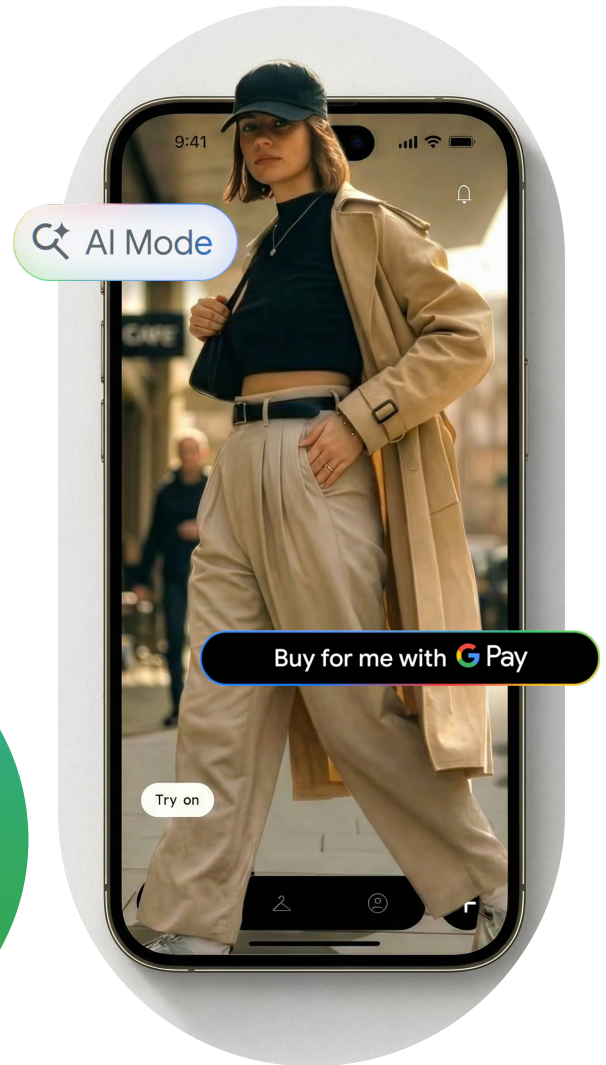


The Rise of the Super-Empowered Consumer

Marketers' guide to reaching consumers at the speed of AI



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- 02** How AI is driving an expansionary moment for Google Search
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Marketing at the speed of AI

Foreword from Vidhya Srinivasan,
VP/GM of Ads and Commerce at Google



We are living through a fundamental shift in human discovery.

As consumers, we've seen it: Facing a purchase decision with dozens of open tabs, conflicting reviews, and a nagging feeling that you *still* might be missing out on something better. For years, complex decisions required a heavy mental tax. Today, that friction is vanishing.

In minutes, AI synthesizes all that information into clear recommendations. But as leaders and marketers, I know this shift can feel daunting. You might be wondering: Does a faster journey mean less opportunity for brands to influence it?

Far from it. The super-empowered consumer isn't avoiding brands; they are actively looking for inspiration. In this new environment, relevant, helpful ads and products aren't interruptions—they're answers.

We aren't just observing the rise of the super-empowered consumer. At Google, we are fueling it. Search is undergoing its most significant transformation yet, as we reimagine it for an AI-first world—and a whole new kind of consumer. Meanwhile, YouTube is bridging the gap between “watching” and “buying,” by making trusted creator recommendations even more shoppable.

Armed with real-time information and inspiration from AI and creators, these savvy consumers are flipping the old marketing paradigm. The trade-off between the ease of a spontaneous purchase and the confidence of a well-researched decision is over.

What's driving this transformation? Gemini—our most capable and multimodal models to date. This technology is moving beyond keywords to a deep, nuanced understanding of intent and context. That same industry-leading technology is making your ads more intelligent, more relevant, and harder-working than ever. By putting our unique signals to work across Search and YouTube, and deploying new agentic commerce features, we are putting your brand front and center—from the first spark of inspiration to the final checkout.

AI isn't just making your marketing more efficient. It's making your brand the clear, confident choice at the exact moment it matters most. This report shows you how we're enabling these new consumer journeys across Google and YouTube, and why the Gemini advantage is your business advantage.

We are grateful for your partnership,

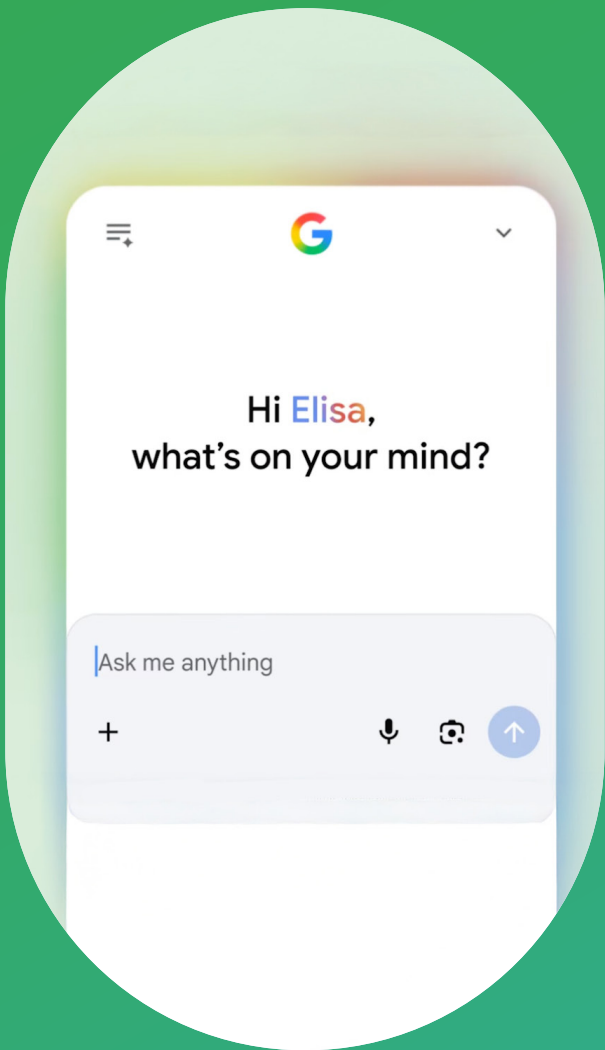


Vidhya Srinivasan

Inside the new AI-powered consumer journey



Ask Google Gemini



There's a **new** path to purchase

Consumers no longer “go” shopping; they are *always* shopping



 **searching**

 **shopping**

 **streaming**

 **scrolling**

The linear path to purchase has been replaced by a fluid, ongoing loop of searching, streaming, scrolling, and shopping. Rather than moving from one stage to the next, consumers today navigate all four behaviors simultaneously.

For example, a single journey might start with a moment of inspiration while scrolling through a video feed. You spot a product in a creator's video that catches

your eye, and rather than switching apps or losing your place, you can pause, and use visual Search to circle the product and find it instantly.

