

# AI Global

Global Sector Trends on Generative AI

Data ending 12/5/25



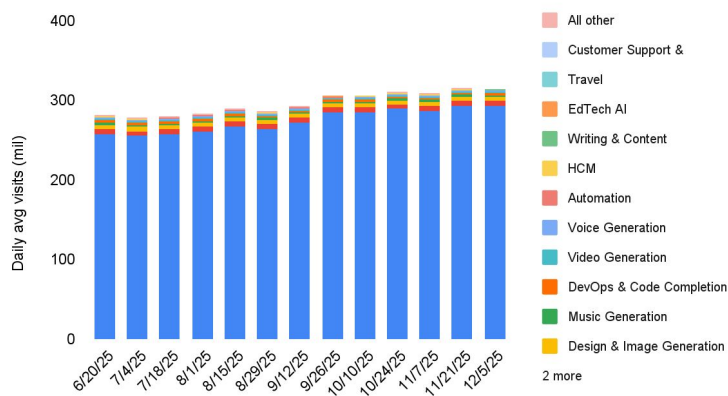
INVESTOR INTELLIGENCE HEATMAP

## Generative AI Sites by Category

12wk Change	7/4	7/18	8/1	8/15	8/29	9/12	9/26	10/10	10/24	11/7	11/21	12/5
General	6%	5%	6%	6%	4%	5%	12%	11%	11%	7%	11%	8%
Character & Chat	-5%	-9%	-8%	-5%	-1%	2%	4%	7%	4%	7%	0%	-2%
Design & Image Generation	-22%	-4%	-2%	0%	2%	-2%	-8%	-9%	-8%	-8%	-1%	0%
Writing & Content	-18%	-14%	-12%	-11%	-10%	-8%	-8%	-15%	-14%	-3%	1%	-3%
EdTech AI	-2%	-2%	7%	-1%	5%	4%	4%	-1%	-10%	-13%	-12%	-8%
Customer Support & Experience	-1%	8%	7%	11%	23%	16%	-5%	-20%	-22%	-23%	-27%	-20%
All other	-2%	15%	13%	10%	13%	3%	4%	-1%	1%	-3%	-5%	-9%

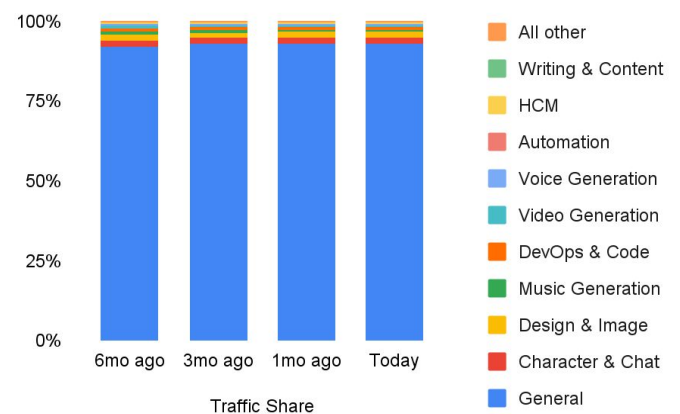
Source: Similarweb

### Global AI Tools Traffic



Source: Similarweb

### Global AI Traffic Share



Source: Similarweb

\*Trend indicates 4wk YoY growth vs 12wk YoY growth



INVESTOR INTELLIGENCE HEATMAP

## General AI Tools

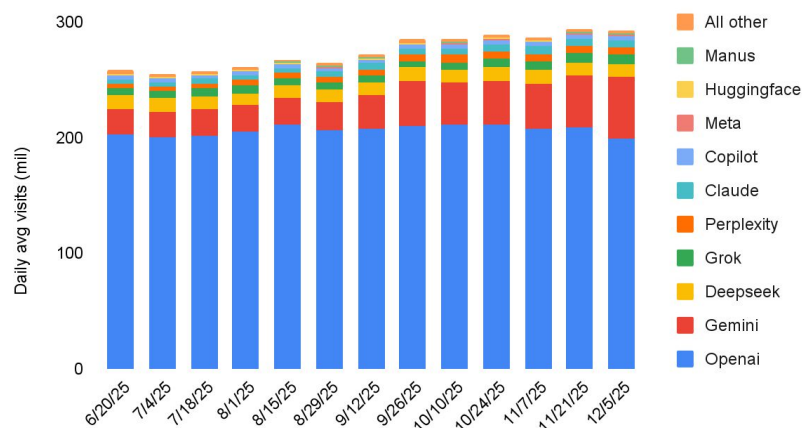
General AI tools, led by ChatGPT, perform a wide variety of automation tasks that incorporate the interpretation of human language and generate responses and insights commonly through a Chat or Search UI. Many general chat AI tools have free and paid layers that enable advanced queries and API integrations. Sectors that are potentially disrupted by General AI tools in its early stages include: Search, Discussion Forums, Social Media, EdTech.

Growth rates are based on total visits at the domain level and do not capture API usage or integrations.

12wk Change	7/4	7/18	8/1	8/15	8/29	9/12	9/26	10/10	10/24	11/7	11/21	12/5
Openai	6%	3%	4%	5%	4%	3%	5%	5%	3%	-2%	1%	-4%
Gemini	65%	63%	51%	39%	20%	32%	78%	64%	69%	71%	84%	82%
Deepseek	-26%	-27%	-27%	-28%	-22%	-17%	-8%	-8%	12%	15%	12%	5%
Grok	-27%	3%	9%	7%	14%	16%	6%	-13%	5%	13%	28%	43%
Perplexity	13%	12%	26%	14%	17%	20%	37%	66%	39%	39%	32%	17%
Claude	19%	26%	33%	46%	42%	34%	35%	47%	56%	49%	16%	12%
Copilot	-8%	3%	6%	0%	11%	12%	19%	15%	13%	12%	16%	7%
Meta	38%	-17%	-22%	-21%	-21%	-21%	-15%	102%	82%	73%	79%	109%
Huggingface	-5%	-2%	3%	12%	3%	-6%	-4%	-14%	-12%	-18%	-10%	4%
Manus	-16%	-1%	25%	2%	-11%	-19%	-14%	-23%	-17%	-16%	-2%	-1%

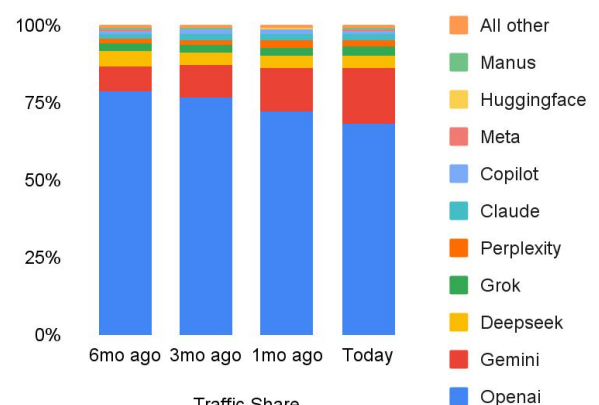
Source: Similarweb

### General AI Tools Traffic



Source: Similarweb

### General AI Traffic Share



Source: Similarweb



## INVESTOR INTELLIGENCE HEATMAP

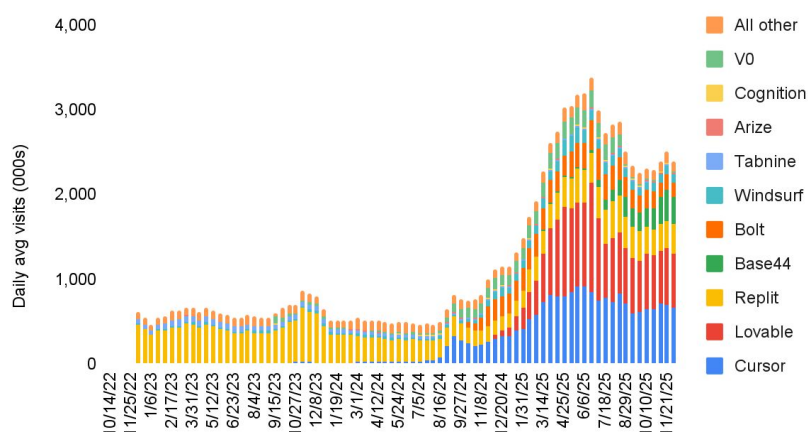
## Code Completion &amp; DevOps

Code Completion & DevOps tools assist developers in writing, testing and debugging software code. These tools analyze existing code and predict the most likely next piece of code, which flagging potential errors, deprecations and areas to drive efficiency. Code completion tools are often embedded inside developer environments, and as a result, the standalone platforms listed below represent a sample of engagement using the available tools. Sectors that are potentially disrupted by Code Completion tools its early stages include: SaaS DevOps & Continuous Integration, Web & App builders, Freelance Platforms

12wk Change	7/4	7/18	8/1	8/15	8/29	9/12	9/26	10/10	10/24	11/7	11/21	12/5
<b>Cursor</b>	-7%	-1%	-14%	-9%	-22%	-29%	-19%	-18%	-11%	-13%	-3%	10%
<b>Lovable</b>	8%	-41%	-24%	-26%	-35%	-50%	-37%	3%	-15%	-15%	3%	1%
<b>Replit</b>	21%	15%	25%	10%	-1%	1%	-9%	-18%	-31%	-29%	-17%	-7%
<b>Base44</b>	172%	506%	647%	757%	1161%	568%	225%	95%	73%	76%	69%	44%
<b>Bolt</b>	61%	34%	-2%	-9%	-23%	-35%	-45%	-31%	-29%	-36%	-27%	-27%
<b>Windsurf</b>	-15%	-28%	-37%	-41%	-33%	-29%	-17%	-30%	-22%	-14%	5%	2%
<b>Tabnine</b>	-24%	-12%	-7%	7%	14%	15%	8%	-20%	-14%	-20%	-19%	-20%
<b>Arize</b>	20%	40%	20%	60%	33%	17%	33%	0%	33%	0%	25%	57%
<b>V0</b>	-5%	-13%	-4%	-40%	-90%	-91%	-94%	-95%	-96%	-95%	-71%	-56%
<b>All other</b>	11%	-10%	-1%	-2%	-26%	-8%	-6%	-10%	-15%	-25%	-13%	-16%
<b>DevOps &amp; Code Completion total</b>	<b>9%</b>	<b>-10%</b>	<b>-7%</b>	<b>-10%</b>	<b>-22%</b>	<b>-31%</b>	<b>-25%</b>	<b>-15%</b>	<b>-19%</b>	<b>-16%</b>	<b>0%</b>	<b>2%</b>

