

Next Generation Search Engines Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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Abstracts

The global next generation search engines market reached a value of US\$ 10.5 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 23.8 Billion by 2027, exhibiting a CAGR of 14.47% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic on different end use sectors. These insights are included in the report as a major market contributor.

Next generation search engines, also known as advanced search engines, are incorporated with new technologies, such as voice- and image-based searches. They rely on machine learning (ML), semantic analysis and artificial intelligence (AI) capabilities to make information retrieval faster and easier. This further helps scientists and researchers obtain spatial data from various climate and ecological sciences. At present, virtual assistants are one of the commonly used next generation search engines in the retail and banking, financial services, and insurance (BFSI) sectors across the globe.

Next Generation Search Engines Market Trends:

Over the recent years, the number of voice searches has experienced exponential growth on account of the growing popularity of devices, which are embedded with voice assistants like Amazon's Alexa. These searches are faster and more convenient as compared to text searches due to the advancements in speech recognition technology. This represents one of the most popular trends positively influencing the demand for next generation search engines around the world. Apart from this, the rising uptake of research activities in various sectors to launch new products or improve the older variants as per the requirement of the consumers and profitability of the key players

represents one of the major factors strengthening the growth of the market to obtain insightful data. Furthermore, the growing use of e-commerce for hassle-free online shopping experiences is also contributing to market growth. Moreover, the increasing penetration of the internet and boosting sales of smartphones is catalyzing the use of next generation search engines in numerous end use industries. Besides this, the introduction of self-service options in these search engines is projected to impel the growth of the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global next generation search engines market, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on platform type, end user and distribution channel.

Breakup by Platform Type:

- Mobile
- Desktop

Breakup by End User:

- Personal
- Commercial

Breakup by Distribution Channel:

- Online
- Offline

Breakup by Region:

- North America
 - United States
 - Canada
- Asia-Pacific
 - China
 - Japan
 - India
 - South Korea

Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Alibaba Group, Amazon.com Inc., Apple Inc., Ask.com (IAC), Baidu Inc., Duck Duck Go Inc., Facebook Inc., Google LLC (Alphabet Inc.), Microsoft Corporation and Yahoo (Verizon Communications Inc.).

Key Questions Answered in This Report:

How has the global next generation search engines market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global next generation search engines market?

What are the key regional markets?

What is the breakup of the market based on the platform type?

What is the breakup of the market based on the end user?

What is the breakup of the market based on the distribution channel?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global next generation search engines market and who are the key players?

What is the degree of competition in the industry?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL NEXT GENERATION SEARCH ENGINES MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY PLATFORM TYPE

- 6.1 Mobile
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Desktop
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast

7 MARKET BREAKUP BY END USER

7.1 Personal

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Commercial

7.2.1 Market Trends

7.2.2 Market Forecast

8 MARKET BREAKUP BY DISTRIBUTION CHANNEL

8.1 Online

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Offline

8.2.1 Market Trends

8.2.2 Market Forecast

9 MARKET BREAKUP BY REGION

9.1 North America

9.1.1 United States

9.1.1.1 Market Trends

9.1.1.2 Market Forecast

9.1.2 Canada

9.1.2.1 Market Trends

9.1.2.2 Market Forecast

9.2 Asia-Pacific

9.2.1 China

9.2.1.1 Market Trends

9.2.1.2 Market Forecast

9.2.2 Japan

9.2.2.1 Market Trends

9.2.2.2 Market Forecast

9.2.3 India

9.2.3.1 Market Trends

9.2.3.2 Market Forecast

9.2.4 South Korea

9.2.4.1 Market Trends

- 9.2.4.2 Market Forecast
- 9.2.5 Australia
 - 9.2.5.1 Market Trends
 - 9.2.5.2 Market Forecast
- 9.2.6 Indonesia
 - 9.2.6.1 Market Trends
 - 9.2.6.2 Market Forecast
- 9.2.7 Others
 - 9.2.7.1 Market Trends
 - 9.2.7.2 Market Forecast
- 9.3 Europe
 - 9.3.1 Germany
 - 9.3.1.1 Market Trends
 - 9.3.1.2 Market Forecast
 - 9.3.2 France
 - 9.3.2.1 Market Trends
 - 9.3.2.2 Market Forecast
 - 9.3.3 United Kingdom
 - 9.3.3.1 Market Trends
 - 9.3.3.2 Market Forecast
 - 9.3.4 Italy
 - 9.3.4.1 Market Trends
 - 9.3.4.2 Market Forecast
 - 9.3.5 Spain
 - 9.3.5.1 Market Trends
 - 9.3.5.2 Market Forecast
 - 9.3.6 Russia
 - 9.3.6.1 Market Trends
 - 9.3.6.2 Market Forecast
 - 9.3.7 Others
 - 9.3.7.1 Market Trends
 - 9.3.7.2 Market Forecast
- 9.4 Latin America
 - 9.4.1 Brazil
 - 9.4.1.1 Market Trends
 - 9.4.1.2 Market Forecast
 - 9.4.2 Mexico
 - 9.4.2.1 Market Trends
 - 9.4.2.2 Market Forecast

