

Next Generation Search Engines Market Report by Platform Type (Mobile, Desktop), End User (Personal, Commercial), Distribution Channel (Online, Offline), and Region 2024-2032

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Abstracts

The global next generation search engines market size reached US\$ 13.6 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 38.3 Billion by 2032, exhibiting a growth rate (CAGR) of 11.8% during 2024-2032.

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 improvise 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 report, along with forecasts at the global, regional and country level from 2024-2032. 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

1. What was the size of the global next generation search engines market in 2023?
2. What is the expected growth rate of the global next generation search engines market during 2024-2032?
3. What are the key factors driving the global next generation search engines market?
4. What has been the impact of COVID-19 on the global next generation search engines market?
5. What is the breakup of the global next generation search engines market based on the platform type?
6. What is the breakup of the global next generation search engines market based on the end user?
7. What is the breakup of the global next generation search engines market based on the distribution channel?
8. What are the key regions in the global next generation search engines market?

9. Who are the key players/companies in the global next generation search engines market?

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