GRACKERAI COMPREHENSIVE DATA SHEET

The State of Generative Engine Optimization: 2026 Data Sheet

100+ Essential Statistics, Benchmarks & Projections for the AI Search Revolution

February 2026 · Updated Quarterly · 30+ Sources · Gartner, McKinsey, Forrester, Princeton, eMarketer

$294–391B Global AI market 2025 — 26–31% CAGR	**800M** ChatGPT weekly users — 81% share
14.2% AI search conversion — 4.4× organic	**67%** B2B buyers start with AI — 3× consumer rate

1. Market Size & Growth

Metric	2024	2025	2030	CAGR
Global AI Market	$244B	$294–391B	$1.8–3.5T	26–31%
AI Search Market	$43.6B	$60M+	$379B–1.8T	62%+
Enterprise AI Search	$4.61B	—	$9.31B (2032)	8.2%

Platform	2024	2026 Proj.	2028+
ChatGPT	$3.4B	$6B+	$10B+
Perplexity	$100M ARR	$250–300M	$500M+
MS Copilot	$400M	$1B+	$2.5B+
Google AIO	1% search ad rev	3%	6–7%

2. Platform Adoption

Platform	Users/Scale	Monthly Visits	Share	Key Trait
ChatGPT	800M weekly	5.72B (+127%)	81%	4th most visited site; 2B daily queries
Gemini	50% of ChatGPT mobile	700M	12% of ChatGPT	Fastest-growing; 23 markets Q2 2025
Perplexity	22M+ MAU	70M (+330%)	5.5%	~13 brands/answer; 30% sr leadership
AI Overviews	2B monthly	18% SERP (57% US)	200+ countries	12 links/response; +10% queries
Copilot	Bing: 2.2B visits	Embedded	13–14%	O365/Azure; enterprise focus
Claude	Fastest niche	—	2.8%	B2B/structured; technical focus

3. Citation Analysis

Content Type	Rate	Source Type	Share
Product content	46–70%	Earned media	73%
Reddit discussions	40.1%	Company blogs	17%
News/publishers	35%	Vendor sites	<4%
Wikipedia	26.3%	Paid/sponsored	<1%
Review sites	23%		
YouTube	15.7%		
Blog content	3–6%		

Position	ChatGPT	Gemini	Perplexity	Strategy
#1 leader	94%	89%	87%	ChatGPT + AIO
#2–3	67%	74%	81%	Gemini + Perplexity
#4–10	18%	43%	68%	Perplexity-first
Outside top 10	3%	21%	47%	Own a vertical

4. ROI & Conversion Metrics

Source	Conv. Rate	Value vs Organic	Metric	Value
Claude	16.8%	5.2×	GEO ROI/$ spent	$3.71
ChatGPT	14.2%	4.4×	pSEO vs blogs	18% vs 0.5%
Perplexity	12.8%	4.0×	Annual cost saved	$560K→$78K
Google Organic	2.8%	1.0× (baseline)	Time to results	4–6 weeks

5. B2B-Specific Data

Metric	Value	Trend
B2B buyers starting with AI	67%	3× consumer rate
Orgs using GenAI in purchasing	90%	Up from 45% (2024)
Monthly AI B2B traffic growth	40%	Forrester
AI traffic as % of organic	2–6% → 20%+	Projected end 2025
SQL from GenAI	32%	Early adopters
Marketers tracking AI visibility	22%	78% blind spot

Company Type	Primary	Secondary	Rationale
Market leaders	ChatGPT	AI Overviews	Highest commercial intent
#2–5 players	Gemini	Perplexity	Balanced opportunity
Mid-market/niche	Perplexity	Gemini	Best rates for smaller
Technical/dev	ChatGPT	Claude	Developer audiences

6. Zero-Click Search

Metric	Value	Sector	Impact
U.S. zero-click rate	58.5% (→60%+ by 2027)	Tech	–44%
Commercial CTR w/ AIO	–46%	Travel	–43%
Informational CTR w/ AIO	–34.5%	Retail	–35%
Citations w/ clickable links	1–7%	Overall avg	–34.5%

Opportunity Inversion: Traditional: 100 clicks × 2.8% = 2.8 customers. AI Search: 25 clicks × 14.2% = 3.55 customers + 75 brand mentions. Fewer clicks, more conversions, broader awareness.

7. Adoption Gap & First-Mover Window

Metric	Now	2026 Projection	Phase	Timeline
Tracking AI visibility	22%	—	Pioneer	2024–2025
AI budget allocated	38%	—	**Early adoption**	**2026 (NOW)**

Metric	Now	2026 Projection	Phase	Timeline
SEO → AI reallocation	25.7%	60%	Mainstream	2027–2028
CMOs with GenAI budget	71%	85%+	Mature	2029+

8. Technical Effectiveness

GEO Method	Improvement	Structure Element	Lift
Statistics addition	+41%	H1→H2→H3 hierarchy	+43%
Cite sources	+40%	FAQ schema	+37%
Quotation addition	+28%	Updated <90 days	+28%
Fluency optimization	+15–30%	Table of contents	+24%
Combined methods	Up to 40%	Data tables	+22%

Schema	Lift	Content Age	Citation Prob.	Timeline	Result
FAQPage	3.7×	0–30 days	2.8×	4–6 wks	+15–30%
HowTo	2.9×	31–90 days	1.9×	60–90 days	+50–100%
Product	2.4×	91–180 days	1.2×	6–12 mo	+100–200%
Organization	1.8×	181–365 days	1.0×	12+ mo	+200–400%
Article	1.6×	365+ days	0.6× (−40%)		

9. Future Projections (2026–2030)

Prediction	When	Confidence	Trend	Data
LLMs = 25% global search	2026	High (Gartner)	Voice search	24% voice-powered by 2026
Trad. search −25%	2026	High (Gartner)	Multimodal	40%+ citations incl. video
AI overtakes trad. search	2027–2028	Med-High	AI agents	35% BI queries by 2026
AI = 62.2% search vol	2030	Medium	Personalization	78% real-time by 2026

Business Model	Status	Projection
Perplexity Publisher Program	$42.5M allocated	Sponsored citations, revenue sharing
OpenAI monetization	In development	Intent-based ads; 2.1% commercial queries
Google AI Max	Fastest-growing ad product	Native ads in AI summaries
EU AI Act	Effective 2026	Disclosure, transparency, potential model changes

Sources

Market: Grand View Research, Fortune Business Insights, MarketsandMarkets, Gartner, Forrester, eMarketer, McKinsey. Citations: Rankscale.ai (8K), Goodie (5.7M), Profound (30M), Peec AI, Semrush, XFunnel (768K). Academic: Princeton/ACM SIGKDD 2024 (GEO-bench, 10K queries). Platform: OpenAI, Anthropic, Google, Microsoft, Perplexity.

Turn These Statistics Into Competitive Advantage

Visit **portal.gracker.ai** for a free AI visibility audit or **gracker.ai/demo** to book a strategy session.