

# BING NETWORK PC MARKET SHARE | Growing on a global scale.

## WORLDWIDE<sup>1</sup>

📈 10% Market share  
🔍 11B Monthly searches

## UNITED STATES<sup>1</sup>

📈 34% Market share  
🔍 6B Monthly searches

## BRAZIL<sup>1</sup>

📈 9% 🔍 133M

## CANADA<sup>1</sup>

📈 19% 🔍 246M

## Latin America<sup>1</sup>

📈 6% Market share  
🔍 753M Monthly searches

Argentina Mexico  
Brazil Peru  
Chile Venezuela  
Colombia

## Europe<sup>1</sup>

📈 9% Market share  
🔍 2B Monthly searches

Austria Switzerland  
Belgium UK  
Denmark  
Finland  
France  
Germany  
Ireland  
Italy  
Luxembourg  
Netherlands  
Norway  
Spain  
Sweden

## AUSTRIA<sup>3</sup>

📈 12% 🔍 23M

## BELGIUM<sup>3</sup>

📈 12% 🔍 41M

## DENMARK<sup>2</sup>

📈 9% 🔍 13M

## FINLAND<sup>1</sup>

📈 7% 🔍 20M

## FRANCE<sup>1</sup>

📈 16% 🔍 349M

## GERMANY<sup>1</sup>

📈 20% 🔍 396M

## IRELAND<sup>4</sup>

📈 8% 🔍 16M

## ITALY<sup>1</sup>

📈 8% 🔍 248M

## NETHERLANDS<sup>2</sup>

📈 9% 🔍 115M

## NORWAY<sup>1</sup>

📈 17% 🔍 21M

## SPAIN<sup>1</sup>

📈 9% 🔍 219M

## SWEDEN<sup>1</sup>

📈 13% 🔍 36M

## SWITZERLAND<sup>1</sup>

📈 12% 🔍 30M

## UNITED KINGDOM<sup>1</sup>

📈 20% 🔍 381M

## Asia Pacific<sup>1</sup>

📈 4% Market share  
🔍 2B Monthly searches

Australia  
China  
Hong Kong  
India  
Indonesia  
Japan  
Malaysia  
New Zealand  
Philippines  
Singapore  
Taiwan  
Thailand  
Vietnam

## AUSTRALIA<sup>1</sup>

📈 14% 🔍 130M

## HONG KONG<sup>4</sup>

📈 18% 🔍 79M

## INDIA<sup>4</sup>

📈 8% 🔍 109M

## INDONESIA<sup>4</sup>

📈 7% 🔍 81M

## MALAYSIA<sup>4</sup>

📈 7% 🔍 45M

## NEW ZEALAND<sup>4</sup>

📈 6% 🔍 14M

## PHILIPPINES<sup>3</sup>

📈 4% 🔍 47M

## SINGAPORE<sup>4</sup>

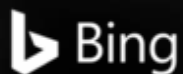
📈 8% 🔍 16M

## TAIWAN<sup>4</sup>

📈 18% 🔍 227M

## VIETNAM<sup>4</sup>

📈 8% 🔍 40M



1. comScore qSearch (custom), June 2018. 2. comScore qSearch (custom), December 2017. 3. comScore qSearch (custom), September 2017. 4. comScore qSearch (custom), March 2018

