

Is Google a Monopoly, Has It Been Anticompetitive, and Is It Harming Consumers?

AUDIO

Eric Haggstrom, Nicole Perrin and Mariel Soto Reyes

eMarketer forecasting analyst Eric Haggstrom, principal analyst Nicole Perrin, and research analyst at Insider Intelligence Mariel Soto Reyes discuss the US Department of Justice's suit against Google. What are Google and the government's cases? What is a monopoly? What constitutes anticompetitive behavior? And is Google inadvertently harming consumers?

Net Search Ad Revenue Share in the US, by Company, 2019-2022

% of search ad spending

	2019	2020	2021	2022
Google	61.3%	57.9%	56.8%	54.9%
Amazon	13.3%	17.9%	19.4%	21.5%
Microsoft	6.6%	5.7%	5.0%	4.6%
Verizon Media	1.9%	1.5%	1.3%	1.1%
Yelp	1.7%	1.3%	1.3%	1.2%
IAC	1.1%	0.8%	0.7%	0.6%
Other	14.0%	14.8%	15.5%	16.0%

Note: includes advertising that appears based on specified keywords or search terms in response to a user's query; includes paid listings, paid inclusion, and contextual text links; examples include text ads in Google search results, Product Listing Ads in Google search results, and Amazon Sponsored Products and Sponsored Brands; includes advertising that appears on desktop and laptop computers, as well as mobile phones, tablets, and other internet-connected devices

Source: eMarketer, Oct 2020

259350

www.eMarketer.com

Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), [Pandora](#), [Spotify](#), or [Stitcher](#).

Meeting the expectations of today's consumer means you have to deliver memorable digital experiences. Sitecore empowers more than 5,000 brands to create personalized content that shows you understand your customers' needs. Explore our resources and learn how to make digital your difference through customer connections that power your business. [Find out more.](#)