Most platforms are only able to capture a passive scroll or single moment of this process. Google and YouTube are *the only platforms* that show up across the full arc, making the once-fragmented journey completely seamless.

Two platforms, **trillions** of opportunities to connect

83% of global consumers

report using Google and/or YouTube on a daily basis, higher than any other online platform.¹

5 trillion searches annually

We see over 5 trillion searches on Google annually.²

81% of U.S. viewers

agree YouTube has creator content that helps them research and discover products when shopping, outperforming the social media average (69%).³

2x as often

When shopping, consumers turn to Google and YouTube twice as often as the leading social media platform.⁴



 green decor ideas |

Deep research meets the speed of an impulse buy

With AI experiences in Search and the influence of YouTube creators, consumers today can have it all

It's not just that consumers are searching, streaming, scrolling, and shopping *more* —it's that they are doing them *all at once*. AI has become the connective tissue helping them navigate that complexity.

With AI, Google and YouTube have made it possible for both everyday purchases and big-ticket items to be deeply considered in mere moments.

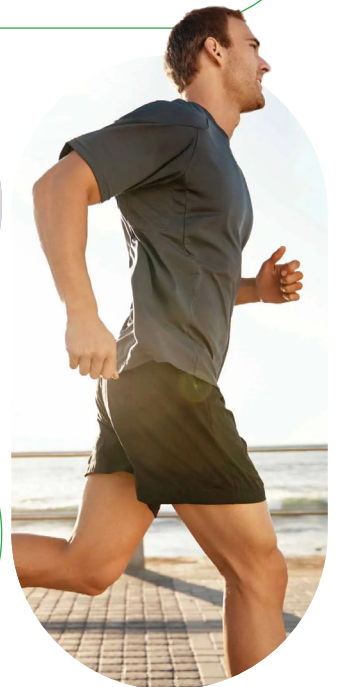
All 15 of Google's products with half a billion users run on Gemini models. And 7 of those have more than 2 billion users: Google Search, YouTube, Android, Chrome, Play, Gmail, and Google Maps. But what does that really mean for consumers? Less friction and more certainty at the moment of decision. Google's newest AI experiences, like AI Overviews and AI Mode, deliver trusted information, so people can move from exploration to confidence faster. Globally, more users trust the content and information they find via Google than on other leading search and AI platforms.⁵



75% of Google AI Overview and/or AI Mode users agree they're able to **make more confident decisions** because of them.⁶



77% of Google AI Overview and/or AI Mode users agree they're able to **make decisions faster** because of them.⁷



Takeaway: As AI collapses discovery and decision across Google and YouTube, **brands now have the power to influence decisions at the exact moment they form.**

Google and YouTube power daily habits—and seamless journeys

Some everyday examples:



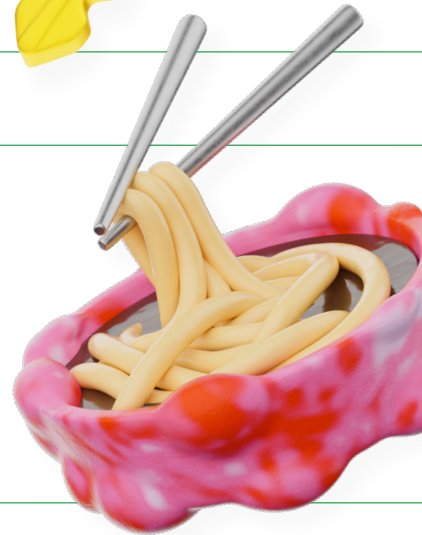
01 The creative homeowner

A homeowner might stream DIY kitchen renovation videos on YouTube, then Search “quartz vs. granite countertops.” They then check nearby showrooms and reviews, and ultimately act on a relevant offer. That’s not four separate interactions but one project taking shape across the ecosystem.



02 The busy parent

A busy parent scrolls YouTube for dinner inspo, finding a one-pan recipe. Mid-aisle, the Google app saves the day for a missing ingredient, and a well-timed ad closes the deal. AI weaves these moments together, turning a quick search into a seamless journey from first inspiration to final checkout.

