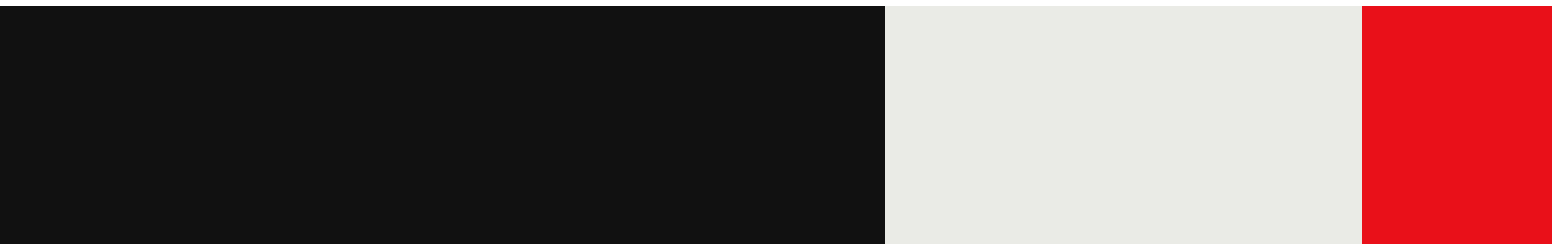


Google's sway over search continues

Article



Google Still Dominates US Search Referral Traffic

% of US search referral traffic, by search engine,
Feb 2025



Note: includes console, desktop, mobile, and tablet
Source: StatCounter, "Search Engine Market Share in United States Of America," March 6, 2025

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Key stat: **Google** still dominates search in the US with 87.3% of the total referral traffic, according to February data from StatCounter.

Beyond the chart:

- US search ad spending will grow 12.2% this year to reach \$144.1 billion, according to our November 2024 forecast.
- Only 20% of US consumers desire a greater use of AI-driven search engines, per a February report from adMarketplace.

Use this chart: Even though the search engine landscape is seeing more competition as of late, this chart can help [marketers](#) understand that Google's reign is far from over. Additionally, if marketers are looking to diversify their search engine strategy, this chart identifies emergent platforms.

Related EMARKETER reports:

- [Data Drop: 5 Charts on the State of GenAI Search](#) (EMARKETER subscription required)
- [Gen Z Social Search Habits](#) (EMARKETER subscription required)