

HOW INDIANS USED GOOGLE IN 2021

THE THREE V

Indians relied on voice, video, and vernacular languages to search the internet.

VOICE SEARCH

60% of users interacted with voice assistants on their phones

VIDEO CONTENT

4 out of 5 Indians browsed YouTube, with almost 70% of the viewership coming from the 18 -34 age group

CONSUMPTION OF DIGITAL CONTENT

the average time spent by Indians browsing videos increased to more than 4 hours per day compared to previous 1.5 hours per day.

ORGANIC SEARCH

Search terms like "online course", "how to pay online", and "how to sell online" "local news" increased compared to 2019.

ONLINE PURCHASES

More than 45% increase in online purchases from rural areas. More and more Indians are starting to trust online transactions.

LANGUAGE PREFERENCE

More than 84% users preferred videos in Hindi or regional languages. Google Translate was used for more than 17 billion times

AD REVENUE

In FY2020, the revenue generated by digital advertising across India was valued at around Rs 199 billion.