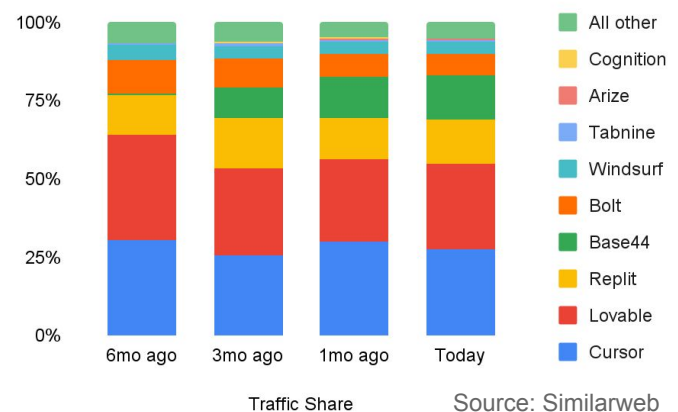
Source: Similarweb

## DevOps &amp; Code Completion Tools Traffic



Source: Similarweb

## DevOps &amp; Code Completion Tools Traffic Share



Source: Similarweb



INVESTOR INTELLIGENCE HEATMAP

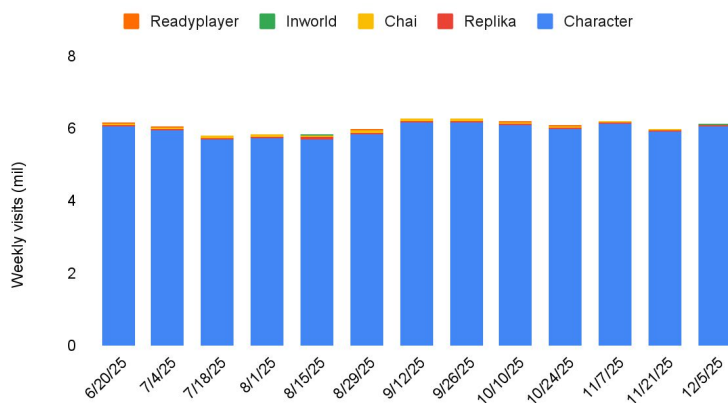
## Character & Chat AI Tools

Character and Chat AI tools, led by Character AI, reflect derivations of the chat LLMs embedded in general AI, but are intended to learn and incorporate specific user language and mannerisms in order to mimic or replicate in natural settings. Sectors that are potentially disrupted by Character and Chat AI tools in its early stages include: Media, Entertainment, Sales & Marketing SaaS, EdTech.

12wk Change	7/4	7/18	8/1	8/15	8/29	9/12	9/26	10/10	10/24	11/7	11/21	12/5
Character	-5%	-9%	-8%	-5%	-2%	2%	4%	7%	5%	8%	1%	-2%
Replika	14%	-16%	-5%	-6%	-1%	-14%	-25%	-34%	-27%	-26%	-21%	-17%
Chai	-60%	-39%	1%	47%	80%	103%	57%	16%	-21%	-46%	-58%	-61%
Inworld	38%	26%	36%	53%	35%	31%	-18%	-23%	-17%	-17%	-29%	23%
Readyplayer	30%	11%	27%	19%	25%	14%	-7%	11%	-12%	-15%	-27%	-36%
Character & Chat total	-5%	-9%	-8%	-5%	-1%	2%	4%	7%	4%	7%	0%	-2%

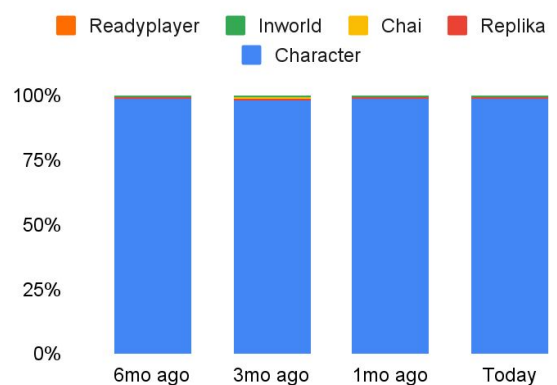
Source: Similarweb

### Character & Chat AI Traffic



Source: Similarweb

### Character & Chat Traffic Share



Source: Similarweb

Traffic Share



INVESTOR INTELLIGENCE HEATMAP

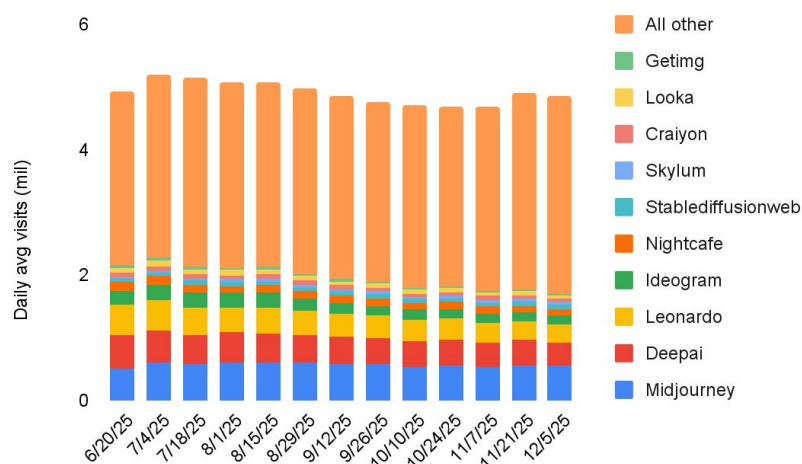
## Design & Image Generation

Design & Image Generation AI tools enable users to generate highly customized art and images, usually through text or a simple UI, and provide the opportunity to streamline the design process. Sectors that are potentially disrupted by Design & Image Generation tools in its early stages include: Creative & Marketing Agencies, Publishers, Web & App builders, Freelance platforms.

12wk Change	7/4	7/18	8/1	8/15	8/29	9/12	9/26	10/10	10/24	11/7	11/21	12/5
Midjourney	25%	32%	33%	26%	30%	16%	-7%	-7%	-8%	-13%	-8%	-3%
Deepai	-25%	-15%	-5%	-17%	-17%	-21%	-15%	-12%	-12%	-13%	-8%	-15%
Leonardo	-19%	-22%	-20%	-18%	-18%	-23%	-26%	-22%	-18%	-23%	-20%	-19%
Ideogram	-30%	-29%	-21%	-1%	-18%	-24%	-39%	-34%	-30%	-39%	-28%	-28%
Nightcafe	-3%	-9%	-12%	-9%	-15%	-13%	-20%	-18%	-14%	-9%	-6%	-6%
Stablediffusionweb	-21%	-2%	16%	33%	40%	51%	43%	16%	8%	1%	-2%	-8%
Skylum	-1%	5%	21%	37%	50%	39%	41%	17%	6%	16%	9%	18%
Craiyon	-22%	-15%	-10%	-12%	-23%	-26%	-29%	-27%	-23%	-20%	-12%	-6%
Looka	-15%	-2%	-4%	-12%	-15%	-7%	-21%	-33%	-31%	-27%	-27%	-32%
Getimg	-96%	-81%	-69%	-33%	-19%	-14%	-17%	-12%	-18%	-21%	-29%	-25%
All other	-4%	5%	1%	3%	6%	4%	-2%	-4%	-3%	0%	6%	8%
<b>Design &amp; Image Generation total</b>	<b>-22%</b>	<b>-4%</b>	<b>-2%</b>	<b>0%</b>	<b>2%</b>	<b>-2%</b>	<b>-8%</b>	<b>-9%</b>	<b>-8%</b>	<b>-8%</b>	<b>-1%</b>	<b>0%</b>

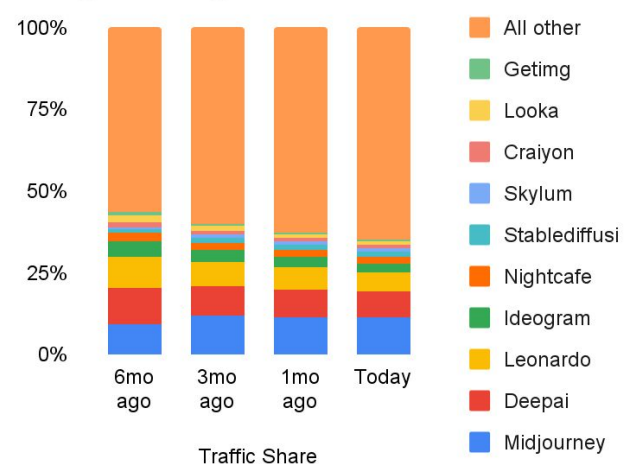
Source: Similarweb

### Design & Image Generation Traffic



Source: Similarweb

### Design & Image Generation Traffic Share



Source: Similarweb



## INVESTOR INTELLIGENCE HEATMAP

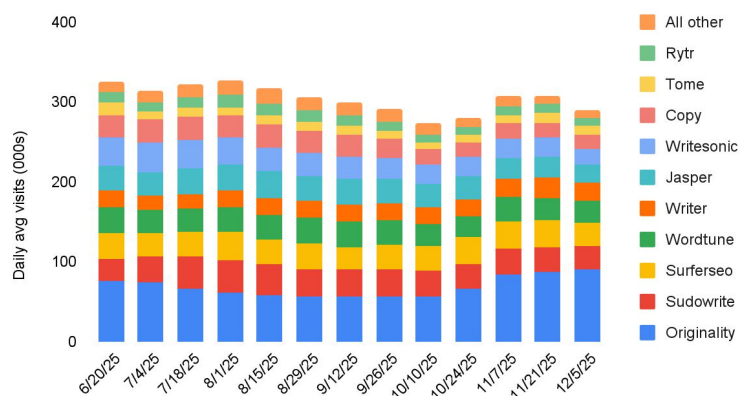
## Writing & Content Generation

Writing & Content generation AI tools enable users to generate and analyze publications from short-form articles to longer-form essays and reports. Content can typically be manipulated through interactions with chatbots or adjusted stylistically in a simple UI. Sectors that are potentially disrupted by Design & Image Generation tools in its early stages include: Creative & Marketing Agencies, Communications & PR, Content Marketing, Journalism, Entertainment, Publishers, Freelance platforms.

