



Rise at Seven®

# The Multi-Channel Search Report



2025/26



<b>Platform Share of Search</b>	12
<b>Automotive</b>	16
<b>Beauty</b>	23
<b>Travel</b>	30
<b>Health</b>	37
<b>Fashion</b>	44
<b>Tech &amp; Electronics</b>	51
<b>Home &amp; Garden</b>	58
<b>Sports &amp; Fitness</b>	65
<b>Food &amp; Recipes</b>	72
<b>Gaming</b>	79
<b>Get in Touch</b>	88

# Category leaders aren't just built on Google anymore.



They're discovered across TikTok, Reddit, YouTube, ChatGPT and more.

Traditional search reporting is

# channel-blind.



**Most brands still rely on GA4 to measure performance, but that only captures a slice of the *real* journey.**

Today, a consumer might first see a product in a TikTok “haul” video, search for reviews on Reddit, watch a YouTube comparison, and only then Google the brand or skip Google entirely and buy direct via Amazon. GA4 will show the last click, not the full path. Discovery is now multichannel by default, and reporting needs to reflect that reality or risk missing the moments that actually drive intent.

# We Create Category Leaders

Rise at Seven has rebranded as a search-first content marketing agency, because the way that people discover brands has fundamentally changed.

Google



The search journey isn't just happening on Google, it's triggered across Tik Tok, Reddit, YouTube, Amazon, and ChatGPT.

Search is no longer a channel, it's a journey. And to win, brands need to create content and signals across every searchable platform, not just rank on Google.

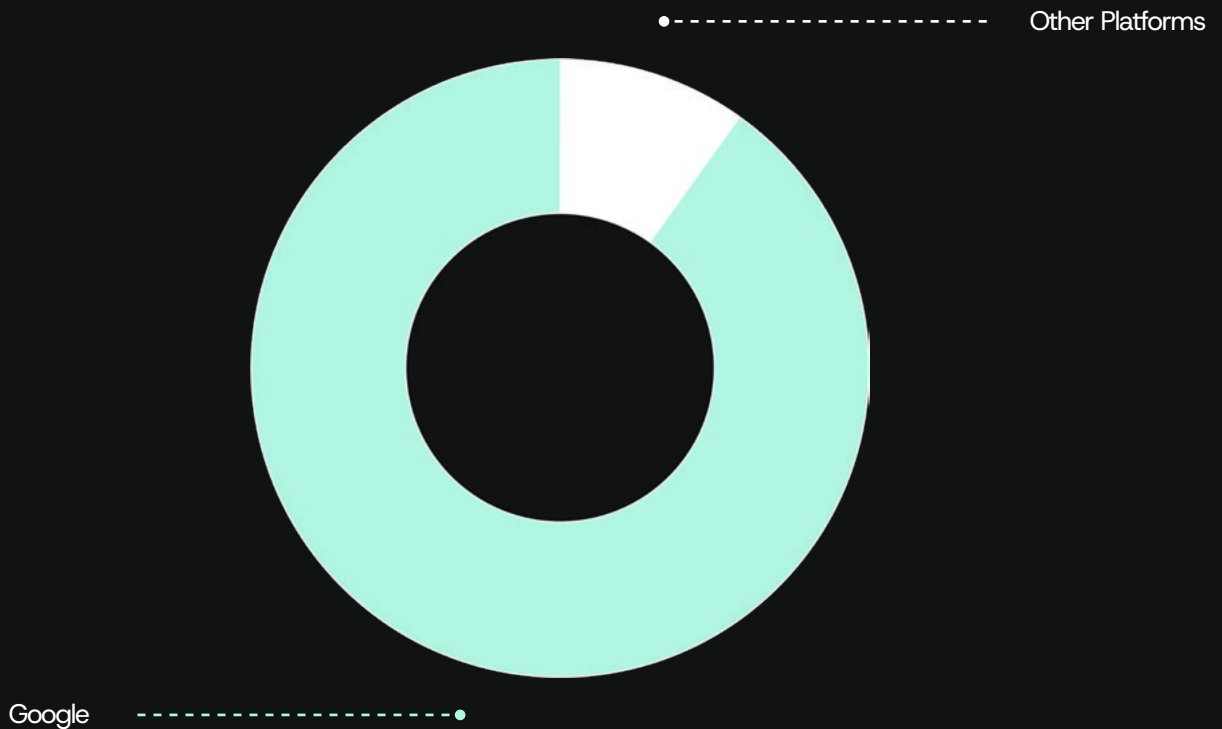
# The Modern Search Journey

People don't just search anymore. They're influenced, curious, and comparing across platforms before they ever reach your site.

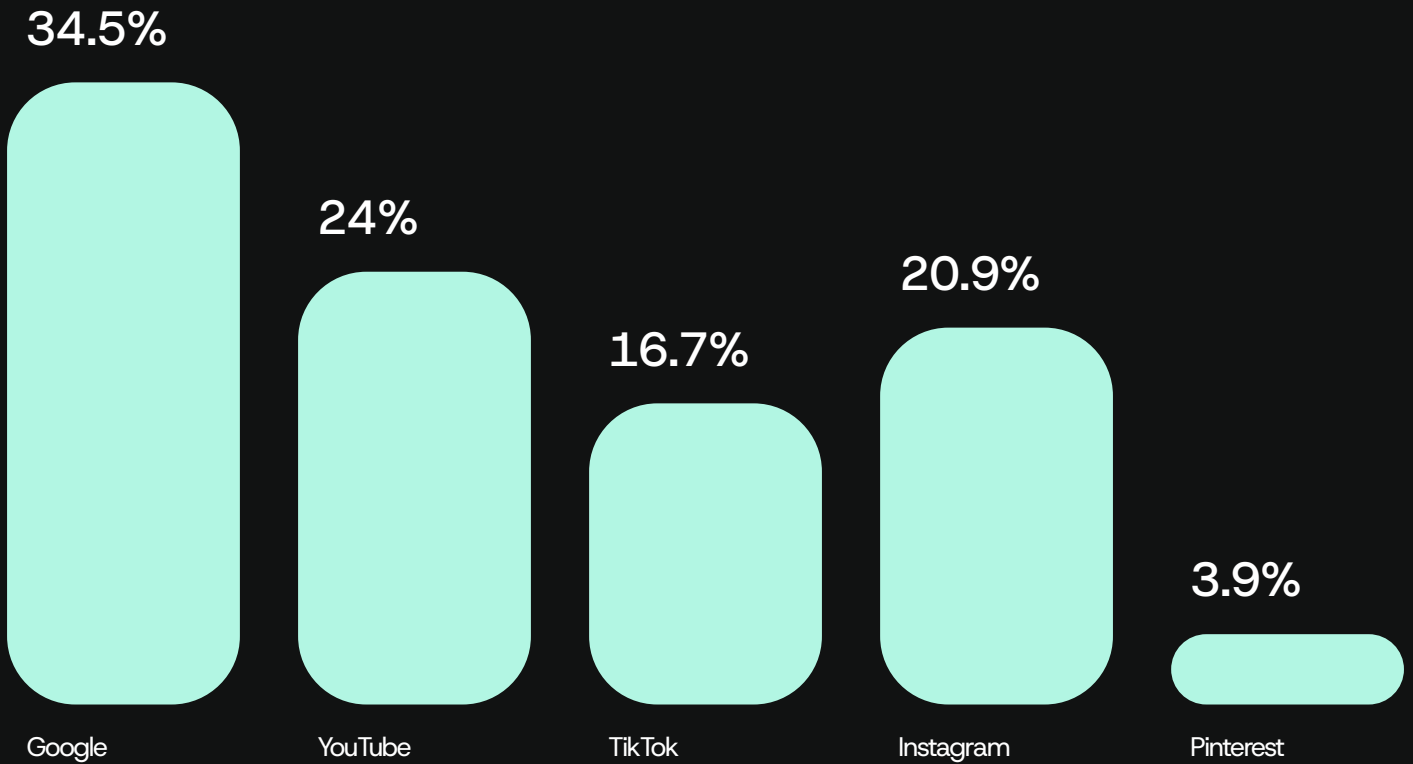


The world spends  
\$74.9bn on SEO  
every year.

90% of that,  
**(\$67 Billion)**  
goes to Google.



