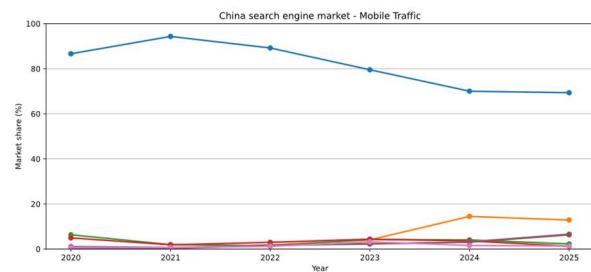




Chinese search engines

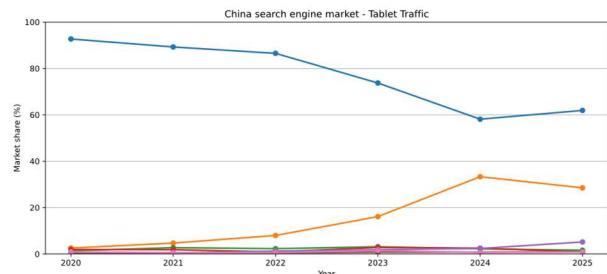
Mobile search engine traffic

Year	Baidu	Bing	Sogou	Haosou	Google	Shenma	Other
2020	86.63%	0.47%	6.32%	4.95%	1.12%	0.00%	0.51%
2021	94.31%	0.43%	1.96%	1.87%	0.68%	0.15%	0.60%
2022	89.20%	1.79%	1.44%	2.98%	1.61%	1.77%	1.21%
2023	79.54%	4.07%	4.22%	4.38%	2.23%	2.36%	3.20%
2024	70.03%	14.47%	4.06%	3.61%	3.21%	3.02%	1.60%
2025	69.34%	12.88%	2.28%	1.24%	6.64%	6.31%	1.31%



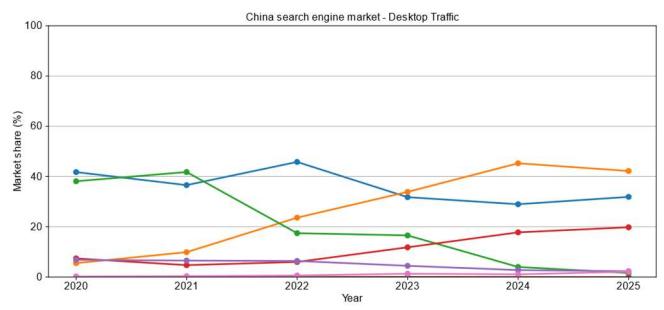
Tablet search engine traffic

Year	Baidu	Bing	Sogou	Haosou	Google	Shenma	Other
2020	92.71%	2.56%	1.36%	1.94%	0.01%	0.53%	0.89%
2021	89.27%	4.70%	2.73%	1.86%	0.38%	0.51%	0.55%
2022	86.52%	7.98%	2.29%	0.90%	1.26%	0.43%	0.62%
2023	73.73%	16.12%	3.13%	2.83%	1.87%	0.80%	1.52%
2024	58.13%	33.32%	2.21%	2.50%	2.37%	0.82%	0.65%
2025	61.80%	28.52%	1.62%	0.94%	5.18%	1.01%	0.83%



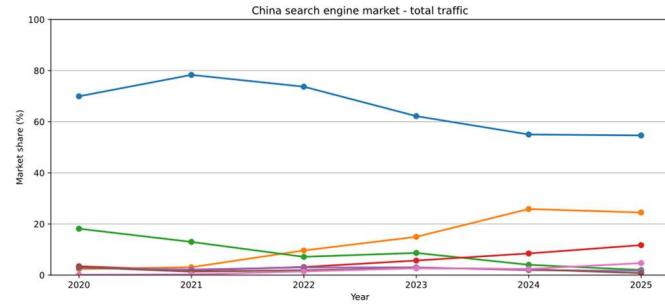
Desktop search engine traffic

Year	Baidu	Bing	Sogou	Haosou	Google	Shenma	Other
2020	41.78%	5.54%	38.13%	7.42%	6.83%	0.06%	0.24%
2021	36.59%	9.91%	41.80%	4.75%	6.57%	0.03%	0.35%
2022	45.81%	23.63%	17.47%	6.02%	6.41%	0.03%	0.63%
2023	31.80%	33.90%	16.58%	11.84%	4.48%	0.08%	1.32%
2024	28.98%	45.28%	4.03%	17.80%	2.78%	0.04%	1.09%
2025	31.91%	42.21%	1.62%	19.81%	2.31%	0.01%	2.13%