12wk Change	7/4	7/18	8/1	8/15	8/29	9/12	9/26	10/10	10/24	11/7	11/21	12/5
Originality	5%	-9%	-22%	-23%	-19%	-26%	-25%	-15%	8%	44%	53%	60%
Sudowrite	1%	15%	35%	49%	7%	25%	9%	-19%	-23%	-17%	-8%	-12%
Surferseo	-29%	-11%	0%	-21%	-4%	-13%	0%	-1%	-6%	11%	4%	3%
Wordtune	-37%	-28%	-17%	-11%	-7%	-3%	8%	-1%	-13%	0%	-10%	-14%
Writer	-39%	-34%	-14%	-17%	0%	1%	13%	8%	0%	11%	15%	11%
Jasper	-20%	-9%	-7%	1%	-5%	3%	4%	-11%	-12%	-25%	-17%	-32%
Writesonic	-20%	-19%	-24%	-25%	-23%	-21%	-26%	-31%	-30%	-18%	-15%	-28%
Copy	-5%	-9%	-16%	-9%	-10%	4%	-18%	-30%	-30%	-32%	-34%	-41%
Tome	-59%	-55%	-58%	-54%	-56%	-40%	-3%	-27%	-15%	-19%	21%	14%
Rytr	-23%	-15%	1%	27%	23%	14%	4%	-23%	-38%	-23%	-25%	-27%
All other	26%	43%	48%	36%	18%	25%	-1%	-22%	-36%	-35%	-39%	-36%
<b>Writing &amp; Content total</b>	<b>-18%</b>	<b>-14%</b>	<b>-12%</b>	<b>-11%</b>	<b>-10%</b>	<b>-8%</b>	<b>-8%</b>	<b>-15%</b>	<b>-14%</b>	<b>-3%</b>	<b>1%</b>	<b>-3%</b>

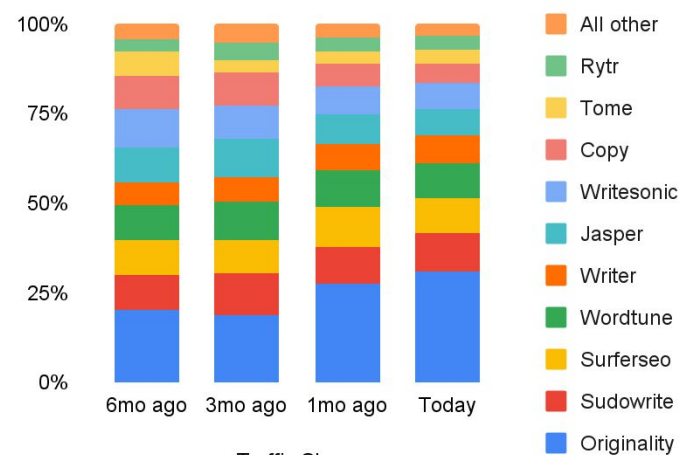
Source: Similarweb

### Writing & Content Tools Traffic



Source: Similarweb

### Writing & Content Traffic Share



Source: Similarweb



INVESTOR INTELLIGENCE HEATMAP

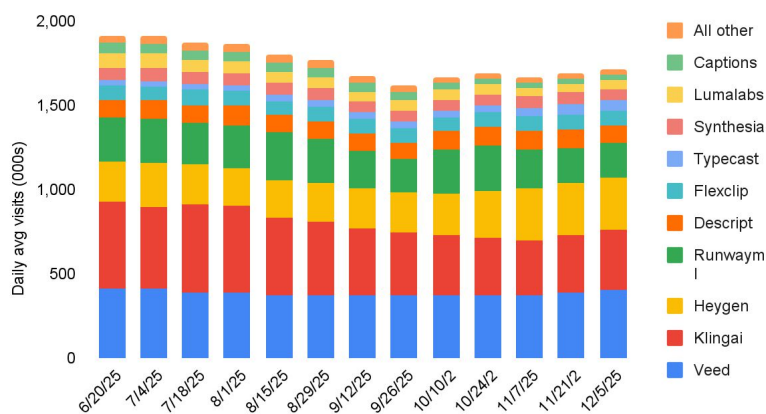
## Video Generation & Editing

Video Generation & editing AI tools enable users to generate customized animations or live action simulated videos from text or simple UI, or quickly edit existing videos using user-defined stylistic parameters or instructions (e.g. time restrictions). Sectors that are potentially disrupted by Video Generation tools in its early stages include: Creative & Marketing Agencies, Entertainment, Social Media, Freelance platforms.

12wk Change	7/4	7/18	8/1	8/15	8/29	9/12	9/26	10/10	10/24	11/7	11/21	12/5
Veed	19%	7%	4%	0%	-4%	-9%	-9%	-4%	-4%	0%	4%	8%
Klingai	-21%	-22%	-5%	-16%	-16%	-23%	-24%	-32%	-34%	-28%	-22%	-10%
Heygen	58%	52%	23%	3%	4%	-2%	-8%	4%	27%	37%	37%	31%
Runwayml	-11%	-5%	9%	17%	5%	-12%	-25%	5%	5%	-18%	-24%	-9%
Descript	14%	4%	13%	2%	-1%	-4%	-10%	1%	-5%	4%	8%	7%
Flexclip	-60%	-22%	-10%	-11%	-3%	4%	7%	-1%	0%	8%	7%	-1%
Typecast	38%	22%	11%	40%	50%	25%	9%	14%	7%	27%	51%	67%
Synthesia	-2%	-11%	-10%	-16%	-12%	-18%	-23%	-16%	-6%	-3%	-5%	-4%
Lumalabs	-14%	-24%	-24%	-19%	-23%	-33%	-21%	-11%	-12%	-25%	-16%	2%
Captions	-19%	-16%	-20%	-18%	-8%	-19%	-12%	-32%	-40%	-40%	-45%	-45%
<b>Video Generation total</b>	<b>-6%</b>	<b>-5%</b>	<b>1%</b>	<b>-4%</b>	<b>-5%</b>	<b>-12%</b>	<b>-15%</b>	<b>-11%</b>	<b>-10%</b>	<b>-8%</b>	<b>-4%</b>	<b>2%</b>

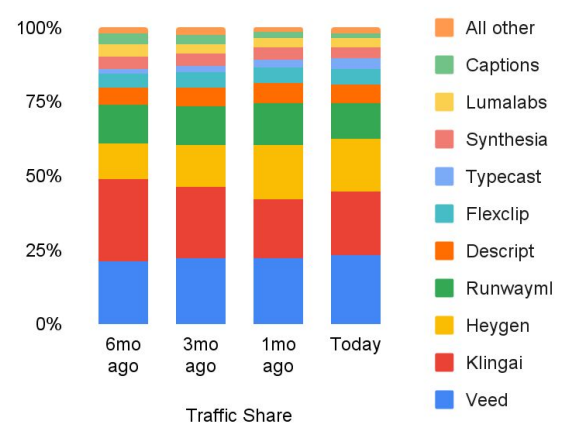
Source: Similarweb

### Video Generation Tools Traffic



Source: Similarweb

### Video Generation Traffic Share



Source: Similarweb



INVESTOR INTELLIGENCE HEATMAP

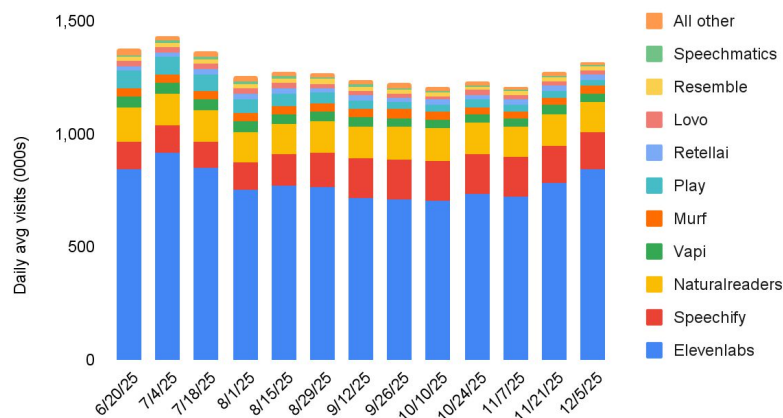
## Voice Generation & Editing

Voice Generation & editing AI tools enable users to generate natural audio from text or simple UI, or edit existing audio using user-defined stylistic parameters or instructions. Sectors that are potentially disrupted by Audio Generation tools in its early stages include: Creative & Marketing Agencies, Publishing, News & Entertainment, Social Media.

12wk Change	7/4	7/18	8/1	8/15	8/29	9/12	9/26	10/10	10/24	11/7	11/21	12/5
Elevenlabs	55%	24%	6%	12%	3%	-15%	-23%	-17%	-3%	-7%	2%	18%
Speechify	-16%	-18%	-15%	1%	13%	41%	47%	47%	46%	28%	10%	-5%
Naturalreaders	-8%	-5%	-7%	-12%	-16%	-6%	5%	5%	5%	-1%	1%	-5%
Vapi	11%	18%	3%	-15%	-13%	-17%	-17%	-25%	-21%	-9%	-9%	-11%
Murf	-12%	-6%	-13%	8%	11%	10%	9%	-7%	-19%	-19%	-18%	-18%
Play	9%	1%	-11%	-26%	-42%	-54%	-61%	-56%	-45%	-34%	-26%	-21%
Retellai	-2%	27%	21%	52%	26%	12%	10%	-11%	-2%	-14%	10%	10%
Lovo	25%	15%	34%	35%	-5%	-18%	-19%	-24%	-16%	-8%	2%	4%
Resemble	-5%	-10%	6%	19%	-24%	8%	-8%	-14%	-23%	-28%	-23%	-36%
Speechmatics	100%	124%	94%	71%	-6%	-6%	-45%	-53%	-34%	-44%	-15%	-12%
All other	-6%	-7%	5%	4%	-3%	-19%	-15%	-27%	-25%	-26%	-22%	-17%
<b>Voice Generation total</b>	<b>27%</b>	<b>12%</b>	<b>1%</b>	<b>5%</b>	<b>-2%</b>	<b>-10%</b>	<b>-15%</b>	<b>-12%</b>	<b>-2%</b>	<b>-5%</b>	<b>0%</b>	<b>7%</b>