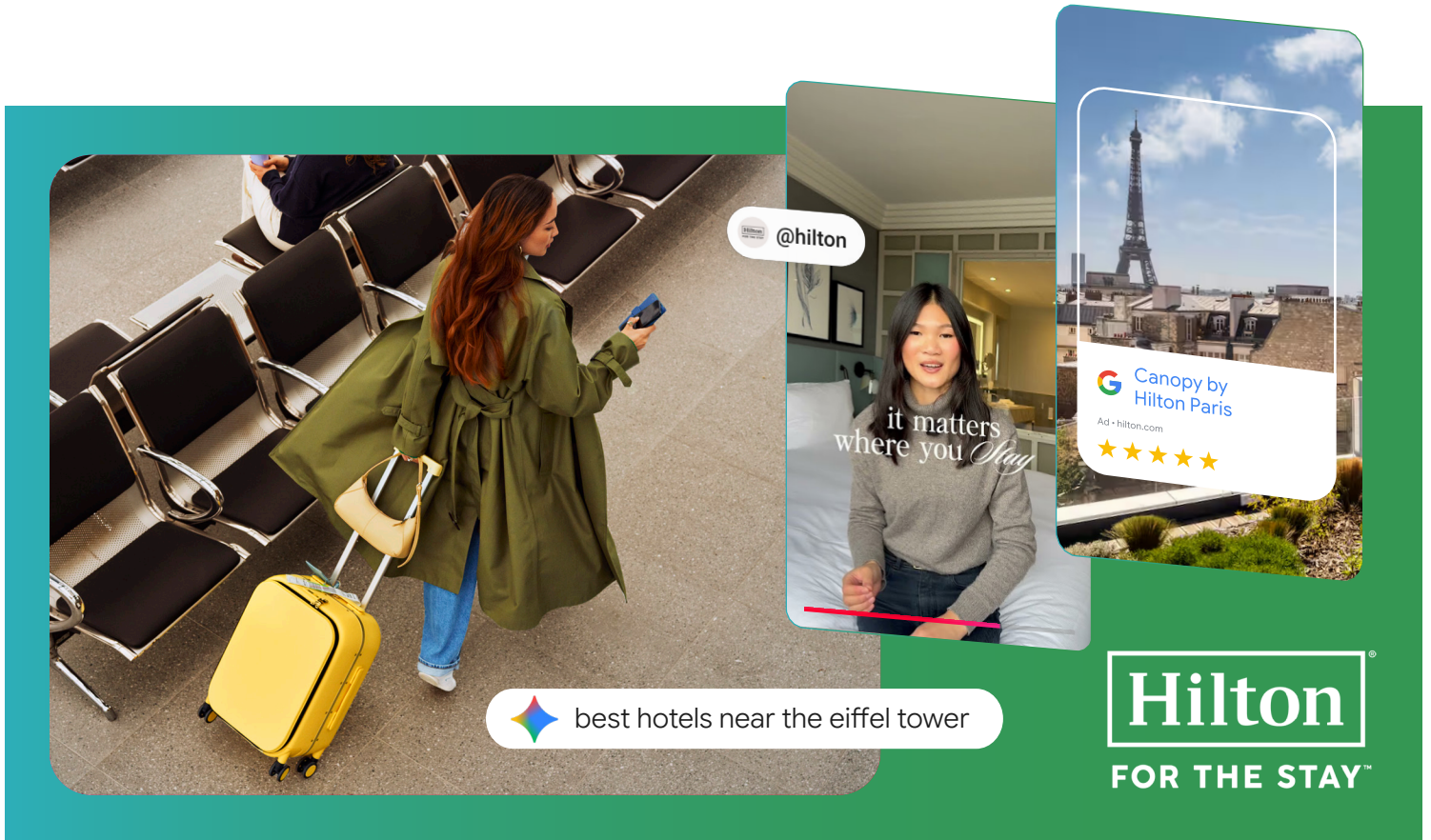


03 The college student

A college-bound student might begin by searching “best laptops under \$1,000,” continue on YouTube for trusted tech reviews from creators, then scroll Shorts for dorm makeover ideas. When shoppable ads surface for related products, the purchase becomes part of the same decision cycle rather than a separate step.



How Hilton uses AI to move Zillennials from discovery to decision



On YouTube, Hilton focused on authentic storytelling centered on “the stay,” placing content within cultural moments Zillennials already engage with. As curiosity turned into intent, **AI-powered Search captured motivated queries, matching broad, spontaneous searches to the right property and message** across the brand’s global portfolio.

The result:

Hilton’s YouTube-plus-Search strategy delivered double-digit incremental revenue growth.

Why it matters:

Hilton shows how AI can turn inspiration on YouTube into immediate, high-confidence action in Search.

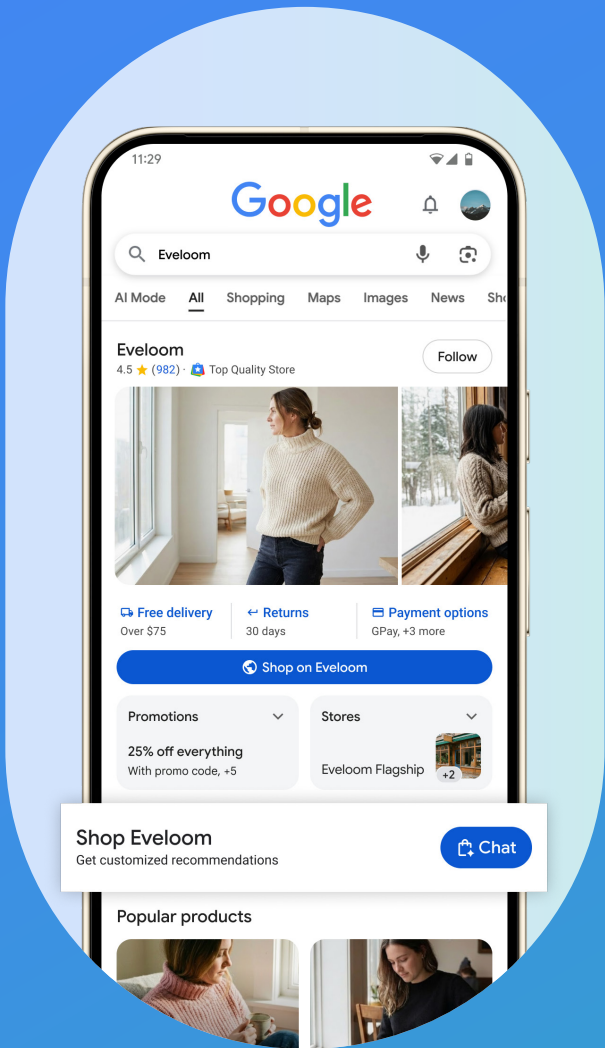
TL;DR for marketers:

AI has rewritten the consumer journey, meaning brands are faced with a far more empowered consumer—one who expects intelligent, personal, and action-taking support at every step.

Winning isn't just about reach—it's about trust

More users trust the content and information they find on their journey on Google and/or YouTube than other leading search, social, streaming, or AI platforms.⁸

How AI is driving an expansionary moment for Google Search



Ask anything

Search is where discovery begins

People are searching earlier in their journeys, giving brands new opportunities to influence

When it comes to Search, consumers are now able to ask questions through the medium of their choice: text, voice, camera, gestures, or multimodal combinations.

They can circle an object in a video, identify something they see in the real world, or ask a conversational question that would have been impossible for a search engine to parse just a few years ago.

That shift shows up in how people ask: longer, more open-ended, and conceptual queries are replacing single-item searches. When they do, AI Overviews and AI Mode synthesize information into complete, action-oriented guidance, helping people move from “what even am I looking for?” to “here’s what fits.”



Crucially for brands, this is where preference gets shaped. When people arrive open-minded, the discovery engine becomes a competitive arena: the brands that are the most helpful earn the right to be considered all the way through to purchase.

Over 2 billion

AI Overviews is used by over 2 billion people. They’re happier with the results,⁹ and drive higher quality clicks to the web.¹⁰

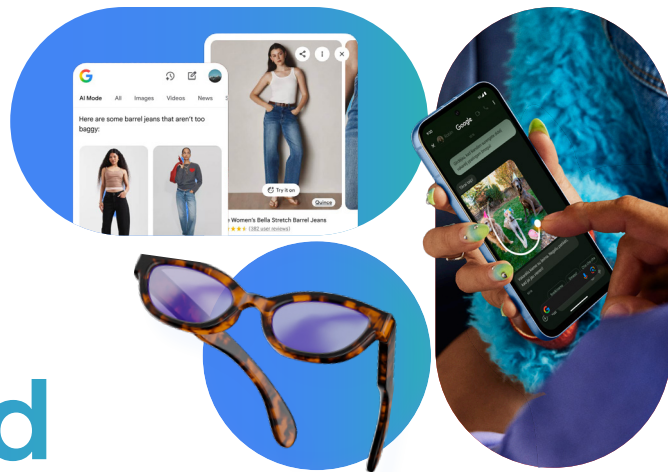
75 million

AI Mode in Search now has over 75 million daily active users, as of the end of 2025.¹¹

1 in 6

Nearly 1 in 6 AI Mode queries are now non-text, using voice or images.¹²

Search is now more visual, conversational, and open-ended



25B visual searches monthly

Visual search is now a primary entry point to shopping. Google Lens is used for over 25 billion visual searches every month, and younger users who have tried Circle to Search now use it to start more than 10% of their searches.¹³

3x longer

Queries in AI Mode are 3x longer than traditional searches. We are also seeing sessions become more conversational, with a significant portion of queries in AI Mode now leading to a follow-up question.¹⁴

