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STATISTICS DOSSIER

Online Search: statistics and facts

8 reports · 2 sections · Edition November 2026

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

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ABOUT THIS DOSSIER

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.

KEY FIGURES AT A GLANCE

FIGURE	WHAT IT MEASURES	REPORT
5T+	Google Searches a Year	Who Is the Most Searched Person on Google? What Google Publishes vs What the Internet Claims
70.3B	google.com Visits, Oct 2026	Which Websites Get the Most Visits? The Top 20 Measured Against What Companies Report
91.1%	Google Global Share	Google Alternatives in 2026: Who Holds the Other 8.9%?
$416B	Apple 2025	Apple vs Google vs Microsoft: Who Makes the Most Money?
$402.84B	Revenue 2025	How Much Revenue Does Alphabet Make? Google Parent Results by Year, 2011 to Q3 2026
$402.8B	Revenue, 2025	Google and Alphabet by the Numbers Revenue, Profit, Users and Cash From the Company Itself

$280B	Global Market Size 2026	$280B Market — Online Search Market Statistics 2026
$7.21B	Peak Revenue, 2008	Yahoo by the Numbers: Revenue, Owners, Search and Security, 1996 to 2026

CONTENTS

1. Google

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

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

1.3 Apple vs Google vs Microsoft: Who Makes the Most Money?

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

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

2. More statistics

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

2.2 $280B Market — Online Search Market Statistics 2026

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

01

Google

5 reports

1.1

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

Updated Nov 22, 2026

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

Google named d4vd, Kendrick Lamar and Jimmy Kimmel top trending people of 2025. Why Google, with 5 trillion searches a year, never names a most searched.

PRIMARY SOURCES: Google Trends · Google Trends · Google Trends · Google Trends

Full report with charts and data: businesstats.com/most-searched-on-google

1.2

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

Updated Sep 25, 2026

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

Bing, Yahoo, Yandex, DuckDuckGo and Baidu share 8.9% of global search. See August 2026 market share, country leaders, search revenue and AI engine data.

Full report with charts and data: businesstats.com/search-engines-alternatives-to-google

1.3

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

Updated Jun 19, 2026

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

In 2008 Microsoft crushed both. By 2025 Apple leads at $416B, Google's right behind at $403B - and in 2026 Google could take the crown. See the full race.

Full report with charts and data: businesstats.com/comparison-of-apple-and-google-revenues

1.4

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

Updated Nov 3, 2026

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

Alphabet revenue was $402.84B in 2025 (+15.1%) and $357.27B in Jan-Sep 2026 (+23.6%), with Google Cloud up 103% in Q3. Every year since 2011 from 10-Ks.

PRIMARY SOURCES: Alphabet Inc. · Alphabet investor relations site · Alphabet Inc. · Alphabet Inc.

Full report with charts and data: businesstats.com/alphabet-global-annual-revenue

1.5

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

Updated Nov 7, 2026

$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

Alphabet made $127.6B in Q3 2026 as Cloud grew 103% and its backlog hit $561B. Gemini passed 1B users, capex hit $132B in 9 months and staff 204,757.

PRIMARY SOURCES: Alphabet, Q3 2026 earnings release · Form 8-K exhibit 99.1 · Alphabet, Form 10-Q for Q3 2026 · Alphabet, Q3 2026 earnings call transcript

Full report with charts and data: businesstats.com/google

02

More statistics

3 reports

2.1

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

Updated Nov 17, 2026

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

Google drew 70.3B visits and YouTube 53.3B in October 2026, with ChatGPT 5th. Top 20 and US lists, checked against Cloudflare DNS and company user data.

PRIMARY SOURCES: Similarweb · Similarweb · Similarweb · Semrush

Full report with charts and data: businesstats.com/most-visited-websites

2.2

$280B Market — Online Search Market Statistics 2026

Updated May 4, 2026

$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

Online search market 2026: worth $280B, Google holds 90% share. 8.5B+ daily searches, Bing at 4.3%. AI search rising. Revenue, market share & forecasts.

Full report with charts and data: businesstats.com/search-engine-usage

2.3

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

Updated Nov 4, 2026

$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)

Yahoo revenue peaked at $7.21B in 2008. Verizon paid $4.48B in 2017 and Apollo $5B in 2021. Search share: 1.18% in Oct 2026; nearly 250M US users.

Full report with charts and data: businesstats.com/yahoo

HOW TO CITE THIS DOSSIER

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Methodology

Every figure in this dossier comes from a Business Stats report that names its primary source: statistics offices, central banks, company filings and original surveys. The reports are updated continuously; this PDF shows them as of Nov 22, 2026.

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