

# Google collects more than half of all US search ad revenue

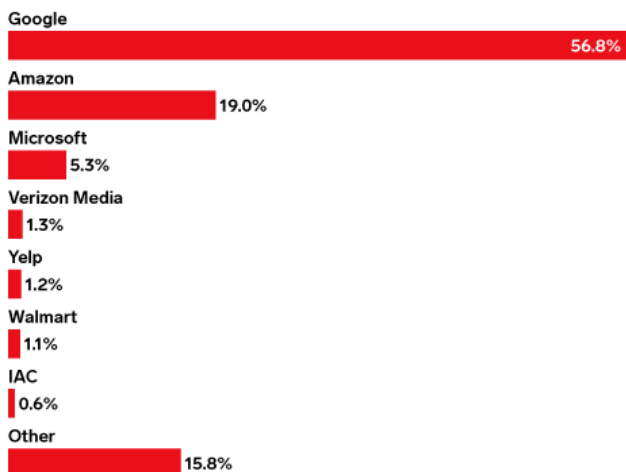
Article

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**Google** will account for a massive **56.8%** share of all US search ad revenue in 2021. **Amazon** will collect a comparatively low **19%**, but the brand's digital ad revenue share has been steadily **growing** as it searches to disrupt Google's dominance.

## US Search Ad Revenue Share, by Company, 2021

% of search ad spending



*Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; includes contextual text links, paid inclusion, paid listings (paid search), and SEO*

*Source: eMarketer, March 2021*

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