

# 2025 will sculpt the future of Google and search advertising

Article

**The news:** Digital ad leader **Google** faced a difficult 2024 as its business came under attack on multiple fronts in various countries as regulators attempted to chip away at its market dominance and restrict its data collecting capabilities.

- Perhaps the most potent threat to Google's market lead is an August ruling from a US Justice Department lawsuit, which found that the company operates [an illegal search monopoly](#). In a second trial, the DOJ suggested that Google should sell **Google Chrome**, the largest web browser in the world by market share, which could significantly reduce its advertising capabilities.
- And that's just in the US. In Europe, Google faces fines and investigations for [targeting ads to minors](#). UK regulators forced the company to [back off its planned 2024 launch](#) for the post-cookie solution **Privacy Sandbox**. Several countries in Asia, including South Korea and Japan, also introduced measures to reduce Google and others' ability to stop competitors from breaking into markets.

With so many existential threats facing Google's business, what are the likely outcomes of antitrust rulings and how could it alter the digital ad landscape?

**Uneasy options:** Though a ruling has yet to come down in the second DOJ suit, the August monopoly decision already has dramatic implications.

- Divesting from Chrome is just one proposal made by the DOJ. Others include cracking down on the company's ability to forge deals with peers like **Apple** to make Google the default search engine on mobile devices and other browsers. If the DOJ forces a sale of Chrome *and* restricts such deals, Google could lose significant market share.
- On the other hand, **user familiarity built up over decades of Google use could play to its advantage**. If users are given a choice to use Google or opt for another search engine, they are likely to stick with Google, especially due to the search platform's integration with other services like Gmail.

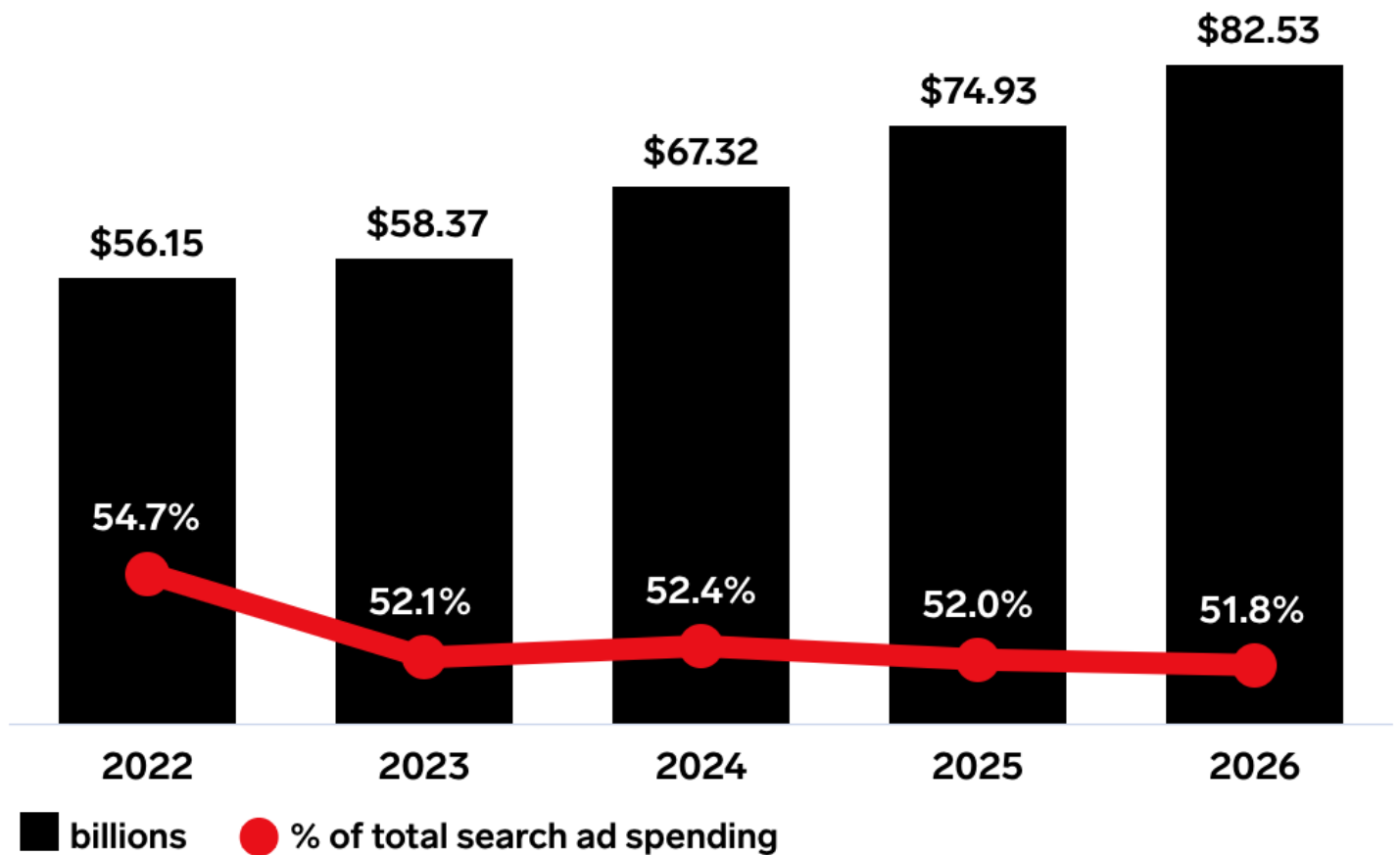
**Our take:** The DOJ's proposal that Google sell Chrome is clearly targeted at diminishing its hold on the search and search advertising markets. **But another proposal that it syndicate all its data could also deal a significant blow.**

- A potential sale of Chrome raises a crucial question: Who would buy it? Most companies with pocketbooks deep enough to purchase the browser, like **Amazon** or **Apple**, would create their own antitrust concerns, which could influence a judge's decision to force a sale.
- Data syndication is a less flashy but just as significant cudgel. The DOJ proposed that Google syndicate its data for the next 10 years, which would allow search competitors to tap into its

vast trove of query data and rapidly upgrade their services, eating away at Google's market share.

## Google Search Ad Revenues

US, 2022-2026



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

Source: EMARKETER Forecast, November 2024