

Modern technologies, such as ChatGPT and Perplexity, provide quick and accurate answers, making them more attractive to the younger generation.

At the same time, it is important to note the decline in the quality of Google's results — this is related to the abundance of AI-generated content, which makes it difficult to find relevant information.

Interestingly, young users are also increasingly searching for products on Amazon, ignoring Google, which threatens its advertising business. According to forecasts, Google's share of the search advertising market in the US will fall below 50% for the first time by the end of 2025.

Additionally, TikTok is gaining popularity as a search tool, reaching 3 billion queries per day, although its advertising share remains small for now.