## Where Discovery Actually Happens:



Every other platform only gets 10% of the budget,

**despite driving  
60% of discovery.**

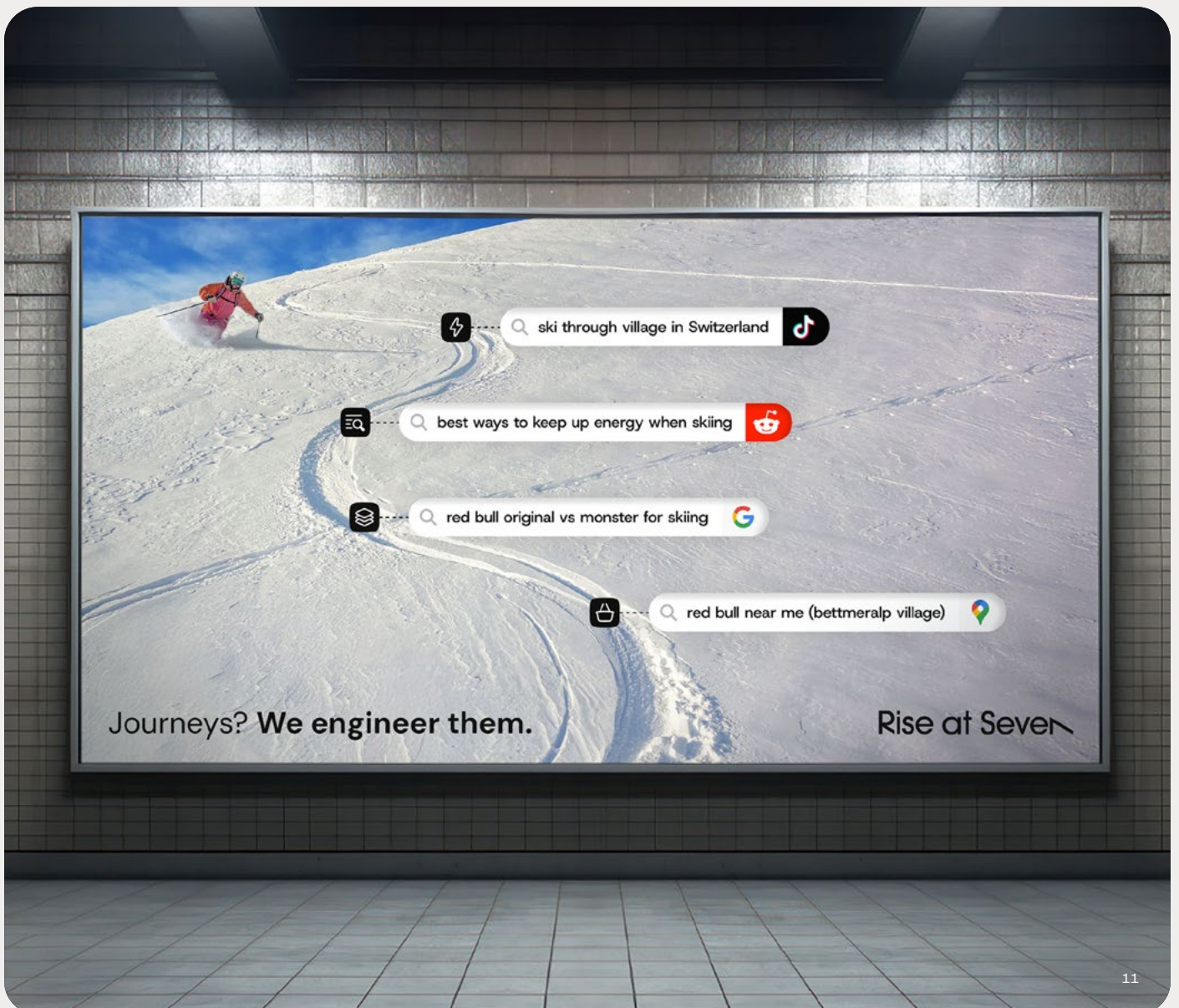
# Search behaviour isn't always transactional; it's contextual.

These patterns reflect the type of content people want from each platform because intent matters.

For example, someone searching “used cars” on YouTube might not be ready to buy, but instead looking for reviews, comparisons, or inspiration. Each channel captures a different stage of that journey, from research and discovery to decision and action showing why understanding platform intent is key to building visibility where it actually counts.

# Traditional tracking misses this entirely.

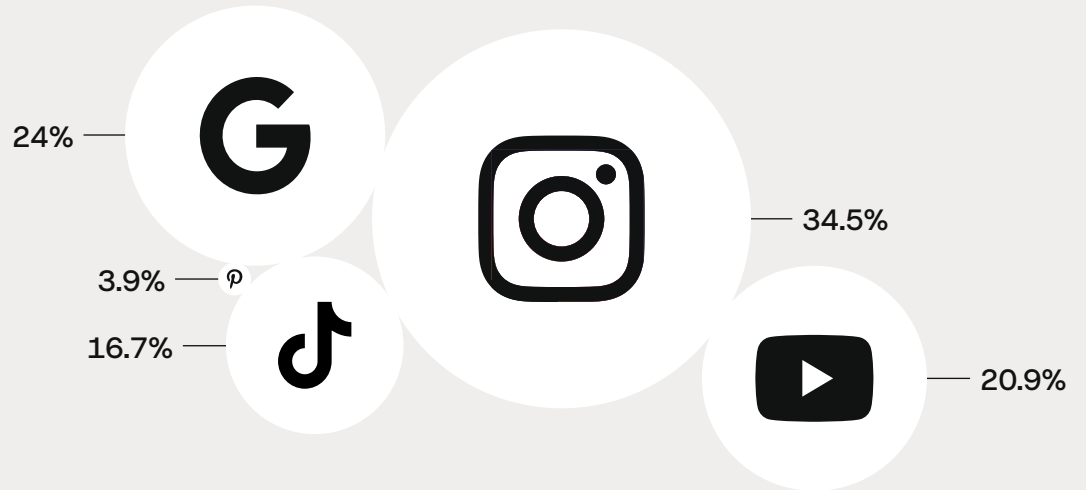
GA4 shows the click. We help you influence the intent before it happens.



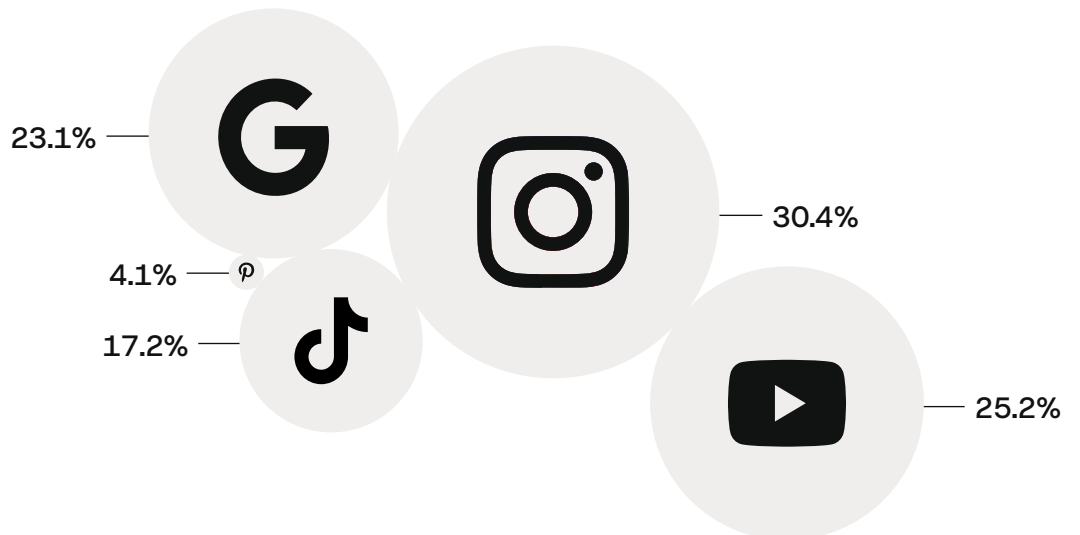
# Platform Share of Search

UK Versus  
US

# United States



# United Kingdom



# Market Share Size by Category

We analysed millions of search queries across Google, YouTube, TikTok, Instagram, and Pinterest to understand where audience demand truly sits across industries. From beauty to travel, this data shows how discovery is no longer confined to search engines – it's distributed across platforms where people are inspired, informed, and influenced.