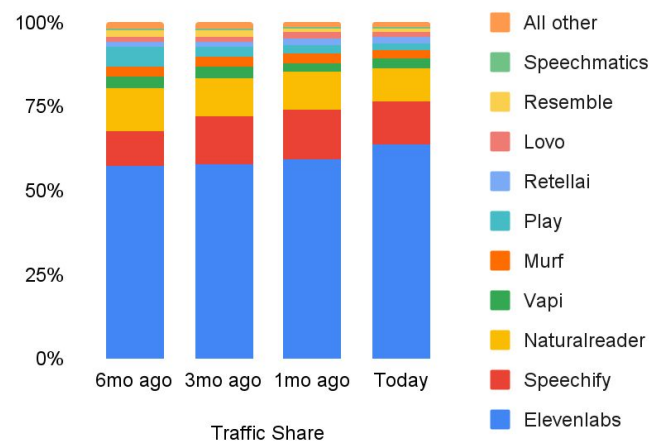
Source: Similarweb

### Voice Generation Tools Traffic



Source: Similarweb

### Voice Generation Traffic Share



Source: Similarweb



INVESTOR INTELLIGENCE HEATMAP

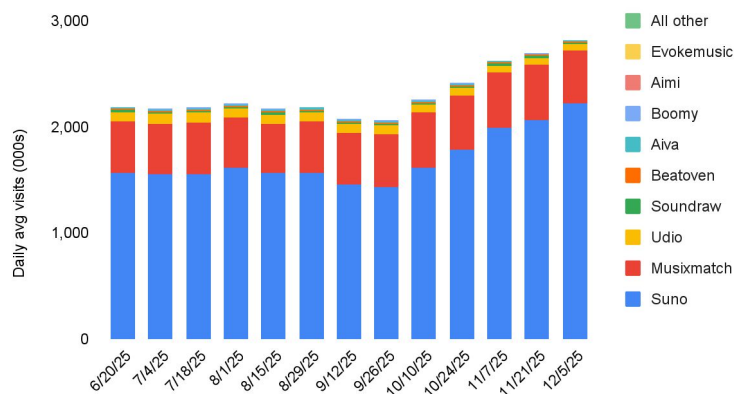
## Music Generation

Music Generation AI tools enable users to generate compositions based on user-defined stylistic parameters and guidelines. Sectors that are potentially disrupted by Music Generation tools in its early stages include: Music Publishing & Licensing, Streaming Medi,

12wk Change	7/4	7/18	8/1	8/15	8/29	9/12	9/26	10/10	10/24	11/7	11/21	12/5
Suno	-3%	-6%	-10%	-10%	0%	-7%	-8%	4%	10%	28%	32%	53%
Musixmatch	16%	11%	3%	2%	2%	1%	4%	6%	10%	9%	9%	2%
Udio	-35%	-30%	-25%	-19%	-13%	-13%	-17%	-20%	-16%	-16%	-26%	-28%
Soundraw	-36%	-15%	-9%	12%	-5%	-3%	-12%	-3%	-3%	-16%	-23%	-20%
Beatoven	-22%	-30%	9%	7%	41%	46%	16%	6%	12%	5%	-4%	-14%
Aiva	-78%	-64%	-22%	3%	8%	2%	5%	-1%	-9%	-4%	-22%	-18%
Boomy	-32%	-15%	-19%	-12%	-33%	-9%	-14%	-11%	-35%	-38%	-34%	-47%
Music Generation total	-4%	-5%	-8%	-8%	0%	-5%	-5%	3%	9%	21%	23%	36%

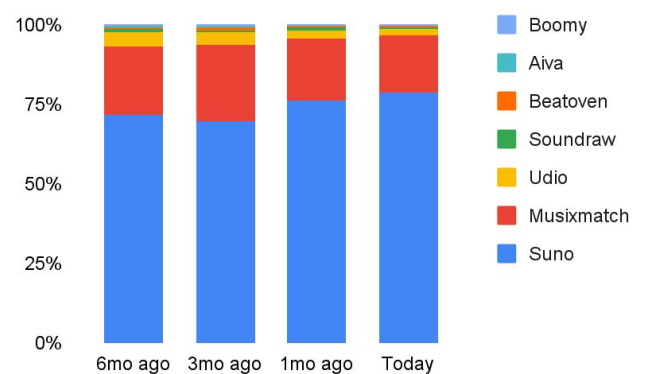
Source: Similarweb

### Music Generation Tools Traffic



Source: Similarweb

### Music Generation Traffic Share



Traffic Share

Source: Similarweb



INVESTOR INTELLIGENCE HEATMAP

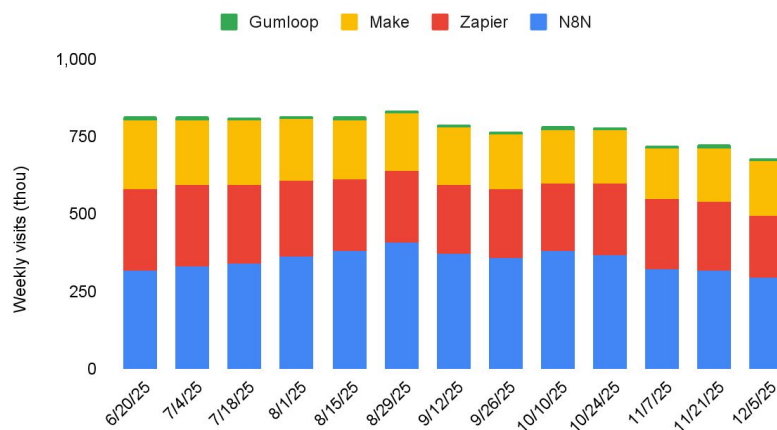
## Automation

AI automation tools like n8n, Gumloop, and Zapier empower users to build workflows that connect apps, automate tasks, and orchestrate complex business logic with minimal or no code. These platforms are reshaping how teams approach operations, reducing the need for manual processes and developer resources. Sectors likely to be disrupted in the early stages include: IT Services, Operations & Process Management, and SaaS Integration Platforms.

12wk Change	7/4	7/18	8/1	8/15	8/29	9/12	9/26	10/10	10/24	11/7	11/21	12/5
N8N	75%	57%	73%	60%	43%	17%	8%	11%	1%	-15%	-22%	-20%
Zapier	-10%	-12%	-12%	-15%	-13%	-16%	-14%	-13%	-5%	-4%	-5%	-11%
Make	3%	-3%	-2%	-10%	-14%	-17%	-17%	-16%	-13%	-13%	-7%	-4%
Gumloop	-21%	-5%	-10%	-15%	-25%	-22%	-21%	-1%	-12%	-20%	46%	12%
Automation total	17%	11%	16%	11%	7%	-3%	-6%	-4%	-4%	-12%	-13%	-13%

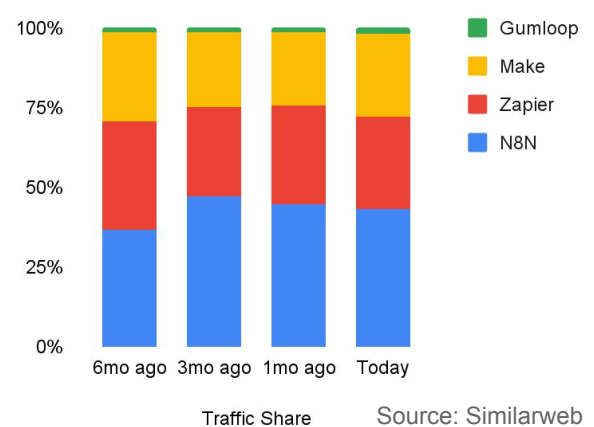
Source: Similarweb

### Automation



Source: Similarweb

### Automation



Source: Similarweb



## INVESTOR INTELLIGENCE HEATMAP

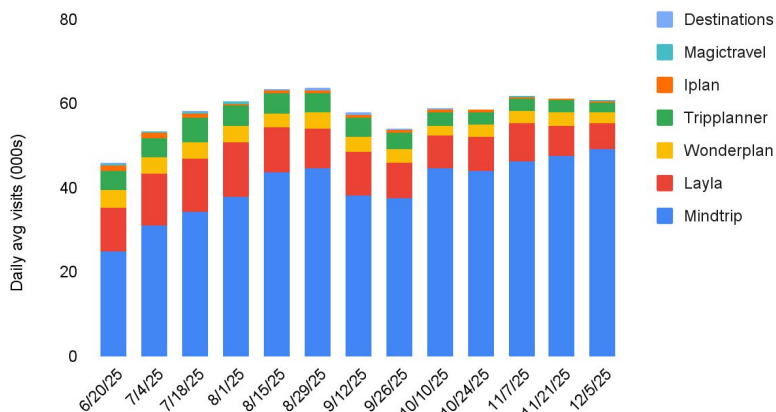
## Travel

Travel AI tools help users plan, book, and optimize their travel experiences by leveraging natural language processing, real-time data aggregation, and personalized recommendations. These tools can automatically search for flights, hotels, and activities based on user preferences, and even handle itinerary changes or customer support. As these capabilities mature, sectors most likely to be disrupted include: Online Travel Agencies (OTAs), Corporate Travel Management, Concierge Services, and Customer Experience Platforms.

