

STRATEGY

AI Traffic Share Report 2026: How Much Traffic Are AI Search Engines Capturing?

Key insights and actionable frameworks

01

The Context

The AI search landscape in 2026

The five major AI search platforms ChatGPT Search Monthly active users: 400 million+ globally, with search-specific usage representing significant portion
Referral traffic growth: 200%+ year-over-year from Q1 2025 to Q1 2026 Query types: Informational, research, product comparison, technical how-to

AI traffic share by channel

Overall AI referral traffic: Growth trajectory Period AI Referral Share (Est.) Key Driver
Q1 2025 5-8% ChatGPT search launch, Perplexity growth Q2 2025 7-10% AI Overviews expansion, Gemini growth Q3 2025 9-13% ChatGPT user surge, AI Overviews on 35%+ queries Q4 2025 11-16% Holiday AI shopping resea

02 Key Pillars

01

AI traffic attribution challenges

Four key attribution challenges 1.

02

Conclusion

AI search is no longer emerging—it is a structural force reshaping web traffic.

Ready to Take Action?

Get expert guidance tailored to your business goals.

[Book Your GEO Audit](#)

upgrowth.in/geo-services-generative-engine-optimization/