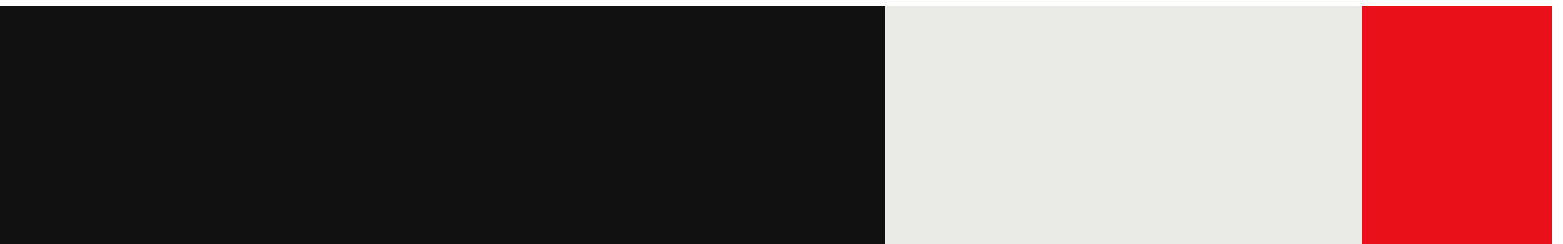


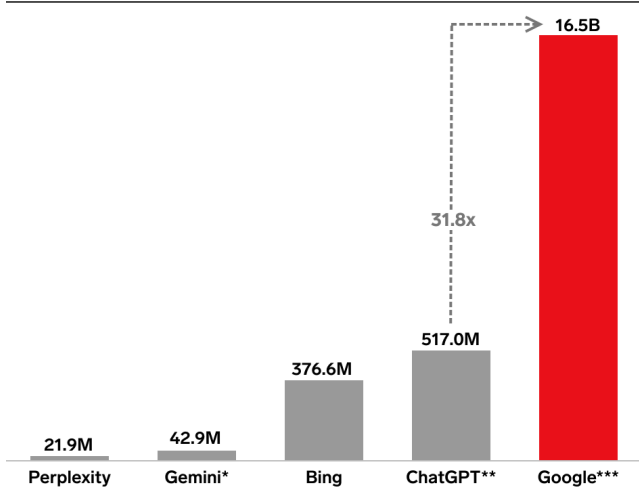
Google reigns in generative AI search

Article



Google Drew Over 30 Times More Visitors Than the Next Biggest GenAI Search Destination

US desktop and mobile web visits, by platform,
Dec 2024



Note: *gemini.google.com; **chatgpt.com, previously chat.openai.com; ***google.com
Source: Similarweb, Jan 3, 2025

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Key stat: In December 2024, Google.com dominated generated AI (genAI) search with 16.5 billion visitors, while runner-up ChatGPT had just 517 million, according to Similarweb.

Beyond the chart:

- Google added AI Overviews to many of its [basic search results last spring](#), catapulting it to lead the pack of genAI newcomers given its existing search dominance.
- 87% of US respondents said they search on Google at least a moderate amount, per September 2023 data from American Economic Liberties Project and Fight Corporate Monopolies.

Use this chart: Marketers can use this chart to plot where most consumers are finding genAI results and to back up pursuing ads within Google's AI Overviews given its vast lead in the genAI search market.

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