

# Global Next Generation Search Engines Market 2016 Share, Trend, Segmentation and Forecast to 2020

*Next Generation Search Engines Market to Reach USD 30 billion by 2020*

PUNE, INDIA, July 15, 2016 /EINPresswire.com/ -- Search Engine technology offers a framework or methodology to enable search over the World Wide Web. The software program searches its database for the words designated as search items. The search engine system typically consists of the indexing server and the directories, which helps in the retrieval of data. Automated systems continuously search for content to keep abreast of recently updated content on the Web.

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Close to 70% of Asia and African markets are yet to be penetrated by the Internet which leaves a huge opportunity for native language search engines as the literacy rate in these regions is considerably less than the developed market. It also opens up a plethora of opportunities for advertisers as well as existing search engine providers. The huge search engine market war is just heating up with considerable competitors arising to challenge Google's dominance. Although Google has close to 80% dominance in search market, companies like Facebook and Quora are able to erode Google's revenues by creating targeted niche markets in their respective segments. In this report, we will also evaluate the social and knowledge search market which is estimated to be around USD 30 billion.

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Recently, Google acquired Jetpac, which is the creator of apps including city guides that analyzes Instagram photos and automatically creates guides based on the collected data. Jetpac has coverage of over 6,000 cities from all around the world that uses this particular approach. By analyzing every pixel of the world's Instagram photos, it provides the user with real pictures of exciting places. Google intends to apply this method of search to Google Glass, which could help enhance Google's image search. The current search assistants suiting this particular market are Siri, Google Now and Cortana, which have in fact made searching for data on mobile devices comparatively easier. Many other similar products are being developed to enhance the user's



search experience on multiple mobile platforms.

With the growing demand for simplified search options by multiple users across the globe, the next generation search engine market is expected to grow rapidly.

#### DRIVERS

The driving forces for the [next generation search engines](#) market are:

- The growing number of smart phones and smart phone users
- Increased connectivity
- 4G or LTE adoption.

#### RESTRAINTS

The major concerns with the next generation search engines are:

- The associated privacy concerns
- Outreach
- Unavailability of multiple languages
- Lack of trust in terms of search results, and others.

#### WHAT THE REPORT OFFERS

- Next generation search engine market overview with information on drivers and restraints
- In-depth next generation search engine market analysis and its applications in the industry
- Identification of factors responsible for changing the market scenarios, rising prospective opportunities and identification of key companies which can influence the market on global and regional scale
- Extensively researched competitive landscape with profiles of major companies along with their market shares
- A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information

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