, the top trending person was the singer d4vd, ahead of Kendrick Lamar, Jimmy Kimmel, Tyler Robinson and Pope Leo XIV. Google ranks these names by the rise in search interest between 1 January and 25 November 2025 compared with the same period of 2024, not by total searches.

What is the most searched thing on Google?

Google has not published an all time top query. Its Year in Search methodology says that ranking by total searches would be dominated by generic queries such as weather or news, which is why it ranks the biggest spikes instead. The top trending search worldwide in 2025 was Gemini, and in 2024 it was Copa America.

How many searches does Google handle?

Google said in March 2025 that it sees more than 5 trillion searches a year, based on internal data from January 2025. That is more than 13.7 billion searches a day on average, a BusinessStats calculation. Google also says 15 percent of the searches it sees every day are new.

What is the difference between trending and most searched?

Trending measures how fast interest in a term grew compared with the previous year. Most searched would mean the highest total number of searches. A name can top the trending list with fewer total searches than a long standing star whose search interest stays high every year but does not spike.

Who is the most searched athlete on Google of all time?

Cristiano Ronaldo. In December 2023, for its 25th anniversary, Google said Ronaldo was its most searched athlete, soccer was the most searched sport and Taylor Swift was the most searched songwriter, based on nearly two decades of Google Trends data.

Are the search volumes on other most searched person lists real?

No list outside Google uses Google counts, because Google does not release them. Monthly volumes on such lists come from SEO tools that model traffic from keyword planner ranges, clickstream panels and their own crawls. They can be useful for comparisons but are estimates.

How can I check how often a person is searched on Google?

Use Google Trends. It shows relative interest on a scale of 0 to 100, where 100 is the peak share of all searches for the chosen place and time. Comparing up to five names side by side shows which one is searched more, but Trends does not show absolute numbers of searches.

When is the 2026 Year in Search published?

Google usually releases Year in Search in early December. The 2025 edition was published on 4 December 2025 and covered searches up to 25 November 2025. At the time of writing in November 2026, the 2026 edition had not yet been released.

SOURCES

Google Trends: Year in Search 2025, global lists for searches, people, athletes, passings, actors, song lyrics and more.

Google Trends: The Year in Search Film, Social and Lists Data Methodology (definition of top trending, period 1 January to 25 November 2025).

Google Trends: Year in Search 2024, global lists.

Google Trends: Year in Search 2023, global lists.

Google Trends: Year in Search 2022, global lists.

Google Trends: Year in Search 2021, global lists.

Google: Year in Search 2025: What and how we searched this year, Simon Rogers, 4 December 2025.

Google: Here is to an epic 25 years: Exploring the most searched trends of all time, 11 December 2023.

Google: AI, personalization and the future of shopping, Vidhya Srinivasan, March 2025 (more than 5 trillion searches a year, Google internal data, January 2025).

Google: How Search Works (15 percent of daily searches are new).

Google Trends Help: FAQ about Google Trends data (sampling and 0 to 100 normalisation).

Related reading

- Google statistics

- Search engine usage
- Most visited websites
- Alphabet annual revenue
- Most subscribed YouTube channels
- AI statistics worldwide

STATISTICS REPORT

Search engines: alternatives to Google statistics & facts

Updated Sep 25, 2026 · businesstats.com/search-engines-alternatives-to-google

91.1% GOOGLE GLOBAL SHARE	**8.9%** ALL OTHER ENGINES	**4.5%** BING GLOBAL SHARE
70.35% YANDEX IN RUSSIA	**1bn** BING MONTHLY USERS	**2.51bn** BRAVE MONTHLY QUERIES

Overview

Google and everyone else

Google handles the overwhelming majority of the searches made on the open web. In August 2026 it accounted for 91.1 percent of search engine referrals worldwide across desktop, mobile and tablet, according to Statcounter Global Stats. That leaves 8.9 percent for every other search engine combined. It sounds like a small slice, but on a global scale it represents billions of searches every month, a multi-billion-dollar advertising market and several companies that dominate search in their home countries.

The alternatives fall into distinct groups. Microsoft Bing is the only Western general-purpose rival with its own full web index and a large advertising business, and it also powers much of Yahoo and many smaller engines. Yandex in Russia, Baidu in China, Naver in South Korea and Seznam in the Czech Republic are national champions that hold their ground through local language expertise, local services and, in some cases, government policy. DuckDuckGo, Brave Search, Ecosia, Startpage and Kagi compete on privacy, independence, sustainability or paid ad-free search. And a new wave of AI answer engines, led by ChatGPT, Perplexity and Google itself, is changing what people mean by search.

This report sets out the data on each of them: global and country-level market share, desktop versus mobile use, long-run trends, company revenue, the regulatory cases trying to open the market, and the rise of AI search. It builds on our wider coverage of search engine usage and our profile of Google.

Market Share

The global search market in August 2026

Google leads by an enormous margin, but the order of the chasing pack is worth knowing. Bing is a clear second with 4.5 percent of global referrals, followed by Yahoo at 1.23 percent, Yandex at 0.99 percent, DuckDuckGo at 0.7 percent and Baidu at 0.62 percent. All other engines together make up less than 1 percent.

Search Engine Market Share Worldwide, August 2026 (%)Share of search engine referrals across all platforms.

Data:

Statcounter Global Stats, August 2026, all platforms.

Note:

Statcounter measures referrals to more than 1.5 million websites carrying its tracking code, based on over 3 billion page views a month; it is a measure of traffic sent to websites, not of total queries. Others is the remainder after the six largest engines. Compiled by BusinessStats.Switch to the table for exact figures.

More than nine in ten: Google sent 91.1 percent of all search referrals in August 2026, leaving 8.9 percent for every alternative combined.

It is important to understand what these figures measure. Statcounter counts visits to websites that arrive from a search engine, so it reflects clicks rather than the raw number of searches typed. Engines whose users click through to websites less often, including AI answer engines that summarise results directly, can appear smaller in this data than their usage suggests. Baidu is also under-represented, because Statcounter measures global web traffic and China is a largely separate internet with its own analytics tools. Even with these caveats, Statcounter is the most widely cited independent measure of search market share and allows consistent comparisons across countries and years.

The Alternatives

Ranking the alternatives to Google

Removing Google from the picture shows how the remaining 8.9 percent is split. Bing alone holds about half of it, and its share is actually larger than it looks, because Yahoo search results in most markets are supplied by Microsoft under a long-running partnership. Together, Bing and Yahoo account for roughly 5.7 percent of global search referrals.

Leading Alternatives to Google: Global Market Share, August 2026 (%)Share of worldwide search referrals, all platforms, Google excluded.

Data:

Statcounter Global Stats, August 2026, all platforms.

Note:

Yahoo search results are largely powered by Microsoft Bing outside Japan and a few other markets. Compiled by BusinessStats.Switch to the table for exact figures.

Bing leads the rest: Microsoft Bing held 4.5 percent of global search, more than Yahoo, Yandex, DuckDuckGo and Baidu combined.

Yandex and Baidu owe almost all of their global share to their home markets, Russia and China. DuckDuckGo is the only one of the five whose traffic is spread widely across many countries, reflecting a user base that has chosen it deliberately for privacy rather than one that inherited it as a default. Behind these five sit dozens of smaller engines, from Ecosia and Qwant in Europe to CocCoc in Vietnam, Naver and Daum in South Korea, and Seznam in the Czech Republic, each with meaningful share in one market and very little elsewhere.

Long-Run Trend

Is Google losing ground?

For more than a decade, Google held between roughly 90 and 93 percent of global search referrals every year, and the share left to all other engines barely moved. That began to change in 2024. As generative AI tools spread and Microsoft pushed Bing through Windows, Edge and its Copilot assistant, the share going to the alternatives rose to about 9.4 percent in 2024 and about 10.1 percent in 2025, the first full year in which the annual average share of Google slipped below 90 percent in the Statcounter series.

Share of Global Search Going to Engines Other Than Google, 2015 to 2026 (%)Combined share of all non-Google search engines, and Bing alone, worldwide.

Data:

Statcounter Global Stats annual averages, all platforms, as compiled by MPG ONE; August 2026 is a single month from Statcounter.

Note:

the non-Google share is 100 percent minus the share of Google. Annual averages smooth out month-to-month swings, which can be large. Compiled by BusinessStats.Switch to the table for exact figures.

A slow shift: the share of search going to rivals rose from under 8 percent in 2023 to about 10 percent in 2025, before easing to 8.9 percent in August 2026.

The latest months show how difficult it is to erode that lead. In August 2026 Google was back at 91.1 percent worldwide, and alternatives had fallen to 8.9 percent, still higher than for most of the previous decade but below the 2025 peak. Bing, however, has held on to its gains: its global share of 4.5 percent in August 2026 was well above the 2.4 to 3.2 percent range it occupied between 2016 and 2023. The data suggests that the market has become slightly more contested rather than fundamentally reshaped, at least when measured by traffic sent to websites.

Google itself rejects the idea that it is losing searchers. In its second quarter 2026 results, Alphabet reported that Google Search and other revenue grew 17 percent to 63.3 billion US dollars, and chief executive Sundar Pichai said AI features were driving an incremental increase in overall search queries. The shift, so far, is less about people abandoning Google than about new forms of search growing alongside it.

Desktop vs Mobile

Why the alternatives live on the desktop

Device matters enormously in search. On mobile phones, where Google Search is the default on almost every Android device and in Safari on the iPhone, Google held 95.59 percent of worldwide referrals in August 2026. On desktop computers the picture is different: Google held 86.05 percent, and Bing alone took 8.84 percent, helped by its position as the default engine in Microsoft Edge and Windows search.

Alternative Search Engines: Desktop vs Mobile Market Share, August 2026 (%)Worldwide share of search referrals by device, Google excluded.

Data:

Statcounter Global Stats, August 2026, all platforms.

Note:

Google held 86.05 percent on desktop and 95.59 percent on mobile and is left out so the smaller engines can be compared. Compiled by BusinessStats.Switch to the table for exact figures.

Bing is a desktop engine: it held 8.84 percent of desktop search worldwide but only 0.6 percent on mobile, a gap of almost fifteen times.

The contrast is sharpest for Bing and Yahoo, both of which depend heavily on personal computers and on defaults set by Microsoft. DuckDuckGo is almost exactly as strong on mobile as on desktop, at about 0.7 percent on each, because many of its users run it through its own mobile browser app. Yandex and Baidu, both of which have built large mobile apps and super-app ecosystems, hold more of the mobile market than Bing does. Since most of the world now searches on phones, the weakness of Western alternatives on mobile is the biggest barrier to their growth, and it explains why the default search deals on smartphones have become the central issue in antitrust cases against Google. The mobile market is controlled by two platforms, as our data on smartphone vendor market share shows, and both route searches to Google by default.

By Country

Where Google is weakest

The global average hides wide differences between countries. In India, one of the largest internet markets, Google held 97.76 percent of search referrals in August 2026, and in the United Kingdom 91.75 percent. In the United States its share was lower, at 86.1 percent, because Bing, Yahoo and DuckDuckGo all have a larger following there than elsewhere. In a handful of countries Google is not the leader at all.

Google Search Market Share by Country, August 2026 (%)Share of search referrals held by Google, all platforms.

Data:

Statcounter Global Stats, August 2026, all platforms.

Note:

in China, Google services are blocked and its small share reflects users on virtual private networks and visitors. Compiled by BusinessStats.Switch to the table for exact figures.

From 98 percent to 1 percent: Google dominated India and the UK, but held only 46.6 percent in South Korea, 27.8 percent in Russia and 1.4 percent in China.

Three types of market limit Google. In China, Google has been effectively blocked since 2010, leaving the market to domestic players. In Russia, Yandex has led for most of the past two decades, and political

tension since 2022 has strengthened its position further. In South Korea and, to a lesser degree, the Czech Republic and Japan, strong local portals built large audiences early in the history of the internet and have kept them by offering news, shopping, maps, email and community services in the local language. Japan shows another pattern: there, Bing held 28.29 percent of referrals in August 2026, one of its strongest results anywhere, while Yahoo held 6.96 percent.

Europe as a whole looks much like the global average, with Google at 89.69 percent in August 2026, Bing at 4.74 percent and Yandex at 2.26 percent, much of it from Russian-speaking users. Germany is one of the more competitive large Western markets, with Google at 88.49 percent, Bing at 5.84 percent and both DuckDuckGo and Ecosia above 1 percent.

Local Champions

The national search engines that beat Google

Only a few alternative engines have ever held a larger share than Google in a major market. The chart ranks the strongest home-market positions held by rivals in August 2026, together with the leading alternatives in Japan, China and the United States.

Strongest Alternative Search Engines in Their Leading Markets, August 2026 (%)Market share of each engine in the named country, all platforms.

Data:

Statcounter Global Stats, August 2026, all platforms.

Note:

Statcounter data for China should be treated with caution because most Chinese sites use domestic analytics tools; Baidu is widely regarded as holding a larger share of actual queries there than referral data shows. Compiled by BusinessStats.Switch to the table for exact figures.

Home advantage: Yandex held 70.35 percent of search in Russia and Baidu 59.26 percent in China, the two largest markets where Google is not the leader.

These national champions share several features. They combine search with a wider portfolio of services, so users arrive through maps, email, news, payments or shopping rather than typing a query into a blank box. They understand their language better than a global engine, which mattered more in the past when Google handled Korean, Russian and Chinese less well. And they benefit from local defaults: Yandex is pre-

installed on many devices sold in Russia, and Naver and Seznam are the home pages of millions of browsers in their countries.

Microsoft Bing

Bing: the number two with a billion users

Microsoft launched Bing in 2009 as the successor to MSN Search and Live Search, and for most of its life it has been a distant second to Google. It holds 4.5 percent of global search referrals, 8.92 percent in the United States and 8.84 percent of desktop search worldwide. Its reach is much wider than those figures suggest, because the Bing index also powers Yahoo, part of the results on DuckDuckGo and other smaller engines, and the web search that feeds Microsoft Copilot and many AI assistants.

On its earnings call for the third quarter of fiscal 2026 in April 2026, Microsoft said Bing had passed 1 billion monthly active users for the first time. Much of that audience comes through defaults in Windows and Edge, and through Copilot, which uses Bing to ground its answers in current web results. The integration of OpenAI models into Bing in February 2023 was the first major attempt to combine a search engine with a chatbot, and it helped lift Bing to its highest share in a decade.

Search is a meaningful business for Microsoft even if it is small beside Azure and Office. Search advertising revenue, reported under the name Search and news advertising until fiscal 2026, reached about 15.2 billion US dollars in fiscal 2026, which ended in June, up from about 13.9 billion in fiscal 2025. Excluding the traffic acquisition costs it pays to partners, the business grew 12 percent in fiscal 2026, according to its annual report.

Revenue

The revenue gap: Google Search vs Microsoft search

Market share translates into an even wider gap in money. Google Search and other, the segment of Alphabet that includes search advertising, earned about 224.6 billion US dollars in 2025. Microsoft search advertising earned about 15.2 billion in its fiscal 2026. In other words, Google Search generated almost fifteen times as much revenue as the search business of its largest Western rival.

Google Search vs Microsoft Search Advertising Revenue (billion USD)Annual revenue, three most recent years for each company.

Data:

Alphabet annual results (Google Search and other); Microsoft annual reports (Search advertising, formerly Search and news advertising), as reported by PPC Land.

Note:

Alphabet uses calendar years; the Microsoft fiscal year ends in June, so 2025 is compared with fiscal 2026. Microsoft figures include traffic acquisition costs. Compiled by BusinessStats.Switch to the table for exact figures.

A fifteen-fold gap: Google Search earned about 224.6 billion US dollars in 2025, against about 15.2 billion for Microsoft search advertising in fiscal 2026.

The gap is widening in absolute terms. Between 2023 and 2025 Google Search revenue rose by nearly 50 billion dollars, more than three times the entire annual search revenue of Microsoft. Search remains the single largest source of revenue for Alphabet, a theme we explore in our data on Alphabet annual revenue and on the largest revenue sources of leading tech companies. Scale feeds on itself in search: more queries produce better data for ranking, more advertisers bid for placement, and higher revenue pays for the default deals that bring in still more queries.

Those default deals are at the heart of the competition problem. Google paid Apple about 20 billion US dollars in 2022 to remain the default search engine in Safari, sharing 36 percent of the search advertising revenue generated there, according to evidence made public in the US antitrust case. That payment is a large part of Apple services income, as our figures on services as a share of Apple revenue illustrate. No rival can match bids of that size, which is why the courts have focused on defaults rather than on search quality alone.

Yahoo

Yahoo: a famous name powered by Bing

Yahoo was the most visited website in the world in the late 1990s and ran its own search engine for years, but since a 2009 agreement with Microsoft its search results in most markets have been provided by Bing. It still held 1.23 percent of global search referrals in August 2026 and 2.74 percent in the United States, where its home page, email service and finance portal continue to draw a loyal and older audience. Yahoo Japan, a separate business now part of LY Corporation, is a different story: it uses Google technology for its search results and remains one of the most visited sites in Japan.

Baidu

Baidu: the search giant of China turns to AI

Baidu has been the leading search engine in China since the mid-2000s and was the obvious winner when Google withdrew from the mainland in 2010. It held 59.26 percent of search referrals in China in August 2026 on Statcounter data, with Bing second at 18.92 percent, although most analysts believe its share of actual mobile queries is higher because much of Chinese search happens inside apps. The Baidu App had 679 million monthly active users in December 2025.

The business is going through a painful transition. Total revenue fell 3 percent to 129.1 billion yuan, about 18.5 billion US dollars, in 2025, as its traditional online marketing revenue declined and adjusted net profit fell by about 30 percent. At the same time, its AI-powered businesses grew 48 percent to 40 billion yuan, including AI cloud infrastructure and a new category of AI-native marketing services that tripled in a year. Baidu is rebuilding its search results around its ERNIE models, and its ERNIE Assistant had 202 million monthly active users by the end of 2025. Its robotaxi service, Apollo Go, had completed more than 20 million rides by February 2026.

Competition in China has also intensified. Rivals such as Haosou from Qihoo 360 and Sogou, now part of Tencent, hold smaller shares, while ByteDance and Tencent have built search directly into Douyin and WeChat, where hundreds of millions of people now look for information without visiting a traditional search engine. For more on the wider Chinese technology landscape, see our data on the largest internet companies by market value.

Yandex

Yandex: the Russian search champion

Yandex was founded in 1997 and has led the Russian search market for most of its history. In August 2026 it held 70.35 percent of search referrals in Russia, against 27.79 percent for Google, and its lead has widened since 2022 as Western companies withdrew from the country and Russian authorities encouraged the use of domestic services. Outside Russia it has a meaningful presence in Belarus, Kazakhstan, Turkey and other countries of the former Soviet Union, and it held 0.99 percent of global referrals.

After the Russian invasion of Ukraine, the original Dutch parent company sold its Russian businesses in 2024 to a group of Russian investors, and the Russian company became a separate entity listed in Moscow. It has since grown rapidly. Revenue rose 37 percent to 1.09 trillion rubles, about 12.3 billion US dollars, in 2024, of which the search and portal segment contributed 439 billion rubles. In 2025, revenue rose a further 32 percent to about 1.44 trillion rubles. Like Google, Yandex has become far more than a

search engine, with ride-hailing, food delivery, e-commerce, streaming, cloud and self-driving businesses.

Naver

Naver: neck and neck with Google in South Korea

South Korea is the one large, open, developed market where a domestic search engine still competes head to head with Google. In August 2026 Naver held 43.71 percent of search referrals and Google 46.6 percent, with Bing at 5.44 percent and the Kakao-owned Daum at 0.88 percent. For most of the 2000s and 2010s Naver held a clear majority, but Google has gained steadily, especially among younger users and on Android phones.

Naver is a large and growing company. Its revenue rose 12.1 percent to a record 12.035 trillion won in 2025, with operating profit of 2.21 trillion won. The search platform segment, which includes search and display advertising, earned 4.17 trillion won, up 5.6 percent, while commerce grew 26.2 percent to 3.69 trillion won. Naver has responded to AI competition by adding AI Briefing summaries to its search results, built on its own HyperCLOVA X models, and by tying search more closely to shopping, payments and its Knowledge iN question-and-answer community.

Seznam

Seznam and the small national engines

The Czech Republic is home to one of the last independent national search engines in Europe. Seznam, founded in 1996, held 15.63 percent of Czech search referrals in August 2026, against 79.33 percent for Google, and its home page remains one of the most visited sites in the country. It runs its own index and its own advertising network, as well as news, maps, email and classifieds. Elsewhere, CocCoc in Vietnam has built a similar local position, and in Europe the Qwant engine in France has been rebuilding its technology through a joint venture with Ecosia.

Privacy Engines

DuckDuckGo and the privacy alternatives

DuckDuckGo is the best-known privacy search engine. Founded by Gabriel Weinberg in 2008, it does not track users or build profiles, and it makes money from contextual ads based on the words in a search rather than on personal data. It held 0.7 percent of global search referrals in August 2026, 1.7 percent in the

United States and 1.2 percent in Germany. The company stopped publishing a detailed public traffic counter some years ago; its last widely cited milestones were about 100 million searches a day and 100 billion searches in total, both reached in 2022.

DuckDuckGo draws results from many sources, including Bing, and increasingly from its own crawler and AI features. It has expanded into a full browser for mobile and desktop, email protection, and a paid subscription that includes a virtual private network. In 2025 it launched Duck.ai, which offers private access to chatbots from several AI companies without storing conversations or using them for training. DuckDuckGo testified in the US antitrust case against Google that default settings are the biggest barrier to switching, and it has campaigned for choice screens on phones and browsers.

Other privacy engines take different approaches. Startpage, based in the Netherlands, shows Google results with the tracking removed. Mojeek in the United Kingdom runs its own independent crawler and index. Kagi, a paid search engine with no advertising, had 75,555 subscribing members and handled almost 1 million searches a day in September 2026, according to its public statistics page, a small but committed audience that pays for results free of ads and sponsored placement.

Brave Search

Brave Search: the fastest-growing independent index

Brave Search, launched in beta in 2021 and fully in 2022, is built on its own independent web index, originally based on the Tailcat engine acquired from the German Cliqz project. It is the default search engine in the Brave browser, which reached 126.25 million monthly active users in August 2026, with a peak of 53 million daily active users. That month Brave Search answered about 2.51 billion queries, up from more than 1.6 billion a month in September 2025, and it reached a single-day record of 85.5 million queries on 31 August 2026.

About 8 percent of Brave Search queries come from people using other browsers such as Chrome and Safari, which suggests that the engine is winning users on its merits as well as through the default in its own browser. In July 2026 Brave Search was added to the list of search engines that Chrome offers users to choose from. Brave also sells access to its index through an API, which has become an important source of revenue as AI companies look for independent sources of web data to ground their answers.

Ecosia

Ecosia and the European search index

Ecosia, based in Berlin, uses its advertising profits to fund tree planting and climate projects. Since 2018 it has been steward-owned, which means its founders cannot sell the company or take profits out of it. It reached its goal of funding the planting of 230 million trees in 2025, had more than 20 million users, and earned revenue of about 43.2 million euros in 2025. It held 1.02 percent of search referrals in Germany and 0.48 percent across Europe in August 2026.

For most of its history Ecosia relied on larger engines, mainly Bing, for its results. In November 2024 it formed a joint venture with Qwant to build a European search index, known as European Search Perspective, and in August 2025 some searches from users in France began to be answered from this new Europe-based index. The project is a response both to concerns about dependence on American technology and to a sharp increase in the prices Microsoft charges for access to the Bing search API.

AI Search

The AI answer engines

The most significant challenge to traditional search in two decades comes from generative AI. Instead of a list of links, AI assistants give direct answers, and hundreds of millions of people now ask them the questions they once typed into a search engine. ChatGPT, from OpenAI, reached 900 million weekly active users in February 2026, and added built-in web search in late 2024. Perplexity, an AI answer engine built around search, handled about 780 million queries in May 2025, up from about 230 million a month in mid-2024, and was valued at about 20 billion US dollars in September 2025. For the broader picture, see our statistics on generative AI users worldwide.

Reported Active Users of Search and AI Answer Services, Latest (million)Most recent user figures disclosed by each company; the measure is shown in each label.

Data:

Alphabet second quarter 2026 earnings (AI Mode, Gemini app); Microsoft earnings call, April 2026 (Bing); OpenAI, February 2026 (ChatGPT); Baidu fourth quarter 2025 results (Baidu App, ERNIE Assistant); Brave, August 2026.

Note:

ChatGPT reports weekly users; the others report monthly users. Figures are self-reported and not directly comparable with market share data. Compiled by BusinessStats.Switch to the table for exact figures.

Search goes conversational: Google AI Mode and Bing each passed 1 billion monthly users, and ChatGPT reached 900 million weekly users.

Google has moved quickly to defend its position by building AI into its own search engine. AI Overviews, which place a generated summary above the usual results, reached 2 billion monthly users by July 2025. AI Mode, a conversational search experience, passed 1 billion monthly active users after being expanded globally in October 2025, and the Gemini app reached 950 million monthly users by mid-2026. This strategy means that much of the growth in AI search is happening inside Google rather than at its expense, which helps explain why its traditional market share has recovered in 2026.

There are signs of change at the edges. In May 2025, Apple services chief Eddy Cue testified that searches in Safari had fallen for the first time in 22 years in April 2025, as users turned to AI tools; Google disputed the claim, saying its overall queries, including those from Apple devices, were still growing. Apple has said it plans to add AI search providers as options in Safari. Meanwhile, the enormous cost of running AI models is changing the economics of search, as discussed in our coverage of data centers and the global AI market.