71% of shoppers

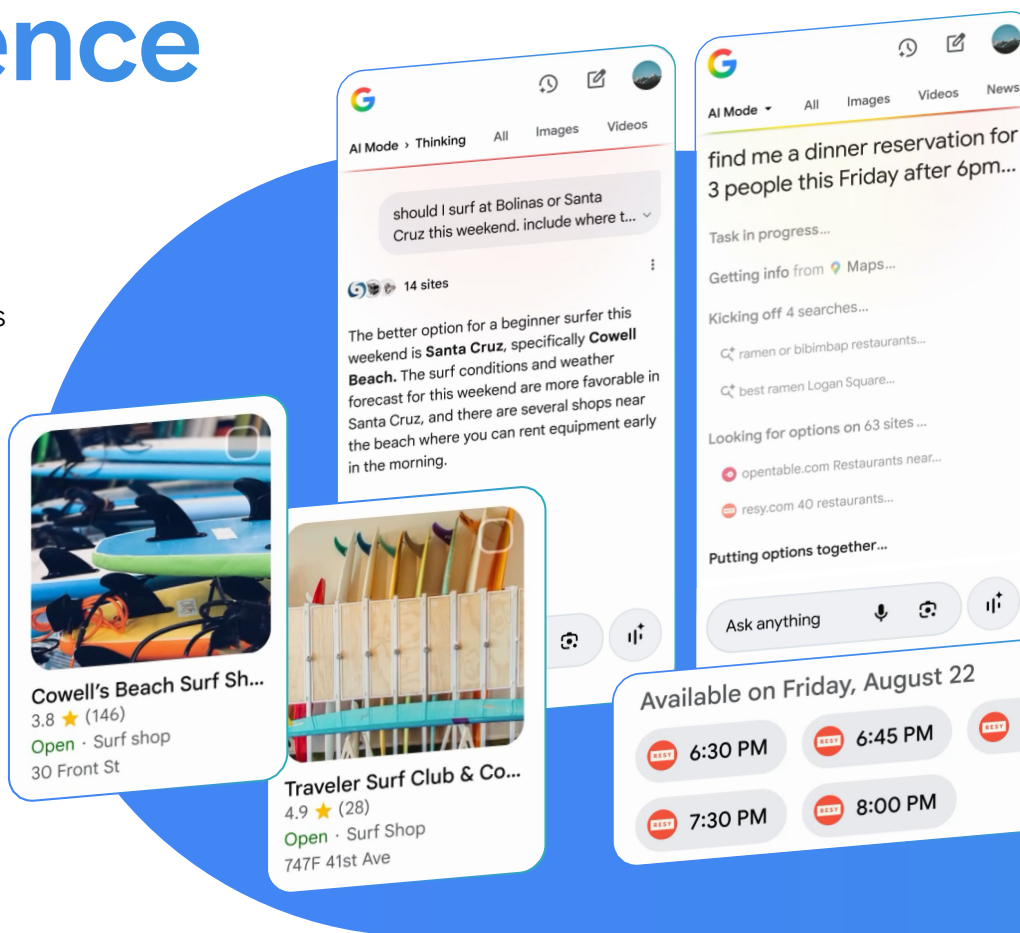
coming to Google Search agree they are open to trying new brands or products.¹⁵

Over 60%

of all Shopping and Apparel searches show broad intent, where users explore a variety of products and styles.¹⁶

Search is evolving beyond information to intelligence

The way people are interacting with Search continues to evolve. **With the reasoning power of our Gemini models built into Search, people can ask any kind of question, any way they want.** It's not just matching keywords—it's deeply understanding intent. It's recognizing why you are searching for something compared to someone else. And it's even helping you get things done.



More
intelligent

Deeply understanding
customer intent

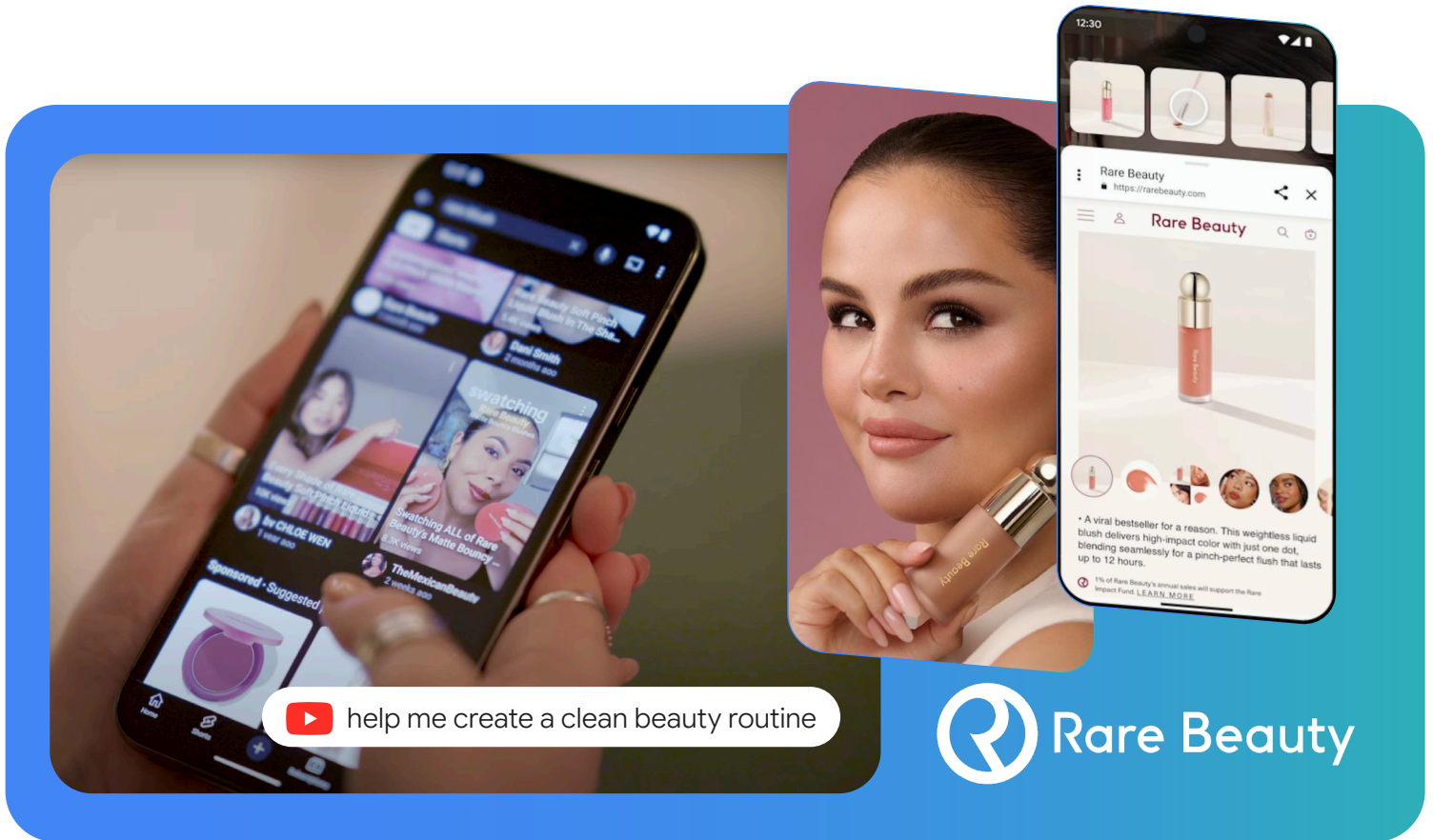
More
personalized

Customizing results,
tailored to your world

More
agentic

Helping with
task completion

How Rare Beauty gave its marketing an AI-powered glow-up



As beauty queries become more conversational and personal, Rare Beauty is using AI-powered Search campaigns to show up for questions like “what’s the best blush for my skin type?” rather than just product names.

