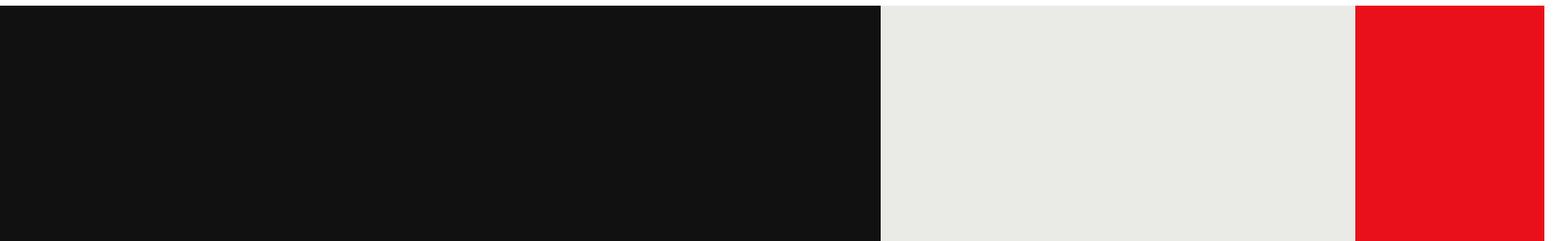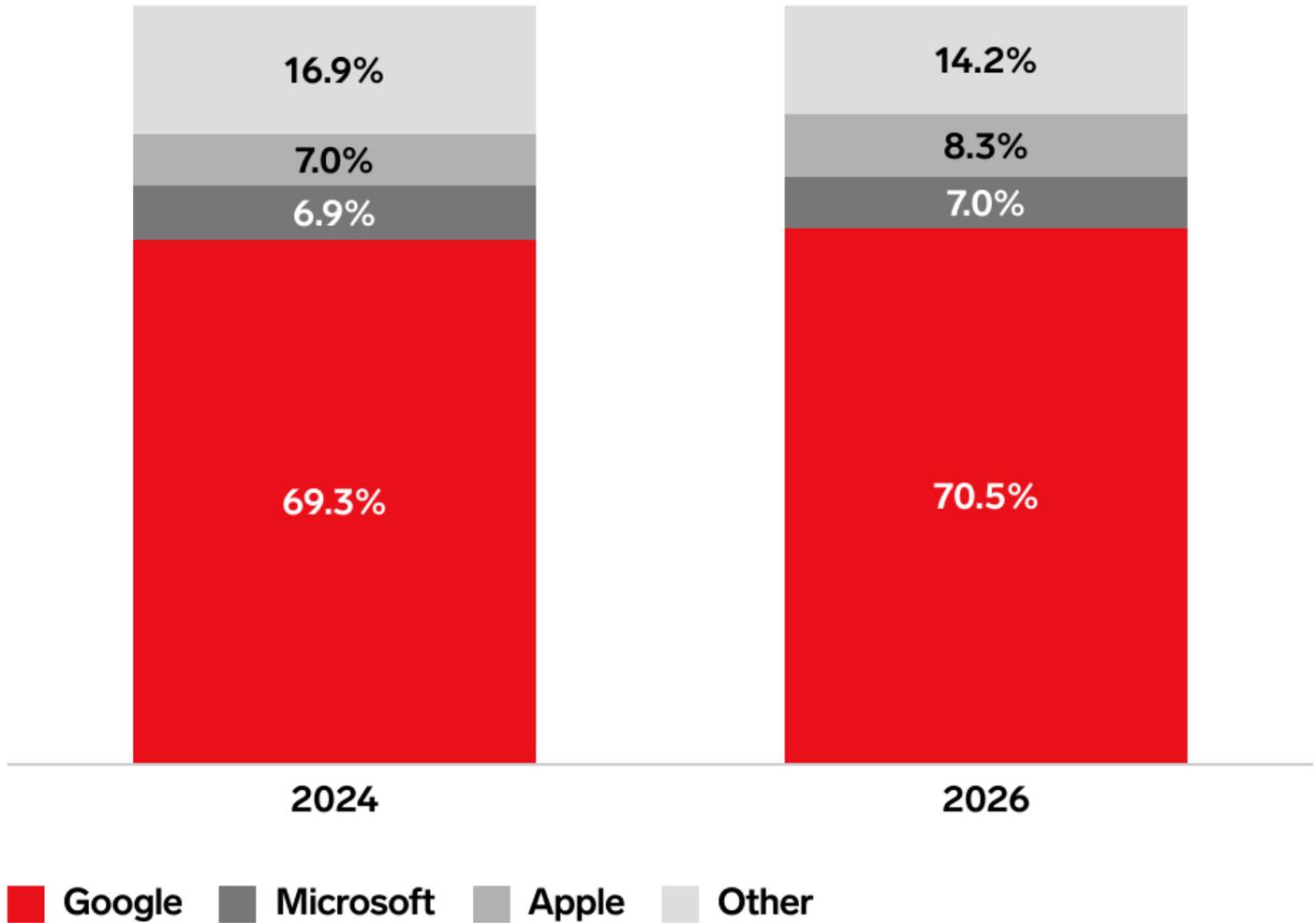# Google will remain the top destination for ad spend in the generative AI era

Article

Google Will Remain the Top Destination for Search Ad Spending in the Generative AI Era

% of US traditional search ad spending, by company, 2024 & 2026

2024
- Other: 16.9%
- Apple: 7.0%
- Microsoft: 6.9%
- Google: 69.3%

2026
- Other: 14.2%
- Apple: 8.3%
- Microsoft: 7.0%
- Google: 70.5%

Legend: ■ Google ■ Microsoft ■ Apple ■ Other

Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices for all formats mentioned; includes contextual text links, paid inclusion, paid listings, and SEO; Google includes YouTube advertising revenues; numbers may not add up to 100% due to rounding
Source: EMARKETER Forecast, March 2024

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Key stat: 70.5% of US traditional search ad spend will go to Google in 2026, according to our March 2024 forecast.

Beyond the chart:

- Traditional search continues to be dominated by Google. This year, Google's search ad revenues will reach $62.87 billion, per our forecast. By 2026, its search ad business will be more than 10 times the size of Microsoft's.

- Some 71% of adults worldwide think generative AI will have a very or somewhat large impact on search engine companies, per data from YouGov and Reuters Institute for the Study of Journalism at the University of Oxford.

- Google's AI Overviews and the Meta AI Chatbot—now embedded on Meta platform search bars—are easing users into adopting generative AI search. Some 61% of Gen Zers are using AI tools instead of search engines, according to December 2023 data from Vox Media and The Circus.

Use this chart:

- Showcase how Google is strengthening its search dominance.

- Determine where to spend search ad budget.

- Illustrate how generative AI may impact the future of traditional search.

More like this:

- AI is transforming organic search

- Traditional search will draw the largest amount of US ad dollars in 2024

- GenAI necessitates a holistic strategy across paid and organic search tactics

- People think social media, search companies most impacted by generative AI