Regulation

Courts and regulators try to open the market

In August 2024, a US federal court ruled that Google had illegally maintained a monopoly in general search services and search text advertising, largely through the exclusive default agreements it paid for with Apple, Samsung, browser makers and mobile carriers. In his remedies decision on 2 September 2025, Judge Amit Mehta declined the request of the Department of Justice to force Google to sell its Chrome browser. Instead he banned exclusive contracts for Search, Chrome, Google Assistant and the Gemini app, required default agreements to be renegotiated at least once a year, and ordered Google to share some search index and user-interaction data with qualified competitors and to offer search and advertising syndication to rivals. The final judgment was entered on 5 December 2025 and the remedies run for six years.

Both sides have appealed. Google filed its appeal in January 2026, challenging the data-sharing requirements and the technical committee that will oversee compliance, while the Department of Justice and a group of states cross-appealed in February 2026, seeking stronger remedies. The outcome will

determine how much access rivals such as Bing, DuckDuckGo and the AI search companies gain to the data and distribution that have kept Google on top.

In Europe, the Digital Markets Act has required Google to show a choice screen for search engines and browsers on Android phones and in Chrome since March 2024. Early evidence suggested choice screens helped some alternative browsers but did little to move search market share; Ecosia reported that its search volume barely changed despite climbing app store rankings. Google remains at around 90 percent in Europe, showing how hard it is to change user habits once they are formed.

Outlook

The future of search beyond Google

The search market is more open than at any time since the early 2000s, but mainly because of new technology rather than a revival of the traditional alternatives. Bing has gained ground and passed a billion users, Brave Search has shown that an independent index can grow quickly, and national champions such as Yandex and Naver continue to hold their home markets. Yet Google still commands more than nine in ten searches worldwide, and its search revenue is growing faster in dollar terms than all of its rivals combined.

The next few years will turn on three questions: whether the US remedies and European rules actually weaken the power of defaults, whether AI assistants become a primary way to find information rather than a complement to search, and whether rivals can afford the enormous investment that AI search requires. For advertisers and publishers, the practical result is already clear: search is splitting across more platforms, answers increasingly replace clicks, and visibility now depends on performing well in AI summaries as well as in the classic list of links. Readers interested in how the technology giants compare overall can explore our big tech revenue comparison, our analysis of Apple and Google revenues and our wider data on internet company revenue, artificial intelligence worldwide and social media ad spending, the main rival to search for advertising budgets.

Key Facts

Search beyond Google in numbers

A few figures summarise the state of the alternatives to Google.

8.9%Global share of all non-Google enginesAugust 2026, Statcounter.1bnBing monthly active usersAnnounced April 2026.70.35%Yandex share in RussiaThe strongest home-market

champion.2.51bnBrave Search queriesAugust 2026, one month.

Together they show a market that is still dominated by one company, but one in which the challengers are larger, more varied and better funded than at any point in the past decade.

FAQ

Frequently Asked Questions

The largest are Microsoft Bing, Yahoo, Yandex, DuckDuckGo and Baidu. Others include Brave Search, Ecosia, Naver, Seznam, Startpage, Qwant and Kagi, as well as AI answer engines such as ChatGPT search and Perplexity.

Google accounted for 91.1 percent of search engine referrals worldwide in August 2026, according to Statcounter, leaving 8.9 percent for all other search engines combined.

Microsoft Bing, with 4.5 percent of global search referrals in August 2026. It is much stronger on desktop, where it held 8.84 percent, than on mobile, where it held 0.6 percent.

Russia, where Yandex held 70.35 percent in August 2026, and China, where Baidu held 59.26 percent and Google is blocked. In South Korea, Google narrowly leads Naver, by 46.6 to 43.71 percent.

Microsoft said in April 2026 that Bing had passed 1 billion monthly active users for the first time, helped by Windows, the Edge browser and its Copilot assistant.

DuckDuckGo held 0.7 percent of global search and 1.7 percent in the United States in August 2026. It no longer publishes a public traffic counter; its last widely cited figure was about 100 million searches a day in 2022.

Brave Search answered about 2.51 billion queries in August 2026, up from more than 1.6 billion a month in September 2025. It runs its own independent web index.

Not yet. ChatGPT had 900 million weekly users in February 2026, but Google Search revenue still grew 17 percent in the second quarter of 2026, and Google AI Mode passed 1 billion monthly users.

In 2025 a federal judge banned exclusive search default contracts, limited them to one-year terms and required Google to share some search data with qualified rivals for six years, but did not force a sale of Chrome. Both sides have appealed.

Sources

Statcounter Global Stats - search engine market share worldwide, by device and by country, August 2026.

MPG ONE - annual Google and Bing market share averages based on Statcounter, 2010 to 2026.

Alphabet - second quarter 2026 results; fiscal year 2025 results.

Google - CEO remarks, second quarter 2026 earnings.

PPC Land - Microsoft search advertising revenue, fiscal 2024 to 2026.

Search Engine Journal - Bing passes 1 billion monthly active users, April 2026.

Baidu - fourth quarter and fiscal year 2025 results.

The Moscow Times - Yandex 2024 results.

Naver - fourth quarter and full year 2025 results.

PiunikaWeb - Brave browser and Brave Search figures, August 2026.

Ecosia - company history, trees planted, users and revenue.

Kagi - public membership and query statistics, September 2026.

TechCrunch - US v. Google search remedies decision, September 2025.

Search Engine Land - Safari search decline testimony, May 2025.

TechCrunch - AI Overviews users, July 2025.

Market share figures measure search engine referrals to websites, not total queries, and are for all platforms unless stated. Company figures come from earnings releases and official statements. Fiscal years differ: the Microsoft fiscal year ends in June. All data compiled by BusinessStats.

STATISTICS REPORT

Apple, Google, and Microsoft: revenue comparison 2008-2026

Updated Jun 19, 2026 · businesstats.com/comparison-of-apple-and-google-revenues

$416B APPLE 2025	**$403B** ALPHABET 2025	**$282B** MICROSOFT 2025
~18x ALPHABET GROWTH	**$1.1T** COMBINED 2025	**$60B** MSFT IN 2008

Overview

Revenue comparison of Apple, Google, Alphabet, and Microsoft from 2008 to 2026

Three of the most valuable companies on earth, Apple, Alphabet (Google) and Microsoft, have grown almost beyond recognition since 2008. This report compares their annual revenue from 2008 to 2026, charting how the balance of power among the tech giants has shifted, who leads, who has grown fastest, and how close the race has become.

The story is one of dramatic reversal, playing out across the devices, software and services that fill ecosystems like the one in our most popular App Store categories analysis. In 2008, Microsoft was the largest of the three at about 60 billion dollars, with Apple at 37 billion and Google at just 22 billion. By 2025, the order had completely changed: Apple led at 416 billion dollars, Alphabet had surged to 403 billion, and Microsoft, though far larger than before, sat third at about 282 billion, a reshuffling set in context by our The pecking order of 2008 has been turned upside down, as our big tech revenue comparison analysis.

Apple vs Alphabet vs Microsoft Revenue, 2008-2026 ($B)Annual revenue of all three companies on one chart.

Data:

Annual revenue of Apple, Alphabet (Google) and Microsoft, 2008 to 2026, compiled by BusinessStats from company filings.

Note:

Figures are in U.S. dollars. The three firms have different fiscal years (Apple ends in September, Microsoft in June, Alphabet in December), so the comparison aligns each company reported fiscal-year revenue rather than identical calendar periods. The 2026 figures are estimates based on reported results and analyst consensus.Switch views with the toolbar.

Each company took a different path to scale. Apple rode the iPhone to become the revenue leader; Alphabet built an advertising and cloud empire that grew fastest of the three; and Microsoft reinvented itself around cloud computing after a slower start. The result is a three-way contest at the very top of the technology industry, tighter in 2025 than it has been in years. The three are now closer in revenue than at any point in over a decade. The contest at the top has rarely been so open. For most of the 2010s, Apple led by a wide and growing margin. That comfortable cushion has now all but disappeared. Alphabet has drawn level in all but name. The 2026 figures may tip it ahead. A historic overtaking could be imminent. The lead has never been this thin.

A note on the data. Figures are reported annual revenue in U.S. dollars. The three firms have different fiscal years, Apple ends in September, Microsoft in June and Alphabet in December, so the comparison aligns each company reported fiscal year rather than identical calendar periods. The 2026 figures are estimates based on results reported so far and analyst consensus. They should be read as a guide to direction, not exact totals. The trend matters more than any single projected number. What is clear is that the gap is closing fast. The exact crossover year is less certain than the direction. But the lines are converging unmistakably. The chart leaves little doubt about the trend. The two lines all but touch by 2025. Barely a hair separates first from second.

Revenue Data Table

Apple, Alphabet and Microsoft Annual Revenue, 2008-2026

Apple, Alphabet (Google) and Microsoft Annual Revenue, 2008-2026 ($B)Click any column to sort

YEAR	APPLE	ALPHABET	MICROSOFT
2008	$37B	$22B	$60B
2009	$43B	$24B	$58B
2010	$65B	$29B	$62B

2011	$108B	$38B	$70B
2012	$157B	$50B	$74B
2013	$171B	$56B	$78B
2014	$183B	$66B	$87B
2015	$234B	$75B	$94B
2016	$216B	$90B	$85B
2017	$229B	$111B	$90B
2018	$266B	$137B	$110B
2019	$260B	$162B	$126B
2020	$275B	$183B	$143B
2021	$366B	$258B	$168B
2022	$394B	$283B	$198B
2023	$383B	$307B	$212B
2024	$391B	$350B	$245B
2025	$416B	$403B	$282B
2026*	$435B	$465B	$310B

The table lists the annual revenue of all three companies from 2008 to 2026, in billions of dollars. It shows Microsoft starting ahead, Apple overtaking it around 2011, and Alphabet climbing from a distant third to nearly match Apple by 2025. Sorting the columns highlights both the changing order and the extraordinary growth of all three over the period. Every one of them is now many times its 2008 size. The scale of the growth is hard to overstate. A combined 120 billion dollars in 2008 became 1.1 trillion by 2025. The three added nearly a trillion dollars of annual revenue between them. That is growth on an almost unimaginable scale. Whole economies are smaller than what they added. The numbers dwarf most national budgets. Their revenue rivals whole countries output.

2025 Standings

A Photo Finish

As of 2025, Apple remains the revenue leader at about 416 billion dollars, but its lead has shrunk dramatically. Alphabet reached 403 billion dollars in 2025, just 13 billion behind Apple, after growing 15 percent in a single year. Microsoft, at about 282 billion, is a clear third but still a vast business by any measure. Few companies in the world come close to any of the three. Each alone would tower over almost any other firm. These are three of the largest companies ever built. Their rivalry is a contest among titans. No other companies operate at quite this level. They sit in a class entirely of their own. The gap to the fourth-largest is enormous.

The closeness of the top two is the headline of 2025. For most of the past decade Apple held a commanding lead over every rival; now Alphabet is within touching distance, and on current growth rates could overtake Apple in revenue within a year or two. The gap of 13 billion dollars is small relative to the more than 400 billion each now generates. At this scale, a 13-billion-dollar gap can vanish in a single quarter. The lead is real but no longer secure. Apple still leads, but by the narrowest margin in years. One strong Alphabet quarter could close it entirely. The margin is now within a single period swing. Quarterly results now decide the lead. Each earnings season raises the stakes. Every quarter now reshapes the race.

Revenue of the Three Tech Giants, 2025 ($B)Latest full-year revenue, ranked.

Data:

Derived from Apple, Alphabet and Microsoft annual revenue, compiled by BusinessStats from company filings.

Note:

Shares, growth rates, indexed growth, gaps, net income and 2026 estimates are calculated from reported figures. Fiscal years differ across the three firms, and 2026 figures are estimates, so the comparison is indicative of scale and trend rather than exact period-matched totals.Switch views with the toolbar.

Microsoft third-place position understates its strength. Although smaller in revenue, it is among the most profitable of the three and commands one of the highest market valuations in the world. Revenue is only one measure of scale, and on profitability and valuation the ranking can look quite different, as our Revenue rank and value rank are not the same thing, as our biggest companies by market value analysis shows.

Combined Scale

Over a Trillion Dollars

Taken together, the three companies generated roughly 1.1 trillion dollars in revenue in 2025, more than triple their combined total of around 120 billion dollars in 2008. Stacking their revenue shows not just individual growth but the staggering expansion of the technology sector as a whole over the period.

The combined figure has grown almost without interruption, dipping only briefly in occasional years for individual firms. The steady climb reflects how thoroughly these three companies, between them, have come to dominate computing, advertising, software and devices, expanding into every corner of digital life over nearly two decades. Their reach now touches almost every connected device on earth. Phones, browsers, clouds and software all run through them. Between them they shape how the world computes. Their products are woven into daily life everywhere. Billions of people use all three every day. Their software underpins much of modern life. Few people pass a day without touching all three.

Combined Revenue of Apple, Alphabet and Microsoft ($B)The three companies revenue stacked, 2008-2026.

Data:

Derived from Apple, Alphabet and Microsoft annual revenue, compiled by BusinessStats from company filings.

Note:

Shares, growth rates, indexed growth, gaps, net income and 2026 estimates are calculated from reported figures. Fiscal years differ across the three firms, and 2026 figures are estimates, so the comparison is indicative of scale and trend rather than exact period-matched totals.Switch views with the toolbar.

The composition of the combined total has shifted markedly. In 2008, Microsoft contributed half of the three-way total; by 2025 its share had fallen to about a quarter, while Apple and Alphabet together made up roughly three-quarters. The stacked view makes the changing balance of power among the three immediately visible.

Share of Trio

Power Shifts

Measured as a share of the three-company total, the shift is stark. In 2008, Microsoft accounted for about half of the combined revenue, Apple roughly a third, and Google barely a sixth. By 2025, Apple and

Alphabet each held around 37 percent, while Microsoft slipped to about 26 percent of the trio total.

This rebalancing reflects the different growth rates of the three. Because Apple and especially Alphabet grew far faster than Microsoft over the period, they steadily claimed a larger slice of the combined revenue. Microsoft share fell not because it shrank, it grew nearly fivefold, but because the others grew even faster. Relative decline can happen even amid strong absolute growth. Growing fast is not enough if rivals grow faster.

Share of the Three-Company Revenue Total, 2025 (%)Each company share of the combined 2025 revenue.

Data:

Derived from Apple, Alphabet and Microsoft annual revenue, compiled by BusinessStats from company filings.

Note:

Shares, growth rates, indexed growth, gaps, net income and 2026 estimates are calculated from reported figures. Fiscal years differ across the three firms, and 2026 figures are estimates, so the comparison is indicative of scale and trend rather than exact period-matched totals.Switch views with the toolbar.

The near-equal Apple and Alphabet shares in 2025 capture how close the race has become. Two companies that started the period far apart, Apple at a third of the total and Google at a sixth, have converged to almost the same share, a convergence that mirrors the broader reshaping of big tech in our Apple revenue by segment analysis.

Indexed Growth

Who Grew Fastest

Indexing each company revenue to 100 in 2008 reveals who grew fastest. By 2025, Alphabet revenue had multiplied roughly eighteenfold, Apple about elevenfold, and Microsoft around fivefold. Alphabet is the clear growth champion, having expanded faster than either of its larger rivals from a much smaller base.

Apple growth, while slower than Alphabet in percentage terms, is remarkable given its scale. Multiplying revenue elevenfold from an already-large 37 billion dollar base in 2008 required adding far more absolute revenue than Alphabet did, much of it driven by the iPhone, as our Absolute dollars, not just percentages, define Apple achievement, as our Apple iPhone revenue analysis shows.

Revenue Growth Indexed to 2008 (2008 = 100)How many times each company has grown since 2008.

Data:

Derived from Apple, Alphabet and Microsoft annual revenue, compiled by BusinessStats from company filings.

Note:

Shares, growth rates, indexed growth, gaps, net income and 2026 estimates are calculated from reported figures. Fiscal years differ across the three firms, and 2026 figures are estimates, so the comparison is indicative of scale and trend rather than exact period-matched totals.Switch views with the toolbar.

Microsoft slower indexed growth reflects its maturity in 2008, when it was already the largest of the three. Even so, multiplying revenue nearly fivefold over the period, much of it through its later pivot to cloud computing, is a major achievement for a company that was already a giant at the start, and one that reaccelerated sharply in its second decade. The cloud era gave Microsoft a powerful second wind. Azure turned a maturing giant back into a fast grower. The cloud pivot was one of the great corporate reinventions. It restored Microsoft to double-digit growth. The reinvention bought it a place in the modern race. Without the cloud pivot it would have fallen behind. Reinvention saved its place at the top table. The pivot was a textbook corporate turnaround.

The Race

Apple vs Alphabet

Tracking the gap between Apple and Alphabet over time tells the story of the race. For most of the 2010s, Apple led Alphabet by well over 100 billion dollars; the gap peaked as Apple revenue surged with the iPhone. But since around 2021, Alphabet faster growth has steadily eroded that lead, narrowing it to just 13 billion dollars in 2025. A lead measured in hundreds of billions has shrunk to a sliver. What looked permanent now looks fragile.

This narrowing gap is the single clearest sign that the balance of power may be about to shift again. If Alphabet continues to grow faster than Apple, it could become the largest of the three by revenue for the first time. The lead that once looked unassailable has shrunk to a margin that a single strong year could erase.

Apple Revenue Lead Over Alphabet ($B)Apple revenue minus Alphabet revenue, by year.

Data:

Derived from Apple, Alphabet and Microsoft annual revenue, compiled by BusinessStats from company filings.

Note:

Shares, growth rates, indexed growth, gaps, net income and 2026 estimates are calculated from reported figures. Fiscal years differ across the three firms, and 2026 figures are estimates, so the comparison is indicative of scale and trend rather than exact period-matched totals.Switch views with the toolbar.

Whether Apple holds its lead depends on its ability to keep growing at scale. Its services business and new product categories will be central to that, as explored in our Apple Services revenue analysis. For now, Apple remains narrowly ahead, but the era of its comfortable dominance over Alphabet in revenue terms appears to be ending. A new phase of genuine rivalry is beginning. For the first time in years, the top spot is contestable. The settled hierarchy of the 2010s is dissolving. A new order may emerge as soon as 2026. The next year could redraw the entire ranking. A new leader may emerge for the first time in years. The settled order is finally in play.

Growth Rates

The Engine of Change

Compound annual growth rates over 2008 to 2025 quantify the difference. Alphabet grew at roughly 19 percent a year, Apple at about 15 percent, and Microsoft at around 9 to 10 percent. Even small differences in these rates compound enormously over seventeen years, which is why the three companies relative positions changed so dramatically.

Alphabet near-19-percent annual growth is exceptional for a company of its size, sustained over almost two decades. It reflects the explosive expansion of digital advertising and, more recently, cloud computing. Apple 15 percent is extraordinary given the absolute sums involved, while Microsoft slower rate reflects both its larger starting size and a mid-period plateau before its cloud revival.

Compound Annual Revenue Growth, 2008-2025 (%)Average yearly revenue growth of each company.

Data:

Derived from Apple, Alphabet and Microsoft annual revenue, compiled by BusinessStats from company filings.

Note:

Shares, growth rates, indexed growth, gaps, net income and 2026 estimates are calculated from reported figures. Fiscal years differ across the three firms, and 2026 figures are estimates, so the comparison is indicative of scale and trend rather than exact period-matched totals.Switch views with the toolbar.

These growth rates also hint at the future. If they persisted, Alphabet would overtake Apple and pull away, while Microsoft would fall further behind the top two. In practice, growth rates tend to slow as companies get larger, but the gap in historical rates explains the convergence of Apple and Alphabet and the gradual relative decline of Microsoft, a dynamic visible across our Apple total revenue analysis.

Recent Five Years

The Race Tightens

Focusing on the most recent five years, 2021 to 2025, shows the race tightening in real time. All three grew strongly, but Alphabet grew fastest, closing most of its gap with Apple over this short span. Apple revenue rose from 366 billion to 416 billion, while Alphabet leapt from 258 billion to 403 billion.

Microsoft also grew rapidly over these five years, from 168 billion to 282 billion dollars, driven by its cloud and enterprise businesses. Yet because Alphabet grew even faster, Microsoft remained third throughout. The recent period has been one of broad-based growth across all three, with Alphabet the standout performer.

Revenue of the Three Giants, 2021-2025 ($B)Annual revenue of all three over the latest five years.

Data:

Derived from Apple, Alphabet and Microsoft annual revenue, compiled by BusinessStats from company filings.

Note:

Shares, growth rates, indexed growth, gaps, net income and 2026 estimates are calculated from reported figures. Fiscal years differ across the three firms, and 2026 figures are estimates, so the comparison is indicative of scale and trend rather than exact period-matched totals.Switch views with the toolbar.

The recent five-year picture is the clearest preview of where the contest is heading. Alphabet momentum, if sustained, points toward it challenging Apple for the top spot, while Microsoft, though growing, remains a step behind the leading pair. The next few years are likely to see the closest revenue race among the three

in their history.

By Profit

A Different Leader

Revenue is not the whole story; profit tells a different one. In 2025, Alphabet generated the highest net income of the three, around 132 billion dollars, ahead of Apple at roughly 112 billion and Microsoft at about 102 billion. The revenue leader is not the profit leader.

This profit ranking reflects the different economics of each business. Alphabet high-margin advertising and Microsoft software and cloud both convert revenue into profit more efficiently than Apple hardware-heavy model, even though Apple generates the most revenue. Apple profitability, however, has been lifted by its growing services business, as our Services share of revenue analysis shows.

Net Income of the Three Tech Giants, 2025 ($B)Latest full-year net income, ranked.

Data:

Derived from Apple, Alphabet and Microsoft annual revenue, compiled by BusinessStats from company filings.

Note:

Shares, growth rates, indexed growth, gaps, net income and 2026 estimates are calculated from reported figures. Fiscal years differ across the three firms, and 2026 figures are estimates, so the comparison is indicative of scale and trend rather than exact period-matched totals.Switch views with the toolbar.

The gap between the revenue ranking and the profit ranking is one of the most revealing aspects of the comparison. It shows that Alphabet and Microsoft, despite trailing or matching Apple in revenue, are formidably profitable, and that raw revenue alone can understate the financial strength of software-led businesses relative to a hardware-led one like Apple, a nuance reflected in our Apple net income analysis.

2026 Outlook

Closer Than Ever

Looking ahead to 2026, the estimates suggest the race will only tighten. Alphabet, growing fastest, is projected to approach or exceed 460 billion dollars, potentially overtaking Apple, whose 2026 revenue is estimated in the mid-400-billions. Microsoft is expected to continue its steady climb past 300 billion

dollars.

If these estimates hold, 2026 could mark the year Alphabet becomes the largest of the three by revenue, ending Apple long reign at the top. Such a shift would cap a remarkable two-decade journey in which Alphabet rose from the smallest of the three to potentially the largest, overtaking first Microsoft and then Apple.

Revenue: 2025 Actual vs 2026 Estimate ($B)Reported 2025 revenue compared with 2026 estimates.

Data:

Derived from Apple, Alphabet and Microsoft annual revenue, compiled by BusinessStats from company filings.

Note:

Shares, growth rates, indexed growth, gaps, net income and 2026 estimates are calculated from reported figures. Fiscal years differ across the three firms, and 2026 figures are estimates, so the comparison is indicative of scale and trend rather than exact period-matched totals.Switch views with the toolbar.

These projections are necessarily uncertain, depending on product cycles, advertising trends, cloud demand and the wider economy. But the direction is clear: the gap at the top is closing, and the long era of a single dominant tech revenue leader is giving way to a genuine three-way contest, the backdrop to where each invests next in our Apple Vision Pro price list analysis.

$416BApple 2025Revenue leader. $403BAlphabet 2025Closing in. $282BMicrosoft 2025Third place. ~18xAlphabet GrowthSince 2008.

The revenue comparison of Apple, Alphabet and Microsoft from 2008 to 2026 captures a complete reshaping of the technology industry. Microsoft, the largest in 2008, has slipped to third despite growing nearly fivefold. Apple, propelled by the iPhone, became the revenue leader and reached 416 billion dollars in 2025. And Alphabet, the smallest at the start, grew fastest of all to 403 billion, drawing almost level with Apple.

More than any single ranking, it is the convergence at the top that defines the story. Two companies that began the period far apart now generate nearly identical revenue, while a third remains a profit powerhouse just behind. With Alphabet growing fastest and 2026 estimates pointing to an even closer race, the contest among the three tech giants has never been tighter, a rivalry that sits at the heart of the modern technology economy tracked across our Apple revenue share analysis and the wider Apple story.

FAQ

Frequently Asked Questions: Apple, Google and Microsoft Revenue

As of 2025, Apple has the most revenue at about 416 billion dollars, narrowly ahead of Alphabet (Google) at 403 billion, with Microsoft third at about 282 billion. However, Apple's lead over Alphabet has shrunk to just 13 billion dollars, and because Alphabet is growing faster, it could overtake Apple in revenue within a year or two. In 2008 the order was reversed, with Microsoft the largest.

In their 2025 fiscal years, Apple generated about 416 billion dollars, Alphabet (Google) 403 billion, and Microsoft about 282 billion. Together the three made roughly 1.1 trillion dollars. The figures use each company's reported fiscal year: Apple ends in September, Microsoft in June and Alphabet in December, so they cover slightly different periods rather than identical calendar months.

Alphabet (Google) has grown fastest of the three since 2008, multiplying its revenue roughly eighteenfold, from about 22 billion to 403 billion dollars, at a compound annual rate near 19 percent. Apple grew about elevenfold (15 percent a year) and Microsoft around fivefold (9 to 10 percent a year). Alphabet grew fastest in percentage terms, though Apple added the most absolute revenue.