YouTube Shorts and creator-led content, including product demos from Selena Gomez, gave Gen Z visual proof and context as they compared options.

The result:

A 7X return on ad spend from Search, along with increased traffic and conversions across retail partners like Sephora.

Why it matters:

Rare Beauty shows how AI Search and YouTube creators expand exploration, meeting Gen Z at the moment of questioning and earning trust early.

TL;DR for marketers:

Discovery is happening across more surfaces, but Search remains the primary engine where exploration turns into action. In fact, Google and/or YouTube are present in 82% of journeys where consumers said they discovered a new brand, product/service, or retailer/provider.¹⁷

The biggest growth opportunity is an expanding Search universe

Google Search drives an incremental ROAS of \$6 for every dollar advertisers spend on paid campaigns globally.¹⁸ This isn't just another marketing channel; it's an engine for real business growth.

Why the future of shopping is personal and effortless

Help me compare some products

Where are your shipping options?

Tell me about your bestsellers

Eveloom



11:29

Monos

Monos Carry-On Pro Suitcase

4.8 ★★★★★ (1.9K user reviews)

Color: Ocean Blue

Best price

Monos \$295.00

Member price \$265.50

Delivery

Fre

ated total \$295.00

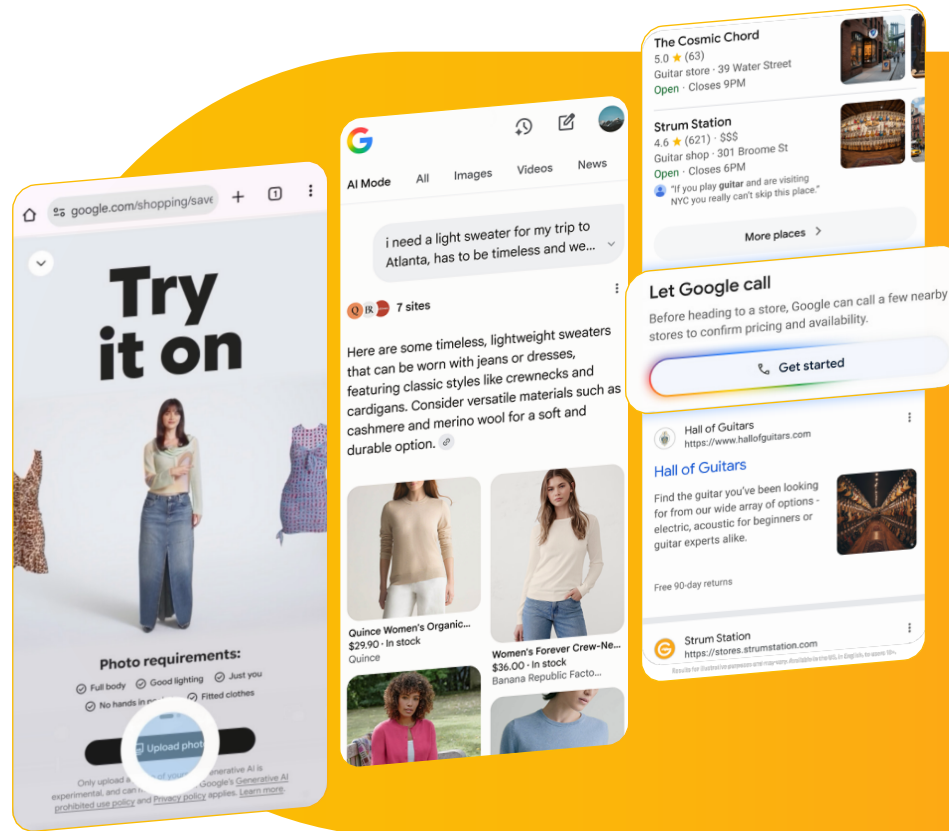
AI is changing the game for shopping in Search

New features go beyond “finding” a product, to ideating, researching, and styling *with* you

Google already provides access to an unmatched selection of the world’s products. Our Shopping Graph has **50 billion product listings—2 billion of those are refreshed every single hour**¹⁹— from global retailers to local mom-and-pop shops.

Now, people can shop with even more ease and confidence across Search, with new tools like virtual try-on, visual shopping, and agentic calling, which allows Google to call nearby businesses on shoppers’ behalf to confirm product availability. Soon, they’ll even be able to make purchases and track their orders directly in AI Mode—all in the same conversation.

These tools are all designed to close the gap between inspiration and action. And Google’s latest Gemini models help brands to show up in more of these high-intent moments with better precision.



Shoppers can **try clothes on** virtually

They can get **personalized**, visual inspiration

And **ask Google to call** nearby businesses

AI agent-based shopping is moving from hype to reality

The future of Search is more intelligent, personal, and agentic—helping shoppers get things done with speed and confidence

Shoppers are moving beyond simple searches to AI-powered assistance—and choosing Google. With Personal Intelligence, shoppers can get more relevant and personalized responses from AI Mode. When they choose to connect certain apps like Gmail and Google Photos, Personal Intelligence can provide more uniquely tailored responses—including recommendations for things like shopping and travel.



2.3x

Shoppers are 2.3 times more likely to say they use Google Search vs Chat GPT for purchase decisions.²⁰

So, what does this mean for your brand?

To capture the agentic commerce opportunity, take these steps to evolve your existing product content, ads, and measurement across Google:

01. Make sure your online storefront is ready for AI agents:

Claim your brand profile, submit clear shipping and return policies, and set up support info via Merchant Center.

02. Connect your first-party data:

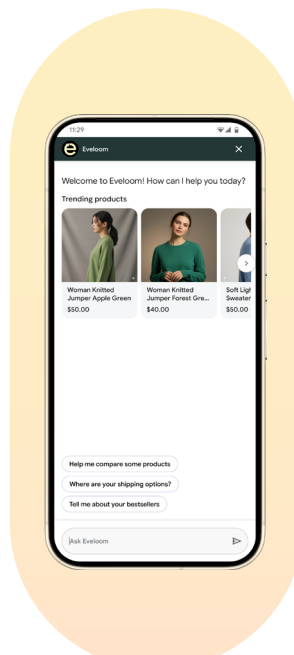
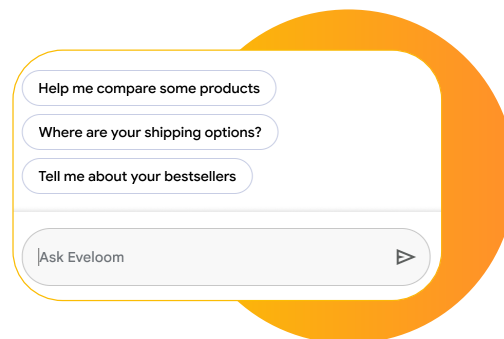
Upgrade your tag in Data Manager and implement Conversion with Cart Data.