	G	▶	🎵	📷	📌
Group	Google UK Search Volume	YouTube UK Search Volume	TikTok UK Search Volume	Instagram UK Search Volume	Pinterest UK Search Volume
Automotive	6,548,470	7,848,860	5,349,440	5,230,510	1,277,880
Beauty	3,688,510	3,851,070	2,625,070	4,891,220	627,210
Fashion	7,617,490	7,630,880	5,200,720	10,168,870	1,241,750
Food & Recipes	10,719,450	10,801,090	7,360,770	14,243,520	1,759,310
Gaming & Computing	4,391,210	9,434,260	6,428,760	11,938,640	1,537,120
Health	2,468,780	2,670,090	1,820,420	3,422,600	434,200
Home & Garden	2,932,330	3,013,360	2,053,470	3,623,790	490,390
Sports & Fitness	3,434,890	3,454,330	2,353,800	3,472,280	563,060
Tech & Electronics	2,413,330	2,755,540	1,878,750	2,808,730	448,090
Travel & Holidays	26,630,830	25,643,280	17,474,720	33,336,950	4,176,490



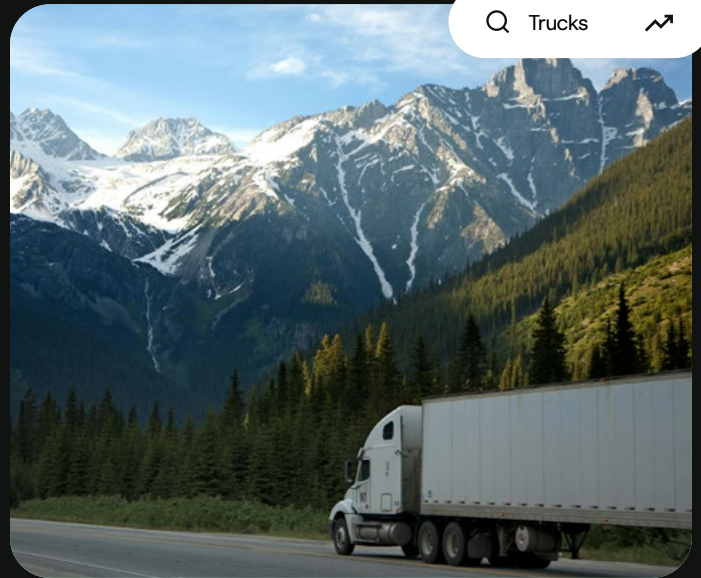
# Category Breakdown



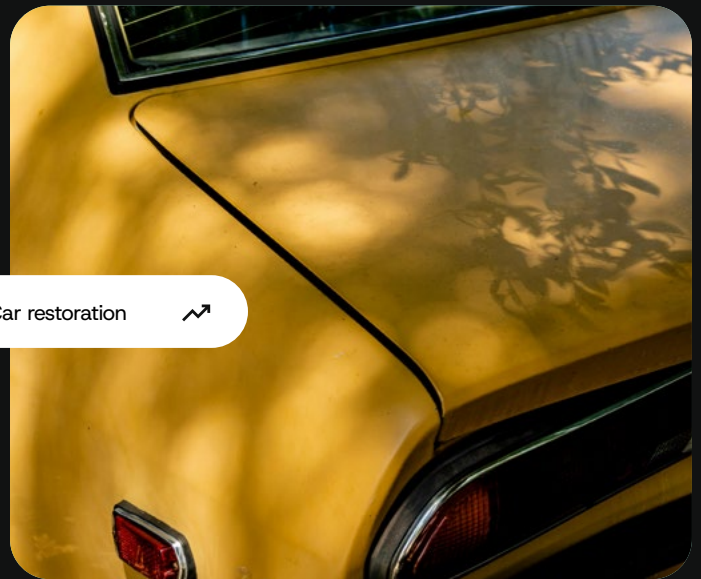
Q Classic cars ↗



Q Trucks ↗



Q Car restoration ↗

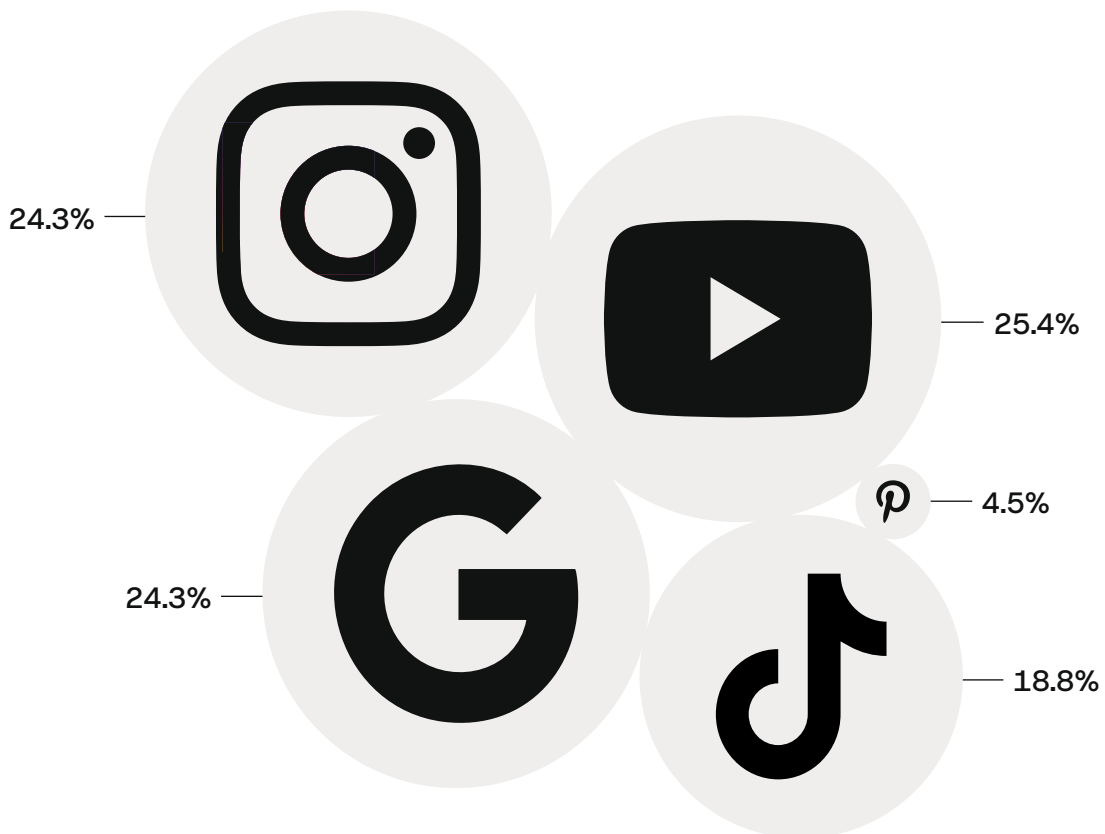


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# US Automotive Market Overview

Want to capture drivers earlier in their research journey?

Let's Engineer it.





**Keyword**

**TikTok Search Difference VS other Channels**

Buy used car	1538.64%
Dash camera	494.59%
Vehicle maintenance tips	310.26%
Car restoration	302.78%
Driving tips	230.77%
Motor racing	140.00%
Classic cars	117.68%
Performance	117.68%
Off-roading	79.15%
Car reviews	79.05%

# “Car repair”



**sees 50% more searches on  
TikTok compared to Google.**

# UK Automotive Market Overview

Want to capture drivers earlier in their research journey?

Let's Engineer it.





Keyword	Google UK Search Volume	TikTok UK Search Volume	TikTok VS Google Difference
Classic cars	60,500	235,000	288.43%
Motorbikes	60,500	86,300	42.64%
Vintage cars	6,600	31,700	380.30%
Performance	14,800	38,700	161.49%
Trucks	40,500	57,900	42.96%
Vehicles	40,500	47,300	16.79%
Car reviews	3,600	7,700	113.89%
Car restoration	1,300	4,200	223.08%
Commercial vehicles	3,600	6,300	75.00%
Car detailing	12,100	14,200	17.36%

**“Vintage Cars” are being searched 5x more on TikTok than Google.**





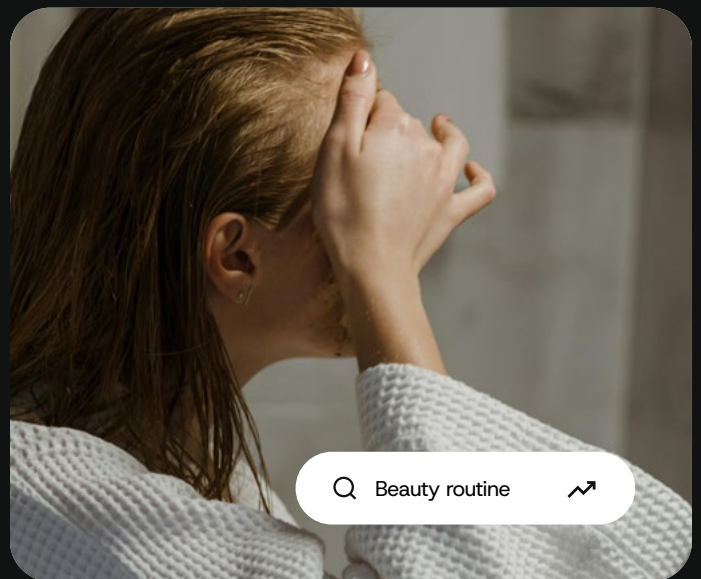
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Q Makeup brushes ↗