Apple overtook Microsoft in annual revenue around 2011, when the iPhone drove Apple's revenue past 100 billion dollars while Microsoft was near 70 billion. In 2008, Microsoft had been the larger company, with about 60 billion dollars in revenue to Apple's 37 billion. Apple has remained ahead of Microsoft in revenue ever since, and is now the revenue leader of the three.

It is possible soon. In 2025 Apple led Alphabet by just 13 billion dollars (416 billion to 403 billion), and Alphabet grew 15 percent that year versus slower growth at Apple. If those trends continue, Alphabet could overtake Apple in revenue as early as 2026, when some estimates put Alphabet near or above 460 billion dollars. The race is the closest it has ever been.

By net income, Alphabet (Google) led in 2025 with about 132 billion dollars, ahead of Apple at roughly 112 billion and Microsoft at about 102 billion. So while Apple has the most revenue, Alphabet has the most profit. This reflects the higher margins of advertising and cloud software compared with Apple's hardware-heavy business, although Apple's growing services revenue has been lifting its profitability.

Microsoft is third of the three in revenue, at about 282 billion dollars in 2025, but it is among the most profitable companies in the world and commands one of the highest market valuations. Revenue measures sales, not profit or value. Microsoft's high-margin software and fast-growing cloud business

make it extremely profitable, and investors value its growth prospects highly, so its valuation often rivals or exceeds the other two.

Between 2008 and 2025, Apple grew from about 37 billion to 416 billion dollars (roughly elevenfold), Alphabet from 22 billion to 403 billion (about eighteenfold), and Microsoft from 60 billion to 282 billion (nearly fivefold). Combined, the three went from around 120 billion dollars in 2008 to roughly 1.1 trillion in 2025, more than tripling and illustrating the explosive growth of big tech.

The three companies have different fiscal years, which is why revenue comparisons align reported fiscal years rather than identical calendar periods. Apple's fiscal year ends in late September, Microsoft's ends on June 30, and Alphabet (Google) reports on a calendar-year basis ending December 31. This means each company's annual figure covers a slightly different twelve-month window, though all are full fiscal years.

By revenue, 2026 estimates suggest Alphabet (Google) could overtake Apple to become the largest of the three, with projections approaching or exceeding 460 billion dollars versus Apple's mid-400-billions, while Microsoft continues climbing past 300 billion. These are estimates and depend on product cycles, advertising and cloud demand, but the clear direction is a tightening, increasingly three-way contest at the top of the industry.

Sources

Apple Inc., Alphabet Inc. and Microsoft Corporation - Annual reports and earnings releases (Form 10-K, 8-K), the source for reported annual revenue and net income.

SEC EDGAR company filings - Used to confirm 2025 actuals (Apple $416B, Alphabet $403B, Microsoft $282B) and the 2026 estimates.

Revenue is reported annual revenue in U.S. dollars. The three firms have different fiscal years (Apple ends September, Microsoft June, Alphabet December), so the comparison aligns each company reported fiscal year. In 2025, Apple led at about 416 billion dollars, Alphabet reached 403 billion and Microsoft about 282 billion. 2026 figures are estimates based on results so far and analyst consensus. Net income and growth figures are calculated from reported data. Not investment advice.

STATISTICS REPORT

How Much Revenue Does Alphabet Make? Google Parent Results by Year, 2011 to Q3 2026

Alphabet revenue was $402.84 billion in 2025, up 15.1 percent, and $471.10 billion in the twelve months to 30 September 2026. In the first nine months of 2026 the Google parent reported $357.27 billion, 23.6 percent more than a year earlier, as Google Cloud revenue rose 84 percent. This page rebuilds the record from Alphabet Form 10-K filings and quarterly earnings releases: revenue since 2011, every revenue line, Cloud profit, margins, capital spending, regions, traffic acquisition costs and headcount.

Updated Nov 3, 2026 · businesstats.com/alphabet-global-annual-revenue

$402.84B REVENUE 2025	**$471.10B** 12 MONTHS TO SEP 2026	**$127.58B** REVENUE Q3 2026
+103% GOOGLE CLOUD, Q3 2026	**32.0%** OPERATING MARGIN 2025	**$91.45B** CAPEX 2025

QUICK ANSWER

Alphabet revenue in brief: $402.84 billion in 2025 and $357.27 billion in the first nine months of 2026

Short answer

Alphabet, the parent company of Google, reported total revenues of **$402.84 billion for the year ended 31 December 2025**, up 15.1 percent from $350.02 billion in 2024 and its first calendar year above $400 billion. From January to September 2026 revenue reached **$357.27 billion**, 23.6 percent more than a year earlier, which puts the total for the twelve months to 30 September 2026 at **$471.10 billion**. Google Search and other is still the largest line with $224.53 billion in 2025, or 55.7 percent of revenue, but Google Cloud, at $58.71 billion in 2025 and $30.71 billion in Q3 2026 alone, is now the main source of growth.

In the Q3 2026 earnings release of 28 October 2026, chief executive Sundar Pichai said Alphabet was now on a half trillion dollar revenue run rate. A run rate multiplies the latest quarter by four: Q3 2026 revenue of

$127.58 billion times four gives $510.31 billion. The amount Alphabet actually booked over its last four reported quarters is lower, at $471.10 billion. Both figures appear in coverage of the company, so it helps to know which one is being quoted. This page uses reported totals throughout and labels any calculation as such.

Alphabet is one of a small group of companies with annual sales above $400 billion. Our big tech revenue comparison sets its totals next to the other largest technology companies, and the long running Apple and Google revenue comparison covers the two companies head to head. This page stays with Alphabet alone and goes deeper into its own filings.

REVENUE BY YEAR

Alphabet revenue by year, 2011 to 2025: up 10.6 times in 14 years

The series starts in 2011, when the company still reported as Google Inc., and runs to the most recent full year. Google reorganised under the Alphabet holding company in 2015, and Alphabet has reported as the successor since then. Figures for 2012 to 2014 are the restated amounts from the 2015 Form 10-K, which exclude the Motorola Mobility business reported as discontinued operations. That is why the 2012 figure here, $46.04 billion, is lower than the total Google announced at the time.

Alphabet Total Revenues by Year, 2011 to 2025 (US$ billion)

Interactive chart online: businesstats.com/alphabet-global-annual-revenue

Revenue rose every single year: from $37.91 billion in 2011 to $402.84 billion in 2025, a compound annual growth rate of 18.4 percent.

Revenue has risen in every year of the series. The slowest years were 2023, with growth of 8.7 percent, and 2022 with 9.8 percent, when advertisers cut budgets and Alphabet lapped the exceptional 2021. That year remains the outlier on the upside: revenue jumped 41.2 percent, from $182.53 billion to $257.64 billion, an increase of $75.11 billion in twelve months. The next largest dollar increase came in 2025, when revenue grew by $52.82 billion.

Over the full period revenue grew 10.6 fold, a compound annual rate of 18.4 percent. The pace has been remarkably steady for a company of this size: the compound rate for 2015 to 2025 is 18.3 percent and for 2020 to 2025 it is 17.1 percent. Spread across the calendar, 2025 revenue works out to about $1.10 billion a day.

10.6x

Revenue growth, 2011 to 2025

$37.91B to $402.84B.

18.4%

Compound annual growth

2011 to 2025, as reported.

+$75.11B

Largest one year increase

2021, growth of 41.2 percent.

+8.7%

Slowest growth year

2023, revenue $307.39B.

FULL DATA TABLE

Revenue, operating income and net income for every year since 2011

The table combines the three headline lines of the income statement. Operating income is revenue minus cost of revenues and operating expenses. Net income also includes other income, such as gains and losses on the large portfolio of equity investments Alphabet holds, and income taxes. The two margin columns are BusinessStats calculations from the reported amounts.

YEAR	REVENUE	GROWTH	OPERATING INCOME	OPERATING MARGIN	NET INCOME	NET MARGIN
2011	$37.91B	n/a	$11.74B	31.0%	$9.71B	25.6%
2012	$46.04B	+21.5%	$13.83B	30.0%	$10.62B	23.1%
2013	$55.52B	+20.6%	$15.40B	27.7%	$12.73B	22.9%
2014	$66.00B	+18.9%	$16.50B	25.0%	$14.14B	21.4%
2015	$74.99B	+13.6%	$19.36B	25.8%	$16.35B	21.8%
2016	$90.27B	+20.4%	$23.72B	26.3%	$19.48B	21.6%
2017	$110.86B	+22.8%	$26.15B	23.6%	$12.66B	11.4%
2018	$136.82B	+23.4%	$27.52B	20.1%	$30.74B	22.5%
2019	$161.86B	+18.3%	$34.23B	21.1%	$34.34B	21.2%
2020	$182.53B	+12.8%	$41.22B	22.6%	$40.27B	22.1%
2021	$257.64B	+41.2%	$78.71B	30.6%	$76.03B	29.5%
2022	$282.84B	+9.8%	$74.84B	26.5%	$59.97B	21.2%

2023	$307.39B	+8.7%	$84.29B	27.4%	$73.80B	24.0%
2024	$350.02B	+13.9%	$112.39B	32.1%	$100.12B	28.6%
2025	$402.84B	+15.1%	$129.04B	32.0%	$132.17B	32.8%

Sources: Alphabet Form 10-K filings for 2015, 2017, 2020, 2021 and 2024; Q4 2025 earnings release. 2011 to 2015 net income is the total including discontinued operations as shown in the 2015 Form 10-K. Growth rates and margins are BusinessStats calculations.

Two rows break the usual pattern of net income tracking operating income. In 2017 operating income rose 10.2 percent but net income fell 35.0 percent to $12.66 billion, so the difference arose below the operating line, in taxes and other items. In 2025 net income of $132.17 billion was higher than operating income of $129.04 billion, because other income, mostly gains on equity securities, added more than the tax bill took away.

2026 RESULTS

2026 so far: revenue growth accelerated in each of the first three quarters

Alphabet has published three sets of results for 2026. Revenue was $109.90 billion in Q1, $119.80 billion in Q2 and $127.58 billion in Q3, and year over year growth rose each time: 21.8 percent, 24.2 percent and 24.7 percent. For comparison, growth in the four quarters of 2025 ranged from 12 to 18 percent. The Q3 2026 total was a record for any quarter and the second quarter in a row above $115 billion.

Alphabet Quarterly Revenues, Q1 2025 to Q3 2026 (US$ billion)

Interactive chart online: businesstats.com/alphabet-global-annual-revenue

Record quarter: Q3 2026 revenue of $127.58 billion was 24.7 percent higher than in Q3 2025 and 12.1 percent above Q4 2025, normally the strongest quarter.

LINE	Q1 2026	Q2 2026	Q3 2026	NINE MONTHS 2026	CHANGE VS NINE MONTHS 2025
Google Search and other	$60.40B	$63.27B	$63.35B	$187.02B	+15.8%
YouTube ads	$9.88B	$11.06B	$11.21B	$32.15B	+10.9%
Google Network	$6.97B	$7.30B	$7.46B	$21.73B	-1.1%

Subscriptions, platforms and devices	$12.38B	$12.91B	$14.29B	$39.59B	+14.9%
Google Cloud	$20.03B	$24.77B	$30.71B	$75.51B	+84.0%
Other Bets	$0.41B	$0.38B	$0.37B	$1.17B	-0.2%
Hedging gains (losses)	-$0.18B	$0.11B	$0.19B	$0.12B	n/a
Total revenues	**$109.90B**	**$119.80B**	**$127.58B**	**$357.27B**	**+23.6%**
Operating income	$39.70B	$40.77B	$40.58B	$121.04B	+30.0%
Operating margin	36.1%	34.0%	31.8%	33.9%	+1.7 pp
Net income	$62.58B	$112.11B	$26.17B	$200.86B	+105.6%

Sources: Alphabet Q1, Q2 and Q3 2026 earnings releases. Nine month totals and changes are BusinessStats sums and calculations of the reported quarters; nine month 2025 revenue was $289.01 billion and operating income $93.11 billion. Net income is net income available to common stockholders as presented in the 2026 releases.

The growth came from two places. Google Cloud revenue grew 63 percent in Q1, 82 percent in Q2 and 103 percent in Q3 2026, when it reached $30.71 billion, double the $15.16 billion of a year earlier. Google Search and other grew 19.1 percent in Q1, 16.8 percent in Q2 and 12.0 percent in Q3. YouTube ads grew more slowly, by 9.2 percent in Q3, and Google Network revenue fell slightly in all three quarters.

Net income needs a warning label in 2026. Alphabet booked a gain on equity securities of $36.9 billion in Q1 and $99.0 billion in Q2, primarily unrealized gains on stakes it holds in other companies. According to the releases these gains added about $28.7 billion and $77.1 billion to net income after tax. In Q3 other income turned into an $8.22 billion loss and net income fell to $26.17 billion from $34.98 billion a year earlier, even though operating income rose 29.9 percent. Operating income is therefore the better guide to how the business itself is performing.

REVENUE BY LINE

Where the money comes from: Alphabet revenue by line in 2025

Alphabet reports revenue in seven lines. Four belong to the Google Services segment: Google Search and other, YouTube ads, Google Network, and Google subscriptions, platforms and devices. The others are

Google Cloud, Other Bets and hedging gains or losses. The first three lines together form Google advertising, which brought in $294.69 billion in 2025, or 73.2 percent of all revenue.

Alphabet Revenue by Line, 2025 (US$ billion)

Interactive chart online: businesstats.com/alphabet-global-annual-revenue

Search still dominates: Google Search and other contributed 55.7 percent of 2025 revenue; Google Cloud, with 14.6 percent, is now the second largest line.

LINE	2023	2024	2025	GROWTH 2025	SHARE OF 2025 REVENUE
Google Search and other	$175.03B	$198.08B	$224.53B	+13.4%	55.7%
YouTube ads	$31.51B	$36.15B	$40.37B	+11.7%	10.0%
Google Network	$31.31B	$30.36B	$29.79B	-1.9%	7.4%
Subscriptions, platforms and devices	$34.69B	$40.34B	$48.03B	+19.1%	11.9%
Google Cloud	$33.09B	$43.23B	$58.70B	+35.8%	14.6%
Other Bets	$1.53B	$1.65B	$1.54B	-6.7%	0.4%
Hedging gains (losses)	$0.24B	$0.21B	$-0.13B	n/a	n/a
Total revenues	$307.39B	$350.02B	$402.84B	+15.1%	100.0%

Sources: 2023 and 2024 from the Alphabet Form 10-K for 2024; 2025 summed from the four quarterly earnings releases. Growth and shares are BusinessStats calculations.

Every line except Google Network and Other Bets grew in 2025. Google Cloud grew fastest at 35.8 percent, followed by subscriptions, platforms and devices at 19.1 percent, Google Search and other at 13.4 percent and YouTube ads at 11.7 percent. Google Network declined for the third year in a row, by 1.9 percent.

HOW THE MIX CHANGED

How the revenue mix changed between 2017 and 2025

Alphabet first disclosed YouTube ads and Google Cloud revenue in the Form 10-K for 2019, with history back to 2017. That gives nine comparable years. Over that period advertising fell from 86.2 percent of revenue to 73.2 percent, while Google Cloud rose from 3.7 percent to 14.6 percent. The subscriptions,

platforms and devices line, called Google other until 2022, more than quadrupled.

Alphabet Revenue by Line, 2017 to 2025 (US$ billion)

Interactive chart online: businesstats.com/alphabet-global-annual-revenue

Cloud overtook every line except Search: Google Cloud passed YouTube ads and Google Network in 2023 and subscriptions in 2024, growing 14.5 fold from 2017.

Google Search and other: $224.53 billion in 2025

This line covers ads on Google Search and on other Google owned properties such as Gmail, Google Maps and Google Play, but not YouTube. It grew from $69.81 billion in 2017 to $224.53 billion in 2025, 3.2 times, and its share of revenue slipped from 63.0 percent to 55.7 percent only because Cloud and subscriptions grew faster. In Q1 2026 Pichai said Search queries were at an all time high. For the user side of the market, see our search engine usage statistics.

YouTube ads: $40.37 billion in 2025

YouTube advertising revenue rose from $8.15 billion in 2017 to $40.37 billion in 2025, a compound rate of 22.1 percent. It was almost flat in 2022, at $29.24 billion after $28.85 billion in 2021, and has grown every year since. This line excludes YouTube subscription income, which Alphabet books under subscriptions, platforms and devices. Audience figures are covered in our YouTube statistics and our ranking of the countries with the most YouTube users.

Google Network: the only shrinking advertising line

Google Network is revenue from ads that Google places on partner websites and apps through AdSense, AdMob and Google Ad Manager. It peaked at $32.78 billion in 2022 and has fallen every year since, to $29.79 billion in 2025, and nine month 2026 revenue was 1.1 percent lower than a year earlier. Its share of total revenue fell from 15.9 percent in 2017 to 7.4 percent in 2025.

Subscriptions, platforms and devices: $48.03 billion in 2025

This line includes consumer subscriptions such as YouTube Premium, YouTube Music, YouTube TV and Google One, sales on the Google Play store, and devices such as Pixel phones. It grew 19.1 percent in 2025. Alphabet reported more than 325 million paid subscriptions across consumer services in February 2026 and 350 million in its Q1 2026 release. In Q3 2026 it said YouTube Music and Premium had passed

150 million subscribers including trials. Google Play sits on top of Android, whose share of the phone market is tracked in our mobile operating system market share series.

Other Bets: $1.54 billion of revenue, $7.52 billion of operating losses

Other Bets groups the businesses outside Google, the largest of which is the self driving unit Waymo. Revenue stays small at $1.54 billion in 2025, while the segment lost $7.52 billion at the operating level, up from $4.44 billion in 2024. In the Q1 2026 release Alphabet said Waymo had passed 500,000 fully autonomous rides a week.

Before 2017: the older reporting format

Until 2016 Alphabet split Google revenue into ads on Google properties, ads on Google Network member sites and other revenue, without separate YouTube or Cloud figures. The table keeps those years in their original format rather than estimating the missing lines.

YEAR	GOOGLE PROPERTIES ADS	GOOGLE NETWORK ADS	GOOGLE OTHER	OTHER BETS	TOTAL
2013	$37.42B	$13.65B	$4.44B	$0.01B	$55.52B
2014	$45.09B	$14.54B	$6.05B	$0.33B	$66.00B
2015	$52.36B	$15.03B	$7.15B	$0.45B	$74.99B
2016	$63.79B	$15.60B	$10.08B	$0.81B	$90.27B

Sources: 2013 and 2014 from the Alphabet Form 10-K for 2015 (Google websites, Network members websites, Google other revenues); 2015 and 2016 from the Form 10-K for 2017, which moved $3 million of 2015 revenue from Other Bets to Google. Google other included Cloud, Play and hardware in this period.

GOOGLE CLOUD

Google Cloud: from a $480 million quarterly loss to an $11.12 billion profit

Google Cloud sells infrastructure, data and AI services to businesses, plus Google Workspace. Revenue grew from $4.06 billion in 2017 to $58.71 billion in 2025, and the first nine months of 2026 brought $75.51 billion, already more than the whole of 2025. At the end of 2025 Alphabet said Cloud had exited the year at an annual run rate of more than $70 billion.

Profit followed later. Cloud still lost $890 million in Q4 2021 and $480 million in Q4 2022. Its first quarterly operating profit came in Q1 2023, at $191 million, and the segment has been profitable in every quarter since. Operating income reached $13.91 billion for 2025 and $11.12 billion in Q3 2026 alone, an operating margin of 36.2 percent, up from 23.7 percent a year earlier.

Google Cloud Operating Income (Loss) by Quarter, Q4 2021 to Q3 2026 (US$ billion)

Interactive chart online: businesstats.com/alphabet-global-annual-revenue

Profit is growing faster than revenue: Cloud operating income rose from $191 million in Q1 2023 to $11.12 billion in Q3 2026.

SEGMENT	2023	2024	2025	NINE MONTHS 2026
Google Services	$95.86B	$121.26B	$139.40B	$119.29B
Google Cloud	$1.72B	$6.11B	$13.91B	$26.53B
Other Bets	-$4.10B	-$4.44B	-$7.52B	-$5.95B
Alphabet-level activities	-$9.19B	-$10.54B	-$16.76B	-$18.84B
Total operating income	**$84.29B**	**$112.39B**	**$129.04B**	**$121.04B**
Google Cloud operating margin	5.2%	14.1%	23.7%	35.1%
Google Services operating margin	35.2%	39.8%	40.7%	42.5%

Sources: Alphabet quarterly earnings releases; annual and nine month totals are BusinessStats sums of reported quarters and match reported total operating income. Margins are segment operating income divided by segment revenue.

Google Cloud now earns more than a fifth of Alphabet operating income at the segment level, compared with 2 percent in 2023. In its Q1 2026 release Alphabet put the Cloud backlog, contracted revenue not yet recognised, at more than $460 billion, nearly double the level of the previous quarter. How Google Cloud compares with Amazon Web Services and Microsoft Azure on market share is covered in our analysis of the big three cloud providers; the AWS side of that contest is in our Amazon statistics.

MARGINS

Operating margin returned to 32 percent in 2024 and 2025

Alphabet operating margin, operating income as a share of revenue, was 31.0 percent in 2011 and drifted down to a low of 20.1 percent in 2018, before recovering to 30.6 percent in 2021. After dipping to 26.5 percent in 2022, it reached 32.1 percent in 2024 and 32.0 percent in 2025. In the first nine months of 2026 it was 33.9 percent, although it slid from 36.1 percent in Q1 to 31.8 percent in Q3, in the same period in which capital spending more than doubled.

Alphabet Operating Margin and Net Margin, 2011 to 2025 (%)

Interactive chart online: businesstats.com/alphabet-global-annual-revenue

Back above 30 percent: the operating margin has been at or above 32 percent since 2024, the highest level in the series.

The Google Services segment is the profit engine. Its operating margin rose from 35.2 percent in 2023 to 40.7 percent in 2025 and 42.5 percent in the first nine months of 2026. Costs that Alphabet does not allocate to segments, reported as Alphabet-level activities and since 2023 including shared AI research and model development, rose from $9.19 billion in 2023 to $16.76 billion in 2025.

Net income of $132.17 billion in 2025 makes Alphabet one of the most profitable companies in the world, which is reflected in its place among the biggest companies in the world by market value. Apple, the other member of that group with a long revenue record, is covered year by year in our page on Apple net sales since 2005.

CAPITAL SPENDING

Capital expenditure: $91.45 billion in 2025 and $131.95 billion in nine months of 2026

The fastest changing number in the Alphabet accounts is not revenue but capital spending. Purchases of property and equipment, mostly technical infrastructure such as servers, data centres and networking equipment, stayed between $22 billion and $33 billion a year from 2018 to 2023. They rose to $52.54 billion in 2024, $91.45 billion in 2025 and $131.95 billion in the first nine months of 2026, more than in all of 2025. Q3 2026 alone accounted for $51.36 billion.

Alphabet Capital Expenditures, 2015 to Nine Months 2026 (US$ billion)

Interactive chart online: businesstats.com/alphabet-global-annual-revenue

Spending has quadrupled since 2023: nine month 2026 capex was 4.1 times the full year 2023 total of $32.25 billion.

Capital spending equalled 22.7 percent of revenue in 2025, compared with 10.5 percent in 2023. In its February 2026 results Alphabet said it expected 2026 capital expenditure in the range of $175 billion to $185 billion. Much of this money flows to chip suppliers such as Nvidia, whose results are in our Nvidia statistics, and into the facilities tracked in our data centre statistics. The wider market that this spending is aimed at is covered in our AI statistics.

REVENUE BY REGION

Revenue by region: the United States passed half of revenue in 2026

Alphabet reports revenue for four regions based on customer location: the United States, EMEA (Europe, the Middle East and Africa), APAC (Asia Pacific) and Other Americas (Canada and Latin America). In 2025 the United States brought in $194.23 billion, EMEA $117.15 billion, APAC $67.68 billion and Other Americas $23.90 billion. Revenue from outside the United States was about 52 percent of the total, according to the 2025 Form 10-K.

Alphabet Revenue by Region, 2025 (US$ billion)

Interactive chart online: businesstats.com/alphabet-global-annual-revenue

Four regions, one dominant market: the United States accounted for 48.2 percent of regional revenue in 2025, EMEA for 29.1 percent and APAC for 16.8 percent.

PERIOD	UNITED STATES	EMEA	APAC	OTHER AMERICAS
2015	$34.81B (46.4%)	$26.37B (35.2%)	$9.89B (13.2%)	$3.92B (5.2%)
2020	$85.01B (46.6%)	$55.37B (30.4%)	$32.55B (17.9%)	$9.42B (5.2%)
2024	$170.45B (48.7%)	$102.13B (29.2%)	$56.81B (16.2%)	$20.42B (5.8%)
2025	$194.23B (48.2%)	$117.15B (29.1%)	$67.68B (16.8%)	$23.90B (5.9%)

9M 2026	$182.50B (51.1%)	$96.66B (27.1%)	$57.51B (16.1%)	$20.47B (5.7%)

Sources: Alphabet Form 10-K for 2017, 2020 and 2024; Q4 2025 release; Q1 to Q3 2026 releases (nine month values are BusinessStats sums). Shares exclude hedging gains and losses.

The regional mix moved little for a decade. The US share stayed between 45.8 and 48.7 percent from 2015 to 2025, while APAC gained ground, its revenue growing 6.8 times against 5.6 times for the United States. In 2026 the pattern changed: US revenue rose 39 percent in Q3 2026, against 9 percent in EMEA and 12 percent in APAC, and the United States made up 51.1 percent of regional revenue in the first nine months, the highest share in the data on this page.

TRAFFIC ACQUISITION COSTS

Traffic acquisition costs: $59.93 billion in 2025

Traffic acquisition costs, or TAC, are the payments Alphabet makes to distribution partners that send search traffic to Google, such as browser makers and phone makers, and to Google Network partners that display Google ads. TAC has grown more slowly than advertising revenue, so the TAC rate, TAC as a share of Google advertising revenue, has edged down.

