

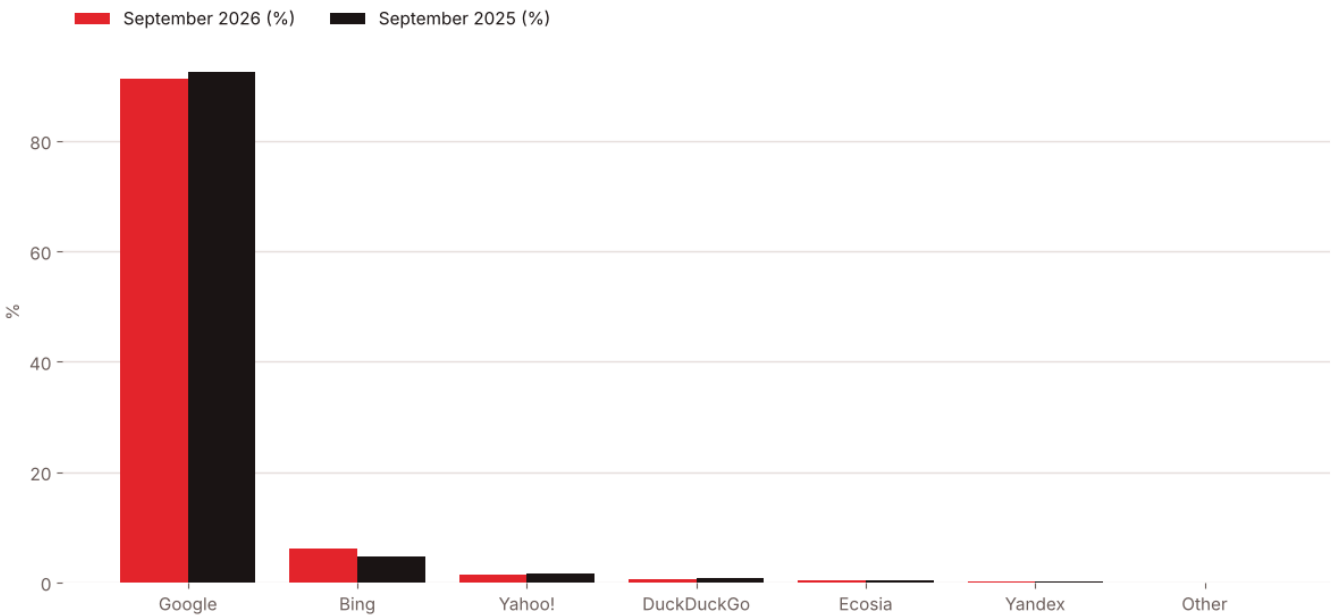
SEARCH AND AI

UK search engine market share, September 2026

Google handled 91.35% of UK searches in September 2026, according to StatCounter's page view tracking. Bing is a distant second at 6.12%, though its share is higher than a year earlier, while Yahoo, DuckDuckGo and Ecosia each hold under 1.5%.

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

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

Key findings

- Google took 91.35% of UK search engine referrals in September 2026, down from 92.57% in September 2025.
- Bing's UK share rose from 4.59% to 6.12% between September 2025 and September 2026.
- DuckDuckGo (0.66%) and Ecosia (0.30%) together accounted for less than 1% of UK searches in September 2026.

The data

Search engine	September 2026 (%)	September 2025 (%)
Google	91.35	92.57
Bing	6.12	4.59
Yahoo!	1.32	1.56
DuckDuckGo	0.66	0.73
Ecosia	0.3	0.27
Yandex	0.22	0.19
Other	0.04	0.04

Sources

StatCounter Global Stats, Search engine market share United Kingdom (Monthly data, all platforms (desktop, mobile, tablet, console), September 2025 and September 2026)

<https://gs.statcounter.com/search-engine-market-share/all/united-kingdom>

Method

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

Notes

StatCounter measures share of page views referred by search engines on sites carrying its tracking code, not number of searches or users. AOL and Naver recorded 0% in September 2026 (0.03% and 0.02% in September 2025) and are not shown.

How to cite

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