

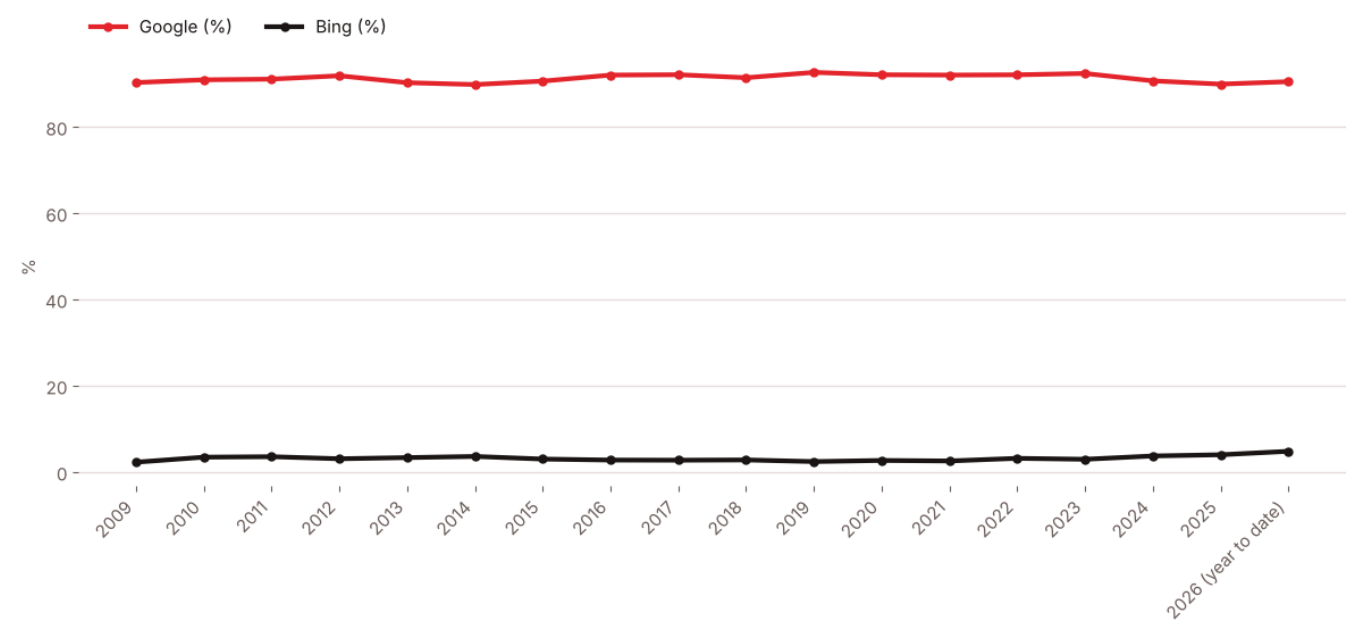
SEARCH AND AI

Google vs Bing worldwide search share, 2009 to 2026

Google has held roughly 90% to 93% of worldwide search engine referrals every year since 2009, according to StatCounter. Bing has never passed 5% on an annual basis, but its share has risen each year since 2023.

Online, with downloads and the latest version: <https://www.anthonymcgrath.co/data/google-vs-bing-worldwide-search-share/>

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Source: StatCounter Global Stats · Free data: [anthonymcgrath.co/data/google-vs-bing-worldwide-search-share/](https://www.anthonymcgrath.co/data/google-vs-bing-worldwide-search-share/)

Key findings

- Google's worldwide share peaked at 92.63% in 2019 and fell to 89.91% in 2025, its lowest annual figure since 2014 (89.81%).
- Bing's annual worldwide share rose from 2.97% in 2023 to 4.02% in 2025, and stands at 4.82% so far in 2026.
- In 2025 Google's share was more than 22 times Bing's (89.91% vs 4.02%).

The data

Year	Google (%)	Bing (%)
2009	90.28	2.3
2010	90.91	3.46
2011	91.07	3.57
2012	91.85	3.09
2013	90.24	3.36
2014	89.81	3.63
2015	90.61	3.02

Year	Google (%)	Bing (%)
2016	92.01	2.79
2017	92.09	2.76
2018	91.4	2.82
2019	92.63	2.44
2020	92.08	2.7
2021	92.01	2.58
2022	92.07	3.19
2023	92.38	2.97
2024	90.67	3.74
2025	89.91	4.02
2026 (year to date)	90.48	4.82

Sources

StatCounter Global Stats, Search engine market share worldwide (Yearly granularity, all platforms (desktop, mobile, tablet, console))

<https://gs.statcounter.com/search-engine-market-share/all/worldwide/2009-2026>

Method

Annual worldwide shares for all platforms were taken from StatCounter's yearly CSV export covering 2009 to 2026. Values are shown as published.

Notes

The 2026 figure is a partial year (January to late October 2026) and may change. StatCounter measures share of page views referred by search engines, not search volumes.

How to cite

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