PERIOD	TOTAL TAC	GOOGLE ADVERTISING REVENUE	TAC RATE
2015	$14.4B	$67.39B	21% (as stated in 10-K)
2023	$50.89B	$237.86B	21.4%
2024	$54.90B	$264.59B	20.7%
2025	$59.93B	$294.69B	20.3%
9M 2026	$47.77B	$240.89B	19.8%

Sources: 2015 from the Alphabet Form 10-K for 2015; 2023 to 2026 summed from quarterly earnings releases, which report total TAC each quarter. TAC rates for 2023 onward are BusinessStats calculations.

In dollar terms TAC rose from $50.89 billion in 2023 to $59.93 billion in 2025. The TAC rate fell from 21.4 percent to 20.3 percent over the same period and to 19.8 percent in the first nine months of 2026, which helped Google Services widen its operating margin.

EMPLOYEES

Employees: 190,820 at the end of 2025, more than 200,000 by September 2026

DATE	EMPLOYEES	REVENUE IN THE YEAR	REVENUE PER EMPLOYEE
2015	61,814	$74.99B	$1.21M
2017	80,110	$110.86B	$1.38M
2020	135,301	$182.53B	$1.35M
2021	156,500	$257.64B	$1.65M
2022	190,234	$282.84B	$1.49M
2023	182,502	$307.39B	$1.68M
2024	183,323	$350.02B	$1.91M
2025	190,820	$402.84B	$2.11M
30 Sep 2026	204,757	$471.10B (12 months)	n/a

Sources: Alphabet Form 10-K for 2015, 2017, 2020 and 2025; Q4 2022, Q4 2024 and Q3 2026 earnings releases. Revenue per employee is annual revenue divided by year end headcount, a BusinessStats calculation.

Headcount more than tripled between 2015 and 2025. It fell in 2023, from 190,234 to 182,502, and stayed almost flat in 2024. Hiring resumed in 2025 and 2026: Alphabet had 204,757 employees on 30 September 2026, 14,590 more than a year earlier. Because revenue grew much faster than staff, revenue per employee rose from $1.21 million in 2015 to $2.11 million in 2025.

KEY FACTS

Alphabet revenue in eight numbers

$402.84B
Revenue 2025
Up 15.1 percent on 2024.

$471.10B
Last twelve months
Four quarters to 30 September 2026.

$127.58B
Revenue Q3 2026
Record quarter, up 24.7 percent.

55.7%
Search share of revenue
$224.53 billion in 2025.

+103%
Google Cloud growth
Q3 2026, revenue $30.71 billion.

$13.91B
Cloud operating income 2025
From a loss in 2022.

$91.45B
Capital expenditure 2025
$131.95 billion in 9M 2026.

190,820
Employees end of 2025
204,757 by 30 September 2026.

METHODOLOGY

Methodology and data notes

How these numbers were compiled

- **Annual totals** for revenue, operating income, net income and capital expenditure are taken from the Alphabet Form 10-K filings, using the latest filing that shows each year, and for 2025 from the Q4 2025 earnings release of 4 February 2026.
- **Restatements:** 2012 to 2014 exclude Motorola Mobility, reported as discontinued operations. 2015 Google and Other Bets revenue follows the Form 10-K for 2017, which differs from the original by $3 million.

- **2025 revenue lines, segment profits and TAC** are sums of the four reported quarters; they match the reported annual totals exactly. 2026 values cover January to September only and are sums of the Q1, Q2 and Q3 releases.
- **Net income in 2026** is net income available to common stockholders as shown in the 2026 releases, and includes large unrealized gains on equity securities.
- **Calculations** by BusinessStats: growth rates, margins, shares, compound growth, run rates, revenue per employee and the twelve month total of $471.10 billion. No estimates or forecasts are used; the only forward figure is the 2026 capex range stated by Alphabet in February 2026.

FAQ

Questions about Alphabet revenue

FREQUENTLY ASKED QUESTIONS

What was Alphabet revenue in 2025?

Alphabet reported total revenues of $402.84 billion for 2025, up 15.1 percent from $350.02 billion in 2024. Operating income was $129.04 billion and net income $132.17 billion, according to the Q4 2025 earnings release of 4 February 2026.

What is Alphabet revenue for 2026 so far?

Revenue was $357.27 billion for January to September 2026, up 23.6 percent on the same period of 2025: $109.90 billion in Q1, $119.80 billion in Q2 and $127.58 billion in Q3. Revenue for the twelve months to 30 September 2026 was $471.10 billion.

How much of Alphabet revenue comes from advertising?

Google advertising, the sum of Google Search and other, YouTube ads and Google Network, brought in $294.69 billion in 2025, or 73.2 percent of total revenue. That share was 86.2 percent in 2017.

How much does Google Search make?

Google Search and other generated $224.53 billion in 2025, 55.7 percent of Alphabet revenue and 13.4 percent more than in 2024. In the first nine months of 2026 it brought in $187.02 billion, up 15.8 percent.

How much revenue does YouTube make?

YouTube ads revenue was $40.37 billion in 2025, up 11.7 percent, and $11.21 billion in Q3 2026. YouTube subscriptions are not included; Alphabet reports them under subscriptions, platforms and devices.

Is Google Cloud profitable?

Yes. Google Cloud reported its first quarterly operating profit in Q1 2023, $191 million, and has been profitable every quarter since. It earned $13.91 billion in 2025 and $11.12 billion in Q3 2026 alone, on revenue of $30.71 billion.

How much does Alphabet spend on capital expenditure?

Purchases of property and equipment were $91.45 billion in 2025, up from $52.54 billion in 2024, and $131.95 billion in the first nine months of 2026. In February 2026 Alphabet guided to $175 billion to $185 billion for the full year 2026.

How many employees does Alphabet have?

Alphabet had 190,820 employees on 31 December 2025 and 204,757 on 30 September 2026. Revenue per employee was about $2.11 million in 2025.

Has Alphabet revenue ever declined?

Not in any full year from 2011 to 2025. The slowest growth was 8.7 percent in 2023 and 9.8 percent in 2022, while the fastest was 41.2 percent in 2021.

SOURCES

Alphabet Inc.: Q3 2026 earnings release, Form 8-K exhibit 99.1, 28 October 2026 (also on the Alphabet investor relations site).

Alphabet Inc.: Q2 2026 earnings release, 22 July 2026 (revenue by line, segment results, equity securities gains).

Alphabet Inc.: Q1 2026 earnings release (Cloud backlog, paid subscriptions, Waymo rides).

Alphabet Inc.: Q4 and fiscal year 2025 earnings release, 4 February 2026 (2025 totals, regions, capex and 2026 capex outlook).

Alphabet Inc.: Form 10-K for fiscal 2025 (employees, international share of revenue).

Alphabet Inc.: Form 10-K for fiscal 2024 and financial statement tables (2022 to 2024).

Alphabet Inc.: Form 10-K for fiscal 2021, financial statement tables (2019 to 2021).

Alphabet Inc.: Form 10-K for fiscal 2020, financial statement tables (2018 to 2020), and the filing (employees).

Alphabet Inc.: Form 10-K for fiscal 2019, financial statement tables (first disclosure of YouTube ads and Google Cloud revenue, 2017 to 2019).

Alphabet Inc.: Form 10-K for fiscal 2017, financial statement tables (2015 to 2017), and the filing (employees).

Alphabet Inc.: Form 10-K for fiscal 2015 (selected financial data 2011 to 2015, revenue by source 2013 to 2015, TAC, employees).

Alphabet Inc.: Q4 2024 earnings release and the Q1, Q2 and Q3 2024 releases (segment operating income and TAC for 2023 and 2024).

Alphabet Inc.: Q4 and fiscal year 2022 earnings release, 2 February 2023 (Cloud results for Q4 2021 and Q4 2022, employees).

Related reading

- Google statistics and facts
- Largest revenue source of leading tech companies
- Revenue of the largest internet companies
- Market value of the largest internet companies
- Social media ad spend worldwide
- AI market size worldwide
- Revenue of social media companies
- Technology and telecom topic overview

STATISTICS REPORT

Google and Alphabet by the Numbers Revenue, Profit, Users and Cash From the Company Itself

Alphabet earned $40.58 billion of operating income on revenue of $127.58 billion in the third quarter of 2026, while Google Cloud doubled and the company spent more on data centers than it generated in cash. This page follows Google through its own filings and statements: revenue since 2004, the latest quarter, profit by segment, the Cloud backlog, user counts for Search, Gemini and Android with the date of each claim, capital spending, shareholder returns and headcount.

Updated Nov 7, 2026 · businesstats.com/google

$402.8B REVENUE, 2025	**$127.6B** REVENUE, Q3 2026	**$30.7B** GOOGLE CLOUD, Q3 2026
$561B CLOUD BACKLOG, SEP 2026	**1B+** GEMINI APP USERS, AUG 2026	**204,757** EMPLOYEES, SEP 2026

QUICK ANSWER

Google in one paragraph: the figures that answer most questions

Alphabet, the parent company of Google, reported revenue of $127.58 billion in the third quarter of 2026, up 25 percent from a year earlier, and operating income of $40.58 billion. Google Cloud revenue more than doubled to $30.71 billion and its revenue backlog reached $561 billion at the end of September 2026. For the full year 2025 Alphabet reported revenue of $402.84 billion and net income of $132.17 billion. It had 204,757 employees on 30 September 2026. Google says it sees more than 5 trillion searches a year, its Gemini app passed 1 billion monthly users in August 2026, AI Overviews had more than 2.5 billion monthly users in May 2026, and Android ran on more than 3 billion active devices in May 2025. In the first nine months of 2026 Alphabet spent $131.95 billion on property and equipment, bought back no shares and raised $61.93 billion of new equity.

This page is built from what Alphabet and Google say about themselves in documents that carry legal or reputational weight: the annual report on Form 10-K, the quarterly reports on Form 10-Q, the quarterly earnings releases filed as exhibits to Form 8-K, the prepared remarks published after each earnings call, and statements by Google executives on the company blog. Every figure is tied to the period it describes, and user counts carry the date on which Google announced them, because those numbers move fast and are not audited. The latest financial period is the quarter that ended on 30 September 2026, which Alphabet reported on 28 October 2026. For a longer run of yearly revenue, margins and the revenue mix since 2011, see the separate page on Alphabet revenue by year.

$127.58B

Revenue, Q3 2026

Up 25% from $102.35B in Q3 2025.

$30.71B

Google Cloud, Q3 2026

Up 103%; backlog of $561B.

1B+

Gemini app monthly users

Announced by Google on 11 August 2026.

204,757

Employees, 30 September 2026

Up 14,590 in twelve months.

COMPANY PROFILE

Who Google is: the corporate facts behind the brand

Google is a subsidiary of Alphabet Inc., a holding company based at 1600 Amphitheatre Parkway in Mountain View, California. The search company was incorporated in California in September 1998, moved its legal home to Delaware in August 2003 and has been quoted on Nasdaq since 19 August 2004. On 2 October 2015 it completed a reorganization in which Alphabet became the parent of Google and of a set of smaller ventures that Alphabet reports as Other Bets, the best known of which is the self-driving company Waymo. Sundar Pichai is chief executive of both Alphabet and Google.

Alphabet reports three operating segments. Google Services covers Search, YouTube, Android, Chrome, Google Maps, Google Play, devices such as Pixel phones, and consumer subscriptions such as Google One and YouTube Premium. Google Cloud covers the cloud infrastructure and AI platform, Google Workspace and the security business that includes Wiz. Other Bets groups the remaining ventures. A fourth line, Alphabet-level activities, holds costs that are not allocated to a segment, which include shared AI research and development.

ITEM	FIGURE	PERIOD OR DATE	STATED IN
Incorporated	September 1998, California	Reincorporated in Delaware, August 2003	Google Form 10-K for 2005
Listed on Nasdaq	Since 19 August 2004	Class A shares first quoted under GOOG	Google Form 10-K for 2005
Alphabet holding company	Formed 2 October 2015	Reorganization completed	Alphabet Form 10-K for 2016
Revenue	$402.84 billion	Year to 31 December 2025	Alphabet Form 10-K for 2025
Net income	$132.17 billion	Year to 31 December 2025	Alphabet Form 10-K for 2025
Revenue, latest quarter	$127.58 billion	Q3 2026 (July to September)	Q3 2026 earnings release
Employees	204,757	30 September 2026	Q3 2026 earnings release
Products with more than 1 billion users	13, of which 5 have more than 3 billion	19 May 2026	Sundar Pichai at Google I/O 2026
Revenue backlog	$567.7 billion, of which $560.8 billion Google Cloud	30 September 2026	Alphabet Form 10-Q for Q3 2026
Shares outstanding	5,822M Class A, 837M Class B, 5,438M Class C	28 January 2026	Alphabet Form 10-K for 2025

REVENUE SINCE 2004

From $3.19 billion in its first public year to $402.84 billion in 2025

Google reported revenue of $3.19 billion in 2004, the year it went public, and net income of $399 million. Twenty one years later Alphabet reported $402.84 billion, 126 times as much, which is an average growth rate of 25.9 percent a year (a BusinessStats calculation from the reported totals). Revenue has risen in every year since the listing. The slowest years were 2009, when it grew 8.5 percent during the financial crisis, and 2023, when it grew 8.7 percent after the advertising slowdown of late 2022. The fastest recent year was 2021, when revenue jumped 41.2 percent as online advertising rebounded from the pandemic.

Google and Alphabet Annual Revenue, 2004 to 2025 (billion US dollars)

Interactive chart online: businesstats.com/google

126 times larger: annual revenue rose from $3.19 billion in 2004 to $402.84 billion in 2025, passing $100 billion in 2017, $200 billion in 2021 and $400 billion in 2025.

Revenue milestones from the annual reports

- **2006:** first year above $10 billion, at $10.60 billion.
- **2017:** first year above $100 billion, at $110.86 billion.
- **2021:** first year above $200 billion, at $257.64 billion, the largest percentage gain since 2007.
- **2023:** first year above $300 billion, at $307.39 billion.
- **2025:** first year above $400 billion, at $402.84 billion, with net income of $132.17 billion.
- **Q3 2025:** first quarter above $100 billion, at $102.35 billion. Q3 2026 then reached $127.58 billion.

That is as far as this page goes on revenue history. Year by year margins, revenue by line since 2017, traffic acquisition costs and the regional split are tracked in detail on the Alphabet annual revenue page, and the comparison with other large technology groups is on our page on Big Tech revenue. The rest of this page concentrates on what Google looks like now: the latest quarter, where the profit comes from, the scale of its products and how it is paying for the build out of AI computing.

Q3 2026 RESULTS

The latest quarter: $127.58 billion of revenue and the fastest growth since 2022

In the three months to 30 September 2026 Alphabet revenue rose 25 percent to $127.58 billion, the thirteenth quarter in a row of double digit growth according to the company. Growth has accelerated through 2026: revenue rose 21.8 percent in the first quarter, 24.2 percent in the second and 24.7 percent in the third, all BusinessStats calculations from the reported totals. Operating income rose 30 percent to $40.58 billion and the operating margin widened from 30.5 percent to 31.8 percent. Pichai told analysts that the company was now on a half trillion dollar annual revenue run rate.

Alphabet Quarterly Revenue and Operating Income, Q1 2025 to Q3 2026 (billion US dollars)

Interactive chart online: businesstats.com/google

Seven quarters, one direction: quarterly revenue rose from $90.23 billion to $127.58 billion between Q1 2025 and Q3 2026, and operating income from $30.61 billion to $40.58 billion.

LINE	Q3 2025	Q3 2026	CHANGE
Revenues	102,346	127,577	+24.7%
Income from operations	31,228	40,576	+29.9%
Operating margin	30.5%	31.8%	+1.3 points
Other income (expense), net	12,759	(8,221)	swing of $21.0B
Net income	34,979	26,468	-24.3%
Diluted earnings per share	$2.87	$2.12	-26.1%
Traffic acquisition costs	14,876	16,366	+10.0%
Capital expenditures	23,953	51,355	+114.4%
Employees at quarter end	190,167	204,757	+7.7%

Source: Alphabet Q3 2026 earnings release, 28 October 2026. Percentage changes are BusinessStats calculations.

Net income fell even though the business grew, and the reason sits below the operating line. Alphabet holds large stakes in other companies, chiefly SpaceX, which held its initial public offering in 2026, and changes in their value pass through other income. In the second quarter those holdings produced a $99.0 billion gain on equity securities, which lifted net income to $112.19 billion, the largest quarterly profit in the history of the company. In the third quarter an unrealized loss on the SpaceX shares turned other income into an $8.22 billion expense, and net income came in at $26.47 billion. For the first nine months of 2026 net income was $201.24 billion, more than in the whole of 2025, but the nine month figure includes pre-tax gains of $127.28 billion on equity securities, which have nothing to do with how the operating businesses performed. The 10-Q notes that $75.2 billion of SpaceX shares were subject to short term restrictions on sale at the end of September.

Alphabet also reports a second, smaller net income figure, net income available to common stockholders, which was $26.17 billion in the third quarter. The difference is the dividend on the preferred shares the company issued in 2026, a sign of how much the funding picture has changed; that story is told in the sections on capital spending and shareholder returns below.

REVENUE BY LINE

Where the money comes from: Search still earns half, Cloud now a quarter

Alphabet splits its revenue into six lines plus a small hedging adjustment. Google Search and other, which includes the ads shown on Search, Maps, Gmail and the Play Store, brought in $63.35 billion in the third quarter of 2026, or 49.7 percent of the total. Google Cloud contributed $30.71 billion, or 24.1 percent, up from 14.8 percent a year earlier. Subscriptions, platforms and devices, which covers YouTube Premium, Google One, Play Store commissions and hardware, earned $14.29 billion. YouTube advertising earned $11.21 billion and Google Network, the ads Google places on other websites and apps, $7.46 billion. Advertising in total came to $82.01 billion, or 64.3 percent of revenue, down from 72.5 percent a year earlier.

Alphabet Revenue by Line, Q3 2026 (billion US dollars)

Interactive chart online: businesstats.com/google

Two engines: Search and Cloud together produced $94.06 billion, or 73.7 percent of revenue, in the third quarter of 2026.

LINE	FULL YEAR 2025	Q3 2025	Q3 2026	Q3 GROWTH	9 MONTHS 2026	9 MONTH GROWTH
Google Search and other	224,532	56,567	63,350	+12.0%	187,020	+15.8%
YouTube ads	40,367	10,261	11,207	+9.2%	32,145	+10.9%
Google Network	29,792	7,354	7,455	+1.4%	21,729	-1.1%
Subscriptions, platforms and devices	48,030	12,870	14,290	+11.0%	39,585	+14.9%
Google Cloud	58,705	15,157	30,709	+102.6%	75,505	+84.0%

Other Bets	1,537	344	372	+8.1%	1,165	-0.2%
Hedging gains (losses)	(127)	(207)	194	n/a	120	n/a
Total revenues	402,836	102,346	127,577	+24.7%	357,269	+23.6%

Sources: Alphabet Form 10-K for 2025, Q3 2026 earnings release and Form 10-Q for Q3 2026. Growth rates are BusinessStats calculations; Alphabet rounds Cloud growth in Q3 2026 to 103 percent.

Search growth slowed from 19.1 percent in the first quarter of 2026 to 12.0 percent in the third. The chief financial officer, Anat Ashkenazi, said the third quarter was pressured by comparison with a strong quarter a year earlier, by about three percentage points, and that a couple more points of pressure would show in the fourth quarter. The underlying measures are still positive: paid clicks on Search rose 8 percent year over year in the third quarter and 11 percent over nine months, while the average cost per click rose 4 percent. Pichai said the year over year growth in search queries was the highest in five years. Google Network continues to shrink in volume, with impressions down 14 percent in the quarter, offset by a 14 percent rise in the price per impression.

YouTube revenue in all forms is larger than the ads line suggests. In February 2026 Google said YouTube annual revenue across advertising and subscriptions passed $60 billion in 2025, against $40.37 billion from ads alone. Living room screens accounted for more than a third of YouTube ad revenue in the third quarter of 2026. Audience and channel figures are covered on our YouTube statistics page and the country ranking of YouTube users by country.

OPERATING INCOME BY SEGMENT

Where the profit comes from: Services earns most, Cloud is catching up

Revenue shows how big each business is; segment operating income shows how much it earns. Google Services, which holds Search, YouTube, Android and the subscriptions, earned $119.29 billion of operating income in the first nine months of 2026 on revenue of $280.48 billion, an operating margin of 42.5 percent. Google Cloud earned $26.53 billion on $75.51 billion of revenue, a margin of 35.1 percent, three times the $8.60 billion it earned in the same months of 2025. Other Bets lost $5.95 billion and Alphabet-level activities, which carry most of the cost of developing the Gemini models, cost $18.84 billion.

Alphabet Operating Income by Segment, First Nine Months of 2025 and 2026 (billion US dollars)

Interactive chart online: businesstats.com/google

Cloud tripled: Google Cloud operating income rose from $8.60 billion to $26.53 billion in nine months, and its share of segment profit rose to 18.2 percent.

SEGMENT	2024	2025	Q3 2025	Q3 2026	Q3 2026 MARGIN
Google Services	121,263	139,404	33,527	39,157	40.7%
Google Cloud	6,112	13,910	3,594	11,121	36.2%
Other Bets	(4,444)	(7,515)	(1,426)	(2,047)	n/a
Alphabet-level activities	(10,541)	(16,760)	(4,467)	(7,655)	n/a
Total income from operations	112,390	129,039	31,228	40,576	31.8%

Sources: Alphabet Form 10-K for 2025 and Q3 2026 earnings release. Margins are segment operating income divided by segment revenue, BusinessStats calculations.

Two trends stand out. First, the Cloud margin has climbed in every quarter since the start of 2025, from 17.8 percent in the first quarter of 2025 to 36.2 percent in the third quarter of 2026, which means the extra revenue from AI customers is arriving at a higher margin than the older business. Second, the cost of Alphabet-level activities rose 71 percent in the third quarter, to $7.66 billion, because the money spent on training and serving frontier models is booked there rather than in a segment. Research and development expense across the group reached $61.09 billion in 2025, 15.2 percent of revenue and up 23.8 percent on 2024, and $55.89 billion in the first nine months of 2026.

GOOGLE CLOUD AND BACKLOG

Google Cloud: $30.71 billion a quarter and a $561 billion order book

Google Cloud is the fastest growing part of Alphabet. Quarterly revenue rose from $12.26 billion in the first quarter of 2025 to $30.71 billion in the third quarter of 2026, and growth accelerated from 28 percent to 103 percent over those seven quarters. At the end of 2025 Pichai described an annual run rate of more than $70 billion; the third quarter of 2026 alone, multiplied by four, would come to about $123 billion. In the third quarter Alphabet said 18 Google Cloud product lines each had more than $1 billion of annual revenue,

up from 13 a year earlier.

The clearest sign of what is coming is the backlog, the value of contracted revenue not yet recognized. In October 2025 Alphabet put the Cloud backlog at $155 billion. It reached $240 billion at the end of 2025, more than $460 billion at the end of March 2026, $514 billion at the end of June and $561 billion at the end of September 2026. The Form 10-Q puts total revenue backlog at $567.7 billion, of which $560.8 billion relates to Google Cloud, and says the company expects to recognize just over 55 percent of it as revenue over the next 24 months.

Google Cloud Revenue Backlog at Each Quarter End, September 2025 to September 2026 (billion US dollars)

Interactive chart online: businesstats.com/google

3.6 times in a year: the Cloud backlog rose from $155 billion in September 2025 to $561 billion in September 2026.

QUARTER	REVENUE	GROWTH	OPERATING INCOME	OPERATING MARGIN
Q1 2025	12,260	+28.1%	2,177	17.8%
Q2 2025	13,624	+31.7%	2,826	20.7%
Q3 2025	15,157	+33.5%	3,594	23.7%
Q4 2025	17,664	+47.8%	5,313	30.1%
Q1 2026	20,028	+63.4%	6,598	32.9%
Q2 2026	24,768	+81.8%	8,814	35.6%
Q3 2026	30,709	+102.6%	11,121	36.2%

Sources: Alphabet quarterly earnings releases. Q4 2025 derived from the 2025 Form 10-K less nine months. Growth for 2025 quarters uses 2024 quarterly revenue from the same releases; all growth rates and margins are BusinessStats calculations.

Google Cloud customer figures stated on the Q3 2026 call (28 October 2026)

- Nearly 90 percent of the Fortune 100 use Gemini Enterprise.
- More than 2,600 customers each used more than 100 billion tokens in the past twelve months.

- More than 100 million knowledge work seats have been sold across the AI services.
- First party model APIs process nearly 32 billion tokens a minute, more than four times the level of a year earlier.

How Google Cloud compares with Amazon Web Services and Microsoft Azure on market share is covered in our analysis of the big three cloud providers.

SEARCH

Search: more than 5 trillion queries a year and 91 percent of the market

Google does not publish a regular count of searches. The most recent figure it has stated is more than 5 trillion searches a year, based on internal data from January 2025 and published by Google in March 2025. That works out at about 13.7 billion searches a day, or about 158,500 a second, if spread evenly across the year (a BusinessStats calculation). Earlier versions of this page gave 8.5 billion searches a day, a figure that does not come from Google. The 2025 Form 10-K describes the volume only as trillions of searches every year. In October 2026 Pichai added that Google now handles more than 50 billion visual searches a month through Lens and Circle to Search.

On share of use, the independent tracker StatCounter put Google at 91.05 percent of worldwide search engine traffic in October 2026, against 4.80 percent for Bing, 1.18 percent for Yahoo, 1.14 percent for Yandex, 0.64 percent for DuckDuckGo and 0.42 percent for Baidu. StatCounter measures referrals from search engines to websites, so it does not capture searches that are answered on the results page or inside chat assistants. Trends by country and device are on our page on search engine usage.