03. Activate your performance:

Reach and convert shoppers with AI Max for Search, Performance Max, and Demand Gen.

04. Strengthen your infrastructure:

Integrate with Merchant API for real-time inventory updates.



40% of consumers who use Google AI Mode to help with their shopping and purchasing say they're using ChatGPT less now.²¹



Explore the new open standard for agentic commerce:

Learn how to implement Universal Commerce Protocol (UCP) to prepare for applications like native checkout and order management.

How to win the frictionless journey

Explore new ways to answer the three big questions every shopper asks before making a decision

“Is this the right choice for me?”

Provide the expert proof and visual certainty needed to commit.

What’s next for retailers:

Deploy your very own **Business Agent**: A new way for shoppers to chat with you, right in Search. These agents act as digital concierges, trained on your product catalog and web content to answer complex questions—for example, about shipping and returns—in your voice.



“Is this the best deal?”

Reach high-intent shoppers with exclusive offers.

What’s next for retailers:

Later in 2026, advertisers can deliver tailored **Direct Offers** to shoppers who are ready to buy in AI Mode—like a special 20% off discount.

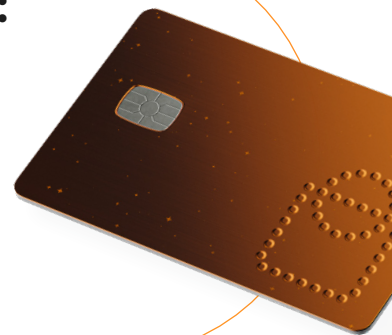


“How can I buy it now?”

Remove technical hurdles so shopping is seamless.

What’s next for retailers:

Prepare for the agentic commerce era by adopting the **Universal Commerce Protocol**. This ensures your brand can enable native checkout and more in AI Mode in Search and Gemini, creating a helpful, secure, “one-tap” experience.



Inside Aritzia's AI strategy that delivered record holiday sales



To scale in the U.S., Aritzia moved beyond a linear holiday playbook and embraced a fluid, AI-first approach.

Using AI-powered insights, the brand spotted early interest in its Super Puff jacket months ahead of peak season. YouTube and Demand Gen built early awareness and familiarity, while Search and Performance Max captured high-intent shoppers and optimized toward profitability. Local inventory ads helped connect digital discovery with in-store sales.

The result:

A 55% year-over-year increase in demand for Super Puff, Aritzia's best online Black Friday ever, and a 42% lift in Q4 e-commerce net revenue.

Why it matters:

Aritzia proves that growth comes from connecting fluid journeys, using AI to anticipate demand, unify channels, and convert intent.

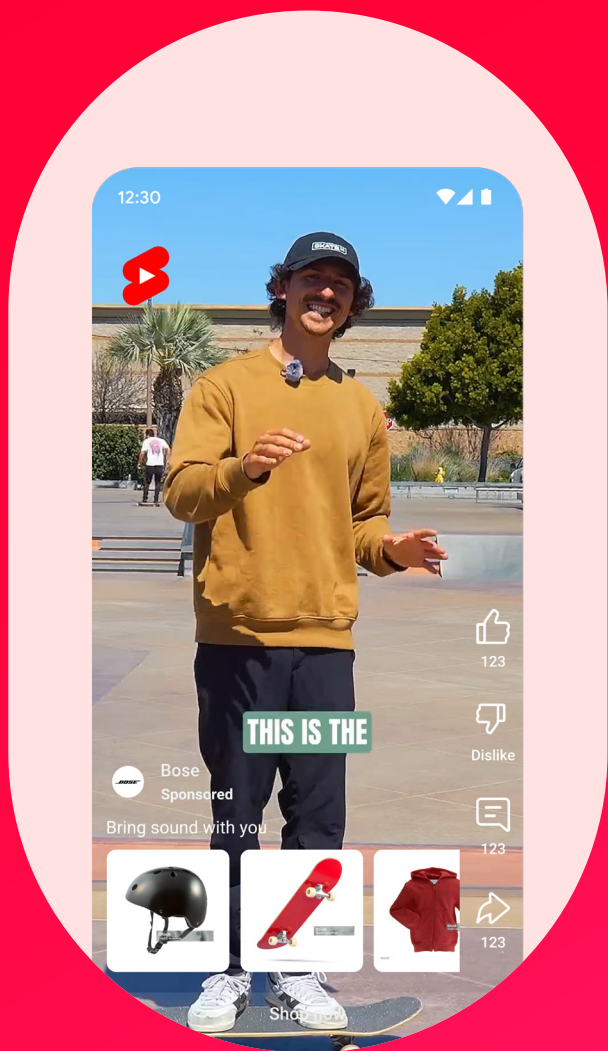
TL;DR for marketers:

Google now connects inspiration, evaluation, and action into a single empowered flow—rewarding brands that show up clearly at moments of decision.

The next era of shopping is already here

For shoppers, the distance between “I want” and “I have” is shrinking. When you nail the AI foundations with Merchant Center and Google Ads today, you can remove the barrier between your products and your next (and best) customer.

How YouTube brings culture, creators, and commerce together



YouTube is consumers' go-to destination for video



1 billion hours
streamed
daily

YouTube is the #1 streaming²²
and podcast platform²³ in the
U.S., with over **1 billion hours**
streamed daily on TV screens.²⁴

Find unique
users on
Shorts

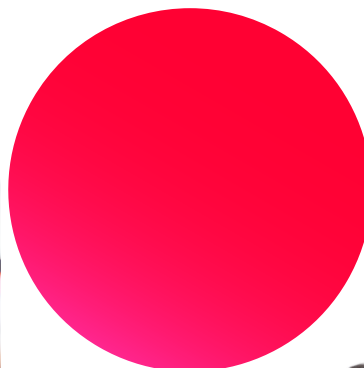
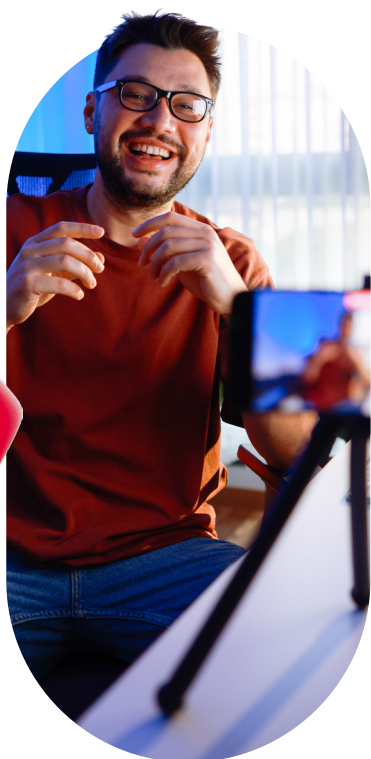
Shorts reach 2 billion monthly
users,²⁵ including audiences that
can't be found elsewhere—45%
of YouTube Shorts users don't
use TikTok and 65% don't use
Instagram Reels.²⁶