12wk Change	7/4	7/18	8/1	8/15	8/29	9/12	9/26	10/10	10/24	11/7	11/21	12/5
Mindtrip	137%	131%	153%	175%	130%	53%	21%	30%	17%	6%	6%	29%
Layla	11%	18%	37%	8%	0%	0%	-30%	-38%	-38%	-13%	-26%	-42%
Wonderplan	3%	30%	62%	-14%	-13%	-13%	-20%	-43%	-28%	-17%	-10%	-30%
Tripplanner	-10%	16%	12%	13%	13%	3%	-20%	-45%	-36%	-36%	-39%	-48%
Iplan	26%	24%	6%	-11%	-51%	-54%	-41%	-39%	6%	-49%	-55%	-37%
Magictavel	-2%	14%	105%	27%	-47%	-75%	-100%	-37%	-96%	-13%	45%	164%
Destinations	111%	94%	51%	102%	109%	144%	54%	-20%	-46%	-74%	-83%	-85%
Travel total	56%	67%	90%	82%	63%	26%	1%	1%	-3%	-3%	-4%	5%

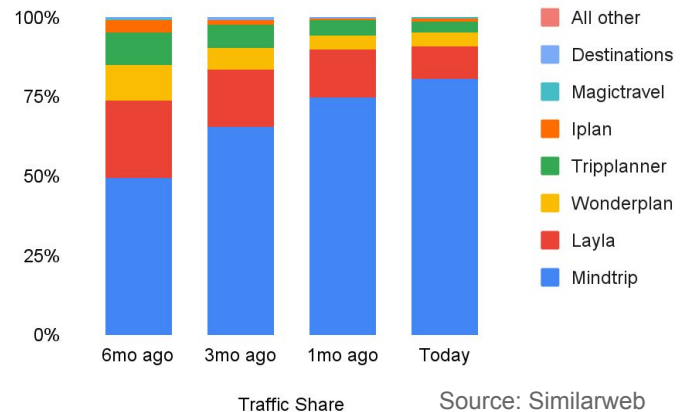
Source: Similarweb

## AI Travel Tools Traffic



Source: Similarweb

## AI Travel Tools Traffic Share



Source: Similarweb



INVESTOR INTELLIGENCE HEATMAP

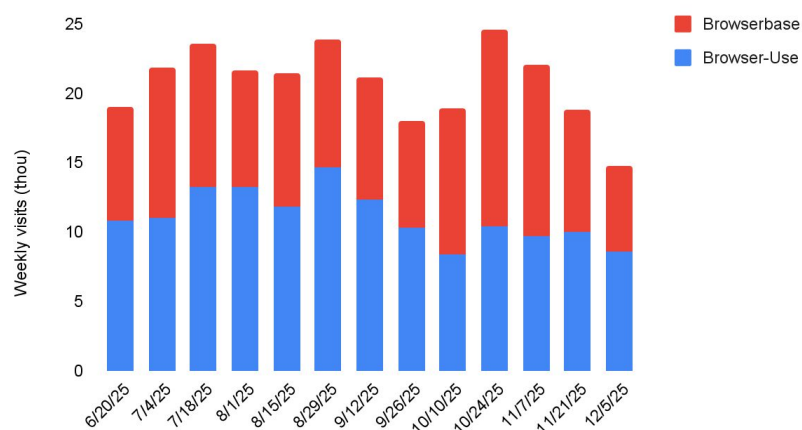
## Browser

Browser automation tools like Browserbase and browser-use enable developers and AI agents to control headless browsers for tasks such as web scraping, form submissions, testing, and interacting with dynamic content. These tools allow for real-time browser control and visibility, making it possible to automate workflows that traditionally required human interaction. Sectors poised for disruption include: Data Aggregation & Research, Quality Assurance & Testing, Customer Support Automation, and eCommerce Operations.

12wk Change	7/4	7/18	8/1	8/15	8/29	9/12	9/26	10/10	10/24	11/7	11/21	12/5
Browser-Use	-50%	-12%	23%	1%	31%	13%	-6%	-37%	-22%	-18%	-31%	-30%
Browserbase	7%	16%	13%	58%	35%	8%	-29%	2%	69%	29%	-5%	-30%
<b>Browser total</b>	<b>-32%</b>	<b>-2%</b>	<b>19%</b>	<b>21%</b>	<b>33%</b>	<b>11%</b>	<b>-18%</b>	<b>-20%</b>	<b>13%</b>	<b>3%</b>	<b>-21%</b>	<b>-30%</b>

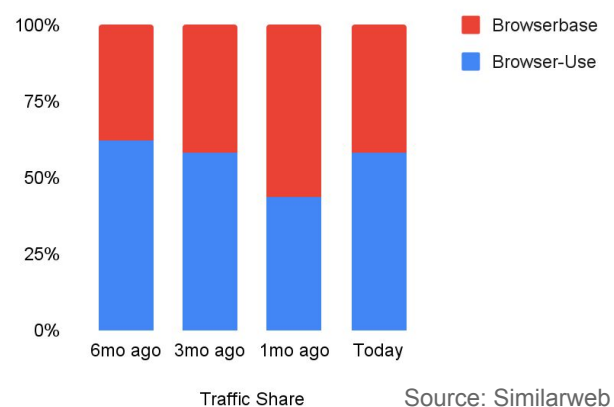
Source: Similarweb

### Browser



Source: Similarweb

### Browser



Source: Similarweb

# **DISRUPTED SECTORS**



INVESTOR INTELLIGENCE HEATMAP

## Disrupted Sectors by Category

YoY Change	7/4	7/18	8/1	8/15	8/29	9/12	9/26	10/10	10/24	11/7	11/21	12/5	Trend
Digital Freelance	-8%	-6%	-6%	-7%	-7%	-9%	-8%	-7%	-7%	-4%	-5%	-3%	Steady
Stock Media	5%	5%	5%	5%	4%	1%	-1%	-3%	-4%	-6%	-6%	-4%	Steady
Design Platforms	20%	20%	20%	19%	17%	17%	21%	22%	23%	24%	21%	20%	Steady
Discussion Forums	-4%	-3%	-2%	-1%	-2%	-2%	-1%	-1%	0%	-2%	-1%	-4%	Steady
Web & Shop Builders	-9%	-8%	-6%	-4%	-5%	-6%	-5%	-2%	-2%	0%	0%	1%	Steady
Traditional EdTech	-10%	-8%	-4%	-4%	-8%	-8%	-9%	-9%	-7%	-6%	-8%	-7%	Steady
Traditional Search	-3%	-2%	-2%	-2%	-2%	-3%	-3%	-3%	-3%	-3%	-3%	-3%	Steady

Source: Similarweb

\*Trend indicates 4wk YoY growth vs 12wk YoY growth

To arrange a live demo with a Similarweb Consultant: [altdata@similarweb.com](mailto:altdata@similarweb.com) | [www.similarweb.com](http://www.similarweb.com)



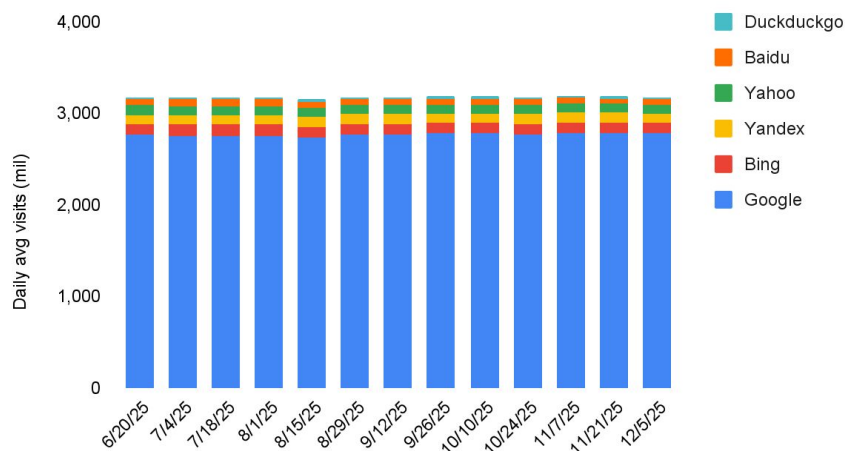
INVESTOR INTELLIGENCE HEATMAP

## Traditional Search

Global Traffic YoY	7/4	7/18	8/1	8/15	8/29	9/12	9/26	10/10	10/24	11/7	11/21	12/5	Trend
Google	-2%	-2%	-2%	-2%	-2%	-2%	-2%	-2%	-2%	-2%	-2%	-2%	Steady
Bing	3%	1%	2%	3%	1%	-1%	-4%	-6%	-5%	-5%	-5%	-7%	Steady
Yandex	9%	9%	9%	6%	7%	5%	5%	5%	5%	4%	3%	3%	Steady
Yahoo	-12%	-12%	-12%	-14%	-14%	-14%	-14%	-15%	-14%	-15%	-16%	-17%	Steady
Baidu	-16%	-15%	-15%	-16%	-16%	-16%	-14%	-17%	-16%	-17%	-18%	-18%	Steady
Duckduckgo	-11%	-12%	-10%	-9%	-10%	-10%	-11%	-10%	-9%	-10%	-12%	-12%	Steady
Traditional Search	-3%	-2%	-2%	-2%	-2%	-3%	-3%	-3%	-3%	-3%	-3%	-3%	Steady