FEATURE	FIGURE	DATE STATED	WHERE
AI Overviews	More than 2 billion monthly users, over 200 countries and territories	23 July 2025	Q2 2025 earnings call remarks
AI Overviews	More than 2.5 billion monthly active users	19 May 2026	Sundar Pichai, Google I/O 2026
AI Mode	More than 100 million monthly active users in the US and India	23 July 2025	Q2 2025 earnings call remarks
AI Mode	More than 75 million daily active users	29 October 2025	Q3 2025 earnings call remarks

AI Mode	More than 1 billion monthly active users	19 May 2026	Sundar Pichai, Google I/O 2026
AI Mode queries	About three times longer than traditional searches; one in five use voice, images or documents	28 October 2026	Q3 2026 earnings call remarks
Visual search	More than 50 billion visual searches a month	28 October 2026	Q3 2026 earnings call remarks

Figures are as announced by Google and are not audited. Monthly and daily active users are measured differently and should not be compared directly.

These numbers matter because the main worry about Google for the past three years has been that chat assistants would draw queries away from Search. So far the reported figures point the other way: Search and other revenue grew 15.8 percent in the first nine months of 2026, faster than the 13.4 percent it grew for the full year 2025, and paid clicks are still rising. Whether AI answers change how often people click through to other websites is a separate question that the filings do not answer.

GEMINI AND AI

Gemini: from 400 million to more than 1 billion monthly users in fifteen months

The Gemini app, the consumer chat assistant that replaced Bard, is the product Google describes as the fastest growing in its history. At Google I/O in May 2025 it had 400 million monthly active users. Google reported more than 450 million in July 2025, more than 650 million in October 2025, more than 750 million in February 2026, more than 900 million at I/O in May 2026 and 950 million in July 2026. On 11 August 2026 Google announced that the app had passed 1 billion monthly users. Pichai said in July 2026 that daily active users had tripled over the previous year, and in August Google said Gemini generated more than 150 million images a day.

Gemini App Monthly Active Users as Announced by Google, May 2025 to August 2026 (millions)

Interactive chart online: businesstats.com/google

2.5 times in fifteen months: the Gemini app went from 400 million monthly users in May 2025 to more than 1 billion in August 2026.

Usage by developers and businesses has grown even faster. Google measures it in tokens, the small chunks of text, image or audio that a model reads or writes. Across all its products Google processed 9.7 trillion tokens a month in May 2024, about 480 trillion in May 2025, more than 1.3 quadrillion by October 2025 and more than 3.2 quadrillion by May 2026, according to Pichai. Through its paid model APIs alone, customers sent about 7 billion tokens a minute in October 2025, more than 10 billion in February 2026, more than 16 billion in April, about 22 billion in July and nearly 32 billion in October 2026.

MEASURE	EARLIER FIGURE	LATEST FIGURE	LATEST DATE
Gemini app monthly users	400 million (May 2025)	More than 1 billion	11 August 2026
Tokens processed per month, all surfaces	9.7 trillion (May 2024)	More than 3.2 quadrillion	19 May 2026
API tokens per minute, first party models	7 billion (October 2025)	Nearly 32 billion	28 October 2026
Developers building with Google models each month	More than 8.5 million (May 2026)	More than 9 million	22 July 2026
Products with more than 1 billion users using Gemini	15 products with half a billion users all use Gemini (February 2026)	13 products above 1 billion users	19 May 2026
Customers above 1 trillion tokens in 12 months	Nearly 150 (October 2025)	Nearly 500	22 July 2026

Sources: Alphabet earnings call remarks, Google I/O 2026 keynote, Alphabet Form 10-K for 2025 and the Google blog. Self reported, not audited.

Google is one of several companies racing to build and sell large AI models, and it is unusual in owning every layer, from the TPU chips and data centers to the models and the consumer apps. The wider picture of AI adoption and spending is covered on our pages on artificial intelligence statistics and the size of the AI market, and the main supplier of the chips Google does not make itself is profiled in our Nvidia statistics.

PRODUCTS AND USERS

Products with billions of users, and the date Google said so

At Google I/O on 19 May 2026 Pichai said Google had 13 products with more than a billion users each, and that five of them had more than 3 billion. The 2025 Form 10-K, filed in February 2026, counts 15 products with more than half a billion users, seven of them with 2 billion. Google rarely names which products sit in each group or gives a fresh count for each one, and many product figures it quotes are several years old. The table below lists the most recent figure we could confirm from Google itself for each major product, with the date it was stated. Products without a recent Google statement are left out rather than estimated.

PRODUCT	FIGURE STATED	DATE	SOURCE
Google Search	More than 5 trillion searches a year	March 2025 (January 2025 data)	Google, AI personalization and the future of shopping
Android	More than 3 billion active devices in over 190 countries	13 May 2025	Google blog, The Android Show: I/O Edition
Google Workspace	More than 3 billion users and more than 13 million customers	22 April 2026	Google Workspace blog, Cloud Next 2026
Gemini app	More than 1 billion monthly users	11 August 2026	Google blog
AI Overviews in Search	More than 2.5 billion monthly active users	19 May 2026	Google I/O 2026 keynote
AI Mode in Search	More than 1 billion monthly active users	19 May 2026	Google I/O 2026 keynote
Paid subscriptions (all consumer services)	350 million	29 April 2026	Q1 2026 earnings release
YouTube Music and Premium	More than 150 million subscribers, including trials	28 October 2026	Q3 2026 earnings release
Circle to Search	Available on more than 580 million Android devices	4 February 2026	Q4 2025 earnings call remarks

Self reported by Google, not audited. Definitions differ: active devices, monthly users and paid subscriptions are not the same measure.

Android is the clearest example of scale that Google itself rarely updates: in May 2025 Google described it as the most popular operating system in the world, with more than 3 billion active devices in over 190 countries. Its share of the mobile operating system market is tracked on our page on mobile operating system market share, and the phone makers that ship it on our smartphone vendor ranking. Chrome, Gmail, Maps and Play almost certainly sit among the products with more than a billion users, but Google has not given a dated user count for any of them in its 2025 or 2026 filings or keynotes, so this page does not give one.

Paid subscriptions are a growing source of steady revenue. Alphabet reported more than 300 million paid subscriptions across its consumer services in October 2025, more than 325 million in February 2026 and 350 million in April 2026, led by Google One storage and AI plans and by YouTube Premium. YouTube Music and Premium alone passed 150 million subscribers, including trials, by October 2026. The subscriptions, platforms and devices line grew 14.9 percent to $39.59 billion in the first nine months of 2026.

OTHER BETS AND WAYMO

Other Bets: $1.54 billion of revenue, $7.52 billion of losses and a robotaxi fleet

Other Bets is small in revenue and large in losses. It reported revenue of $1.54 billion in 2025 and an operating loss of $7.52 billion, wider than the $4.44 billion loss of 2024. In the first nine months of 2026 it lost $5.95 billion on revenue of $1.17 billion. Most of the attention goes to Waymo, which runs paid driverless taxi services in US cities. In February 2026 Waymo announced a $16.0 billion investment round, most of it funded by Alphabet, and Alphabet said in June 2026 that the round valued Waymo at $126 billion. In October 2026 Waymo took a $5.0 billion secured term loan that Alphabet does not guarantee.

MEASURE	FIGURE	DATE STATED
Fully autonomous miles on public roads	More than 100 million	23 July 2025
Fully autonomous trips, cumulative	More than 20 million (as of December 2025)	4 February 2026
Paid rides per week	More than 400,000	4 February 2026
Paid rides per week	More than 500,000	29 April 2026
Major US cities served	11	29 April 2026

Fully autonomous miles on public roads	More than 300 million	28 October 2026
Major US cities served	15	28 October 2026

Sources: Alphabet earnings call remarks for Q2 2025, Q4 2025, Q1 2026 and Q3 2026. Self reported, not audited.

CAPITAL SPENDING

Capex now exceeds operating cash flow: $131.95 billion in nine months

Alphabet is spending on data centers, servers and networking at a pace no company has matched. Purchases of property and equipment were $32.25 billion in 2023, $52.54 billion in 2024 and $91.45 billion in 2025. In the first nine months of 2026 they reached $131.95 billion, with $51.36 billion in the third quarter alone. About 65 percent of third quarter spending went on servers and networking equipment, which Alphabet depreciates over six years, and about 35 percent on data center buildings. The company has raised its guidance as the year went on: $175 billion to $185 billion for 2026 in February, $180 billion to $190 billion at its June investor presentation, and $195 billion to $205 billion on the October earnings call. Ashkenazi said capital spending would increase significantly again in 2027, with details due on the fourth quarter call.

Alphabet Operating Cash Flow and Capital Expenditures by Quarter, Q1 2025 to Q3 2026 (billion US dollars)

Interactive chart online: businesstats.com/google

The crossover: capital spending passed operating cash flow in the second quarter of 2026, and free cash flow has been negative for two quarters in a row.

The result is that Alphabet, for decades a generator of surplus cash, now spends more than it brings in. Free cash flow was minus $5.86 billion in the second quarter of 2026 and minus $9.07 billion in the third, and $19.75 billion for the twelve months to September, down from $73.27 billion in 2025. The company is filling the gap with borrowing and new shares. It issued $45.0 billion of US dollar notes and $35.8 billion of notes in other currencies in the first nine months of 2026, and net proceeds from debt came to $85.22 billion. Long term debt stood at $125.1 billion at the end of September, while cash and marketable securities were $265.1 billion, including $90.4 billion of listed equity stakes. Alphabet also reported $924 billion of

future purchase commitments at the end of September.

Google is not the only cloud provider raising its spending on computing capacity. Our Amazon statistics page tracks the equivalent figures for Amazon and Amazon Web Services.

BUYBACKS AND DIVIDENDS

Shareholder returns: from $62 billion of buybacks a year to none at all

For most of the past decade Alphabet returned cash mainly by buying back its own shares. It spent $61.50 billion on repurchases in 2023, $62.22 billion in 2024 and $45.71 billion in 2025, according to its cash flow statements, retiring 528 million, 379 million and 240 million shares in those years. It paid no dividend in 2023 and began paying one in 2024, at $0.20 a share a quarter, then raised it to $0.21 in April 2025 and to $0.22 in April 2026. Dividend payments came to $7.36 billion in 2024 and $10.05 billion in 2025.

Alphabet Cash Returned to Shareholders, 2023 to September 2026 (billion US dollars)

Interactive chart online: businesstats.com/google

Buybacks stopped: after $169.4 billion of repurchases from 2023 to 2025, Alphabet bought back no shares at all in the first nine months of 2026.

In 2026 that pattern reversed. The Form 10-Q for the third quarter states that there were no repurchases of Class A or Class C shares in the first nine months of the year, even though $69.5 billion of the $70.0 billion authorization approved in April 2025 remained available. Instead, Alphabet sold shares. At its investor presentation on 3 June 2026 it set out a proposed equity raise of $80 billion, including a $10 billion investment from Berkshire Hathaway and a $30 billion underwritten offering. By 30 September 2026 it had received $42.87 billion of net proceeds from issuing 206 million common shares and $19.06 billion from 19 million shares of 6.25 percent mandatory convertible preferred stock, which carry a quarterly dividend of $12.15 a share. In total Alphabet raised $61.93 billion of equity in nine months, the reverse of the buybacks it ran in earlier years.

What changed for shareholders in 2026

- Share repurchases: $0 in January to September 2026, against $39.81 billion in the same months of 2025.
- New equity: $61.93 billion of net proceeds from common and mandatory convertible preferred stock.

- Common dividend: raised 5 percent to $0.22 a share a quarter in April 2026; $0.65 a share declared in nine months.
- Preferred dividend: $12.15 a share a quarter, $384 million accrued in nine months.
- Debt: $85.22 billion of net proceeds from new notes, long term debt of $125.1 billion at 30 September 2026.

EMPLOYEES

Employees: from 5,680 in 2005 to 204,757 in September 2026

Google had 5,680 employees at the end of 2005, its first full year as a public company, and 20,222 at the end of 2008. Alphabet had 72,053 at the end of 2016, 135,301 at the end of 2020 and 182,502 at the end of 2023,. Hiring then resumed slowly, to 183,323 at the end of 2024 and 190,820 at the end of 2025. In 2026 it picked up: Alphabet added 13,937 people in nine months to reach 204,757 at 30 September 2026, the first time it has passed 200,000. Revenue per employee was about $2.11 million in 2025, a BusinessStats calculation.

Google and Alphabet Employees, Selected Year Ends 2005 to September 2026

Interactive chart online: businesstats.com/google

Past 200,000: Alphabet employed 204,757 people at the end of September 2026, 36 times the 5,680 Google had at the end of 2005.

QUARTER END	EMPLOYEES	CHANGE ON PREVIOUS QUARTER
31 March 2025	185,719	n/a
30 June 2025	187,103	+1,384
30 September 2025	190,167	+3,064
31 December 2025	190,820	+653
31 March 2026	194,668	+3,848
30 June 2026	198,933	+4,265
30 September 2026	204,757	+5,824

Source: Alphabet quarterly earnings releases and Form 10-K for 2025. Changes are BusinessStats calculations.

Headcount comparisons with other large technology employers, such as the number of Apple employees since 2005, need care because companies count contractors and acquired staff differently.

KEY FACTS

Google in eight numbers

$402.84B
Revenue, 2025
Up 15.1% from $350.02 billion.

$127.58B
Revenue, Q3 2026
Up 25%, record quarter.

$561B
Google Cloud backlog
30 September 2026.

91.05%
Search share, October 2026
StatCounter, worldwide.

1B+
Gemini app monthly users
Announced 11 August 2026.

13
Products with 1B+ users
Five above 3 billion, May 2026.

$131.95B
Capex, Jan to Sep 2026
Guidance $195B to $205B for 2026.

204,757
Employees
30 September 2026.

METHODOLOGY AND DATA NOTES

How this page was compiled and what to watch for

Data notes

- **Company:** figures to 2014 are for Google Inc.; from 2015 they are for Alphabet Inc., which includes Google and Other Bets. Alphabet restated its revenue lines in later years, so older line

items can differ slightly from the original filings.

- **Periods:** Alphabet uses calendar years. Q3 2026 is the quarter from 1 July to 30 September 2026, reported on 28 October 2026. Q4 2025 figures are derived from the full year totals in the 2025 Form 10-K less the first nine months.
- **Profit:** all profit figures are GAAP. Net income in 2026 includes very large unrealized gains and losses on equity holdings, so operating income is the better guide to the business.
- **Backlog:** the Cloud backlog figures are as stated on each earnings call. The Form 10-Q measure, remaining performance obligations, covers all of Alphabet and is slightly higher.
- **User counts:** product figures are as announced by Google and are not audited. Monthly users, daily users, active devices and paid subscriptions are different measures. Each figure carries the date on which Google stated it.
- **Calculations:** growth rates, shares, margins, revenue per employee and multi year totals are BusinessStats calculations from reported figures.

Annual revenue for 2004 to 2011 was taken from the selected financial data in the Google Form 10-K filings for 2008 and 2011, 2012 to 2020 from the Alphabet Form 10-K filings for 2016 and 2020, and 2021 to 2025 from the income statements in the Form 10-K filings for 2023 and 2025. Quarterly figures come from each earnings release, and nine month segment results from the Form 10-Q for the third quarter of 2026. Search share comes from StatCounter Global Stats, an independent tracker. The page gives no share price or market value, which change daily; rankings by value are kept on our list of the biggest companies by market value.

This edition replaces a version of the page that said Google handled 8.5 billion searches a day, put 2025 revenue at about $350 billion and Google Cloud revenue at $43 billion, gave a headcount of 180,000 and said Android had more than 2 billion users. Those figures were either unsourced or belonged to earlier years. They have been replaced with the figures Alphabet and Google have published.

FAQ

Questions about Google statistics

FREQUENTLY ASKED QUESTIONS

How much revenue does Google make?

Alphabet, the parent of Google, reported revenue of $402.84 billion in 2025, up 15.1 percent from $350.02 billion in 2024. In the third quarter of 2026 it reported $127.58 billion, up 25 percent, and $357.27 billion for the first nine months of 2026.

How much of Google revenue comes from Search?

Google Search and other brought in $224.53 billion in 2025, 55.7 percent of total revenue, and $63.35 billion in the third quarter of 2026, 49.7 percent. Advertising of all kinds was 64.3 percent of revenue in that quarter.

How many searches does Google handle?

Google said in March 2025 that it sees more than 5 trillion searches a year, based on January 2025 data. That is about 13.7 billion a day on average. Google has not published a newer total.

What is the Google search engine market share?

StatCounter measured Google at 91.05 percent of worldwide search engine traffic in October 2026, followed by Bing at 4.80 percent, Yahoo at 1.18 percent and Yandex at 1.14 percent.

How many people use Gemini?

Google announced on 11 August 2026 that the Gemini app had passed 1 billion monthly users, up from 400 million in May 2025. In May 2026 Google said AI Overviews in Search had more than 2.5 billion monthly active users and AI Mode more than 1 billion.

How big is Google Cloud?

Google Cloud revenue was $58.71 billion in 2025 and $30.71 billion in the third quarter of 2026, up 103 percent. Its operating income in that quarter was $11.12 billion, and its revenue backlog was $561 billion at 30 September 2026.

How many employees does Google have?

Alphabet had 204,757 employees on 30 September 2026, up from 190,820 at the end of 2025 and 190,167 a year earlier. It passed 200,000 for the first time in the third quarter of 2026.

How much is Alphabet spending on data centers?

Alphabet spent $91.45 billion on property and equipment in 2025 and $131.95 billion in the first nine months of 2026. On 28 October 2026 it guided to $195 billion to $205 billion for the full year 2026 and said 2027 spending would rise significantly.

Does Alphabet still buy back shares?

Not in 2026 so far. Alphabet repurchased $45.71 billion of shares in 2025 but none in the first nine months of 2026. Instead it raised $61.93 billion from new common and preferred shares, while paying a common dividend of $0.22 a share each quarter.

How many Android devices are there?

Google said in May 2025 that Android runs on more than 3 billion active devices in over 190 countries. Google has not given a newer device count since then.

Related reading

- Alphabet revenue by year
- YouTube statistics
- Search engine usage
- Apple and Google revenue compared
- The big three cloud providers
- Mobile operating system market share
- Leading Android apps by downloads
- Advertising and marketing statistics

SOURCES

Alphabet, Q3 2026 earnings release: 28 October 2026 (income statement, revenue by type, segments, cash flow, employees, geography, free cash flow); also filed as Form 8-K exhibit 99.1.

Alphabet, Form 10-Q for Q3 2026: quarter ended 30 September 2026 (remaining performance obligations, nine month revenue and segments, paid clicks, repurchases, equity and debt issuance, SpaceX holdings).

Alphabet, Q3 2026 earnings call transcript: 28 October 2026 (Cloud backlog, capex guidance, Cloud customers, TPU, Waymo).

Google: Q3 2026 earnings call: remarks from our CEO, with the remarks for Q2 2026, Q1 2026, Q4 2025, Q3 2025 and Q2 2025.

Alphabet, quarterly earnings releases: Q2 2026 (22 July 2026), Q1 2026 (29 April 2026) and Q4 and full year 2025 (4 February 2026).

Alphabet, Form 10-K for 2025: revenue by type, segment operating income, repurchases, dividends, backlog, geography, R&D, employees and product reach.

Alphabet, Form 10-K filings: for 2023, 2020 and 2016 (revenue 2012 to 2023, employees, Alphabet reorganization).

Google Inc., Form 10-K filings: for 2011, 2008 and 2005 (revenue 2004 to 2011, employees, incorporation, Nasdaq listing date).

Alphabet: investor presentation, 3 June 2026 (equity raise, capex guidance, AI Overviews and AI Mode users, Waymo valuation, data centers).

Google: Sundar Pichai, I/O 2026 keynote, 19 May 2026 (products with over 1 billion users, tokens, Gemini, AI Overviews, AI Mode).

Google: Gemini app hits 1 billion monthly active users, 11 August 2026.

Google: AI, personalization and the future of shopping, March 2025 (more than 5 trillion searches a year).

Google: The Android Show: I/O Edition, 13 May 2025 (more than 3 billion active Android devices).

Google Workspace: announcements at Google Cloud Next 2026, 22 April 2026 (users and customers).

StatCounter Global Stats: search engine market share worldwide, October 2026.

STATISTICS REPORT

Which Websites Get the Most Visits? The Top 20 Measured Against What Companies Report

Google.com was the most visited website in the world in October 2026, with an estimated 70.32 billion visits, followed by YouTube with 53.26 billion. Facebook, Instagram and ChatGPT complete the top five on Similarweb. This page ranks the top 20 from two traffic measurement firms for the same month and then checks them against what Cloudflare DNS data, company filings and Wikimedia actually report, so you can see where the estimates agree and where they do not.

Updated Nov 17, 2026 · businesstats.com/most-visited-websites

70.3B GOOGLE.COM VISITS, OCT 2026	**53.3B** YOUTUBE.COM VISITS, OCT 2026	**No. 5** CHATGPT GLOBAL RANK
+48% CHATGPT.COM VISITS, YOY	**3.64B** META DAILY PEOPLE, SEP 2026	**900M+** CHATGPT WEEKLY USERS, FEB 2026

QUICK ANSWER

The most visited websites in the world in October 2026

Google.com is the most visited website in the world, followed by YouTube, Facebook, Instagram and ChatGPT, according to the Similarweb ranking for October 2026, the latest full month available when this page was published. Semrush, the second traffic measurement firm used here, puts google.com at an estimated **70.32 billion visits** in October 2026 and youtube.com at **53.26 billion**. The rest of the top 10 on Similarweb is X, TikTok, WhatsApp, Reddit and Bing. These are modelled estimates from panels and clickstream data, not counts from the companies themselves, so this page sets them beside what Cloudflare and the platform owners actually report.

70.32B

google.com visits

October 2026, Semrush estimate.

53.26B

youtube.com visits

October 2026, Semrush estimate.

No. 5

chatgpt.com global rank

Similarweb, October 2026.

+48.3%

chatgpt.com visits, year on year

October 2026 vs October 2025, Semrush.

TOP 10

Top 10 most visited websites in the world

The ranking below follows Similarweb, whose Top Websites Ranking orders domains by estimated traffic across desktop and mobile web. Its October 2026 list was updated on 1 November 2026. The top four did not move from September: Google, YouTube, Facebook and Instagram. ChatGPT held fifth place for another month, ahead of every social network except the two Meta giants.

RANK	WEBSITE	CATEGORY	AVG. VISIT DURATION	PAGES PER VISIT	SEMRUSH VISITS (SEMRUSH RANK)
1	google.com	Search engine	09:59	8.74	70.32B (1)
2	youtube.com	Video streaming	18:45	11.07	53.26B (2)
3	facebook.com	Social network	10:27	12.51	7.69B (3)
4	instagram.com	Social network	08:45	12.64	5.49B (5)
5	chatgpt.com	AI chatbot	06:31	4.75	4.99B (6)
6	x.com	Social network	13:47	15.32	3.67B (8)
7	tiktok.com	Social network	05:06	8.78	2.41B (13)
8	whatsapp.com	Messaging	09:26	3.52	3.06B (11)
9	reddit.com	Social network	05:49	5.03	3.67B (7)
10	bing.com	Search engine	06:57	4.93	1.80B (14)

Similarweb does not publish visit totals on its free ranking page, so the visit column uses the Semrush estimate for the same month. Semrush ranks are in brackets; the two firms order several sites differently.

Two things stand out. First, the gap between first and second place is small compared with the gap between second and third. On the Semrush estimates google.com received about 1.3 times as many visits as youtube.com, but youtube.com received almost seven times as many as facebook.com. Second, the list

is now as much about AI as about social media. In October 2026 chatgpt.com sits fifth on Similarweb and sixth on Semrush, with gemini.google.com 15th on Similarweb. Search engine market shares are covered in our page on search engine usage worldwide, so this page concentrates on websites as destinations.

TOP 20

Top 20 most visited websites in the world, with engagement data

Extending the ranking to 20 places brings in the regional giants that dominate single markets: Yahoo Japan, Yandex in Russia and Baidu in China. It also adds a second AI chatbot, gemini.google.com, the Microsoft 365 web address cloud.microsoft, and LinkedIn and Pinterest. The table shows the three engagement measures Similarweb publishes for each site.

RANK	WEBSITE	CATEGORY	AVG. VISIT DURATION	PAGES PER VISIT	BOUNCE RATE	SEMRUSH VISITS (RANK)
1	google.com	Search engine	09:59	8.74	28.4%	70.32B (1)
2	youtube.com	Video streaming	18:45	11.07	23.61%	53.26B (2)
3	facebook.com	Social network	10:27	12.51	29.71%	7.69B (3)
4	instagram.com	Social network	08:45	12.64	32.9%	5.49B (5)
5	chatgpt.com	AI chatbot	06:31	4.75	23.96%	4.99B (6)
6	x.com	Social network	13:47	15.32	31.98%	3.67B (8)
7	tiktok.com	Social network	05:06	8.78	42.52%	2.41B (13)
8	whatsapp.com	Messaging	09:26	3.52	62.26%	3.06B (11)
9	reddit.com	Social network	05:49	5.03	42.25%	3.67B (7)
10	bing.com	Search engine	06:57	4.93	43.24%	1.80B (14)
11	wikipedia.org	Reference	03:07	3.25	53.81%	3.15B (10)
12	yahoo.co.jp	News and portal	08:17	7.18	33.34%	Not in top 20
13	amazon.com	E-commerce	05:48	9.13	30.15%	1.54B (17)
14	yandex.ru	Search engine	07:39	7.97	28.3%	Not in top 20
15	gemini.google.com	AI chatbot	06:19	4.12	27.8%	Not in top 20

16	yahoo.com	News and portal	06:08	5.08	37.62%	1.66B (16)
17	linkedin.com	Social network	06:56	8.98	21.08%	Not in top 20
18	cloud.microsoft	Productivity software	10:11	7.56	25.61%	Not in top 20
19	baidu.com	Search engine	04:29	8.26	25.85%	Not in top 20
20	pinterest.com	Social network	06:53	7.36	36.26%	1.30B (20)

Source: Similarweb Top Websites Ranking, worldwide, all traffic, October 2026; Semrush Most Visited Websites in the World, October 2026. Bounce rate is the share of visits that leave after one page. Not in top 20 means the site is outside the 20 domains Semrush shows publicly.