90 million
hours daily
on shopping
content

This attention is high-intent:
Viewers spend an average of **90**
million hours daily watching
shopping-related videos.²⁷

Creators play a starring role in the new shopping journey

YouTube creators' trusted points of view build confidence. That accelerates decision-making, turning viewers into buyers



On YouTube, people don't just watch passively: They come for recommendations, to watch comparisons, and build confidence through creators they trust. **82% of viewers in the U.S. say YouTube has the most trusted creators.**²⁸

This translates directly to commerce. When a brand partners with these creators, it doesn't feel like an interruption. It feels like a recommendation from a friend, so you're already a familiar option

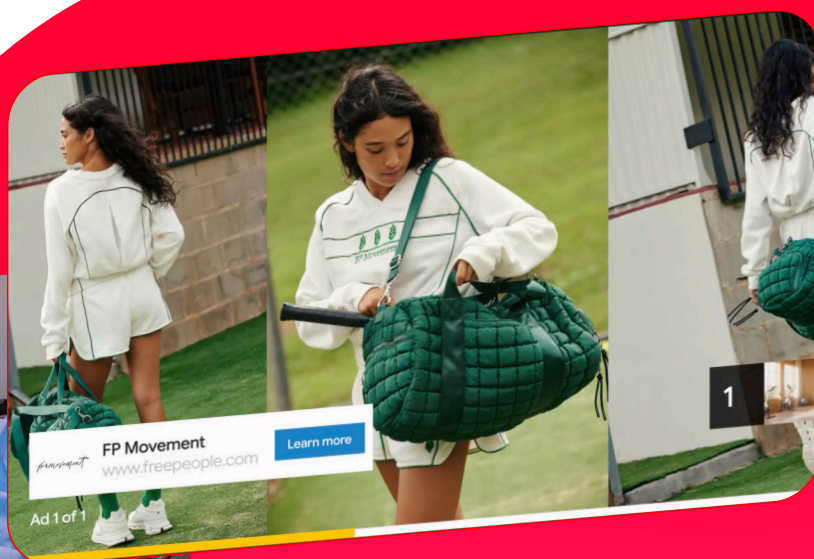
by the time viewers are considering a purchase.

Google's AI then acts as the bridge between creator-led discovery and Search-led intent. When a viewer engages with a brand through a creator, Gemini models recognize that interaction and carry the context over to Search. This ensures that when they're ready to buy, your brand isn't just another link on a page—it's a clear, trusted choice.

On YouTube, the living room is the **new storefront**

With shopping ads on connected TVs, YouTube viewers are exploring products right from the couch

The days of TV for mass awareness only are long over. As YouTube gets more interactive and shoppable, AI-powered video ads have become one of the most powerful tools for discovery and confident purchasing—**especially on the biggest screen in people’s homes.**



In the past 12 months, **YouTube ads on CTV screens** drove over

1 billion

conversions.²⁹

Toast's recipe for growth: brand-building with YouTube and AI



As restaurant tech grew crowded, winning new customers became harder for point-of-sale management system, Toast. Waiting until they actively searched for a new system meant Toast was showing up too late.

To win earlier, Toast used **AI-powered YouTube ads to reach restaurant owners before they entered evaluation**. Relatable storytelling placed the brand alongside trusted content, while AI-powered Search ads captured high-intent moments.

The result:

Toast drove a 20% increase in new customer wins and a 10-point lift in consideration, five times the B2B benchmark.

Why it matters:

Toast shows how, with AI, YouTube can act as an essential storefront even in B2B, shaping preference early and accelerating decisions.

TL;DR for marketers:

Brands can now harness AI-powered campaigns and trusted creators on YouTube to capture intent the moment it's sparked, shortening the path from discovery to purchase.

For every objective, YouTube delivers


While audiences keep fragmenting across platforms, YouTube brings people together around the biggest cultural moments and conversations. This is led by YouTube creators—the trusted voices who drive results, from mass attention to incremental sales.

What's next: How to win with Search and YouTube

How you can meet the super-empowered consumer as they're searching, streaming, scrolling, and shopping across Google and YouTube—in real time, with the best returns



handbag reviews



Twilight Vegan Bag
Sponsored • Your URL

Shop now

Ask anything

The Gemini advantage is your business advantage



The traditional marketing funnel is obsolete. AI has created a new consumer, one whose curiosity is met instantly, whose personal needs are deeply understood, and whose path from discovery to decision is shorter and more fluid than ever before. This super-empowered consumer isn't just looking for information—they are looking for intelligent, personalized guidance.

In this new era, the best ads are just answers. Our state-of-the-art Gemini models are unlocking a new frontier in reasoning and multimodal understanding. With Gemini across our ads quality stack, we evaluate relevance with greater accuracy than with previous generations of models. This has significantly improved our ability to systematically deliver more helpful, high-quality ads.³⁰ For example, in Search Ads, over the past two years, we've

launched more than 20 Gemini-based improvements to query matching, creative generation & composition, and overall ad relevance.³¹

Every marketer can access this world-class AI through Google's AI-powered campaigns. As these models improve, we are creating more commercial opportunities for your brand to be the "answer" a shopper needs. For example, AI Max in Search is unlocking billions of net new searches that advertisers weren't reaching before.³²

This is just the start. To win, brands must lean into the full capacity of AI-powered campaigns that grow smarter every day. Read on for more guidance on how to maximize ROI on Search and grow your brand on YouTube.



To maximize ROI, do the **Search Four**

Build and activate your Data Strength.

Connect your data sources & maximize signals in Data Manager.

Align your bidding strategies with business goals.

Smart Bidding strategies steer Google AI to capture high-value outcomes for your business.

Adopt the best AI-powered solutions.

Drive your business goals with AI Max for Search campaigns and PMax campaigns.

Unlock maximum opportunity.

Set flexible budgets—daily or flighted—that unlock profitable growth.

Grow your brand with the **YouTube Formula**



Put your brand at the **epicenter of culture**.

Break through with premium awareness solutions and organic YouTube content.

Unlock the best AI for the **best ROI**.

Use Video Reach Campaigns, Video View Campaigns, and Demand Gen to create and convert demand across every screen.

Invest in the **most trusted creators**.

Turn viewers into buyers with creator partnerships, and amplify your brand with YouTube's creator affiliate program.

Close the **measurement loop**.

Prove the full value of your investment across paid, creators, and organic with YouTube's range of custom reporting tools.