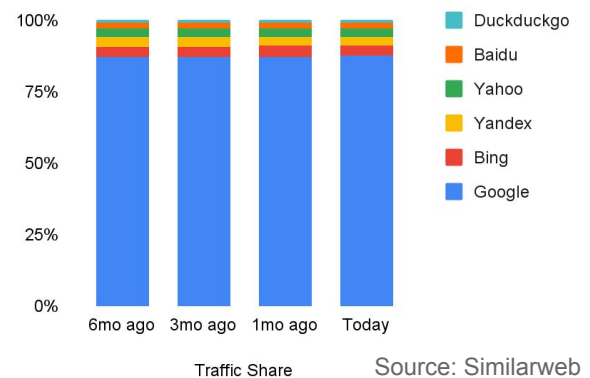
Source: Similarweb

### Traditional Search Traffic



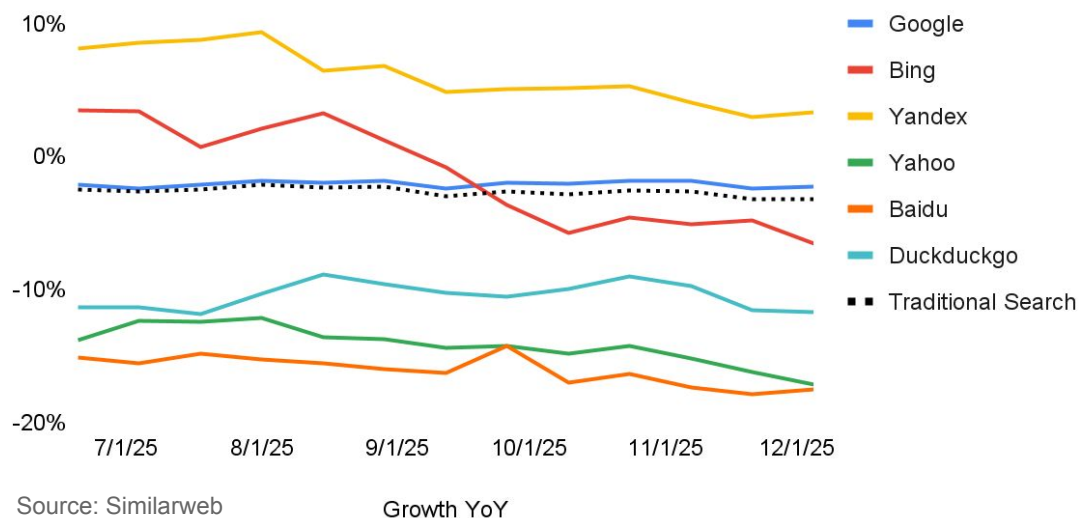
Source: Similarweb

### Traditional Search Traffic Share



Source: Similarweb

### Global Traffic Growth YoY



Source: Similarweb



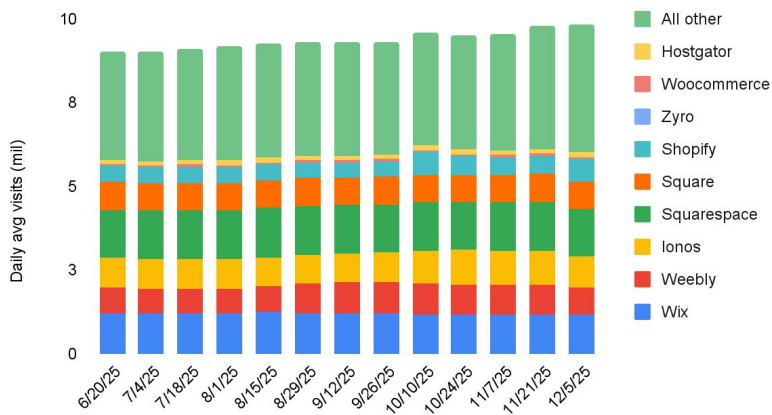
INVESTOR INTELLIGENCE HEATMAP

## Web & Shop Builders

Global Traffic YoY	7/4	7/18	8/1	8/15	8/29	9/12	9/26	10/10	10/24	11/7	11/21	12/5	Trend
Wix	-11%	-10%	-9%	-8%	-9%	-11%	-11%	-12%	-14%	-16%	-14%	-11%	Steady
Weebly	-16%	-14%	-13%	-10%	-8%	-12%	-10%	-13%	-14%	-12%	-15%	-14%	Steady
Ionos	-14%	-15%	-13%	-8%	-10%	-8%	-10%	-2%	4%	11%	4%	-1%	Steady
Squarespace	16%	13%	15%	18%	14%	11%	12%	14%	12%	16%	16%	16%	Steady
Square	1%	6%	4%	5%	8%	4%	6%	9%	12%	19%	12%	8%	Steady
Shopify	-28%	-26%	-26%	-31%	-33%	-32%	-28%	0%	-16%	-19%	-23%	1%	Rising
Woocommerce	-27%	-23%	-31%	-28%	-28%	-25%	-21%	-24%	-26%	-20%	-32%	-31%	Falling
Hostgator	-7%	-8%	-3%	-1%	-4%	-8%	-7%	1%	-4%	2%	2%	-5%	Steady
All other	-12%	-11%	-6%	-5%	-5%	-4%	-4%	-3%	-1%	2%	6%	5%	Rising
Web & Shop Builders	-9%	-8%	-6%	-4%	-5%	-6%	-5%	-2%	-2%	0%	0%	1%	Steady

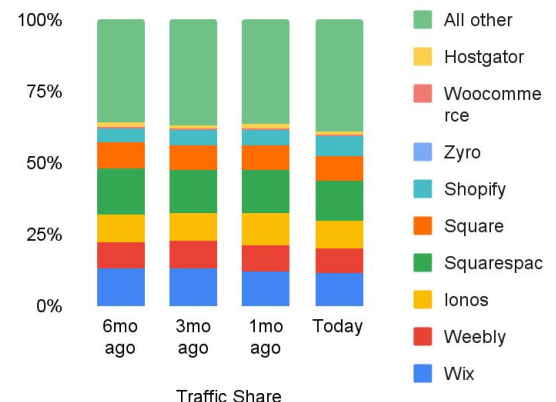
Source: Similarweb

### Web Builder Traffic



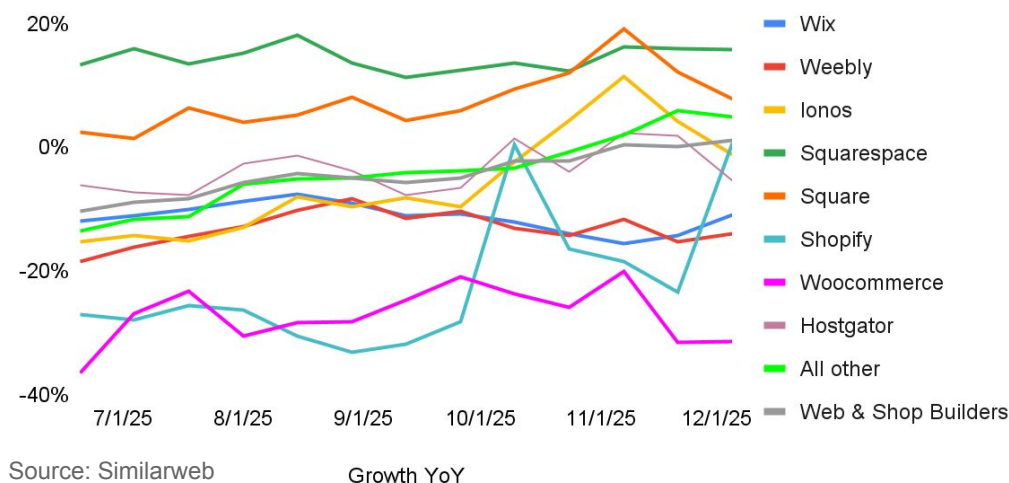
Source: Similarweb

### Web Builder Traffic Share



Source: Similarweb

### Global Traffic Growth YoY



Source: Similarweb



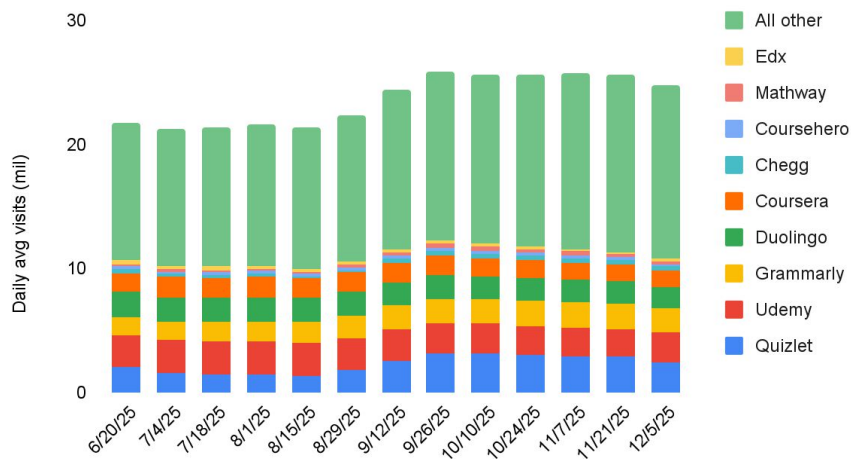
INVESTOR INTELLIGENCE HEATMAP

## Consumer EdTech

Global Traffic YoY	7/4	7/18	8/1	8/15	8/29	9/12	9/26	10/10	10/24	11/7	11/21	12/5	Trend
Quizlet	-22%	-24%	-19%	-19%	-23%	-25%	-22%	-20%	-20%	-20%	-22%	-23%	Steady
Udemy	-13%	-12%	-9%	-10%	-13%	-13%	-13%	-11%	-12%	-12%	-13%	-14%	Steady
Grammarly	-18%	-18%	-15%	-16%	-16%	-13%	-15%	-12%	-5%	-5%	-4%	-6%	Rising
Duolingo	-10%	-14%	-13%	-9%	-12%	-14%	-13%	-17%	-14%	-12%	-18%	-21%	Falling
Coursera	-7%	-4%	-2%	-6%	-8%	-8%	-9%	-9%	-4%	-6%	-9%	-4%	Steady
Chegg	-64%	-66%	-63%	-62%	-68%	-67%	-66%	-66%	-68%	-66%	-68%	-69%	Steady
Coursehero	-62%	-59%	-61%	-65%	-67%	-65%	-63%	-60%	-62%	-59%	-60%	-61%	Steady
Mathway	-64%	-61%	-60%	-62%	-66%	-62%	-61%	-61%	-62%	-61%	-65%	-64%	Falling
Edx	-11%	-10%	-11%	-12%	-14%	-15%	-16%	-14%	-18%	-18%	-18%	-22%	Falling
Babbel	-36%	-39%	-39%	-46%	-47%	-41%	-38%	-39%	-35%	-35%	-36%	-36%	Steady
All other	2%	8%	15%	14%	9%	14%	11%	9%	10%	12%	10%	10%	Steady
Consumer & Language EdTech	-10%	-8%	-4%	-4%	-8%	-8%	-9%	-9%	-7%	-6%	-8%	-7%	Steady