Q Makeup tutorial ↗



Q Beauty routine ↗



23

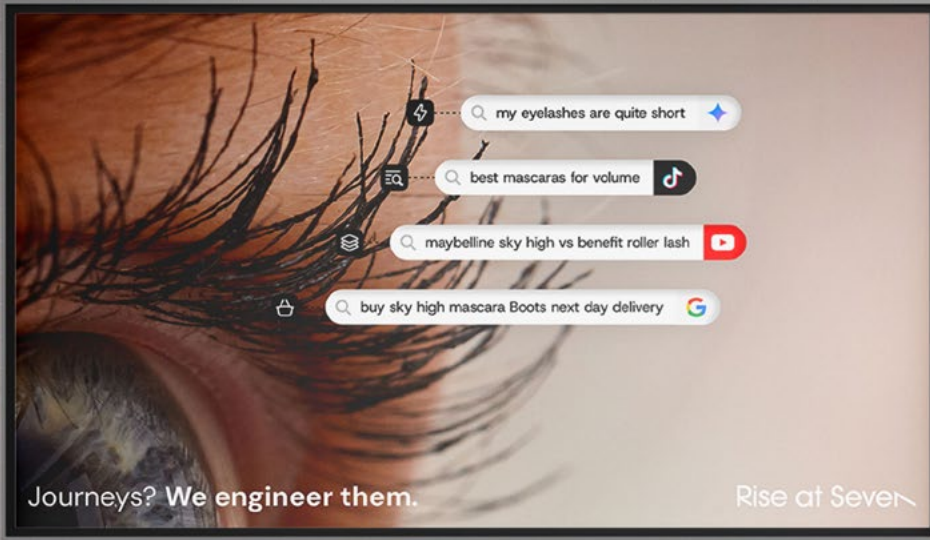
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# US Beauty Market Overview

Your customers are searching for inspiration, not just products.

Let's make sure they find you.





Keyword	Insta USA Search Volume	Keyword	TikTok Search Volume Difference
Dermatologist	862,000	Makeup tutorial	182,000
Makeup	705,000	Makeup	114,000
Skincare	705,000	Skincare	114,000
Perfume	705,000	Beauty	87,000
Pedicure	471,000	Perfume	59,000
Makeup tutorial	386,000	Skin treatments	55,700
Beauty	386,000	Haircare	45,000
Hyaluronic acid	315,000	Hair treatment	31,810
Highlights	258,000	Self-care	31,600
Foundation	258,000	Exfoliator	29,700

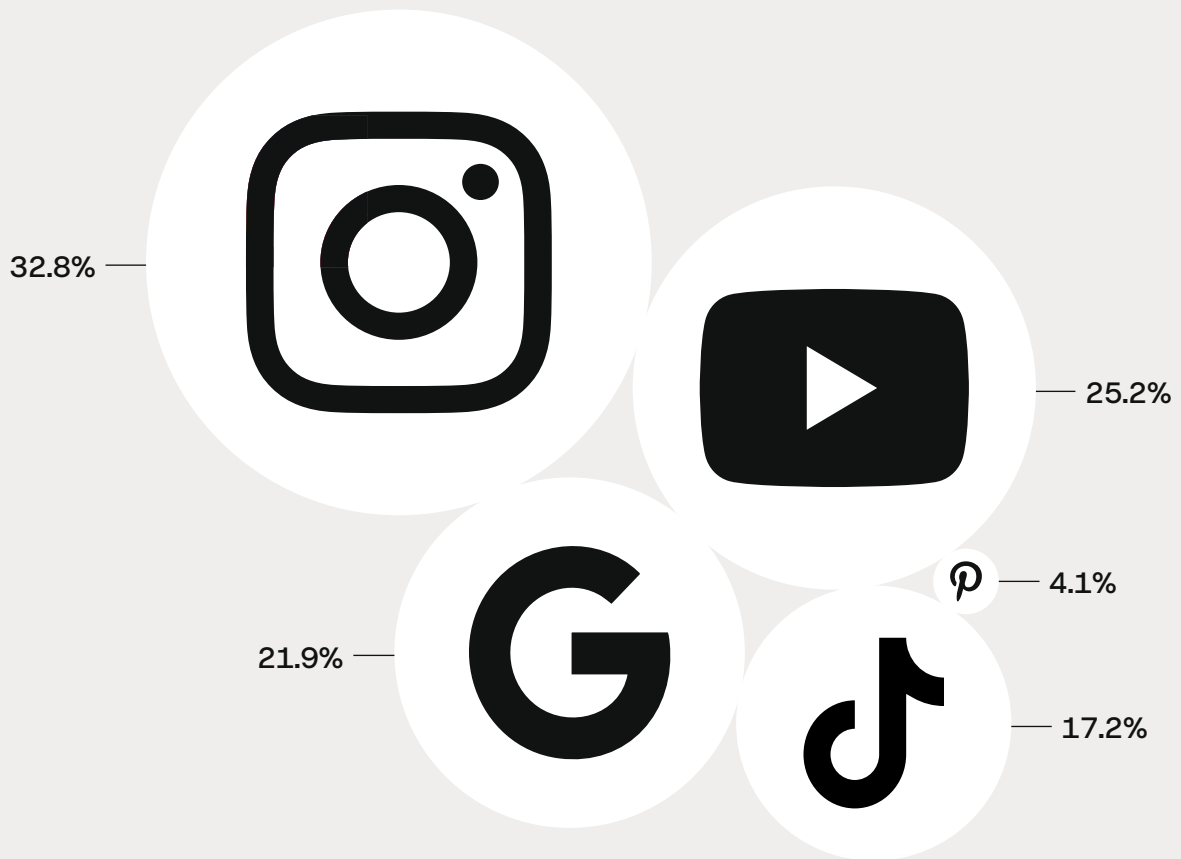
**“Makeup Tutorial” searched 10x more on TikTok and 26x more on Instagram.**

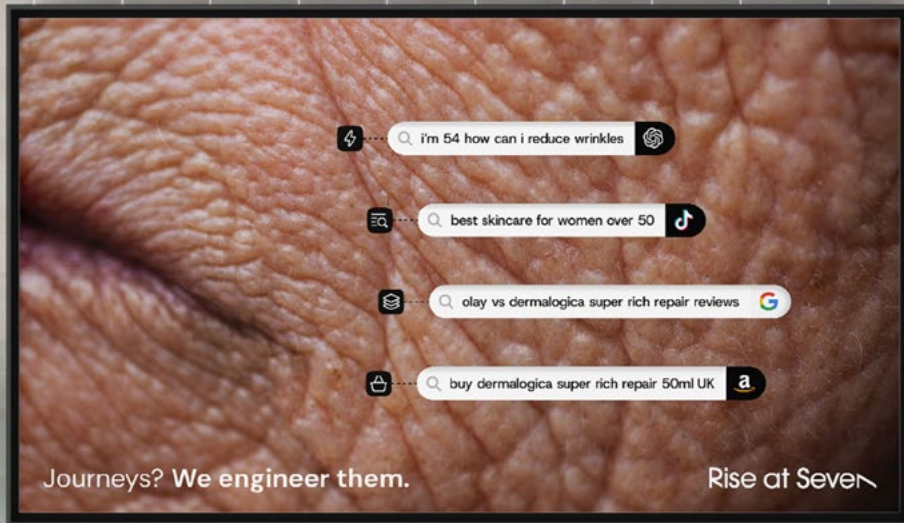


# UK Beauty Market Overview

Your customers are searching for inspiration, not just products.