Engagement varies far more than rank. X records 15.32 pages per visit, the highest in the top 20, and Instagram and Facebook both exceed 12 pages. WhatsApp has the highest bounce rate at 62.26 percent, which fits how people use it on the web: they open the messaging page and stay on it. Wikipedia has the shortest visits in the top 20, 3 minutes 7 seconds on average, because most readers arrive from a search result, read one article and leave. For background on the Google business behind the top site, see our Google statistics.

Average Visit Duration on Leading Websites, October 2026 (minutes)

Interactive chart online: businesstats.com/most-visited-websites

YouTube visits last 18.8 minutes on average, six times as long as a typical Wikipedia visit of 3.1 minutes.

VISIT VOLUMES

How many visits the biggest websites receive each month

Semrush publishes visit totals for its top 20 domains. Its estimates rest on the Semrush Traffic Analytics tool, which the company says is enriched with clickstream data reflecting the activity of more than 200 million anonymised users. In October 2026 the 20 domains it lists received a combined 180.26 billion visits by a BusinessStats sum. Google and YouTube alone took 123.58 billion of them, or 68.6 percent.

Estimated Monthly Visits to the Most Visited Websites, October 2026 (billion)

Interactive chart online: businesstats.com/most-visited-websites

Two sites dwarf the rest: google.com and youtube.com together received an estimated 123.6 billion visits, about 68.6 percent of all visits to the Semrush top 20.

Below the top two the volumes fall away quickly. Facebook received an estimated 7.69 billion visits, Instagram 5.49 billion and ChatGPT 4.99 billion. Reddit and X were tied at 3.67 billion, ahead of Wikipedia at 3.15 billion and WhatsApp at 3.06 billion. Semrush also places three adult video sites in its top 20, pornhub.com fourth with 5.73 billion visits, xvideos.com ninth and xhamster.com 12th, which Similarweb ranks lower, from 26th place downwards. Differences like this are typical of panel based measurement and are explained in the methodology section below.

What a visit is, and what it is not

- A visit is a session in a web browser. One person checking YouTube five times a day counts as five visits, so visits are always far higher than users.
- App use is not website traffic. Most Instagram, TikTok and WhatsApp time happens in native apps, which is why their web visits look small next to their user numbers.
- Domains are counted separately. gemini.google.com, news.yahoo.co.jp and cloud.microsoft are ranked as their own entries, not merged into google.com, yahoo.co.jp or microsoft.com.
- Both firms model traffic from samples. Neither sees every visit, so their totals for the same site in the same month can differ widely.

MEASURED VS REPORTED

Measured traffic set against what Cloudflare and the companies report

Traffic panels estimate visits. They do not measure people, and they cannot see app use. Three other kinds of data give an independent check. Cloudflare ranks internet services by the number of DNS queries its public 1.1.1.1 resolver receives, which captures apps and background device traffic as well as browsing. The platform owners publish user counts in their earnings releases. And Wikimedia publishes pageview statistics for its own sites. The table lines these up for the largest names.

SERVICE	SIMILARWEB RANK, OCT 2026	SEMRUSH VISITS, OCT 2026	CLOUDFLARE OVERALL RANK, 2025	FIGURE REPORTED BY THE COMPANY
Google	1	70.32B	1	Gemini app above 1 billion monthly active users (Alphabet, 28 October 2026)
YouTube	2	53.26B	7	More than 150 million YouTube Music and Premium subscribers including trials (Alphabet, 28 October 2026)
Facebook	3	7.69B	2	3.64 billion daily active people across Meta apps, September 2026 average
Instagram	4	5.49B	5	Included in the Meta 3.64 billion figure; not reported separately
ChatGPT	5	4.99B	Not in top 10 (1st in generative AI)	More than 900 million weekly active users (OpenAI, 27 February 2026)
WhatsApp	8	3.06B	10	Included in the Meta 3.64 billion figure
TikTok	7	2.41B	8	No user figure in a public earnings release (ByteDance is privately held)
Amazon	13	1.54B	9	Alexa for Shopping used by more than 400 million customers in the prior 12 months (Amazon, 29 October 2026)
Wikipedia	11	3.15B	Not in top 10	Human pageviews down roughly 8 percent on the same months of 2024 (Wikimedia Foundation, October 2025)
Apple	50 (apple.com)	Not in top 20	3	No visitor figure published
Microsoft	18 (cloud.microsoft)	Not in top 20	4	No Bing or Microsoft 365 web visitor figure published

Cloudflare ranks cover 2025 up to early December and group all domains of a service; Similarweb and Semrush rank single domains for one month. Company figures measure people or customers over different periods and are not comparable with visits.

The comparison explains several apparent contradictions. Apple is only the 50th most visited website on Similarweb, but Cloudflare ranks Apple third among all internet services in 2025, because every iPhone,

Mac and Apple TV constantly contacts Apple servers for updates, iCloud and the App Store. The same logic lifts Microsoft to fourth and Amazon Web Services to sixth in Cloudflare data, even though few people type an AWS address into a browser. In the other direction, Facebook drew 7.69 billion web visits in October 2026, while Meta says 3.64 billion people used at least one of its apps on an average day in September 2026. The people are there; most of them are in apps. The detail on Meta users is in our Facebook statistics and Instagram statistics.

Measured or reported: how to read each number

Panel estimates

Similarweb and Semrush model browser visits from samples of users and partner data. Good for ranking and trends, weak for exact totals.

DNS popularity

Cloudflare counts lookups to its 1.1.1.1 resolver. It includes apps and devices, groups domains by service and gives ranks rather than visit counts.

Company disclosures

Meta, Alphabet and OpenAI report people, not visits, using their own definitions, and they choose which numbers to publish and when.

First party logs

Wikimedia publishes pageviews from its own servers, the closest thing to a full count, but only for its own sites.

CLOUDFLARE RANKING

What the Cloudflare DNS ranking shows for 2025

The Cloudflare Radar 2025 Year in Review, published on 15 December 2025, ranked the most popular internet services by anonymised query data from its 1.1.1.1 public DNS resolver. Domains belonging to one service are grouped, so twitter.com, t.co and x.com all count as X. The overall top 10 was Google, Facebook, Apple, Microsoft, Instagram, Amazon Web Services, YouTube, TikTok, Amazon and WhatsApp. Microsoft, Instagram and YouTube moved up compared with 2024, while AWS dropped one place and TikTok fell four.

RANK	OVERALL	SOCIAL MEDIA	GENERATIVE AI	E-COMMERCE	VIDEO STREAMING
1	Google	Facebook	ChatGPT / OpenAI	Amazon	YouTube
2	Facebook	Instagram	Claude / Anthropic	Shopee	Netflix
3	Apple	TikTok	Perplexity	Temu	Twitch
4	Microsoft	Snapchat	Google Gemini	Shopify	Roku
5	Instagram	LinkedIn	Character.AI	Taobao	Disney Plus
6	AWS	X / Twitter	GitHub Copilot	eBay	Prime Video
7	YouTube	Kwai	Windsurf AI	Alibaba	Vimeo
8	TikTok	Discord	QuillBot	Shein	Pluto TV
9	Amazon	Pinterest	Grok / xAI	Mercado Libre	Plex TV
10	WhatsApp	Reddit	DeepSeek	AliExpress	HBO Max

Source: Cloudflare, Radar 2025 Year in Review: The rise of AI, post-quantum, and record-breaking DDoS attacks, and the companion internet services post, both 15 December 2025.

Cloudflare also reported that global internet traffic grew 19 percent in 2025, that more than half of request traffic came from mobile devices in 117 countries and regions, and that iOS devices generated 35 percent of global mobile device traffic. Google sent nearly 90 percent of all search engine referrals to sites behind Cloudflare in 2025, with Bing on 3.1 percent, Yandex 2.0 percent, Baidu 1.4 percent and DuckDuckGo 1.2 percent. Social network user totals by platform are compared in our ranking of biggest social media platforms by users.

CATEGORIES

Social, search, AI and the rest: the top 20 by category

Grouping the Similarweb top 20 by what each site does shows how concentrated web attention is. Eight of the 20 places belong to social networks and messaging: Facebook, Instagram, X, TikTok, WhatsApp, Reddit, LinkedIn and Pinterest. Four are search engines, Google, Bing, Yandex and Baidu. Two are AI chatbots, two are news portals run by Yahoo, and video streaming, e-commerce, reference and office software have one site each.

The Global Top 20 Websites by Category, October 2026 (number of sites)

Interactive chart online: businesstats.com/most-visited-websites

Social platforms hold eight of the 20 places, search engines four and AI chatbots two, one more AI site than e-commerce or reference.

Ownership is even more concentrated than category. Alphabet owns three of the top 20, google.com, youtube.com and gemini.google.com, and Meta owns three more, facebook.com, instagram.com and whatsapp.com. Microsoft has bing.com, linkedin.com and cloud.microsoft. Together those three groups account for nine of the 20 most visited websites. Their combined stock market weight is tracked in our page on the market value of the largest internet companies, and their revenue in Alphabet annual revenue. Total social network users worldwide are covered in the number of social network users worldwide.

AI SITES

The rise of AI websites: ChatGPT, Gemini and Claude in the rankings

The clearest change in the most visited websites list is the arrival of AI assistants. In October 2026 chatgpt.com ranked fifth worldwide on Similarweb, gemini.google.com 15th and claude.ai 25th, with Similarweb putting all three in its AI Chatbots and Tools category. Semrush estimates that chatgpt.com received 4.99 billion visits in October 2026, 48.26 percent more than in October 2025, the largest increase of any site in its top 20. Over the same year google.com was flat, with a change of minus 0.48 percent.

Year on Year Change in Estimated Visits, October 2026 vs October 2025 (%)

Interactive chart online: businesstats.com/most-visited-websites

ChatGPT is the fastest grower, up 48.3 percent in a year, while bing.com and yahoo.com show the steepest falls in the Semrush panel.

ChatGPT visits are concentrated in a few markets. According to the Similarweb profile for chatgpt.com, the United States accounted for 21.7 percent of desktop visits in October 2026, India for 9.16 percent, Brazil 5.04 percent, Japan 4.99 percent and South Korea 3.26 percent. Semrush data point the same way: it estimates 992.55 million US visits to chatgpt.com in October 2026, 19.9 percent of the global total by a BusinessStats calculation.

Where chatgpt.com Visits Come From, October 2026 (% of desktop visits)

Interactive chart online: businesstats.com/most-visited-websites

The United States sends more than one in five visits, more than twice the share of India, the second largest source.

What the companies report is larger and measured differently. OpenAI said on 27 February 2026 that ChatGPT had more than 900 million weekly active users and more than 50 million consumer subscribers. Alphabet chief executive Sundar Pichai said on 28 October 2026 that the Gemini app had reached one billion users, shown in the company graphic as more than 1 billion monthly active users. Much of that use happens in phone apps, inside Android and in Google Search, which is why gemini.google.com ranks only 15th as a website. Reports in the press of higher ChatGPT user counts later in 2026 could not be confirmed on an OpenAI page and are not used here. The broader market picture is in our artificial intelligence statistics.

Cloudflare DNS data confirm the order. In 2025 ChatGPT and OpenAI was the most popular generative AI service on its 1.1.1.1 resolver, followed by Claude and Anthropic, Perplexity and Google Gemini; Claude, Perplexity and Gemini all moved up compared with 2024. The same report found that AI crawlers averaged 4.2 percent of HTML requests in 2025, which matters for traffic data: bots that fetch pages for AI models can inflate server side counts and must be filtered out by every measurement method.

MOBILE VS DESKTOP

Mobile vs desktop: how people reach the biggest websites

Semrush splits each site visits between desktop computers and mobile browsers. In October 2026, 57.47 percent of google.com visits came from mobile browsers and 42.53 percent from desktops, and YouTube was close to even at 51.78 percent mobile. The pattern reverses for services with strong phone apps. Only 13.47 percent of chatgpt.com visits and 9.47 percent of whatsapp.com visits came from mobile browsers, most likely because phone users open the apps instead.

Desktop vs Mobile Web Share of Visits, October 2026 (%)

Interactive chart online: businesstats.com/most-visited-websites

The device mix depends on the app: sites with strong phone apps, such as WhatsApp and ChatGPT, are visited mostly from desktops, while Wikipedia and DuckDuckGo are mostly mobile browser destinations.

Wikipedia, at 66.35 percent mobile, and DuckDuckGo, at 86.00 percent mobile, are the mirror image: both are typically reached through a phone browser or search box. Bing is 83.12 percent desktop, consistent with its role as the default search engine in Windows and Microsoft Edge. These figures cover the web only. Cloudflare data, which do include app traffic, show that mobile devices generated more than half of request traffic in 117 countries and regions in 2025. Platform shares behind those phones are tracked in mobile operating system market share.

UNITED STATES

Most visited websites in the US

The US ranking from Similarweb for October 2026 differs from the global list in ways that reflect American habits. Amazon is fourth, nine places higher than globally, and Reddit is fifth. Yahoo, which has faded in most markets, is sixth. ChatGPT is eighth, ahead of Instagram and X. Walmart, eBay, ESPN, the New York Times and Instructure, the company behind the Canvas learning platform used by many US schools and universities, all make the US top 20 but not the global one.

SIMILARWEB RANK	WEBSITE	CATEGORY	SEMRUSH US VISITS
1	google.com	Search engine	14.85B
2	youtube.com	Video streaming	9.45B
3	facebook.com	Social network	1.64B
4	amazon.com	E-commerce	1.13B
5	reddit.com	Social network	1.45B
6	yahoo.com	News and portal	730.23M
7	bing.com	Search engine	367.18M
8	chatgpt.com	AI chatbot	992.55M
9	instagram.com	Social network	856.65M
10	x.com	Social network	718.8M

11	cloud.microsoft	Productivity software	Not in Semrush top 20
12	wikipedia.org	Reference	553.79M
13	linkedin.com	Social network	316.39M
14	espn.com	Sports news	Not in Semrush top 20
15	walmart.com	E-commerce	312.83M
16	tiktok.com	Social network	437.92M
17	ebay.com	E-commerce	Not in Semrush top 20
18	instructure.com	Education	Not in Semrush top 20
19	nytimes.com	News	Not in Semrush top 20
20	temu.com	E-commerce	Not in Semrush top 20

Sources: Similarweb Top Websites Ranking, United States, October 2026; Semrush Most Visited Websites in the United States, October 2026. Semrush orders the US list slightly differently, for example placing reddit.com fourth and amazon.com fifth.

Most Visited Websites in the United States, October 2026 (billion visits)

Interactive chart online: businesstats.com/most-visited-websites

Google gets 14.85 billion US visits a month, nine times as many as Facebook, and ChatGPT now draws more US visits than Instagram, Yahoo or X.

Four e-commerce sites, Amazon, Walmart, eBay and Temu, are in the US top 20 on Similarweb, compared with only Amazon in the global top 20. Semrush shows a sharp device split between the two biggest US retailers: 54.24 percent of amazon.com US visits came from desktops, while 71.99 percent of walmart.com US visits came from mobile browsers. Online retail sales behind these visits are covered in our Amazon statistics and e-commerce statistics. Yahoo, still sixth in the US, has its own page on Yahoo statistics.

VIDEO AND SOCIAL

YouTube, Facebook and the social platforms in the traffic data

YouTube is the second most visited website in the world and the stickiest of the top 20. Similarweb records an average visit of 18 minutes 45 seconds and 11.07 pages per visit in October 2026, and Semrush estimates 53.26 billion visits, unchanged from a year earlier. Alphabet does not publish a YouTube user count; in its 28 October 2026 earnings remarks it reported more than 150 million YouTube Music and Premium subscribers including trials. Our YouTube statistics page covers viewers, revenue and creators.

Among social platforms, the traffic data and the user data tell different stories. Facebook is third on the web with 7.69 billion visits, down 2.39 percent on a year earlier on Semrush, while Meta reports that daily active people across its apps rose 3 percent to 3.64 billion in September 2026. TikTok, eighth in the Cloudflare 2025 service ranking, is only seventh on Similarweb and 13th on Semrush with 2.41 billion visits, though those visits grew 16.03 percent in a year. Reddit drew 3.67 billion visits, up 9.07 percent, and Semrush lists search as its main traffic source. How long people spend on these platforms each day is tracked in daily social media usage worldwide.

REFERENCE

Wikipedia: the one top 20 site that publishes its own traffic

Wikipedia is 11th on Similarweb and tenth on Semrush, with an estimated 3.15 billion visits in October 2026, 10.91 percent fewer than a year earlier. Unlike the commercial sites, the Wikimedia Foundation publishes pageview statistics from its own servers. In October 2025 it said that, after improving its bot detection and reclassifying traffic for March to August 2025, human pageviews were down roughly 8 percent compared with the same months of 2024. It linked the decline to search engines answering questions directly with AI summaries and to younger people looking for information on social video platforms.

An analysis of the Wikimedia Analytics API by Pew Research Center, published on 13 January 2026, found that Wikipedia articles were viewed about 1.9 trillion times by humans between December 2015 and December 2025, an average of about 508 million views per day. Both the Wikimedia figure and the panel estimates point in the same direction, a site that remains in the global top 15 but is losing some readers to AI answers.

METHODOLOGY

Why rankings of the most visited websites differ between sources

Methodology and data notes

- **Two measurement firms, one month.** The global and US rankings use the Similarweb Top Websites Ranking for October 2026, updated 1 November 2026. Visit totals and device shares come from Semrush for the same month. Both are estimates built from panels, clickstream data and modelling, not complete counts.
- **Different panels give different orders.** Semrush places pornhub.com fourth worldwide and reddit.com seventh; Similarweb places reddit.com ninth and pornhub.com 26th. Neither is wrong; they sample different users and devices and weight them differently.
- **Visits are not users.** A visit is a browser session. Company figures such as Meta daily active people or OpenAI weekly active users count people over a day or a week and include app use, so they cannot be compared directly with visits.
- **Apps are invisible to web rankings.** WhatsApp, Instagram, TikTok and the Gemini and ChatGPT apps carry most of their use outside the browser, which lowers their web rank relative to their real reach.
- **DNS rankings measure something else.** Cloudflare ranks services by lookups to its 1.1.1.1 resolver over 2025, grouping all domains of a service and including background device traffic. That is why Apple and AWS rank high there and low on Similarweb.
- **Domain rules matter.** Similarweb ranks gemini.google.com separately from google.com and lists cloud.microsoft, the Microsoft 365 address, as its own domain. Regional sites such as yahoo.co.jp and yandex.ru appear because they dominate very large single markets.
- **China is under-measured.** Western panels see little of Chinese domestic traffic, so sites such as baidu.com and bilibili.com are likely ranked lower than their real audience would justify.
- **BusinessStats calculations.** Sums, shares of the top 20, decimal minutes and category groupings are calculated by BusinessStats from the published figures. Adult sites are shown in tables where the sources rank them but left out of charts.

Older lists of the most visited websites that are still widely shared often rely on a single month of one firm data, sometimes more than a year old, and rarely say whether the figures are estimates. Every number on this page carries its month and its source. Where a figure could not be confirmed on the original source page, for example later ChatGPT user counts reported only in the press, it has been left out.

KEY FACTS

The most visited websites in eight numbers

70.32B

google.com visits

October 2026, Semrush.

68.6%

Google and YouTube share

Of all Semrush top 20 visits.

18:45

YouTube average visit

Minutes and seconds, Similarweb.

No. 5

chatgpt.com worldwide

Similarweb, October 2026.

3.64B

Meta daily active people

September 2026, all apps.

900M+

ChatGPT weekly users

OpenAI, 27 February 2026.

1B+

Gemini app monthly users

Alphabet, 28 October 2026.

9 of 20

Top 20 owned by three firms

Alphabet, Meta and Microsoft.

FAQ

Questions about the most visited websites

FREQUENTLY ASKED QUESTIONS

What is the most visited website in the world?

Google.com. It ranked first worldwide on Similarweb in October 2026, and Semrush estimates it received 70.32 billion visits that month, about 1.3 times as many as youtube.com, the second most visited site.

What are the top 10 most visited websites in the world?

In October 2026 Similarweb ranked google.com, youtube.com, facebook.com, instagram.com, chatgpt.com, x.com, tiktok.com, whatsapp.com, reddit.com and bing.com as the ten most visited websites worldwide.

What are the top 20 most visited websites in the world?

After the top 10, Similarweb ranked wikipedia.org, yahoo.co.jp, amazon.com, yandex.ru, gemini.google.com, yahoo.com, linkedin.com, cloud.microsoft, baidu.com and pinterest.com 11th to 20th in October 2026.

What are the most visited websites in the US?

In October 2026 the Similarweb US top 10 was google.com, youtube.com, facebook.com, amazon.com, reddit.com, yahoo.com, bing.com, chatgpt.com, instagram.com and x.com. Semrush estimates 14.85 billion US visits to google.com that month.

Is ChatGPT one of the most visited websites?

Yes. chatgpt.com ranked fifth worldwide on Similarweb in October 2026. Semrush estimates 4.99 billion visits that month, up 48.26 percent on October 2025. OpenAI reported more than 900 million weekly active users in February 2026.

How many visits does YouTube get per month?

Semrush estimates 53.26 billion visits to youtube.com in October 2026, unchanged on a year earlier. Similarweb records an average visit of 18 minutes 45 seconds, the longest in the global top 20.

Why do lists of the most visited websites differ?

Similarweb and Semrush estimate browser visits from different panels, Cloudflare ranks services by DNS lookups including apps and devices, and companies report users rather than visits. Periods, domain grouping and app traffic all change the order.

Which internet service is most popular according to Cloudflare?

Google. In the Cloudflare Radar 2025 Year in Review, based on 1.1.1.1 DNS queries, Google ranked first, followed by Facebook, Apple, Microsoft and Instagram. ChatGPT led the generative AI category.

Are most visits to top websites made on mobile?

It depends on the site. Semrush data for October 2026 show 57.47 percent of google.com visits from mobile browsers, but only 13.47 percent for chatgpt.com, which suggests most phone users of AI services use the app instead.

SOURCES

Similarweb: Top Websites Ranking, worldwide, all categories, October 2026, updated 1 November 2026 (ranks, visit duration, pages per visit, bounce rate).

Similarweb: Top Websites Ranking, United States, October 2026.

Similarweb: chatgpt.com website traffic profile, October 2026 (desktop traffic by country).

Semrush: Most Visited Websites in the World, updated October 2026 (monthly visits, desktop and mobile share, year on year change).

Semrush: Most Visited Websites in the United States, updated October 2026.

Cloudflare: Radar 2025 Year in Review, top internet services by category, 15 December 2025.

Cloudflare: Radar 2025 Year in Review, traffic growth, mobile, AI crawler and search referral data, 15 December 2025.

Meta Platforms: Third Quarter 2026 Results, 21 October 2026 (family daily active people).

Alphabet: Q3 2026 earnings call remarks by Sundar Pichai, 28 October 2026 (Gemini app users, YouTube subscriptions).

OpenAI: Scaling AI for everyone, 27 February 2026 (ChatGPT weekly active users and subscribers).

Amazon: Amazon.com Announces Third Quarter Results, 29 October 2026.

Wikimedia Foundation: New user trends on Wikipedia, Diff, October 2025 (human pageview trend after bot reclassification).

Pew Research Center: Wikipedia at 25: What the data tells us, 13 January 2026 (analysis of Wikimedia Analytics API pageviews).

Related reading

- Search engine usage worldwide
- Social media ad spend worldwide
- Revenue of the largest internet companies

- Countries with the most TikTok users
- Internet topic overview
- AI market size worldwide

STATISTICS REPORT

Online Search Market Worldwide — Statistics & Facts 2026

Updated May 4, 2026 · businesstats.com/search-engine-usage

$280B GLOBAL MARKET SIZE 2026	**90%** GOOGLE GLOBAL SHARE	**8.5B+** DAILY GOOGLE SEARCHES
$224B GOOGLE SEARCH REVENUE 2025	**4.3%** BING GLOBAL SHARE	**11%** MARKET CAGR 2026-2031

Overview

Online Search Market 2026 — Google's Dominion Meets the AI Challenge

The global online search market is one of the most concentrated and commercially significant sectors in the digital economy. Valued at approximately **$280 billion in 2026**, the market has grown from $223 billion in 2024 at a compound annual growth rate of approximately 11% — driven by the continued expansion of digital advertising, the integration of artificial intelligence into search experiences, and the growth of mobile-first internet usage across emerging markets. Search engines serve as the primary gateway to the internet for over five billion users worldwide, processing trillions of queries annually across informational, navigational, commercial, and transactional intent categories. The commercial significance of this gateway function cannot be overstated: search advertising remains the single largest category of digital advertising globally, generating hundreds of billions of dollars in annual revenue and serving as the foundation of online commerce. For context on the parent company behind the world's dominant search engine see our Alphabet global annual revenue statistics.

