

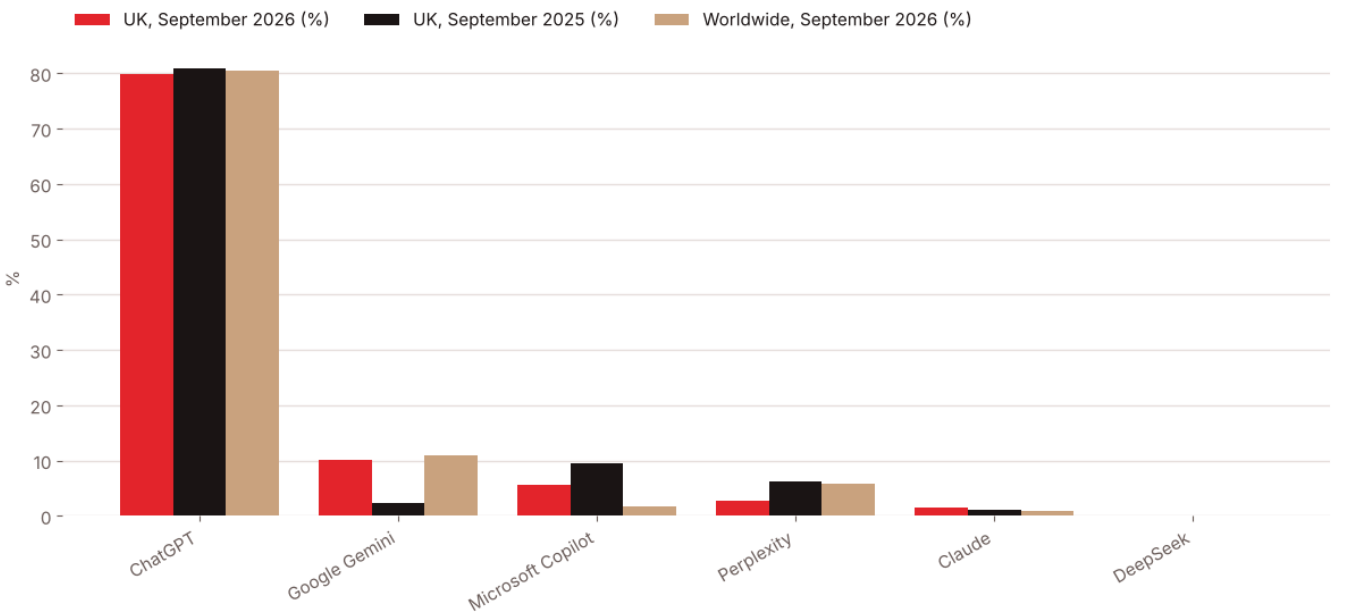
SEARCH AND AI

AI chatbot market share, UK and worldwide, September 2026

ChatGPT accounted for about 80% of AI chatbot referrals both in the UK and worldwide in September 2026, according to StatCounter. Google Gemini is now a clear second, with Microsoft Copilot, Perplexity and Claude well behind.

Online, with downloads and the latest version: <https://www.anthonymcgrath.co/data/chatbot-market-share-uk-worldwide/>

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Source: StatCounter Global Stats · Free data: [anthonymcgrath.co/data/chatbot-market-share-uk-worldwide/](https://www.anthonymcgrath.co/data/chatbot-market-share-uk-worldwide/)

Key findings

- ChatGPT held 79.8% of UK AI chatbot share and 80.47% worldwide in September 2026.
- Google Gemini rose to 10.21% in the UK in September 2026, up from 2.29% in September 2025.
- Microsoft Copilot's UK share fell from 9.52% in September 2025 to 5.68% in September 2026.

The data

Chatbot	UK, September 2026 (%)	UK, September 2025 (%)	Worldwide, September 2026 (%)
ChatGPT	79.8	80.83	80.47
Google Gemini	10.21	2.29	10.94
Microsoft Copilot	5.68	9.52	1.78
Perplexity	2.74	6.17	5.84
Claude	1.55	1.15	0.95
DeepSeek	0.01	0.03	0.02

Sources

StatCounter Global Stats, AI chatbot market share United Kingdom (Monthly data, all platforms, September 2025 and September 2026)

<https://gs.statcounter.com/ai-chatbot-market-share/all/united-kingdom>

StatCounter Global Stats, AI chatbot market share worldwide (Monthly data, all platforms, September 2026)

<https://gs.statcounter.com/ai-chatbot-market-share/all/worldwide>

Method

Monthly AI chatbot shares for all platforms were downloaded from StatCounter's CSV export for the United Kingdom (September 2025 and September 2026) and worldwide (September 2026, the latest full month). Values are shown as published.

Notes

StatCounter's AI chatbot measure is based on referral traffic from chatbots to websites carrying its tracking code, not on chatbot users or prompts. Shares move noticeably month to month; for example Claude's UK share peaked at 8.52% in June 2026 before falling to 1.55% in September 2026.

How to cite

AI chatbot market share, UK and worldwide, September 2026. Anthony McGrath (www.anthonymcgrath.co), using data from StatCounter Global Stats.

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