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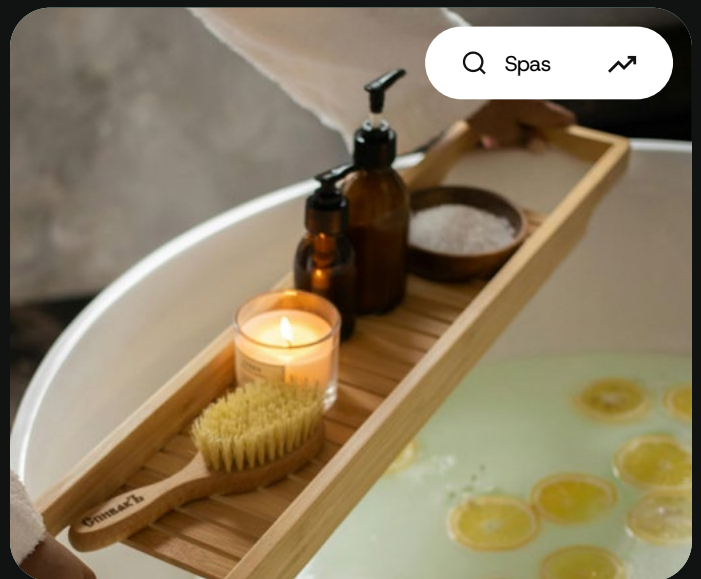
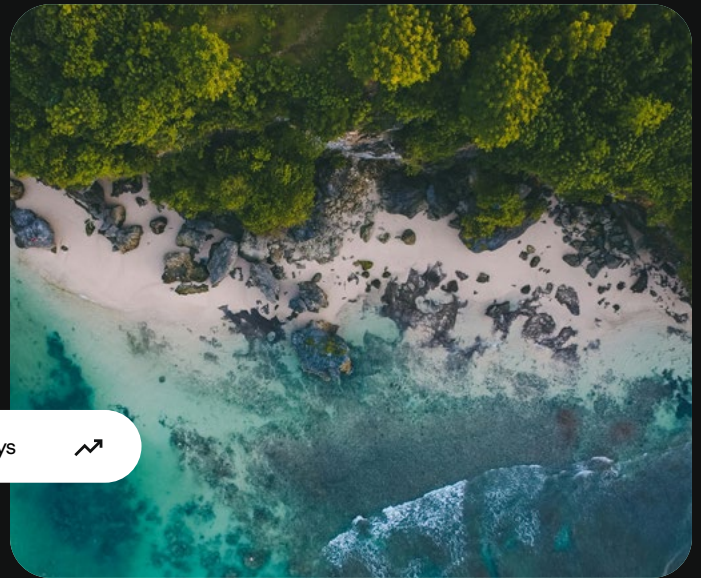
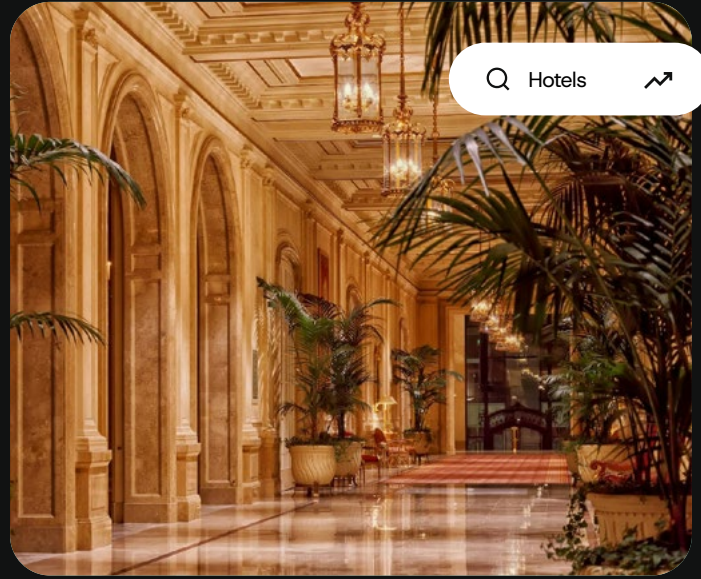
Keyword

TikTok Search Difference VS other Channels

Makeup brushes	4337.50%
Makeup tutorial	620.45%
Skin treatments	231.58%
Beauty hacks	204.76%
Beauty tips	154.24%
Beauty routine	78.57%
Beauty treatments	75.00%
Beauty	73.58%
Skincare routine	43.24%
Self-care	43.21%



**“Makeup brushes” has  
40x more search volume on  
TikTok than Google.**

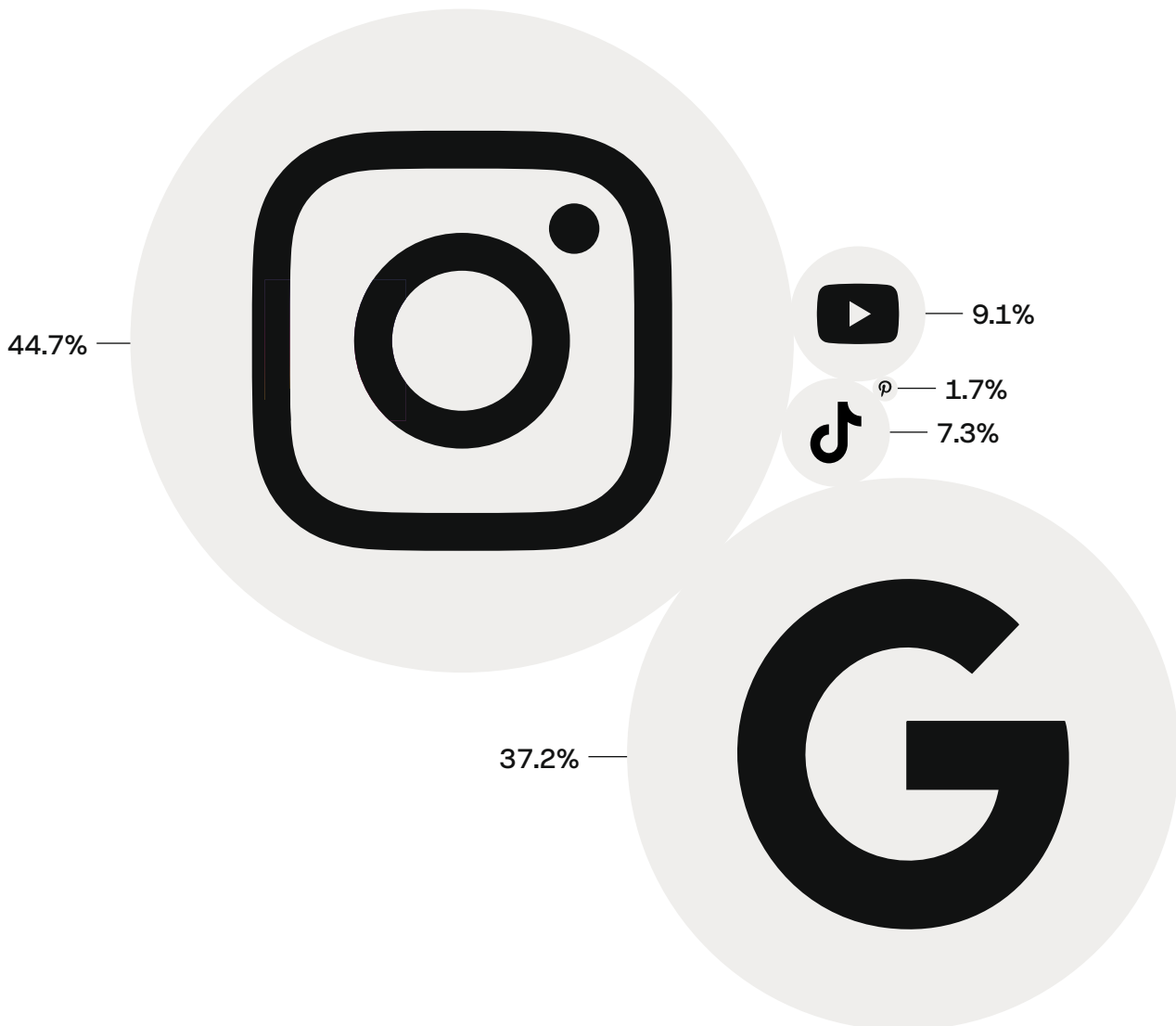


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# US Travel Market Overview

From dreaming to booking — be part of every step.

Let's engineer that journey.





Keyword	Insta USA Search Volume	Instagram Search Difference VS other Channels	Keyword	TikTok USA Search Volume	TikTok Search Difference VS other Channels
Hotels	58,290,000	12,790,000	Travel	360,000	59,000
Flights	9,583,000	2,103,000	Backpacking	32,400	17,600
Travel	705,000	404,000	Adventure travel	21,700	17,300
Spas	1,563,000	343,000	Car rental deals	32,400	14,300
Cruises	862,000	312,000	Sustainable travel	11,900	11,020
Travel insurance	211,000	210,280	Travel deals	26,500	8,400
Holidays	577,000	209,000	Cheap holidays	9,700	7,300
Vacation	315,000	150,000	Travel tips	9,700	5,300
Resorts	471,000	103,000	Weekend getaways	32,400	5,300
Bed and breakfast	258,000	93,000	Luxury travel	9,700	3,100