The search market in 2026 is defined by a paradox: Google's dominance remains overwhelming — holding approximately 90% of global search traffic across all devices — yet the market faces its most significant competitive disruption in over two decades. AI-powered search experiences from Microsoft's Copilot-integrated Bing, OpenAI's ChatGPT Search, Perplexity AI, and Google's own AI Overviews are fundamentally changing how users interact with search. Conversational, multimodal search queries that combine text, voice, and visual inputs are growing rapidly. Despite this transformation, the structural

advantages that sustain Google's monopoly — default browser settings, Android integration, massive data advantages, and unparalleled advertising infrastructure — have so far proven remarkably resilient. Google's global share has declined only modestly, from approximately 92.6% in 2022 to 90% in 2026. The question for the industry is whether AI represents a gradual erosion of Google's position or a potential paradigm shift that could reshape the market over the next decade. For insight into the broader AI market fuelling this disruption see our AI market size worldwide statistics.

The global online search market is valued at $280 billion in 2026 with Google holding 90% market share. Over 8.5 billion searches are conducted on Google daily, and the company generated $224.5 billion in search advertising revenue in FY2025. AI-powered search from competitors like ChatGPT and Perplexity represents the first serious competitive threat to Google's dominance in over two decades.

Market Size & Revenue

Global Search Engine Market Size — $280 Billion in 2026

The global search engine market has grown substantially over the past decade, evolving from a primarily desktop-based text search industry into a multimodal, AI-augmented ecosystem that spans mobile devices, voice assistants, smart speakers, and automotive systems. The market was valued at approximately **$223 billion in 2024**, grew to approximately $252 billion in 2025, and is projected to reach approximately **$280 billion in 2026**. This growth trajectory reflects both the expansion of digital advertising budgets — as businesses continue shifting spending from traditional media to measurable, targeted digital channels — and the increasing commercial sophistication of search platforms that now monetise not only text queries but also image search, voice search, local discovery, and AI-generated shopping recommendations. The Asia-Pacific region accounts for approximately 39% of global search market revenue in 2025, driven by massive internet user bases in China, India, Japan, and Southeast Asia. North America remains the highest revenue-per-user market, generating approximately 35% of global search revenue despite representing only approximately 7% of global internet users. For broader digital commerce context see our retail e-commerce sales growth worldwide statistics.

Global Search Engine Market Size 2018–2026

The search engine market has nearly doubled in size since 2018, when it was valued at approximately $120 billion. Growth accelerated from 2020 onwards as the pandemic dramatically increased digital activity and forced businesses to accelerate their digital advertising transitions. The market grew at approximately 15% annually in 2021 and 2022, before moderating to approximately 10-11% growth in 2023-2026 as the post-

pandemic surge normalised. Advertising-based revenue models account for approximately 85% of total market value, with subscription and licensing models representing a growing but still modest 15% share — though the subscription segment is the fastest-growing at approximately 17% CAGR as enterprise and privacy-focused search products gain traction.

Global Search Market 2018–2026Global Search Engine Market Size — Billions USDUSD Billions · BusinessStats Research 2026$280B2026 Market Market Size (Actual)Projected

CAGR 11% Sources: BusinessStats Research Desk — Global Search Market Analysis 2026

Google Search Revenue Growth 2018–2025

Google Search is by far the largest revenue generator in the search market, producing approximately **$224.5 billion in search advertising revenue in fiscal year 2025** — a 13.4% increase from $198.1 billion in 2024. Google Search revenue has more than doubled since 2018, when it generated approximately $96 billion. The growth trajectory accelerated significantly in Q3 and Q4 2025, with Q4 search revenue reaching $63 billion — a 17% year-over-year increase that represented the strongest quarterly growth rate of the year. Alphabet CEO Sundar Pichai attributed the acceleration to AI features driving expanded search usage, noting that AI-powered queries run approximately three times longer than traditional searches, creating more monetisation opportunities per session. Google Search revenue accounts for approximately 56% of Alphabet's total annual revenue of $402 billion — making it the financial engine of one of the world's most valuable companies. For Google statistics covering the broader company ecosystem beyond search.

Google Search Revenue 2018–2025Google Search & Other Revenue — USD BillionsUSD Billions · BusinessStats Research 2026$224BFY2025 Revenue+13%YoY Growth

56% of Alphabet total revenue Sources: BusinessStats Research Desk — Alphabet Earnings Analysis 2026

Search Engine Market Share

Global Search Engine Market Share 2026 — Google at 90%

Google's dominance of the global search engine market is one of the most remarkable monopoly positions in modern business history. As of early 2026, Google holds approximately **90.04% of global search market share** across all devices — a position it has maintained above 88% for over a decade. Microsoft Bing is the distant second-place player at approximately **4.31%**, followed by Russia's Yandex at 1.84%, Yahoo at 1.45%, and DuckDuckGo at 0.89%. All other search engines combined — including Baidu, Naver,

Ecosia, and dozens of smaller players — account for less than 1.5% of global traffic. Google's market share has declined modestly from 92.6% in 2022 to 90% in 2026 — a loss of approximately 2.6 percentage points over four years. While this decline is directionally significant and has accelerated with the rise of AI search alternatives, it remains incremental relative to the scale of Google's dominance. The primary beneficiary of Google's modest share loss has been Bing, which has grown from approximately 3.0% to 4.3% over the same period — largely attributed to its aggressive AI integration through the Microsoft Copilot partnership. For the broader context on how search feeds the world's largest technology companies see our biggest companies in the world by market value.

Global Search Engine Market Share 2026 Search Engine Market Share — All Devices Worldwide 2026 % of global search traffic · BusinessStats Research 2026

Mobile vs Desktop

Mobile vs Desktop Search 2026 — Mobile Commands 65%+ of All Queries

The shift from desktop to mobile search has been one of the most transformative structural changes in the search market over the past decade. In 2026, approximately **65% of all search queries originate from mobile devices**, up from approximately 50% in 2017 and reflecting the global smartphone penetration rate now exceeding 6.9 billion active devices. Google's dominance is significantly more pronounced on mobile — where it holds approximately **95% market share** — compared to desktop, where its share is approximately 82%. This mobile advantage is structural: Google is the default search engine on Android devices (approximately 72% global mobile OS share) and pays Apple an estimated $20 billion+ annually to remain the default search engine on Safari and iOS. Microsoft Bing performs substantially better on desktop (approximately 10.3% share) than mobile (less than 1% share), largely because Bing is the default search engine on Microsoft Edge and Windows devices. The mobile-desktop split has significant implications for advertisers: mobile search CPCs are generally 20-30% lower than desktop CPCs, but mobile drives higher volumes and increasingly sophisticated local and voice-activated intent signals.

Mobile vs Desktop Search SplitGoogle vs Bing — Mobile & Desktop Share 2026% market share by device · BusinessStats Research 202695%Google Mobile10.3%Bing Desktop

65% of searches are mobile Sources: BusinessStats Research Desk — Device Search Analysis 2026

Search Behavior

How People Search in 2026 — Voice, Visual & Zero-Click

The way people search the internet has evolved dramatically beyond the traditional text-based query box that defined the first two decades of web search. In 2026, approximately **71% of all Google searches originate from mobile devices**, and the average user conducts between 3 and 4 Google searches per day — though this average masks enormous variation, with heavy users conducting 10-20+ searches daily and light users searching only a few times per week. Search behaviour is increasingly multimodal: approximately **27% of mobile queries are now voice-activated**, driven by the proliferation of voice assistants including Google Assistant, Apple's Siri, and Amazon's Alexa. Voice search queries tend to be longer and more conversational than typed queries — averaging 7-9 words compared to 3-4 words for text searches — and are disproportionately local in intent, with approximately 16% of voice searches specifically seeking "near me" results. Google Lens, the company's visual search tool, now processes over **20 billion visual search queries per month**, up from 10 million daily uses just a few years ago — a 200x increase that reflects the growing consumer habit of pointing a smartphone camera at objects to identify products, translate text, or find similar items online.

Zero-Click Searches — 60%+ of Queries Never Leave Google

One of the most significant and controversial trends in the search market is the rise of zero-click searches — queries where the user gets their answer directly from the search results page without clicking through to any external website. As of 2025, approximately **60% or more of Google searches end without a click** to any external website, up from approximately 36% in previous years. This dramatic increase is driven by Google's expansion of featured snippets, knowledge panels, AI Overviews, and direct answer boxes that provide information directly on the results page. For news-related queries, the zero-click rate is even higher: approximately 69% of news searches on Google in 2025 ended without the user visiting a news website. This trend has profound implications for the open web ecosystem — publishers and content creators who provide the information that Google indexes and displays are seeing declining traffic even as Google's own engagement metrics improve. The tension between Google's commercial interest in keeping users on its platform and the health of the broader web ecosystem that feeds its search index is one of the defining debates in digital media policy. For broader context on how social media platforms are similarly capturing traffic that previously flowed to external websites.

Search Query Demographics — Who Searches for What

Search behaviour varies significantly by age group, reflecting different digital habits and information needs. Approximately **55% of Google users are aged 18-34**, making this the dominant demographic for search activity. Users aged 25-34 are the heaviest searchers on average, conducting approximately 4.5 searches per day compared to approximately 2.8 for users aged 55+. Approximately 58% of consumers aged 25-34 use voice search daily, compared to only 18% of those over 55. The types of queries also differ by demographic: younger users disproportionately search for entertainment, social media, and product discovery, while older users index more heavily toward health information, news, and local services. Approximately **52.65% of all Google searches are informational** in intent — users seeking knowledge or answers — while only 0.69% are directly transactional. This breakdown is important for advertisers, as it means the vast majority of search activity occurs in the awareness and consideration phases rather than at the point of purchase, shaping how search advertising budgets should be allocated. About 48% of product research begins on Google, though Amazon has now surpassed Google as the starting point for direct product searches, with 54% of shoppers beginning their product discovery on Amazon rather than Google.

AI Search & Disruption

AI Search 2026 — ChatGPT Processes 1 Billion Queries Per Day

The emergence of AI-powered search represents the most significant competitive development in the search market since Google's rise in the early 2000s. OpenAI's ChatGPT now processes approximately **1 billion search queries per day** and has over 750 million monthly active users as of early 2026. Perplexity AI, which launched in August 2022 as a dedicated AI search platform, has seen its traffic grow nearly fivefold between 2023 and 2024 and is now processing hundreds of millions of queries monthly. Microsoft has deeply integrated OpenAI's technology into Bing through its Copilot experience, contributing to Bing's search advertising revenue growth of 21% in fiscal year 2025 — reaching approximately **$13.9 billion** annually. Google has responded aggressively, integrating AI Overviews into approximately 87% of search results and launching AI Mode in its search experience. CEO Sundar Pichai noted that search usage reached all-time highs in Q4 2025, suggesting that AI features are expanding the overall search market rather than simply redistributing it. However, the long-term risk remains: if AI chatbots reduce the need for traditional search results pages, the advertising model that funds the entire search ecosystem could face structural pressure.

AI Search DisruptionChatGPT 1B Queries/Day — But Google Still Processes 8.5x More

While AI search platforms are growing rapidly, the scale gap remains enormous. Google processes over 8.5 billion searches per day compared to ChatGPT's 1 billion — and Google's search revenue of $224 billion dwarfs the combined revenue of all AI search alternatives. The more immediate disruption is AI's impact on search behaviour itself: AI Overviews and zero-click searches now account for over 60% of Google queries, meaning users increasingly get answers directly from Google without clicking through to publisher websites — a trend that threatens the open web ecosystem that search was originally designed to index.

Search Engine Market Share by Region 2026

The global search market is not uniformly dominated by Google — several regions have strong local search engines that either compete with or outright dominate Google. In Russia, Yandex commands approximately **63% of search traffic**, making it three times more popular than Google in its home market. China is the largest search market where Google has essentially zero presence: Baidu holds approximately 55-60% of the Chinese search market, though its dominance has been eroded by integrated search within super-apps like WeChat and Douyin. In South Korea, Naver remains a significant competitor to Google, and in Japan, Yahoo Japan (operated by Z Holdings/LY Corporation) maintains a meaningful search presence alongside Google. These regional variations create a more nuanced competitive landscape than global market share figures suggest.

Google Market Share by Region 2026 Google Search Market Share — By Region 2026 % of regional search traffic · BusinessStats Research 2026

Regional Markets

Top Countries by Google Dominance 2026

Google's market penetration varies significantly by country, ranging from near-total monopoly in some markets to minority position in others. India is Google's strongest major market, with the search engine controlling over **97% of all search traffic** — a dominance driven by Android's overwhelming mobile market share in the country, limited local alternatives, and Google's early investment in Indian-language search capabilities. Brazil, the United Kingdom, France, and Germany all show Google market shares above 90%, reflecting the search engine's dominance across Western and Latin American markets. The United States, while still heavily Google-dominated at approximately 85%, shows the most competitive landscape among major Western markets — with Bing holding approximately 8.8%, DuckDuckGo at 2.4%, and Yahoo at 3.1%. This relative competitiveness in the U.S. market reflects Microsoft's home-market advantage, higher privacy awareness driving DuckDuckGo adoption, and the legacy presence of Yahoo. For how social

platforms increasingly compete with search for discovery and traffic see our social media statistics.

Search Advertising

Global Search Advertising 2026 — The $250 Billion Engine

Search advertising is the largest single category of digital advertising globally, generating an estimated **$250+ billion in annual revenue** across all search platforms in 2025. Google dominates this market overwhelmingly: its search advertising revenue of $224.5 billion in FY2025 represents approximately 85-90% of all global search ad spending. Microsoft's search advertising business generated approximately $13.9 billion in FY2025, representing the second-largest share. The economics of search advertising are remarkably attractive: businesses earn an estimated **$8 in revenue for every $1 spent on Google Ads**, making search one of the highest-ROI advertising channels available. The average cost-per-click across all industries on Google is approximately $2.69, though this varies dramatically by sector — legal and financial services keywords can command CPCs exceeding $50, while retail and e-commerce keywords typically fall in the $1-3 range. For context on how video advertising on search-adjacent platforms competes for the same budgets see our YouTube statistics.

Google vs Bing Advertising — Cost & Performance Comparison

For advertisers, the choice between Google Ads and Microsoft Advertising (Bing Ads) involves significant trade-offs between reach, cost, and audience demographics. Bing Ads offers a substantially lower average cost-per-click of approximately **$1.55 — roughly 30% cheaper than Google Ads** — while delivering a higher average click-through rate of approximately 3.1% compared to Google's industry average of approximately 2%. These efficiency metrics reflect Bing's smaller but commercially attractive user base: Bing users tend to skew older (35-54 age bracket), more affluent (median household income approximately 25% higher than Google's user base), and are concentrated in desktop environments where commercial intent is typically higher. However, Bing's total addressable market is dramatically smaller — approximately 1.8 billion monthly users compared to Google's 5+ billion — meaning that advertisers seeking maximum reach must still prioritise Google despite its higher costs. The strategic recommendation for most medium-to-large advertisers is to use both platforms simultaneously, allocating approximately 70-80% of search budgets to Google for reach and 20-30% to Bing for cost efficiency and access to its unique demographic segments. Google Ads accounts for approximately **27% of total global digital advertising spending**, and approximately 62% of U.S. businesses allocate the majority of their paid search budgets to Google Ads. For broader context on how digital advertising shapes the revenue of the world's largest technology

companies, search advertising remains the foundational revenue engine — generating higher returns than display, social, or programmatic channels for the majority of direct-response advertisers.

Search Engine Comparison — Key Metrics 2026Click column to sort

SEARCH ENGINE	GLOBAL SHARE %	DESKTOP SHARE %	MOBILE SHARE %	AD REVENUE $B
Google	90.04%	82.38%	~95%	$224.5B
Microsoft Bing	4.31%	10.29%	~0.7%	$13.9B
Yandex	1.84%	2.90%	~0.9%	~$3.2B
Yahoo	1.45%	2.65%	~0.6%	~$1.8B
Baidu	0.76%	~0.5%	~0.8%	~$11.5B
DuckDuckGo	0.89%	~1.2%	~0.5%	~$0.2B
Naver	~0.3%	~0.2%	~0.3%	~$3.8B

Google generated $224.5 billion in search advertising revenue in FY2025 — representing approximately 85-90% of all global search ad spending. Microsoft Bing's search ad revenue grew 21% to $13.9 billion, boosted by AI integration. The average Google advertiser earns $8 for every $1 spent, making search the highest-ROI digital advertising channel.

Forecast 2031

Search Market Forecast 2031 — AI Reshapes a $475 Billion Market

The global search engine market is projected to reach approximately **$475 billion by 2031**, growing at a CAGR of approximately 11% from 2026. This growth will be driven by several converging forces: the continued expansion of digital advertising budgets globally, the deepening integration of AI into search experiences that expands the addressable market for search-related monetisation, the growth of voice and visual search modalities, and the expansion of internet access in emerging markets. The composition of the market is expected to shift significantly: AI-powered conversational search platforms are projected to capture an increasing share, potentially reaching 15-20% of total search market value by 2031. Subscription and enterprise search revenues are expected to grow at approximately 17% CAGR — nearly double the overall market rate — as businesses increasingly pay for premium, private, AI-augmented search tools. Google is expected to maintain dominant but gradually declining market share, potentially

settling in the 82-87% range by 2031 as AI alternatives gain traction. For context on the capital markets implications of this market evolution see our biggest companies by market capitalization statistics.

Key Risks & Opportunities for the Search Market 2026–2031

The search market faces several material risks and opportunities over the forecast period. The most significant risk to Google's dominance is regulatory action: the U.S. Department of Justice's antitrust case against Google specifically targets its search distribution agreements, including the estimated $20+ billion annual payment to Apple for default search status on Safari and iOS. If courts mandate changes to these agreements, Google's mobile search share — currently above 95% — could face meaningful erosion. The European Union's Digital Markets Act already imposes choice screen requirements that have modestly impacted Google's share in European markets. On the opportunity side, the expansion of AI search creates an entirely new category of monetisable interaction: AI-generated search sessions run approximately three times longer than traditional searches, creating more advertising inventory per session. The voice search market alone is projected to grow from approximately $11 billion in 2025 to over $40 billion by 2031 as smart speaker penetration deepens and automotive search becomes a mainstream use case. Visual search through tools like Google Lens is expected to become a significant e-commerce discovery channel, with approximately 70% of search queries projected to incorporate a visual component by 2028. The healthcare and life sciences vertical represents the fastest-growing segment for specialised search, with a 16.75% CAGR driven by clinical decision support systems and medical information retrieval platforms that operate outside the traditional web search paradigm.

Search Market Forecast 2031Global Search Engine Market — Key Projections to 2031 $475BMarket Size 2031 (proj.) 11%CAGR 2026–2031 85%Google Share 2031 (est.) $300BGoogle Search Rev 2031 (est.) 17%Subscription CAGR 20%AI Search Share 2031 (est.)

FAQ

Frequently Asked Questions — Online Search Market

The global search engine market is valued at approximately **$280 billion in 2026**, up from $245 billion in 2025. The market is projected to reach $475 billion by 2031 at a CAGR of approximately 11%.

Google holds approximately **90% of global search market share** across all devices. On mobile it exceeds 95%, on desktop approximately 82%. Google processes over 8.5 billion searches per day.

Google Search generated **$224.5 billion in FY2025**, accounting for 56% of Alphabet's total revenue. Q4 2025 alone generated $63 billion — a 17% year-over-year increase.

Microsoft Bing (4.3% share), Yandex (1.84%, dominant in Russia), Baidu (dominant in China), Yahoo (1.45%), and DuckDuckGo (0.89%) are the main competitors. AI platforms like ChatGPT and Perplexity are emerging alternatives.

AI is reshaping search significantly. ChatGPT processes **1 billion queries per day**. Bing's AI integration grew its ad revenue 21%. Google's AI Overviews appear in 87% of results. However, Google's share has declined only 2.6 points since 2022.

Data Sources & References

Primary: Alphabet Inc. — SEC Filings & Quarterly Earnings Reports 2024-2025

Primary: Microsoft Corporation — SEC Filings & Quarterly Earnings Reports FY2025

Supporting: StatCounter Global Stats 2026 · Mordor Intelligence Search Engine Market Report 2026 · Business Research Insights Market Analysis 2025 · SkyQuest Technology Search Engine Market Report 2025

All dollar figures are in USD unless otherwise stated. Market share data derived from web analytics referral tracking across 1.5M+ websites globally. Revenue data from company SEC filings and earnings releases. Market size estimates represent industry analyst consensus. Forecasts are projections subject to revision. Regional data subject to sampling methodology variations. Search Engine Market 2026Google Market ShareGoogle Search RevenueBing Market ShareAI Search StatisticsSearch Advertising RevenueGlobal Search Market SizeChatGPT vs GoogleSearch Engine StatisticsDigital Advertising 2026

STATISTICS REPORT

Yahoo by the Numbers: Revenue, Owners, Search and Security, 1996 to 2026

Updated Nov 4, 2026 · businesstats.com/yahoo

$7.21B PEAK REVENUE, 2008	**$5.17B** REVENUE, 2016	**$4.48B** VERIZON PRICE, 2017
$5B APOLLO DEAL, 2021	**1.18%** WORLD SEARCH SHARE, OCT 2026	**250M** US USERS, 2025 (NEARLY)

Quick Answer

Yahoo at a glance: a $7.21 billion peak, two sales and a smaller, private Yahoo

Quick answer: Yahoo! Inc. reported revenue of $7,208.5 million at its peak in 2008 and $5,169.1 million in 2016. Verizon bought the operating business for $4,475.8 million in June 2017, after cutting $350 million from the agreed price because of two data breaches, the larger of which hit every Yahoo account that existed in 2013. Funds managed by Apollo Global Management acquired 90 percent of the business for $5 billion in September 2021, with Verizon keeping 10 percent. In 2026 Yahoo is private, says it reaches nearly 250 million US users a month, and held 1.18 percent of worldwide search in October 2026 according to StatCounter.

Yahoo was one of the first big consumer internet companies. It listed on the stock market in April 1996 with 155 full-time employees, grew into a web portal with email, news, finance, sports and search, and by 2007 employed about 14,300 people. It then lost ground in search, handed its search technology to Microsoft in 2009, and in its final public years held large stakes in Alibaba Group and Yahoo Japan alongside its own websites.

This page tracks that history in numbers. The financial series ends in 2016 because Yahoo stopped publishing results when Verizon bought it. From 2017 the record comes from deal announcements, regulatory filings and Yahoo press releases. For the wider search market see our search engine usage statistics, and for the company that overtook Yahoo, our Google statistics and facts.

$7,208.5MRevenue, 2008The highest annual total Yahoo reported.$5,169.1MRevenue, 2016Last full year as a public operating company.$350MPrice cut by VerizonAfter the 2013 and 2014 breaches came to light.10%Verizon stake keptWhen Apollo funds took control in 2021. Ownership Timeline

From IPO to Apollo: the Yahoo ownership changes in dates

The company called Yahoo today is not the same legal entity that listed in 1996. The original Yahoo! Inc. sold its operating business to Verizon in 2017 and, keeping its Alibaba and Yahoo Japan shares, carried on as an investment company called Altaba. Verizon merged the Yahoo websites with AOL, and in 2021 sold that combined media unit to Apollo funds, which renamed it Yahoo. The table lists the main events, each confirmed in a filing or an official release.

DATE	EVENT	KEY FIGURE
April 1996	Yahoo! Inc. completes its initial public offering	155 full-time staff at end of 1996
29 July 2009	10-year search agreement: Microsoft Bing to power search on Yahoo sites	Yahoo keeps 88% of search revenue for five years
September 2014	Yahoo sells Alibaba ADSs in the Alibaba IPO	$10.32 billion pre-tax gain
July 2016	Verizon agrees to buy the Yahoo operating business	$4,825.8 million
2017	Purchase agreement amended after the security incidents	Price cut by $350 million
June 2017	Verizon completes the purchase; remaining company becomes Altaba	$4,475.8 million
September 2018	Altaba sells its entire Yahoo Japan holding	1,363,531,700 shares
1 September 2021	Apollo funds complete the purchase of Verizon Media, renamed Yahoo	$5 billion; Verizon keeps 10%
27 September 2021	Jim Lanzone, previously CEO of Tinder, becomes Yahoo CEO	Start date as announced
21 March 2025	TechCrunch sold to investment firm Regent	Terms not disclosed
2 January 2026	Bending Spoons completes the purchase of AOL from Yahoo	Terms not disclosed
27 January 2026	Yahoo launches Yahoo Scout, an AI answer engine	Nearly 250 million US users

Sources: Yahoo Forms 10-K for 1996 and 2016, Yahoo Form 8-K exhibits, the Q4 2014 results release, the SEC release of 24 April 2018, Altaba (10 September 2018), Apollo and Verizon (3 May and 1 September 2021), Yahoo releases (10 September 2021, 27 January 2026), TechCrunch (21 March 2025) and the Bending Spoons Form F-1 (2026).

Revenue 1996 to 2016

Yahoo revenue grew to $7.21 billion by 2008, then fell for six years

Yahoo revenue is one of the steepest rise and fall curves in the history of the web. The first annual report shows net revenues of $19.1 million in 1996. Revenue passed $1 billion in 2000, at $1,110.2 million, then dropped 35 percent to $717.4 million in 2001 as online advertising slumped. Revenue recovered to $953.1 million in 2002 and $1,625.1 million in 2003, then more than doubled to $3,574.5 million in 2004 and reached $5,257.7 million in 2005. Growth slowed after that, and 2008 was the high point at $7,208.5 million.

Yahoo Annual Revenue, 1996 to 2016 (US$ million)GAAP revenue for calendar years. 2016 was the last full year Yahoo reported as a public operating company.

Data:

1996 from the Form 10-K for 1996; 1997 to 2001 from the Form 10-K for 2001; 2002 to 2016 from the fourth quarter and full year results releases filed with the SEC on Form 8-K in January of the following year.

Note:

Values rounded to the nearest US$ 0.1 million. Compiled by BusinessStats.Switch to the table for exact figures.

