

# Global Generative AI Search Market Growth (Status and Outlook) 2026-2032

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## Abstracts

The global Generative AI Search market size is predicted to grow from US\$ 6011 million in 2025 to US\$ 24733 million in 2032; it is expected to grow at a CAGR of 22.5% from 2026 to 2032.

Generative AI Search refers to a new class of information retrieval systems that combine traditional search with large generative models to produce direct, synthesized answers rather than only lists of links. Instead of merely matching keywords to indexed documents, these systems interpret user intent, retrieve relevant sources, and use generative models to summarize, reason over, and compose coherent responses in natural language. This approach enables multi-step reasoning, contextual understanding, and conversational refinement, allowing users to ask complex, open-ended questions and receive structured, human-like answers that integrate facts from multiple sources while adapting to follow-up queries.

This report presents a comprehensive overview, market shares, and growth opportunities of Generative AI Search market by product type, application, key players and key regions and countries.

Segmentation by Type:

Pure Generative Search

RAG-Based Search

Hybrid Search Engines

Segmentation by Interaction Mode:

Query-to-Answer Systems

Conversational Search Agents

Task-Oriented Search Agents

Segmentation by Application:

Individual Users

Enterprise Users

This report also splits the market by region:

United States

China

Europe

Other regions

Japan

South Korea

Southeast Asia

Rest of world

The report also presents the market competition landscape and a corresponding detailed analysis of the major players in the market. The key players covered in this report:

Google

Microsoft

Perplexity.ai

Andi Search

Komo Search

Waldo Search

Brave

Taboola

OpenAI

Anthropic

Coveo

Glean

Algolia

Guru

GoSearch.ai

Dashworks

Qatalog

BA Insight

Vectara

Cohere



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