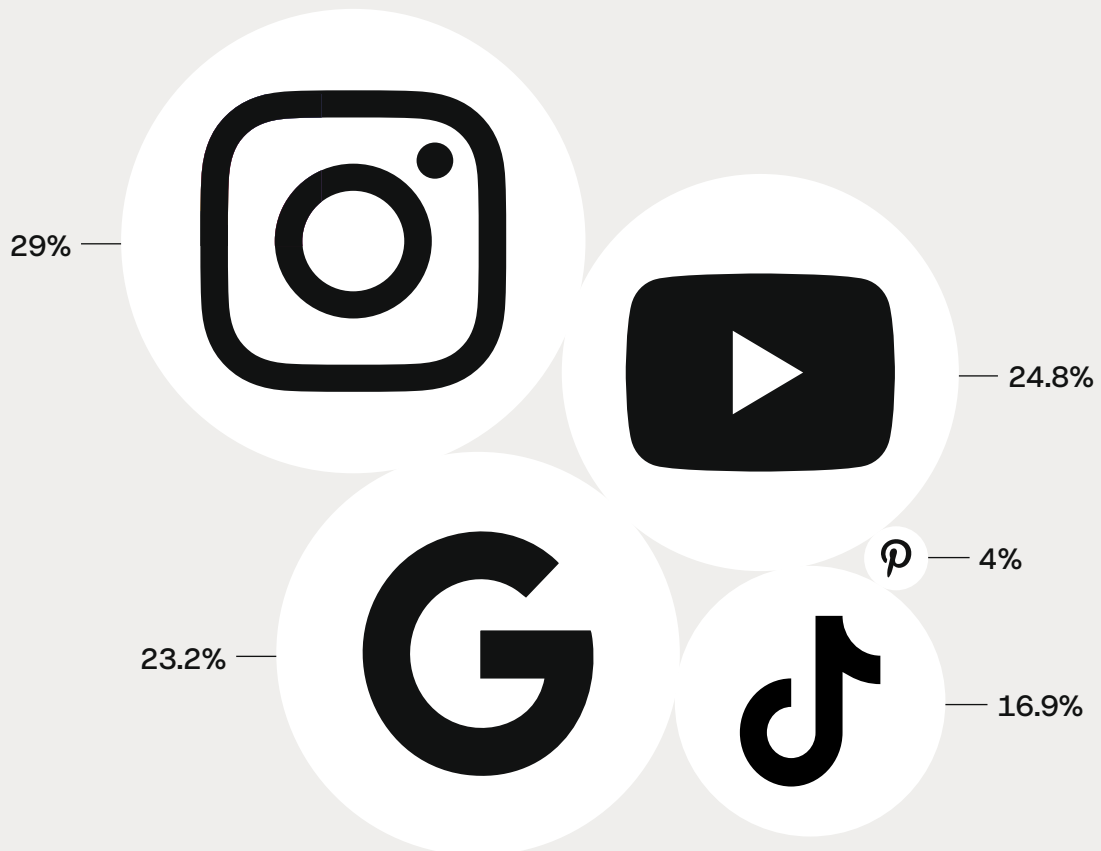


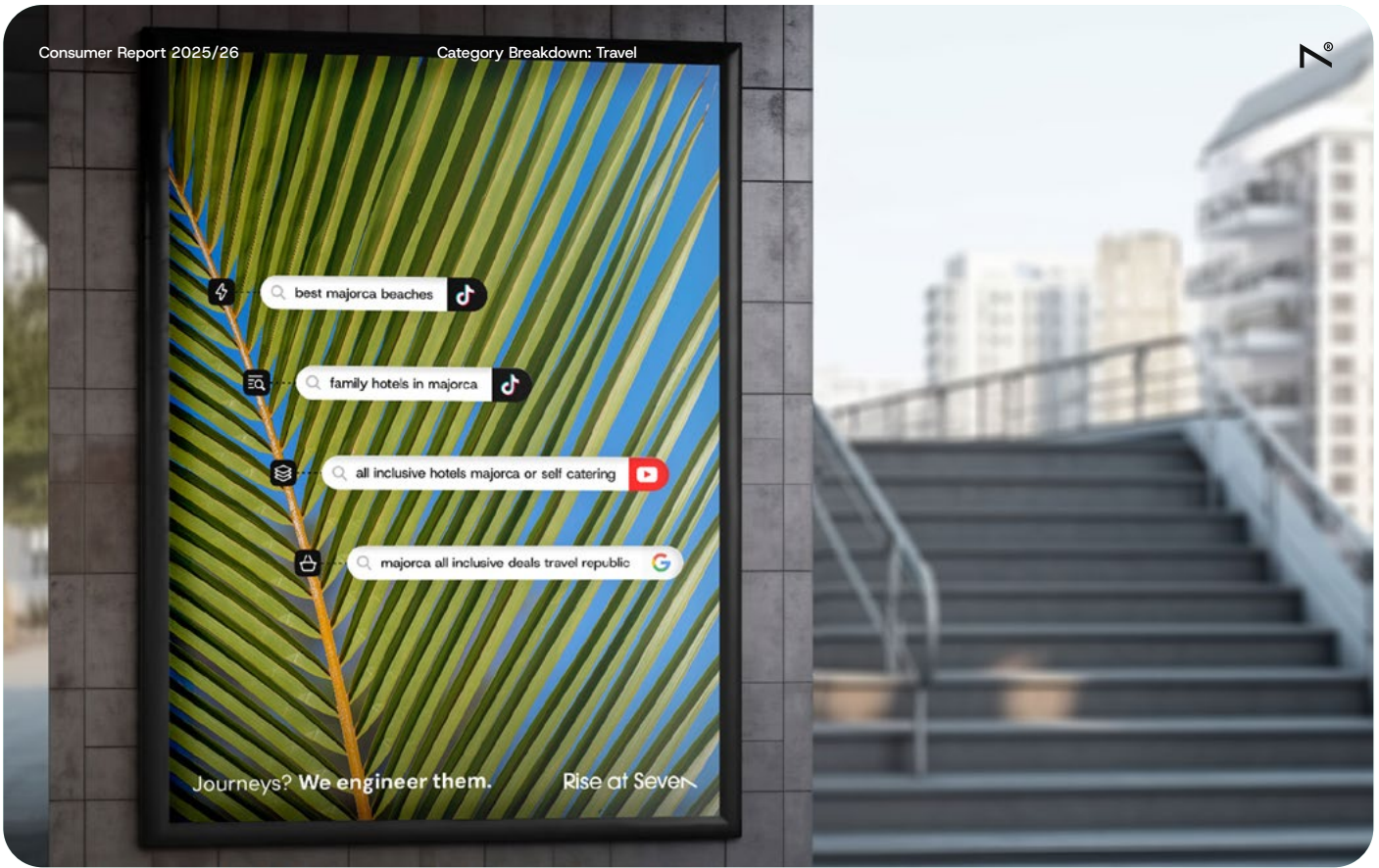
**“Backpacking” is seeing  
2x more searches on TikTok  
than Google.**

# UK Travel Market Overview

From dreaming to booking — be part of every step.

Let's engineer that journey.



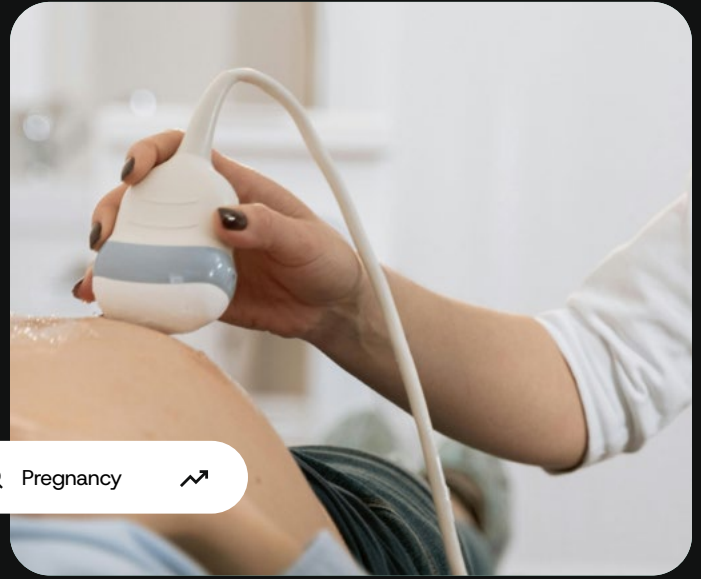


Keyword	Insta UK Search Volume	Instagram Search Difference VS other Channels	Keyword	TikTok UK Search Volume	TikTok Search Difference VS other Channels
Hotels	9,583,000	2,103,000	All-inclusive holidays	288,000	123,000
Flights	1,054,000	381,000	Backpacking	6,300	3,900
Travel insurance	862,000	189,000	Winter holidays	3,500	3,470
Holidays	471,000	103,000	Vacation	21,200	3,100
Spas	315,000	69,000	Luxury travel	3,500	1,600
Travel	173,000	63,000	Vacation packages	2,300	1,420
Cruises	173,000	38,000	Adventure travel	4,200	1,300
Accommodation	141,000	31,000	Travel tips	1,500	620
Currency exchange	141,000	31,000	Sustainable travel	1,200	610
Vacation	42,400	24,300	Travel blogs	2,800	400

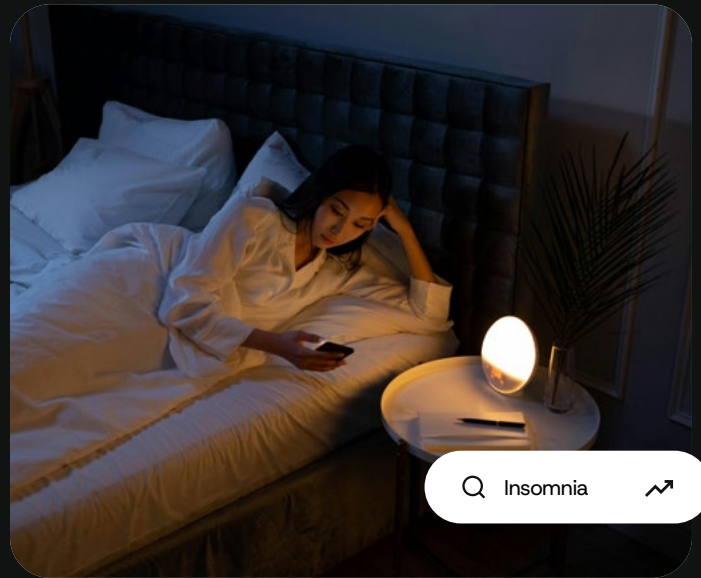
# “All-inclusive holidays”



**was searched 2x more on  
TikTok than Google.**



Q Pregnancy ↗



Q Insomnia ↗

Q Probiotics ↗



Health  
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# US Health Market Overview

Your audience searches with trust in mind.

