

# Floor Covering Media

Your Gateway to the Floor Covering Industry

## AI Search Market Share Overview



While AI search engines have rapidly gained traction, traditional search engines such as Google remain dominant within the global search market. However, the user landscape in AI search is undeniably evolving with the AI-native platforms. Does this trend subtly signal that Google's long-standing dominance will be challenged? The Global Search Engine Market Share as of May 2025 shows that Google's share of the traditional search market has dropped below 90% (between: 89.5% and 89.7%). Are the others rising? Bing's slice of the search market with OpenAI is rising at approximately 4%. Yandex's cut now amounts to around 2.5%. Yahoo! has claimed about 1.3%. DuckDuckGo is at 0.8%; and Baidu is somewhere between ~ 0.6% and 0.7%.

# Floor Covering Media

Your Gateway to the Floor Covering Industry

---



Google's market share has dipped below 90% for the first time in nearly a decade, signaling a slow but meaningful shift as users explore alternatives, including AI-powered search engines. Within the AI search segment, the latest data (May 2025) from Similarweb reveals: ChatGPT is at 80.1%. DeepSeek is at 6.5%. Google's AI tools is at 5.6%. Grok is at 2.6% and Perplexity is at 1.5%. ChatGPT leads the AI search market with an 80% share; ahead of other AI-native competitors. DeepSeek, Google's AI tools, Grok and Perplexity are the next largest players with single-digit percentages.



# Floor Covering Media

Your Gateway to the Floor Covering Industry

When comparing traditional search with AI Search, Google while gradually declining remains a dominant force at 89.5%. Bing, boosted by AI integration, has risen to 4%. Yandex is at 2.5% This compares with AI Search as follows: Chat GPT dominates the AI-native search market with 80.1%. DeepSeek is at 6.5%. Grok is at 2.6% and gaining market share traction among younger, tech-savvy users. Perplexity is one of the rising stars; a diamond in the rough.



Small segments of Google's undisputed dominant market share appears to be migrating towards other search engines; perhaps out of curiosity. The search giant's slowly decending market share is hovering just below 90% for most of 2025. It's believed to be attributed to the ascending AI-native platform market with ChatGPT, DeepSeek, Grok and Perplexity; sought out by users with a preference for direct, conversational answers opposed to a sea of blue links. This trend in search preferences isn't a difficult one to understand with organic and inorganic search results and ininvited search suggestions. Another driving force is a preference for simplicity. Curious users inclined to experiment with convenient alternatives may be accelerating the gradual shift in preferences for AI search alternatives. Bing's share of the search market rose to 4% after integrating with Open AI. Is it [coincidental](#)? Or is it [incidental](#)?



# Floor Covering Media

Your Gateway to the Floor Covering Industry

---

In the foreseeable future, traditional search engines will continue to represent the vast majority of global search activity. Within the AI search segment, ChatGPT is the clear leader, holding over 80% market share among AI-native search platforms. Comparitively speaking, the overall impact of AI search on the broader search market is still relatively small. The trend toward AI-powered discovery is rapidly accelerating among users experimenting with AI and the digital natives born or brought up during the age of digital technology.

Floor Covering Media publishes  
press releases called Flooring Updates.



---

## Flooring Network

For those in the market and those that serve it

Floor Covering Media is  
a social media network.

## Floor Search

Answers to Questions About Flooring

Retrieve timely, objective news and  
information at <https://www.floorsearch.info>.