9.4.3 Others

9.4.3.1 Market Trends

9.4.3.2 Market Forecast

9.5 Middle East and Africa

9.5.1 Market Trends

9.5.2 Market Breakup by Country

9.5.3 Market Forecast

10 SWOT ANALYSIS

10.1 Overview

10.2 Strengths

10.3 Weaknesses

10.4 Opportunities

10.5 Threats

11 VALUE CHAIN ANALYSIS

12 PORTERS FIVE FORCES ANALYSIS

12.1 Overview

12.2 Bargaining Power of Buyers

12.3 Bargaining Power of Suppliers

12.4 Degree of Competition

12.5 Threat of New Entrants

12.6 Threat of Substitutes

13 PRICE ANALYSIS

14 COMPETITIVE LANDSCAPE

14.1 Market Structure

14.2 Key Players

14.3 Profiles of Key Players

14.3.1 Alibaba Group

14.3.1.1 Company Overview

14.3.1.2 Product Portfolio

14.3.1.3 Financials

14.3.1.4 SWOT Analysis

- 14.3.2 Amazon.com Inc.
 - 14.3.2.1 Company Overview
 - 14.3.2.2 Product Portfolio
 - 14.3.2.3 Financials
 - 14.3.2.4 SWOT Analysis
- 14.3.3 Apple Inc.
 - 14.3.3.1 Company Overview
 - 14.3.3.2 Product Portfolio
 - 14.3.3.3 Financials
 - 14.3.3.4 SWOT Analysis
- 14.3.4 Ask.com (IAC)
 - 14.3.4.1 Company Overview
 - 14.3.4.2 Product Portfolio
- 14.3.5 Baidu Inc.
 - 14.3.5.1 Company Overview
 - 14.3.5.2 Product Portfolio
 - 14.3.5.3 Financials
 - 14.3.5.4 SWOT Analysis
- 14.3.6 Duck Duck Go Inc.
 - 14.3.6.1 Company Overview
 - 14.3.6.2 Product Portfolio
- 14.3.7 Facebook Inc.
 - 14.3.7.1 Company Overview
 - 14.3.7.2 Product Portfolio
 - 14.3.7.3 Financials
 - 14.3.7.4 SWOT Analysis
- 14.3.8 Google LLC (Alphabet Inc.)
 - 14.3.8.1 Company Overview
 - 14.3.8.2 Product Portfolio
 - 14.3.8.3 SWOT Analysis
- 14.3.9 Microsoft Corporation
 - 14.3.9.1 Company Overview
 - 14.3.9.2 Product Portfolio
 - 14.3.9.3 Financials
 - 14.3.9.4 SWOT Analysis
- 14.3.10 Yahoo (Verizon Communications Inc.)
 - 14.3.10.1 Company Overview
 - 14.3.10.2 Product Portfolio

List Of Tables

LIST OF TABLES

Table 1: Global: Next Generation Search Engines Market: Key Industry Highlights, 2021 and 2027

Table 2: Global: Next Generation Search Engines Market Forecast: Breakup by Platform Type (in Million US\$), 2022-2027

Table 3: Global: Next Generation Search Engines Market Forecast: Breakup by End User (in Million US\$), 2022-2027

Table 4: Global: Next Generation Search Engines Market Forecast: Breakup by Distribution Channel (in Million US\$), 2022-2027

Table 5: Global: Next Generation Search Engines Market Forecast: Breakup by Region (in Million US\$), 2022-2027

Table 6: Global: Next Generation Search Engines Market: Competitive Structure

Table 7: Global: Next Generation Search Engines Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Next Generation Search Engines Market: Major Drivers and Challenges

Figure 2: Global: Next Generation Search Engines Market: Sales Value (in Billion US\$), 2016-2021

Figure 3: Global: Next Generation Search Engines Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 4: Global: Next Generation Search Engines Market: Breakup by Platform Type (in %), 2021

Figure 5: Global: Next Generation Search Engines Market: Breakup by End User (in %), 2021

Figure 6: Global: Next Generation Search Engines Market: Breakup by Distribution Channel (in %), 2021

Figure 7: Global: Next Generation Search Engines Market: Breakup by Region (in %), 2021