Let's help them find the right answers.





Keyword	Google USA Search Volume	Insta USA Search Volume	Keyword	TikTok USA Search Volume	TikTok Search Difference VS other Channels
Health insurance	368,000	577,000	Exercising	295,000	272,800
Insomnia	368,000	471,000	Stretching exercises	132,000	109,800
Therapy	368,000	471,000	Meditation	241,000	76,000
Exercising	22,200	577,000	Symptoms	72,100	72,100
Depression	246,000	471,000	Pregnancy	241,000	40,000
Pregnancy	201,000	471,000	Sleep	241,000	40,000
Sleep	201,000	471,000	Cancer treatments	39,600	39,600
Meditation	165,000	471,000	Stress relief	21,700	18,800
Probiotics	301,000	386,000	Healthy lifestyle	11,900	3,800
Weight loss	201,000	386,000	Fitness goals	7,900	3,500

# “Exercise”

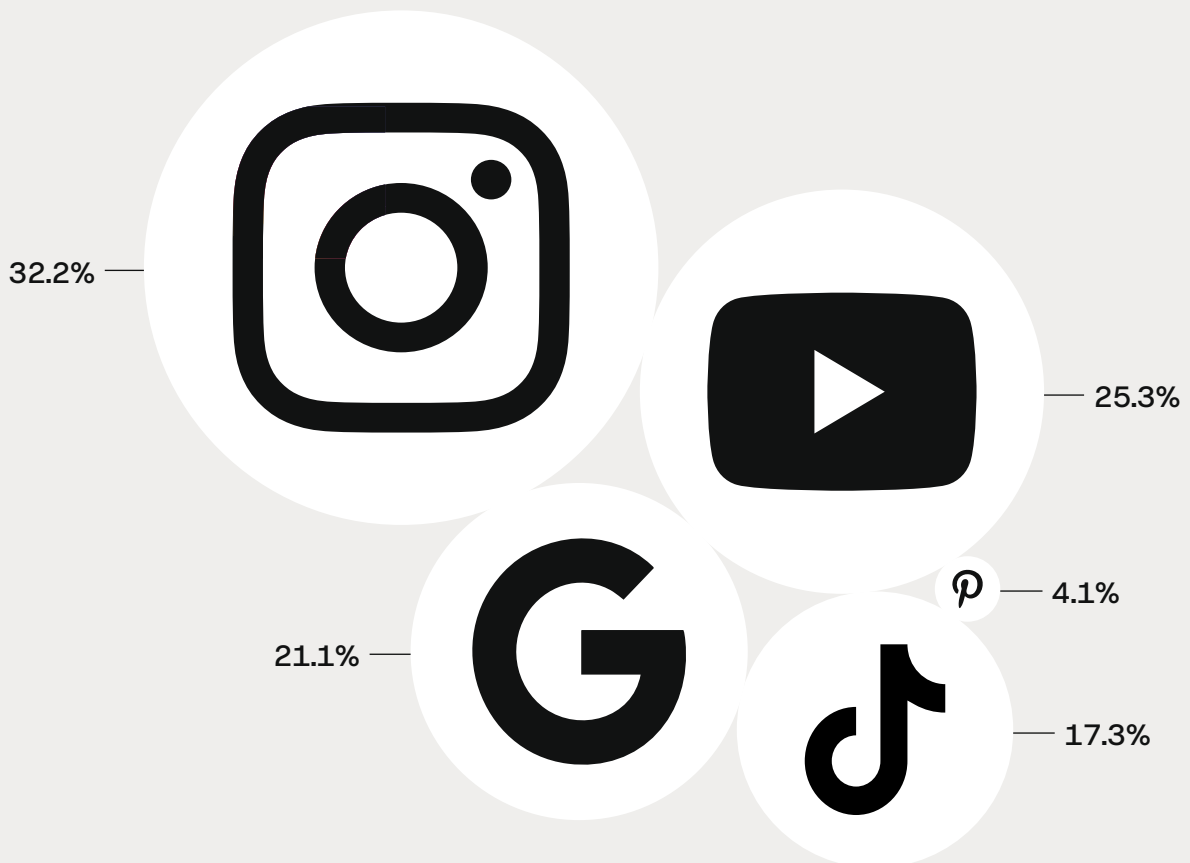


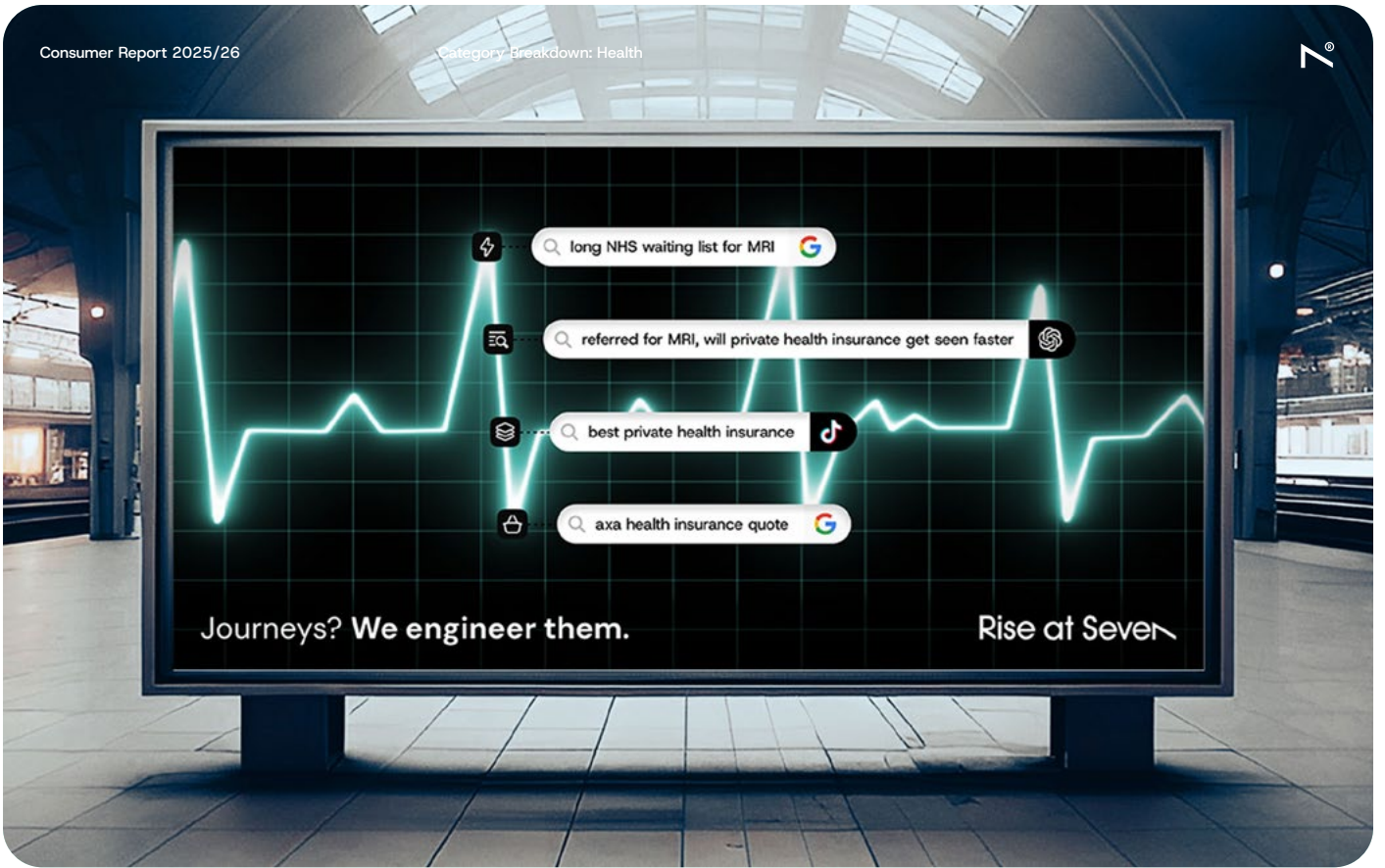
gets 10x more searches on TikTok compared to Google.