Sources

1. Google/Ipsos, Global Consumer Journeys, Dec 2024, online survey, n=52,345 consumers 18+, AR, AU, BR, CA, CL, CO, DE, ES, FR, ID, IN, IT, JP, KR, MX, NL, PE, PH, PL, SG, SE, TW, TH, US, UK.
2. Google Internal Data, Jan. 2025.
3. According to a survey conducted by Kantar, 81% of viewers in the United States agree that YouTube has creator content that helps them research and discover products when shopping, outperforming the social media average (69%), which includes Facebook, Instagram, TikTok, and Snapchat. Source: Google/Kantar, Future of Video, n=1001 YouTube viewers, n=2160 weekly video viewers 18-64 (US), fielded from (1/28/25-2/10/25). Competitive set includes 9 market competitors: Linear TV, Netflix, Disney+, Amazon Prime Video, Max, Facebook, Instagram, TikTok, Snapchat.
4. When making online purchases involving multiple touchpoints, logged-in consumers turn to Google and YouTube twice as often as the leading social media platform. Google/Measure Protocol, Consumer Journey Analysis, US, online consumers 18-50 years old, logged-in, iOS and Android, n=7,676 online purchase journeys with more than one touchpoint. Jan 1 - Sept 30, 2024.
5. Google/Ipsos, Vertical Consumer Journeys, July 2025, Online survey, Global average (AU, BR, CA, DE, FR, IN, JP, MX, UK, US), adults (18+), n=58095 In-market or past-week purchasers of apparel or beauty products, in-market or past-month purchasers of local service or travel, in-market or past-6-month enrollees/registrants for education, or in-market or past-6-month purchasers/leasers of a new vehicle, or in-market for financial products who used Google in their journey.
6. Google commissioned Ipsos Global Consumer Journeys, Dec 2025, Online survey, Global average of select countries (AR, AU, BR, CA, CL, CO, DE, ES, FR, ID, IN, IT, JP, KR, MX, NL, PE, PH, PO, SG, SW, TW, TH, US, UK) not weighted to reflect population size, Adults 18+, n=13,189 online shoppers who made a consumer good purchase requiring consideration in the past week (range of categories) and use Google AI Overviews and/or AI Mode for shopping.
7. Google commissioned Ipsos Global Consumer Journeys, Dec 2025, Online survey, Global average of select countries (AR, AU, BR, CA, CL, CO, DE, ES, FR, ID, IN, IT, JP, KR, MX, NL, PE, PH, PO, SG, SW, TW, TH, US, UK) not weighted to reflect population size, Adults 18+, n=13,189 online shoppers who made a consumer good purchase requiring consideration in the past week (range of categories) and use Google AI Overviews and/or AI Mode for shopping.
8. Google/Ipsos, Vertical Consumer Journeys, July 2025, Online survey, Global average (AU, BR, CA, DE, FR, IN, JP, MX, UK, US), adults (18+), n=63175 In-market or past-week purchasers of apparel or beauty products, in-market or past-month purchasers of local service or travel, in-market or past-6-month enrollees/registrants for education, or in-market or past-6-month purchasers/leasers of a new vehicle, or in-market for financial products who used Google and/or YouTube in their journey.
9. Google I/O 2025.
10. [AI Overviews] is driving higher quality clicks and they are driving more queries for the types of queries that show them. Source: Alphabet Earnings Q2 2025.
11. Alphabet Earnings Q3 2025.
12. Alphabet Earnings Q4 2025.
13. Google Internal Data, April 2025.
14. Alphabet Earnings Q4 2025.
15. Google commissioned Ipsos Global Consumer Journeys, Dec 2025, Online survey, Global average of select countries (AR, AU, BR, CA, CL, CO, DE, ES, FR, ID, IN, IT, JP, KR, MX, NL, PE, PH, PO, SG, SW, TW, TH, US, UK) not weighted to reflect population size, Adults 18+, n=36,543 online shoppers who made a consumer good purchase requiring consideration in the past week (range of categories) and use Google Search.
16. Google Internal Data, May 2025–Aug 2025.
17. Google/Ipsos, Vertical Consumer Journeys, July 2025, Online survey, AU, BR, CA, DE, FR, IN, JP, MX, UK, US, adults (18+), n=56494 In-market or past-week purchasers of apparel or beauty products, in-market or past-month purchasers of local service or travel, in-market or past-6-month enrollees/registrants for education, or in-market or past-6-month purchasers/leasers of a new vehicle, or in-market for financial products who discovered a new brand, product, retailer, service, or provider on journey.
18. Google Conversion Lift Analysis, Global, 143 Conversion Lift studies run between January 2021 - July 2024. Optional methodology line: Conversion Lift is an exposed/control experiment that measures the incremental conversions driven by Google Ads campaigns.
19. Google internal data, Global, Shopping, offer count updates, January 2026.
20. Google commissioned Ipsos Global Consumer Journeys, Dec 2025, Online survey, Global average of select countries (AR, AU, BR, CA, CL, CO, DE, ES, FR, ID, IN, IT, JP, KR, MX, NL, PE, PH, PO, SG, SW, TW, TH, US, UK) not weighted to reflect population size, Adults 18+, n=37,261 online shoppers who made a consumer good purchase requiring consideration in the past week (range of categories) and use search engines and/or AI platforms.
21. Google commissioned Ipsos Global Consumer Journeys, Dec 2025, Online survey, Global average of select countries (AR, AU, BR, CA, CL, CO, DE, ES, FR, ID, IN, IT, JP, KR, MX, NL, PE, PH, PO, SG, SW, TW, TH, US, UK) not weighted to reflect population size, Adults 18+, n=9,347 online shoppers who made a consumer good purchase requiring consideration in the past week (range of categories), use ChatGPT, and use Google AI Mode for shopping.
22. According to The Gauge report by Nielsen, YouTube has been number one in streaming watch time in the U.S. for more than two years (ahead of Netflix, Disney and Prime Video, as of March 2025). Source: Nielsen Gauge Report, US, March 2025.
23. According to an Edison report, among weekly Podcast listeners surveyed in the US, YouTube, including YouTube Music, is the most frequently used service for listening to Podcasts (YouTube 34.6%, Spotify 24.9%, Apple Podcasts 15.0%) (US, Q1 2025). Source: Edison Research, Edison Podcast Metrics Report, U.S., Q1 2025.
24. YouTube Internal Data, Global.
25. In 2023, YouTube Shorts crossed 2B monthly logged-in users globally. Source: YouTube Internal Data, Global, May 2023.
26. GWI, All Internet Users Aged 18+, Feb 2025.
27. YouTube Internal Data, Global .
28. 82% of viewers in the United States agree that YouTube has the most trusted creators and 83% agree that YouTube has the most trusted creator content. Source: Google/Kantar, Future of Video, n=1001 YouTube viewers, n=2160 weekly video viewers 18-64 (US), fielded from (1/28/25-2/10/25). Competitive set includes 9 market competitors: Linear TV, Netflix, Disney+, Amazon Prime Video, Max, Facebook, Instagram, TikTok, Snapchat.
29. Google Data, Global, April 17, 2024 to April 15, 2025.
30. Alphabet Earnings Q4 2025.
31. Google internal data, 2024 – 2025.
32. Google Internal Data, October 2025.