Figure 8: Global: Next Generation Search Engines (Mobile) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 9: Global: Next Generation Search Engines (Mobile) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 10: Global: Next Generation Search Engines (Desktop) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 11: Global: Next Generation Search Engines (Desktop) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 12: Global: Next Generation Search Engines (Personal) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 13: Global: Next Generation Search Engines (Personal) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 14: Global: Next Generation Search Engines (Commercial) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 15: Global: Next Generation Search Engines (Commercial) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 16: Global: Next Generation Search Engines (Online) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 17: Global: Next Generation Search Engines (Online) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 18: Global: Next Generation Search Engines (Offline) Market: Sales Value (in

Million US\$), 2016 & 2021

Figure 19: Global: Next Generation Search Engines (Offline) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 20: North America: Next Generation Search Engines Market: Sales Value (in Million US\$), 2016 & 2021

Figure 21: North America: Next Generation Search Engines Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 22: United States: Next Generation Search Engines Market: Sales Value (in Million US\$), 2016 & 2021

Figure 23: United States: Next Generation Search Engines Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 24: Canada: Next Generation Search Engines Market: Sales Value (in Million US\$), 2016 & 2021

Figure 25: Canada: Next Generation Search Engines Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 26: Asia-Pacific: Next Generation Search Engines Market: Sales Value (in Million US\$), 2016 & 2021

Figure 27: Asia-Pacific: Next Generation Search Engines Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 28: China: Next Generation Search Engines Market: Sales Value (in Million US\$), 2016 & 2021

Figure 29: China: Next Generation Search Engines Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 30: Japan: Next Generation Search Engines Market: Sales Value (in Million US\$), 2016 & 2021

Figure 31: Japan: Next Generation Search Engines Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 32: India: Next Generation Search Engines Market: Sales Value (in Million US\$), 2016 & 2021

Figure 33: India: Next Generation Search Engines Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 34: South Korea: Next Generation Search Engines Market: Sales Value (in Million US\$), 2016 & 2021

Figure 35: South Korea: Next Generation Search Engines Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 36: Australia: Next Generation Search Engines Market: Sales Value (in Million US\$), 2016 & 2021

Figure 37: Australia: Next Generation Search Engines Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 38: Indonesia: Next Generation Search Engines Market: Sales Value (in Million US\$), 2016 & 2021

Figure 39: Indonesia: Next Generation Search Engines Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 40: Others: Next Generation Search Engines Market: Sales Value (in Million US\$), 2016 & 2021

Figure 41: Others: Next Generation Search Engines Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 42: Europe: Next Generation Search Engines Market: Sales Value (in Million US\$), 2016 & 2021

Figure 43: Europe: Next Generation Search Engines Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 44: Germany: Next Generation Search Engines Market: Sales Value (in Million US\$), 2016 & 2021

Figure 45: Germany: Next Generation Search Engines Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 46: France: Next Generation Search Engines Market: Sales Value (in Million US\$), 2016 & 2021

Figure 47: France: Next Generation Search Engines Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 48: United Kingdom: Next Generation Search Engines Market: Sales Value (in Million US\$), 2016 & 2021

Figure 49: United Kingdom: Next Generation Search Engines Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 50: Italy: Next Generation Search Engines Market: Sales Value (in Million US\$), 2016 & 2021

Figure 51: Italy: Next Generation Search Engines Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 52: Spain: Next Generation Search Engines Market: Sales Value (in Million US\$), 2016 & 2021

Figure 53: Spain: Next Generation Search Engines Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 54: Russia: Next Generation Search Engines Market: Sales Value (in Million US\$), 2016 & 2021

Figure 55: Russia: Next Generation Search Engines Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 56: Others: Next Generation Search Engines Market: Sales Value (in Million US\$), 2016 & 2021

Figure 57: Others: Next Generation Search Engines Market Forecast: Sales Value (in

Million US\$), 2022-2027

Figure 58: Latin America: Next Generation Search Engines Market: Sales Value (in Million US\$), 2016 & 2021

Figure 59: Latin America: Next Generation Search Engines Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 60: Brazil: Next Generation Search Engines Market: Sales Value (in Million US\$), 2016 & 2021

Figure 61: Brazil: Next Generation Search Engines Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 62: Mexico: Next Generation Search Engines Market: Sales Value (in Million US\$), 2016 & 2021

Figure 63: Mexico: Next Generation Search Engines Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 64: Others: Next Generation Search Engines Market: Sales Value (in Million US\$), 2016 & 2021

Figure 65: Others: Next Generation Search Engines Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 66: Middle East and Africa: Next Generation Search Engines Market: Sales Value (in Million US\$), 2016 & 2021

Figure 67: Middle East and Africa: Next Generation Search Engines Market: Breakup by Country (in %), 2021

Figure 68: Middle East and Africa: Next Generation Search Engines Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 69: Global: Next Generation Search Engines Industry: SWOT Analysis

Figure 70: Global: Next Generation Search Engines Industry: Value Chain Analysis

Figure 71: Global: Next Generation Search Engines Industry: Porter's Five Forces Analysis

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