Total search engine traffic

Year	Baidu	Bing	Sogou	Haosou	Google	Shenma	Other
2020	69.95%	2.38%	18.15%	3.47%	2.83%	3.09%	0.13%
2021	78.32%	3.08%	12.99%	1.81%	2.19%	1.35%	0.26%
2022	73.71%	9.63%	7.15%	3.17%	2.99%	1.91%	1.44%
2023	62.19%	14.98%	8.68%	5.70%	3.01%	2.79%	2.65%
2024	55.02%	25.85%	4.03%	8.47%	1.94%	2.28%	2.41%
2025	54.64%	24.50%	2.01%	11.73%	1.67%	0.75%	4.70%



Led by Baidu, Chinese search engines have successfully dominated the internet for over 20 years, up to 2023.

This was helped many years ago, when Google and Chinese authorities could not find a way to work on the Internet in China. Today, Google search engines, applications, and files are largely inaccessible in China; therefore, Google is mainly accessed via VPNs.



Baidu

Market Share: 54.68%

<https://www.baidu.com>

Baidu was the Google replacement in China. It filled the gap left by “Google blocked” in China. The issue with Baidu is that it's unclear which ad placements are included in the results and which listing best matches your search. This is different from Google, where ads are marked.



Shenma

Market Share: 0.79%

<https://m.sm.cn>

Shenma, part of the Alibaba family, aims to bridge the gap between traditional search engines and e-commerce sites like Tmall, JD Buy, and Amazon.



360 Search

Market Share: 11.73%

<https://www.360.cn>

QiHoo360 started in PC security. In part, it could be compared to Norton 360. The key difference is that it is free and has access to your PC software data to make recommendations and display adverts. Many Chinese PCs install 360 to protect their PCs/mobiles from hacking, and it has been successful in preventing such attacks. In doing so, when the 360 Search Engine is installed on a PC, it is promoted, much like Microsoft used to install its IE browser automatically.



Sogou

Market Share: 2.01%

<https://www.sogou.com>

Sogou is part of the Tencent software collection and links to other Tencent products, such as QQ and WeChat. Given this integration with WeChat and QQ, Sogou's growth in the Chinese Search Engine has not happened. We believe this is due to increased use of the Tencent WeChat platform, which includes its search engine.



Google

Market Share: 1.67%

<https://www.google.com>

Google has over 80% of the world's search engine market, but in China, it has less than 2%.



Bing

Market Share: 24.50%

<https://www.bing.com>

Bing, a Microsoft search engine, is not blocked. Microsoft has maintained a significant, long-term presence in China since 1992. Microsoft follows the Chinese authorities' rules and regulations, which will result in some content being removed from the Bing search engine. This has little impact on the business website and data.

Historically, has not had traction in China. It has always had a strong presence in the East Asian countries outside China due to Microsoft's ownership of Yahoo, which had a very large following in the region. This changed in 2024 with increased usage in the B2B market.

If you review Chinese search engines and B2B apps, e.g., Alibaba, you will see that they focus on Chinese businesses. The international content is limited. With a high level of education in China, reading international business information is no longer a problem.

After ensuring your website is visible in China, we recommend focusing on improving your ranking on Bing as the next step.

Chinese search engine webmaster

Chinese search engines all have Webmasters, similar to Google or Bing.

In Chinese, Pingyin is a Webmaster known as "Zhanzhang".

The Chinese webmaster links are as follows;

- Baidu - <https://ziyuan.baidu.com/>
- Sogou - <http://zhanzhang.sogou.com/>
- 360 Search - <http://zhanzhang.so.com/>
- Shenma - <http://zhanzhang.sm.cn/>

What is an internet search?

If you ask what a Search Engine is or how you search in China (or in the ROW), most of the time, you will get an answer like this: -



The problem is that your question, "Where do you go to search?" encourages people to think in a long, traditional line. Search must mean Search Engine.

You will get different answers if you ask the "Search" question more precisely.

- Where do you go and search for music?
- Where do you go to search for shoes?
- Where do you search for a new forklift truck?

You start using different APPs ...



If we ask the same question outside China, Amazon is currently the market's most used consumer search engine.

In China, you do have the advantage of Shenma, which is trying to bridge the gap between search engines and retail e-commerce sites.

The WeChat platform has a built-in search engine. Opening a WeChat account and linking your internet content will expose your business to WeChat.

Chinese search engine recommendations

1. Make sure your website content can be seen in China
2. Check to see if your internet content can be seen in a Chinese search engine
3. Check to see if your products can be seen in Chinese e-mails
4. List your internet content in the Chinese search engine webmaster - "Zhanzhang."
5. Open a WeChat account and link your internet contents.