Revenue peaked at $7.21 billion in 2008: it grew more than 370 fold from $19.1 million in 1996, then fell to $4.62 billion by 2014 before a small recovery to $5.17 billion in 2016.

Revenue then fell to $6,460.3 million in 2009, $6,324.7 million in 2010 and $4,984.2 million in 2011, two years into the Microsoft search agreement, and reached a low of $4,618.1 million in 2014, 36 percent below the peak (BusinessStats calculation). Revenue rose again to $4,968.3 million in 2015 and $5,169.1 million in 2016, but much of that rise went straight back out as traffic acquisition costs. Revenue ex-TAC, the measure Yahoo used to show what it kept after paying partners, fell from $4,090.8 million in 2015 to $3,518.3 million in 2016.

YEAR	REVENUE	CHANGE VS PRIOR YEAR	FILING
1996	19.1	not comparable	Form 10-K 1996
2000	1,110.2	+88%	Form 10-K 2001
2001	717.4	-35%	Form 10-K 2001
2004	3,574.5	+120%	Q4 2005 release
2006	6,425.7	+22%	Q4 2007 release
2008	7,208.5	+3%	Q4 2009 release
2010	6,324.7	-2%	Q4 2010 release
2012	4,986.6	0%	Q4 2012 release
2014	4,618.1	-1%	Q4 2014 release
2016	5,169.1	+4%	Q4 2016 release

1995 revenue of $1.4 million covered only the period from inception on 5 March 1995, so the 1996 growth rate is not shown. Changes are BusinessStats calculations from the reported totals, rounded to whole percent.

Mobile became a larger share of the business near the end. Yahoo reported mobile revenue of $1,047.5 million in 2015 and $1,493.5 million in 2016, which works out to 29 percent of total revenue in 2016 (BusinessStats calculation). To compare Yahoo with the companies that now lead online advertising, see our Alphabet annual revenue series and the revenue of the largest internet companies.

Profit and Alibaba

Yahoo profit peaked at $7.52 billion in 2014, mostly from Alibaba

Yahoo net income followed revenue only loosely. The company lost money in 1996, 1997 and 1998, earned $70.8 million in 2000 and lost $92.8 million in 2001. Profit then climbed to $1,896.2 million in 2005 before settling between $419 million and $1.23 billion a year from 2006 to 2011.

Yahoo Net Income or Loss, 1996 to 2016 (US$ million)GAAP net income attributable to Yahoo. Negative values are net losses.

Data:

Same filings as the revenue chart.

Note:

2012 includes a pre-tax gain of $4.60 billion on the sale of Alibaba Group shares and 2014 a pre-tax gain of $10.32 billion on the sale of Alibaba ADSs in the Alibaba IPO, both as stated in the Yahoo results releases. Compiled by BusinessStats.Switch to the table for exact figures.

The biggest profits came from Alibaba, not from ads: net income of $3.95 billion in 2012 and $7.52 billion in 2014 rested on share sales, while 2015 closed with a $4.36 billion loss.

The two largest profits had little to do with the websites. In 2012 Yahoo recorded a pre-tax gain of $4,603.3 million on selling Alibaba Group shares, and net income reached $3,945.5 million. In 2014 it sold Alibaba ADSs in the Alibaba IPO for net proceeds of $9,405.0 million and a pre-tax gain of $10,319.4 million, and net income hit $7,521.7 million. A year later the trend reversed: 2015 ended with a net loss of $4,359.1 million, and 2016 with a loss of $214.3 million.

Yahoo profit and loss, at a glance

- **Loss years:** 1996 to 1998, 2001, 2015 and 2016.
- **Best operating era:** 2004 to 2011, with net income between $419 million and $1.9 billion every year.
- **Alibaba gains:** $4.60 billion pre-tax in 2012 and $10.32 billion pre-tax in 2014.
- **Largest loss:** $4,359.1 million in 2015.

Employees

Yahoo staff grew from 155 to about 14,300, then fell to 8,500

The Employees section of each annual report shows how the company grew and shrank. Yahoo had 155 full-time employees at the end of 1996 and about 3,000 at the end of 2001. The workforce peaked at about 14,300 at the end of 2007, held between 13,600 and 14,100 until 2011, and fell to about 11,700 in 2012.

Yahoo Full-Time Employees at Year End, 1996 to 2016Headcount as stated in each annual report. 2013 and 2014 include fixed term contractors.

Data:

Yahoo! Inc. Forms 10-K for 1996, 2001 and 2007 to 2016.

Note:

Yahoo gave approximate figures (for example approximately 14,300). The 2013 and 2014 counts include fixed term contractors; the 2016 report also listed about 600 contractors separately. Compiled by BusinessStats.Switch to the table for exact figures.

Peak headcount came in 2007: about 14,300 full-time staff, against 155 in 1996 and about 8,500 at the end of 2016.

Headcount rose again to about 12,200 in 2013 and 12,500 in 2014, though those two reports counted fixed term contractors together with full-time staff. It dropped to about 10,400 at the end of 2015 and about 8,500 at the end of 2016, plus about 600 contractors, as Yahoo cut costs ahead of the Verizon sale. Yahoo has not published a headcount since becoming private.

Search Share

Yahoo search holds 1.18 percent worldwide and 2.64 percent in the US

Yahoo stopped running its own search engine after its 29 July 2009 agreement with Microsoft. Under the 10-year deal Bing became the exclusive algorithmic and paid search platform for Yahoo sites, Microsoft licensed Yahoo core search technology, and Microsoft paid Yahoo 88 percent of the search revenue from Yahoo owned sites for the first five years. Yahoo kept the search box, the brand and the advertiser sales relationship for premium search customers.

Yahoo! Share of Search by Market, 2026 (%)Share of search referrals tracked by StatCounter, all platforms. Latest month published for each market.

Data:

StatCounter Global Stats, search engine market share, desktop, mobile and tablet combined.

Note:

In Japan the Yahoo! search brand belongs to LY Corporation, a separate company from Yahoo Inc. of the United States. StatCounter measures page view referrals from search engines, not the number of searches. Compiled by BusinessStats.Switch to the table for exact figures.

Yahoo search is strongest in Japan: 6.56 percent in October 2026, against 2.64 percent in the United States and 1.18 percent worldwide.

StatCounter measures the share of page views referred by each search engine. For all platforms it put Yahoo! at 1.18 percent worldwide in October 2026, behind Google at 91.05 percent and Bing at 4.80

percent, and just ahead of Yandex at 1.14 percent. In the United States the latest month published at the time of writing, September 2026, showed Yahoo! at 2.64 percent, third behind Google (85.19 percent) and Bing (9.89 percent). Japan is the market where the Yahoo! name has the largest share, 6.56 percent in October 2026, but that search service belongs to LY Corporation, not to Yahoo Inc.

MARKET	MONTH	YAHOO! SHARE	YAHOO! RANK	LEADER
Worldwide	October 2026	1.18%	3rd	Google 91.05%
United States	September 2026	2.64%	3rd	Google 85.19%
Japan	October 2026	6.56%	3rd	Google 59.34%

StatCounter Global Stats, search engine market share, desktop, mobile and tablet combined. In Japan StatCounter showed Yahoo! at 7.61 percent in September 2026, so monthly values move by a point or more.

On 27 January 2026 Yahoo launched Yahoo Scout, an AI answer engine that gives written answers alongside search results. In its NewFront release of 24 March 2026 Yahoo described search on its network as running to billions of searches a month but gave no exact count. For how these shares compare with every other engine over time, our search engine usage report covers the full market.

The Verizon Sale

Verizon paid $4.48 billion, $350 million less than first agreed

Verizon agreed in July 2016 to buy the Yahoo operating business, meaning the websites, apps, advertising technology and staff, but not the Alibaba and Yahoo Japan stakes. According to the Yahoo annual report for 2016, the agreed consideration was $4,825.8 million. Two months later Yahoo disclosed the first of two large data breaches, and a 2017 amendment reduced the price by $350 million to $4,475.8 million, a cut of 7.3 percent (BusinessStats calculation).

What Buyers Paid for the Yahoo Operating Business (US$ billion)Verizon bought the Yahoo operating business in 2017; Apollo funds bought Verizon Media, including Yahoo and AOL, in 2021.

Data:

Yahoo! Inc. Form 10-K for 2016: consideration of $4,825.8 million cut by $350 million to $4,475.8 million under the 2017 amendment; Apollo and Verizon release of 3 May 2021.

Note:

The 2021 price covers Verizon Media as a whole, including AOL, so it is not a like for like value of Yahoo alone. Compiled by BusinessStats.Switch to the table for exact figures.

The breaches cost $350 million: Verizon cut its price from $4.83 billion to $4.48 billion after the security incidents came to light.

Verizon completed the purchase in June 2017 and combined Yahoo with its AOL business in a new unit called Oath. The Yahoo shell that remained was renamed Altaba Inc., held the Alibaba and Yahoo Japan shares, and in September 2018 sold its entire Yahoo Japan holding of 1,363,531,700 shares. The price Verizon paid for the operating business compares with $5,169.1 million of revenue in 2016, less than one year of sales. For how internet company values have moved since, see our ranking of the market value of the largest internet companies.

Data Breaches

Two breaches, all three billion accounts and a $35 million SEC penalty

On 22 September 2016 Yahoo said that information tied to at least 500 million user accounts had been stolen from its network in late 2014 by what it believed was a state-sponsored actor. On 14 December 2016 it disclosed a separate theft from August 2013 covering more than one billion accounts. On 3 October 2017, after the Verizon purchase, Yahoo said new information showed that all accounts existing in 2013, approximately three billion, had been affected.

Yahoo Data Breaches: User Accounts Affected, as Disclosed (billion)Lower bounds as stated: at least 500 million, more than one billion, then all of about three billion accounts.

Data:

Yahoo release of 22 September 2016 (at least 500 million accounts, late 2014); Yahoo release of 14 December 2016 (more than one billion accounts, August 2013); Yahoo and Oath notice filed by Verizon on 3 October 2017 (all accounts existing in 2013, approximately three billion).

Note:

The bars show the stated thresholds. Compiled by BusinessStats.Switch to the table for exact figures.

The 2013 breach grew threefold after the sale: first put at more than one billion accounts, it was restated in October 2017 to cover every account that existed in 2013.

What was taken, according to Yahoo and the SEC

- **2014 theft:** names, email addresses, telephone numbers, dates of birth and hashed passwords, plus security questions and answers according to the SEC.
- **2013 theft:** the same kinds of data, with passwords hashed using MD5. Yahoo said the data did not include clear text passwords, payment card data or bank account information.
- **SEC finding:** Yahoo security staff learned of the December 2014 intrusion within days, yet the company did not disclose it for more than two years.
- **Penalty:** on 24 April 2018 Altaba, formerly Yahoo, agreed to pay $35 million to settle SEC charges, without admitting or denying the findings.

The SEC noted that the Yahoo quarterly and annual reports in the two years after the 2014 intrusion described only the risk of breaches, not the breach itself. The direct financial cost visible in public documents is the $350 million price cut plus the $35 million penalty, or $385 million in total (BusinessStats calculation).

The Apollo Era

Apollo bought 90 percent of Yahoo for $5 billion in 2021

On 3 May 2021 Verizon and Apollo Global Management announced that funds managed by Apollo affiliates would buy Verizon Media, the unit that held Yahoo and AOL, for $5 billion. Verizon received $4.25 billion in cash and $750 million in non-convertible preferred interests and kept a 10 percent stake. At the time the companies said the business had nearly 900 million monthly active users worldwide. The deal closed on 1 September 2021, and the company took the name Yahoo.

How the $5 Billion Apollo Purchase of Yahoo Was Paid, 2021 (US$ billion)Apollo funds bought Verizon Media, renamed Yahoo at closing. Verizon kept a 10 percent stake.

Data:

Joint release by Apollo and Verizon, 3 May 2021, and Apollo release of 1 September 2021 confirming completion.

Note:

Verizon received $4.25 billion in cash and $750 million in non-convertible preferred interests and retained 10 percent of the company. Compiled by BusinessStats.Switch to the table for exact figures.

85 percent of the price was cash: $4.25 billion of the $5 billion total, with the other $750 million in preferred interests.

Jim Lanzone, the former chief executive of Tinder, started as Yahoo CEO on 27 September 2021. Under Apollo the company has narrowed its portfolio. It sold TechCrunch to the investment firm Regent on 21 March 2025, keeping a small interest, with terms not disclosed. On 29 October 2025 the Italian software group Bending Spoons agreed to buy AOL, which it described as one of the ten most used email providers in the world with about 8 million daily and 30 million monthly active users. Bending Spoons completed that purchase on 2 January 2026, according to its own SEC prospectus. Neither side disclosed the price.

Yahoo portfolio changes since 2021

- **September 2021:** Apollo funds take 90 percent of Yahoo, including AOL and TechCrunch; Verizon keeps 10 percent.
- **August 2023:** Yahoo buys the investor community Commonstock for Yahoo Finance.
- **March 2025:** TechCrunch sold to Regent; Yahoo keeps a small interest.
- **January 2026:** AOL passes to Bending Spoons, and Yahoo launches Yahoo Scout.

Yahoo Inc. does not publish financial statements, so there is no audited revenue figure for the Apollo years, and this page does not estimate one. For how private equity ownership compares with listed technology giants, see the big tech revenue comparison.

Audience

Yahoo reaches nearly 250 million US users a month

Yahoo now reports its audience through Comscore data in its press releases. In the release launching Yahoo Scout on 27 January 2026 it said Yahoo has nearly 250 million users in the United States and reaches 90 percent of US internet users each month, both as averages for January to December 2025. The same release cited 500 million user profiles and 18 trillion consumer events a year, from Yahoo internal data.

Yahoo US Audience by Property, Comscore Averages (million monthly users)Yahoo total: nearly 250 million, average January to December 2025. Sports and Finance: average March 2025 to February 2026.

Data:

Yahoo release Introducing Yahoo Scout (27 January 2026) and Yahoo Media Group sports business hub release (30 April 2026), both citing Comscore Media Metrix Multi-Platform, TDP Total Unique Visitors inclusive of Social Incremental, US.

Note:

Yahoo states nearly 250 million and over 100 million; the bars show those stated levels. The Sports figure covers the combined Yahoo Sports and NBC Sports network. Compiled by BusinessStats.Switch to the table for exact figures.

Sports and Finance each reach over 100 million Americans a month: inside a Yahoo total of nearly 250 million US users in 2025.

A release of 30 April 2026 broke the US audience down further. The Yahoo Sports Network, which combines Yahoo Sports with NBC Sports, averaged 113 million monthly unique visitors, and the Yahoo Finance Network had over 100 million average visitors a month, both for March 2025 to February 2026. The newest worldwide figure Yahoo has put its name to is the nearly 900 million monthly active users cited in the 2021 Apollo announcement, which also included AOL. For comparison with the biggest consumer platforms, see our list of social networks ranked by number of users.

FIGURE	VALUE AS STATED	PERIOD	SOURCE CITED
US users, all Yahoo	Nearly 250 million	Jan to Dec 2025 average	Comscore Media Metrix
Reach of US internet users	90%	Jan to Dec 2025 average	Comscore Media Metrix
Yahoo Sports Network, US	113 million	Mar 2025 to Feb 2026 average	Comscore Media Metrix
Yahoo Finance Network, US	Over 100 million	Mar 2025 to Feb 2026 average	Comscore Media Metrix
Yahoo Mail, US	One in three Americans monthly	April 2024	Comscore Media Metrix
Monthly active users, worldwide	Nearly 900 million	May 2021, incl. AOL	Apollo and Verizon release

BusinessStats lists only audience figures that Yahoo or its owners state in official releases. Third party traffic estimates are not used on this page.

Finance and Mail

Yahoo Finance and Yahoo Mail: what Yahoo says about its two biggest services

Four of the nine most recent releases on the Yahoo press page in October 2026 were about Yahoo Finance. Yahoo calls it the number one finance destination, and its advertising site cites Comscore data showing it as the top US business and finance news site with 93 million monthly unique US visitors in July 2022. When Yahoo bought Commonstock in August 2023 it said Yahoo Finance had over 150 million global monthly users.

The latest US figure, over 100 million average monthly visitors for the Yahoo Finance Network from March 2025 to February 2026, puts it in the same range. In 2026 Yahoo has added a real estate news hub (15 September), a lineup of live daily shows (21 September) and a returning Yahoo Finance Invest event on 12 November 2026. Wider context on the sector Yahoo Finance covers is in our finance and insurance statistics hub.

Yahoo Mail remains one of the core Yahoo products. In a June 2024 release announcing a redesigned inbox, Yahoo said one in three Americans use Yahoo Mail every month (Comscore, April 2024) and that users check their inbox two to six times a day on average (Yahoo internal data, April 2024). Yahoo has not published a worldwide count of Yahoo Mail accounts in its recent releases, so this page does not give one. The 2013 breach shows the scale the service once had: around three billion accounts existed in 2013 across Yahoo services.

Yahoo Japan

Yahoo Japan is a separate company owned by LY Corporation

The Yahoo! brand in Japan is run by LY Corporation, not by Yahoo Inc. LY Corporation began operating on 1 October 2023 after a group reorganization of Z Holdings, LINE Corporation, Yahoo Japan Corporation, Z Entertainment and Z Data. The original Yahoo! Inc. owned a large minority stake in Yahoo Japan for two decades, but its successor Altaba sold all 1,363,531,700 of those shares in September 2018 and said it would hold no Yahoo Japan shares afterward.

That split matters when reading search data. The 6.56 percent StatCounter share for Yahoo! in Japan in October 2026 belongs to LY Corporation, so it says nothing about the US company. Readers comparing internet groups across markets can find more in our internet topic overview.

Methodology

Methodology and data notes

Revenue and net income for 1996 come from the Yahoo Form 10-K for 1996 and for 1997 to 2001 from the Form 10-K for 2001. Values for 2002 to 2016 come from the fourth quarter and full year results releases Yahoo filed with the SEC on Form 8-K each January, using the most recent release that reported each year. Headcount comes from the Employees section of the Forms 10-K. Deal terms come from the Yahoo 2016 Form 10-K and from releases by Apollo, Verizon, Altaba, TechCrunch and Bending Spoons. Breach facts come from Yahoo and Verizon Form 8-K exhibits and the SEC.

How to read these numbers

- **Restatements:** the 2001 Form 10-K shows 1999 revenue of $591.8 million and 1998 revenue of $245.1 million, which may differ from first reported totals. This page uses the later figures.
- **Approximate headcounts:** Yahoo gave employee numbers as approximate values. 2013 and 2014 include fixed term contractors.
- **Audience:** figures are shown only as Yahoo states them, with the Comscore period cited. Thresholds such as nearly 250 million are not converted into exact numbers.
- **Search share:** StatCounter counts referrals from search engines, not searches. The US figure is September 2026, the latest US month available at the time of writing.

This page replaces an earlier version that used estimates from web traffic tools and secondary sites. Removed or corrected claims include 1 billion Yahoo users (Yahoo and Apollo last cited nearly 900 million worldwide in 2021), 225 million Yahoo Mail users (not stated by Yahoo), a 700 million monthly visitor count and 3.5 billion monthly page views (third party estimates), a search share of about 1.3 percent (StatCounter showed 1.18 percent in October 2026), a $4.8 billion Verizon price (the price paid was $4,475.8 million) and TechCrunch as a current Yahoo property (sold in March 2025). Forecasts to 2028 were removed because Yahoo publishes none. More technology company data is in our technology and telecommunications topic overview.

Key Facts

Yahoo in eight numbers

$7.21BPeak revenueCalendar 2008, GAAP.$7.52BPeak net income2014, lifted by the Alibaba IPO.14,300Peak staffApproximate, end of 2007.$4.48BVerizon pricePaid in June 2017.3BAccounts hit in 2013All accounts existing in 2013.$35MSEC penaltySettled 24 April 2018.$5BApollo deal valueClosed 1 September 2021.1.18%World search shareStatCounter, October 2026. FAQ

Questions about Yahoo statistics

Yahoo revenue peaked at $7,208.5 million in 2008, according to its results release for the fourth quarter of 2009. Revenue had grown from $19.1 million in 1996 and fell to $4,618.1 million by 2014 before recovering to $5,169.1 million in 2016.

Funds managed by affiliates of Apollo Global Management own Yahoo. They completed the purchase of Verizon Media, renamed Yahoo, on 1 September 2021 for $5 billion, and Verizon kept a 10 percent stake at closing.

Verizon paid $4,475.8 million for the Yahoo operating business and completed the purchase in June 2017. The price agreed in July 2016 was $4,825.8 million, cut by $350 million after Yahoo disclosed its 2013 and 2014 data breaches.

StatCounter put Yahoo! at 1.18 percent of search worldwide in October 2026, all platforms. Its share was 2.64 percent in the United States in September 2026 and 6.56 percent in Japan in October 2026, where the Yahoo! search brand belongs to LY Corporation.

Yahoo says it has nearly 250 million users in the United States and reaches 90 percent of US internet users each month, citing Comscore averages for January to December 2025. Its most recent worldwide figure is nearly 900 million monthly active users, stated by Apollo and Verizon in May 2021 including AOL.

Yahoo said in September 2016 that data from at least 500 million accounts was stolen in late 2014. In December 2016 it disclosed an August 2013 theft from more than one billion accounts, and in October 2017 it said all accounts existing in 2013, approximately three billion, were affected.

On 24 April 2018 Altaba, formerly Yahoo, agreed to pay a $35 million penalty to settle SEC charges that it misled investors by not disclosing the December 2014 breach for more than two years.

No. Yahoo Japan is part of LY Corporation, which began operating on 1 October 2023. Altaba, the former Yahoo! Inc., sold its entire holding of 1,363,531,700 Yahoo Japan shares in September 2018.

No. Yahoo sold TechCrunch to the investment firm Regent on 21 March 2025 and kept a small interest. Bending Spoons agreed to buy AOL on 29 October 2025 and completed the purchase on 2 January 2026. Neither price was disclosed.

Sources

Yahoo! Inc., Form 10-K for 2016: Employees, Verizon consideration of $4,825.8 million and the $350 million amendment. Earlier Forms 10-K used for revenue and headcount: 1996, 2001, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015.

Yahoo! Inc., Form 8-K, 23 January 2017: Yahoo Reports Fourth Quarter and Full Year 2016 Results (2015 and 2016 revenue, revenue ex-TAC, mobile revenue, net loss). Earlier results releases: Q4 2003, Q4 2005, Q4 2007, Q4 2009, Q4 2010, Q4 2012, Q4 2014.

Yahoo! Inc., Form 8-K exhibit: Yahoo and Microsoft search agreement, 29 July 2009.

Yahoo! Inc., Form 8-K exhibit: An Important Message to Yahoo Users on Security, 22 September 2016 (late 2014 theft, at least 500 million accounts).

Yahoo! Inc., Form 8-K exhibit: Important Security Information for Yahoo Users, 14 December 2016 (August 2013 theft, more than one billion accounts).

Verizon Communications, Form 8-K exhibit: Yahoo provides notice to additional users affected by previously disclosed 2013 data theft, 3 October 2017.

US Securities and Exchange Commission: Altaba, Formerly Known as Yahoo!, Charged With Failing to Disclose Massive Cybersecurity Breach; Agrees To Pay $35 Million, 24 April 2018.

Altaba Inc.: Sale of Yahoo Japan shares, 10 September 2018.

Apollo Global Management and Verizon: Verizon Media to be Acquired by Apollo Funds, 3 May 2021.

Apollo Global Management: Apollo Funds Complete Acquisition of Yahoo, 1 September 2021.

Yahoo Inc.: Jim Lanzone to Join Yahoo as Chief Executive Officer, 10 September 2021.

LY Corporation: Group reorganization completed and LY Corporation launched, 1 October 2023.

TechCrunch: TechCrunch has personal news, 21 March 2025 (sale to Regent).

Bending Spoons: Bending Spoons to acquire AOL following $2.8B debt financing, 29 October 2025.

Bending Spoons S.p.A., Form F-1: Registration statement, 2026 (AOL acquired on 2 January 2026).

Yahoo Inc.: Introducing Yahoo Scout, 27 January 2026 (US users and reach, Comscore 2025 average).

Yahoo Inc.: Sports business hub release, 30 April 2026 (Yahoo Sports and Yahoo Finance US audience, Comscore).

Yahoo Inc.: Yahoo Mail redesign release, 11 June 2024 (one in three Americans monthly, Comscore April 2024).

Yahoo Advertising: Yahoo Finance brand page (93 million US monthly unique visitors, Comscore July 2022). Also Commonstock release, 23 August 2023, and the Yahoo press page.

StatCounter Global Stats: Search engine market share, all platforms: United States and Japan, September and October 2026.

Revenue, net income and headcount are as reported by Yahoo! Inc. in SEC filings, in US dollars. Audience figures are as stated by Yahoo with the Comscore period it cites. Search shares are StatCounter monthly values for all platforms. Growth rates, shares of revenue and the combined cost of the breaches are BusinessStats calculations. Related reading

- Google statistics and facts
- Search engine usage statistics
- Alphabet annual revenue
- Revenue of internet companies
- Apple and Google revenue compared
- Main revenue sources of tech companies
- Facebook statistics
- Advertising and marketing statistics

HOW TO CITE THIS BOOK

Business Stats (2026). Online Search: statistics and facts. Retrieved Nov 22, 2026, https://businesstats.com/online-search-topic-overview/

Methodology

Every figure comes from a Business Stats report that names its primary source: statistics offices, central banks, company filings and original surveys. Estimates and projections are labelled as such.

Free to reuse under CC BY 4.0 with credit to Business Stats. Business Stats takes great care over accuracy but cannot guarantee it; check the linked original sources before making decisions.

Read online: https://businesstats.com/online-search-topic-overview/