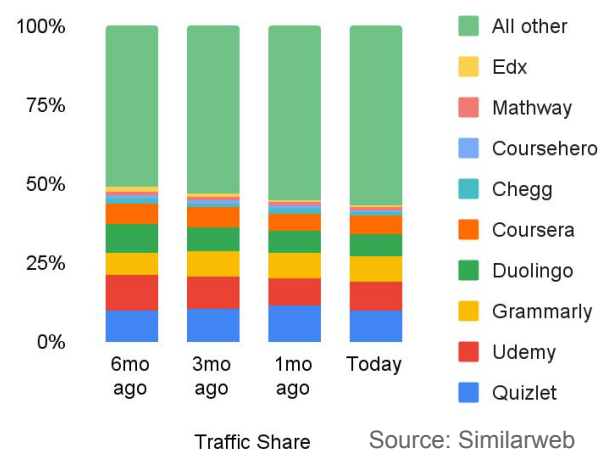
Source: Similarweb

### Consumer EdTech Traffic



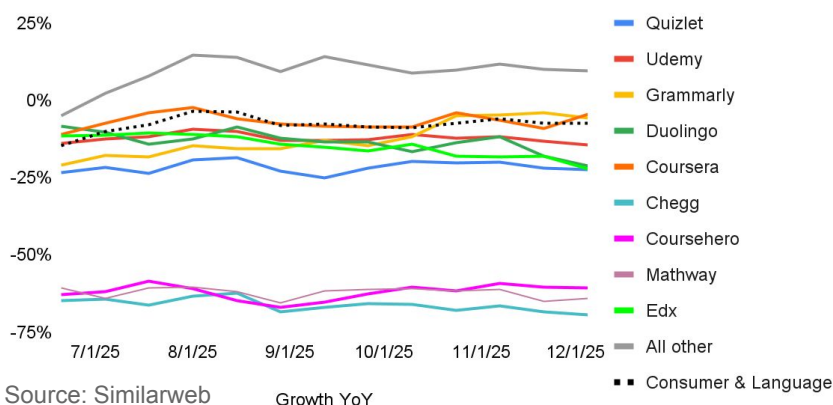
Source: Similarweb

### Consumer EdTech Traffic Share



Source: Similarweb

### Global Traffic Growth YoY



Source: Similarweb



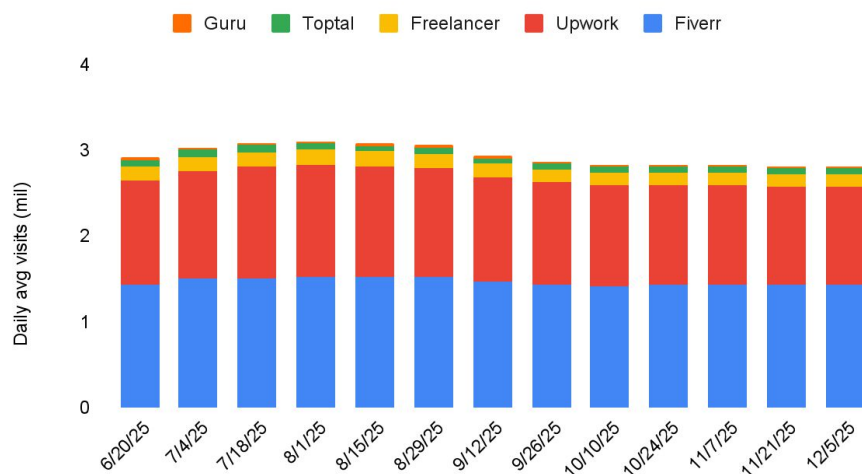
INVESTOR INTELLIGENCE HEATMAP

## Digital Freelance

Global Traffic YoY	7/4	7/18	8/1	8/15	8/29	9/12	9/26	10/10	10/24	11/7	11/21	12/5	Trend
Fiverr	-8%	-6%	-5%	-6%	-5%	-8%	-7%	-6%	-5%	-2%	-1%	1%	Rising
Upwork	-9%	-7%	-7%	-8%	-8%	-9%	-9%	-7%	-9%	-6%	-9%	-4%	Steady
Freelancer	-9%	-6%	-8%	-8%	-15%	-12%	-15%	-8%	-6%	-9%	-13%	-14%	Falling
Toptal	-8%	-7%	-14%	-17%	-14%	-15%	-11%	-10%	-5%	3%	-3%	-10%	Steady
Guru	-20%	-14%	-19%	-14%	-23%	-26%	-22%	-10%	-5%	0%	-15%	-16%	Falling
Digital Freelance	-8%	-6%	-6%	-7%	-7%	-9%	-8%	-7%	-7%	-4%	-5%	-3%	Steady

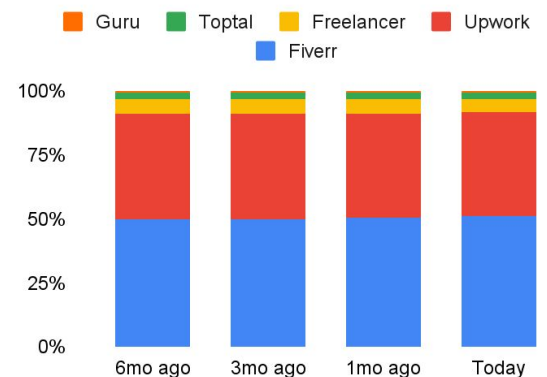
Source: Similarweb

### Digital Freelance Traffic



Source: Similarweb

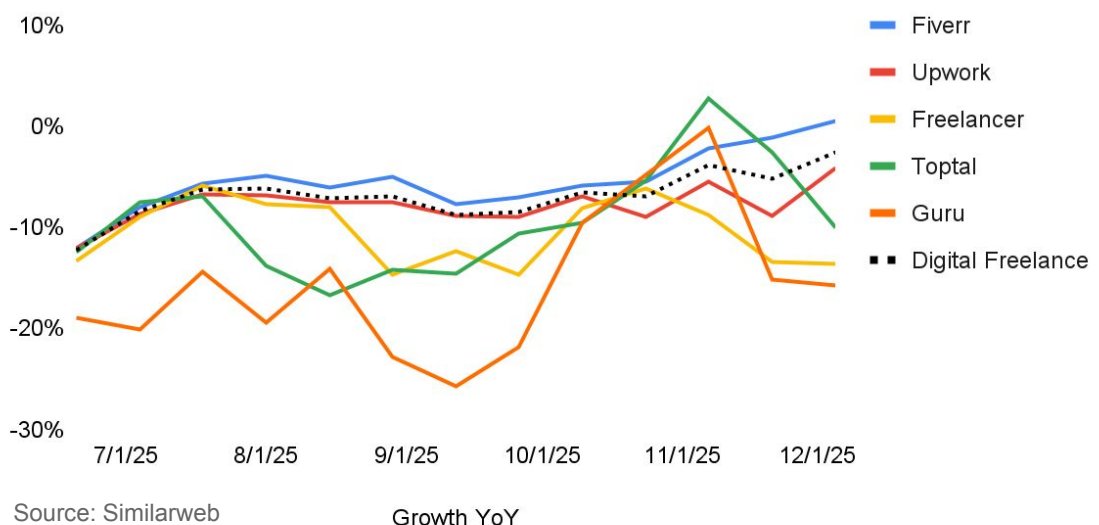
### Digital Freelance Traffic Share



Source: Similarweb

Traffic Share

### Global Traffic Growth YoY



Source: Similarweb



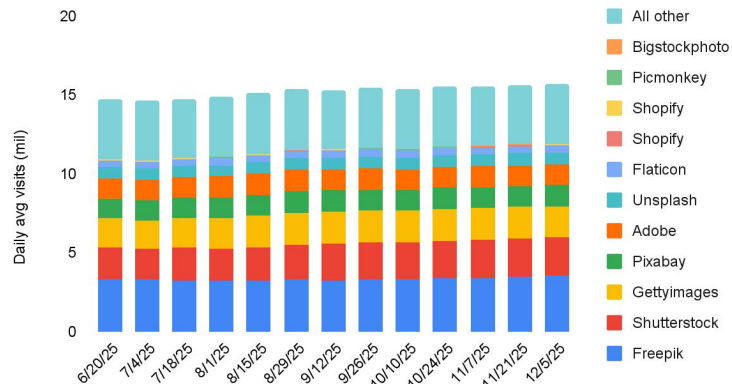
INVESTOR INTELLIGENCE HEATMAP

## Stock Media

Global Traffic YoY	7/4	7/18	8/1	8/15	8/29	9/12	9/26	10/10	10/24	11/7	11/21	12/5	Trend
Freepik	0%	0%	-1%	-3%	-5%	-8%	-10%	-13%	-13%	-14%	-13%	-10%	Steady
Shutterstock	-1%	0%	-2%	-2%	1%	5%	4%	5%	1%	3%	4%	5%	Steady
Gettyimages	17%	22%	23%	24%	22%	23%	17%	13%	7%	-1%	0%	3%	Falling
Pixabay	26%	23%	24%	25%	28%	19%	13%	16%	12%	8%	10%	9%	Steady
Adobe	0%	-2%	-1%	3%	2%	-3%	-5%	-9%	-8%	-8%	-9%	-9%	Steady
Unsplash	0%	-5%	-2%	0%	-1%	-1%	1%	1%	1%	1%	-1%	5%	Steady
Flaticon	5%	10%	11%	11%	8%	5%	3%	3%	0%	3%	-1%	2%	Steady
Shopify	29%	32%	29%	31%	30%	32%	29%	44%	29%	28%	34%	39%	Rising
Picmonkey	-30%	-24%	-33%	-42%	-27%	-34%	-31%	-29%	-26%	-26%	-31%	-35%	Falling
Bigstockphoto	-78%	-79%	-69%	-70%	-69%	-72%	-74%	-72%	-68%	-63%	-63%	-60%	Rising
All other	5%	3%	3%	3%	0%	-4%	-5%	-7%	-8%	-10%	-12%	-11%	Falling
Stock Media	5%	5%	5%	5%	4%	1%	-1%	-3%	-4%	-6%	-6%	-4%	Steady

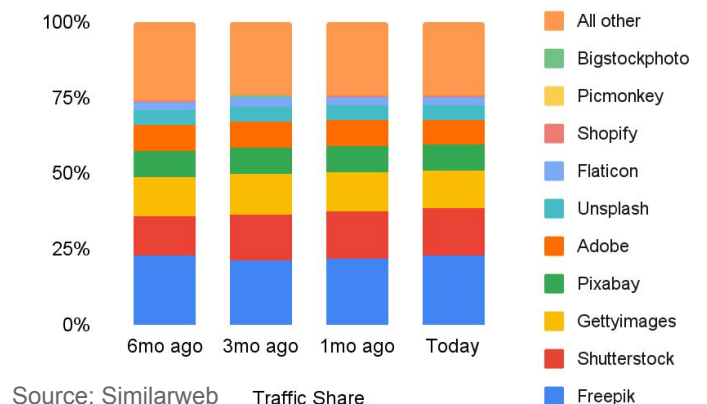
Source: Similarweb

### Stock Media Traffic



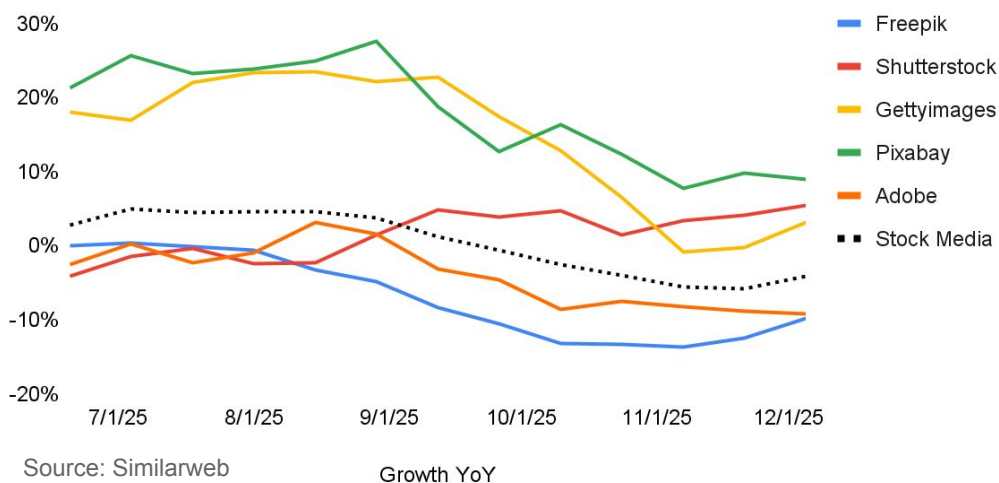
Source: Similarweb

### Stock Media Traffic Share



Source: Similarweb Traffic Share

### Global Traffic Growth YoY



Source: Similarweb

Growth YoY



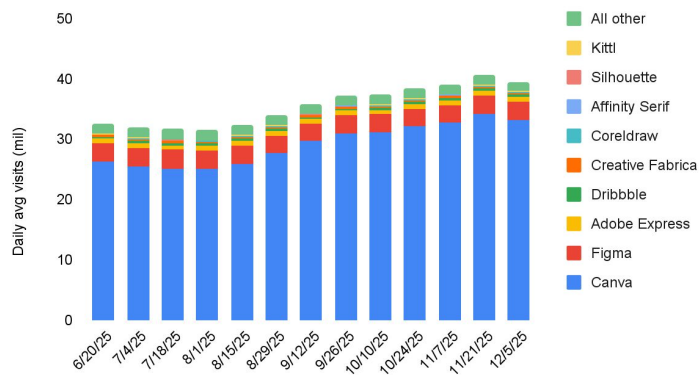
INVESTOR INTELLIGENCE HEATMAP

## Design Platforms

Global Traffic YoY	7/4	7/18	8/1	8/15	8/29	9/12	9/26	10/10	10/24	11/7	11/21	12/5	Trend
Canva	23%	23%	23%	21%	21%	21%	25%	26%	28%	29%	26%	24%	Steady
Figma	11%	12%	14%	12%	6%	8%	11%	8%	10%	12%	11%	8%	Steady
Adobe Express	27%	24%	23%	30%	22%	13%	12%	12%	14%	20%	11%	12%	Steady
Dribbble	-5%	13%	1%	2%	-1%	-2%	-4%	-1%	-2%	-3%	-5%	-4%	Steady
Creative Fabrica	-14%	-19%	-16%	-18%	-23%	-21%	-19%	-19%	-13%	-17%	-19%	-13%	Steady
Coreldraw	-20%	-15%	-9%	-10%	-12%	-12%	-17%	-7%	-16%	-24%	-30%	-23%	Falling
Affinity Serif	-37%	-49%	-29%	-36%	-21%	-27%	-38%	19%	-11%	56%	-10%	-51%	Falling
Silhouette	-21%	-29%	-12%	-26%	-31%	-26%	-30%	-23%	-13%	-20%	-11%	-5%	Rising
Kittl	-2%	3%	19%	21%	0%	-6%	1%	9%	8%	11%	9%	17%	Rising
All other	5%	5%	8%	6%	3%	-1%	1%	-4%	-6%	-5%	-6%	-6%	Steady
Design Platforms	20%	20%	20%	19%	17%	17%	21%	22%	23%	24%	21%	20%	Steady

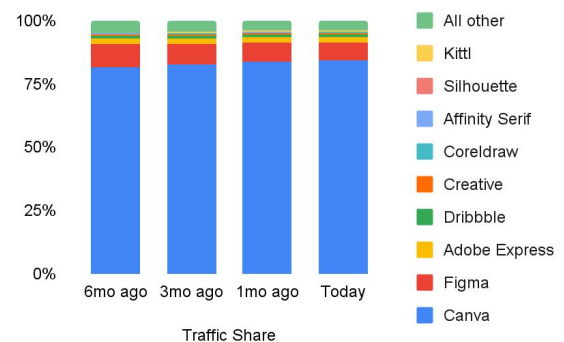
Source: Similarweb

### Design Platforms Traffic



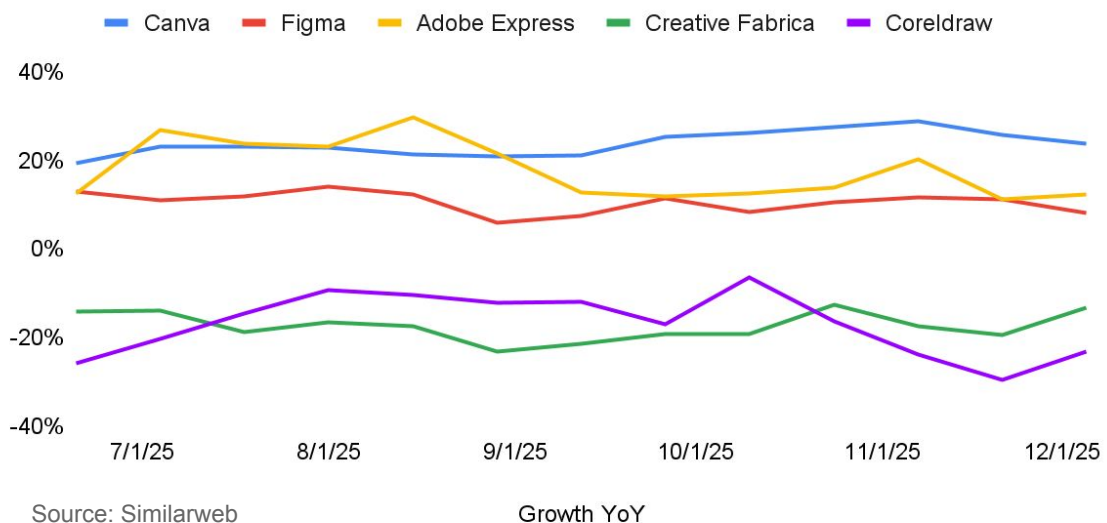
Source: Similarweb

### Design Platforms Traffic Share



Source: Similarweb

## Global Traffic Growth YoY



Source: Similarweb



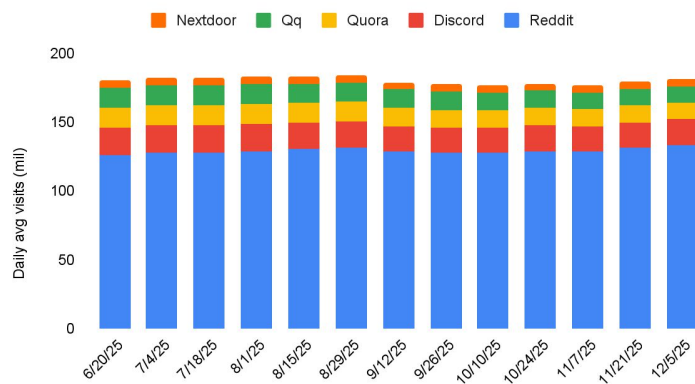
INVESTOR INTELLIGENCE HEATMAP

## Discussion & Q&A Forums

Global Traffic YoY	7/4	7/18	8/1	8/15	8/29	9/12	9/26	10/10	10/24	11/7	11/21	12/5	Trend
Reddit	11%	12%	13%	14%	12%	12%	12%	12%	13%	11%	12%	10%	Steady
Discord	-1%	0%	1%	3%	3%	1%	2%	3%	4%	2%	3%	5%	Steady
Quora	-50%	-49%	-47%	-47%	-47%	-47%	-46%	-44%	-44%	-44%	-45%	-52%	Falling
Qq	-7%	-5%	-3%	-4%	-7%	-13%	-9%	-11%	-13%	-20%	-20%	-19%	Falling
Nextdoor	-6%	-12%	-7%	-7%	-10%	-6%	-3%	-1%	-7%	-3%	-3%	-4%	Steady
Discussion Forums	-4%	-3%	-2%	-1%	-2%	-2%	-1%	-1%	0%	-2%	-1%	-4%	Steady

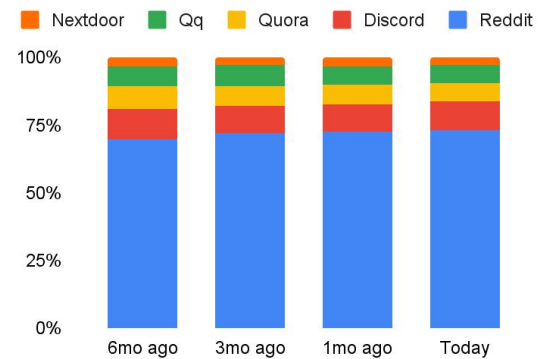
Source: Similarweb

### Discussion & Q&A forum Traffic



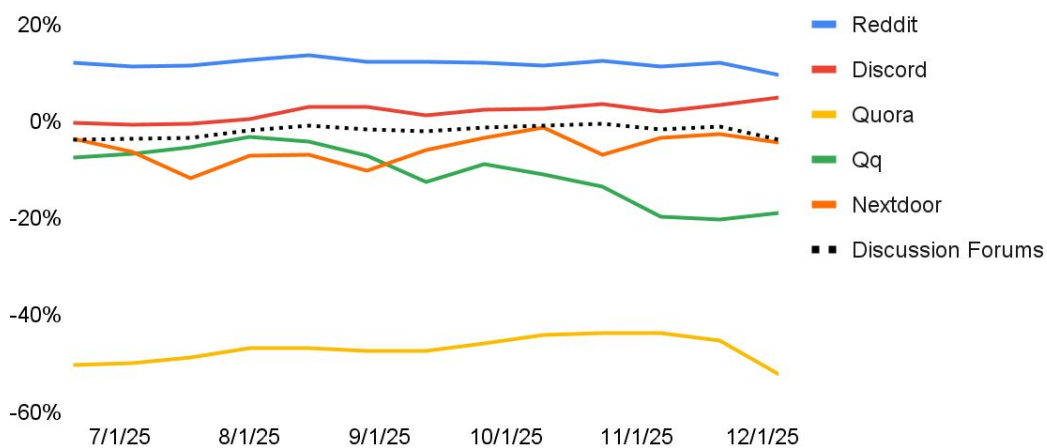
Source: Similarweb

### Discussion/Q&A Forum Traffic Share



Source: Similarweb Traffic Share

### Global Traffic Growth YoY



Source: Similarweb

Growth YoY



## Appendix

- Heatmap traffic data are segmented into consecutive 2-week periods. Twelve-week (12wk) changes in total visits are calculated by comparing each period to the corresponding 2-week segment from 12 weeks earlier. Year-over-year (YoY) changes are derived by comparing each period to the equivalent 2-week segment from one year ago.