# UK Health Market Overview

Your audience searches with trust in mind.

Let's help them find the right answers.

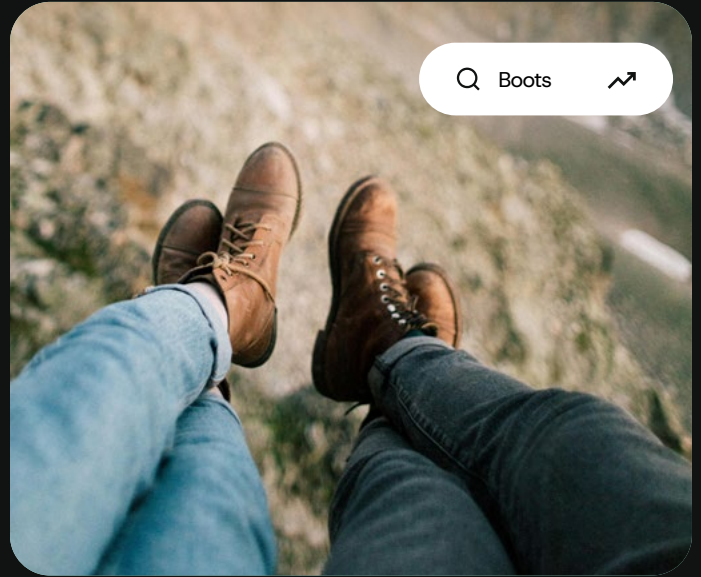




Keyword	Insta UK Search Volume	Instagram Search Difference VS other Channels	Keyword	TikTok UK Search Volume	TikTok Search Difference VS other Channels
Anxiety	141,000	139,700	Anxiety	70,300	69,000
Diabetes	116,000	114,700	Mental health	47,300	46,300
Meditation	116,000	82,900	Meditation	57,900	24,800
Pregnancy	116,000	66,500	Stretching exercises	17,300	11,900
Knee pain	63,400	63,400	Pregnancy	57,900	8,400
Exercising	116,000	55,500	Sleep	47,300	6,800
Sleep	94,800	54,300	Cancer treatments	3,500	3,430
Insomnia	116,000	42,000	Sleep health	460	200
Probiotics	116,000	42,000	Mental wellness	640	160
Weight loss	173,000	38,000	Senior health	130	80

# “Sleep” gets 2x more searches on Instagram than TikTok.

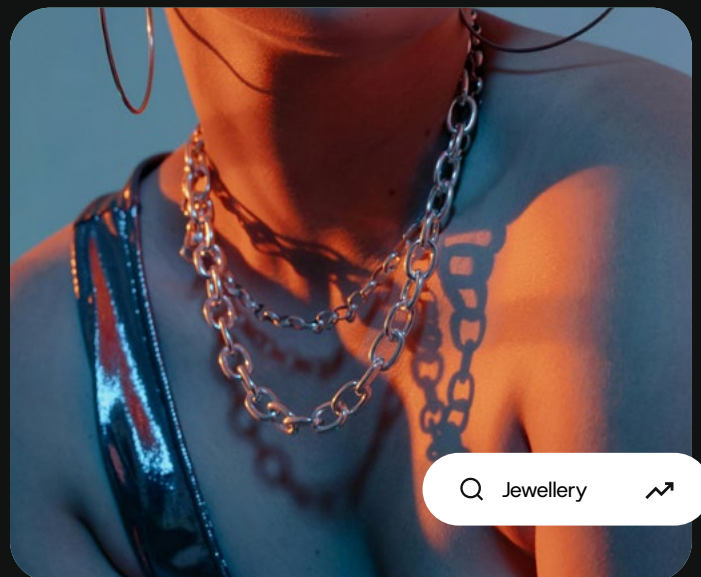




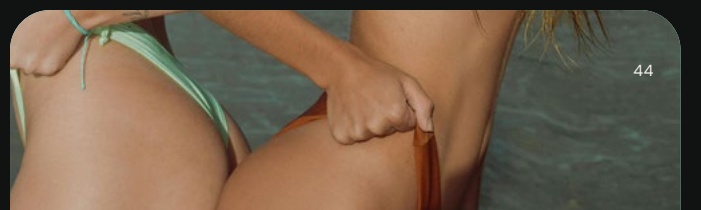
Q Boots ↗



Q Dresses ↗



Q Jewellery ↗

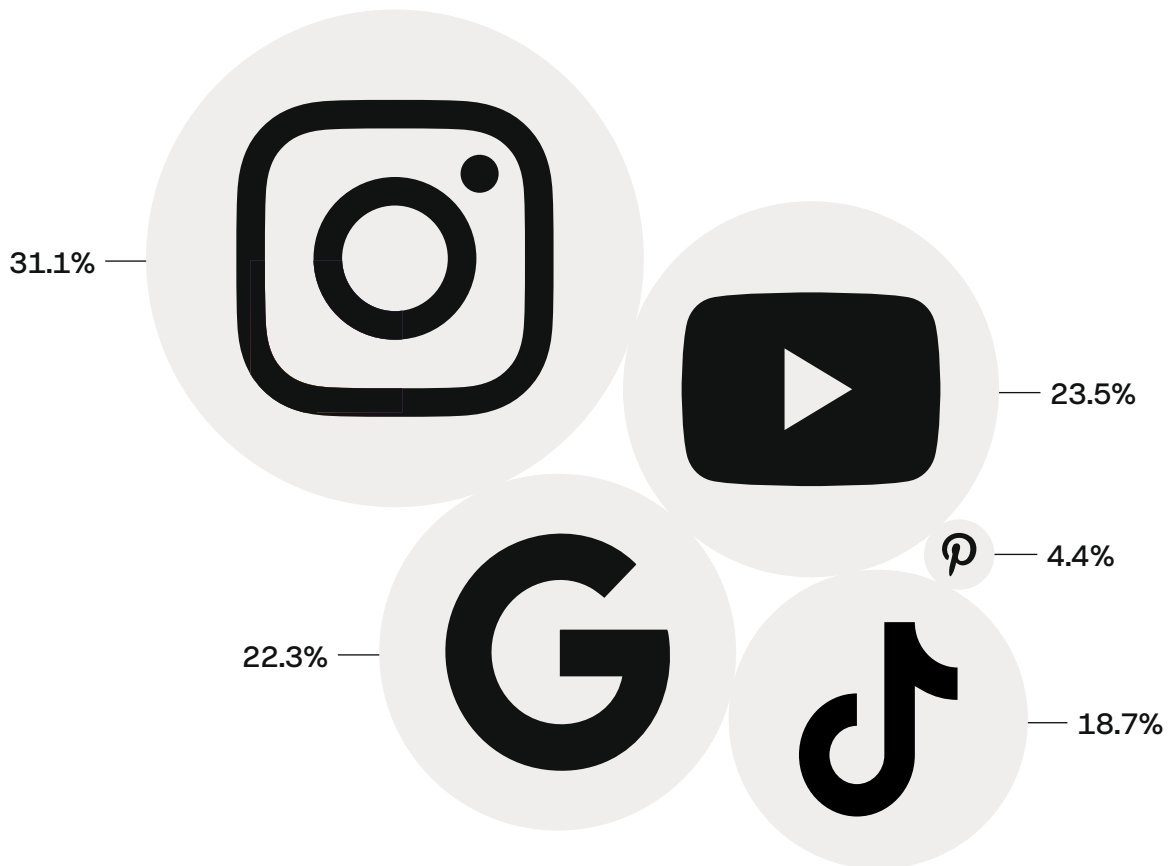


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# US Fashion Market Overview

From feed to fitting room — own every moment of discovery.

Let's engineer your journey.





Keyword	Insta USA Search Volume	Instagram Search Difference VS other Channels	Keyword	TikTok USA Search Volume	TikTok Search Difference VS other Channels
Shoes	1,922,000	922,000	Fashion	360,000	250,000
Fashion	705,000	595,000	Fashion shows	88,400	73,600
Bikini	862,000	412,000	Skirts	197,000	32,000
Watches	862,000	412,000	Handbags	88,400	14,400
Clothes	1,054,000	381,000	Jewellery	72,100	11,600
Clothing	1,054,000	381,000	Trends	72,100	11,600
Dresses	862,000	312,000	Sustainable fashion	17,800	11,200
Boots	705,000	255,000	Upcycled fashion	9,700	8,820
Sun dresses	315,000	224,500	Fashion marketing	11,900	7,500
Skirts	386,000	221,000	Outfit ideas	39,600	6,500

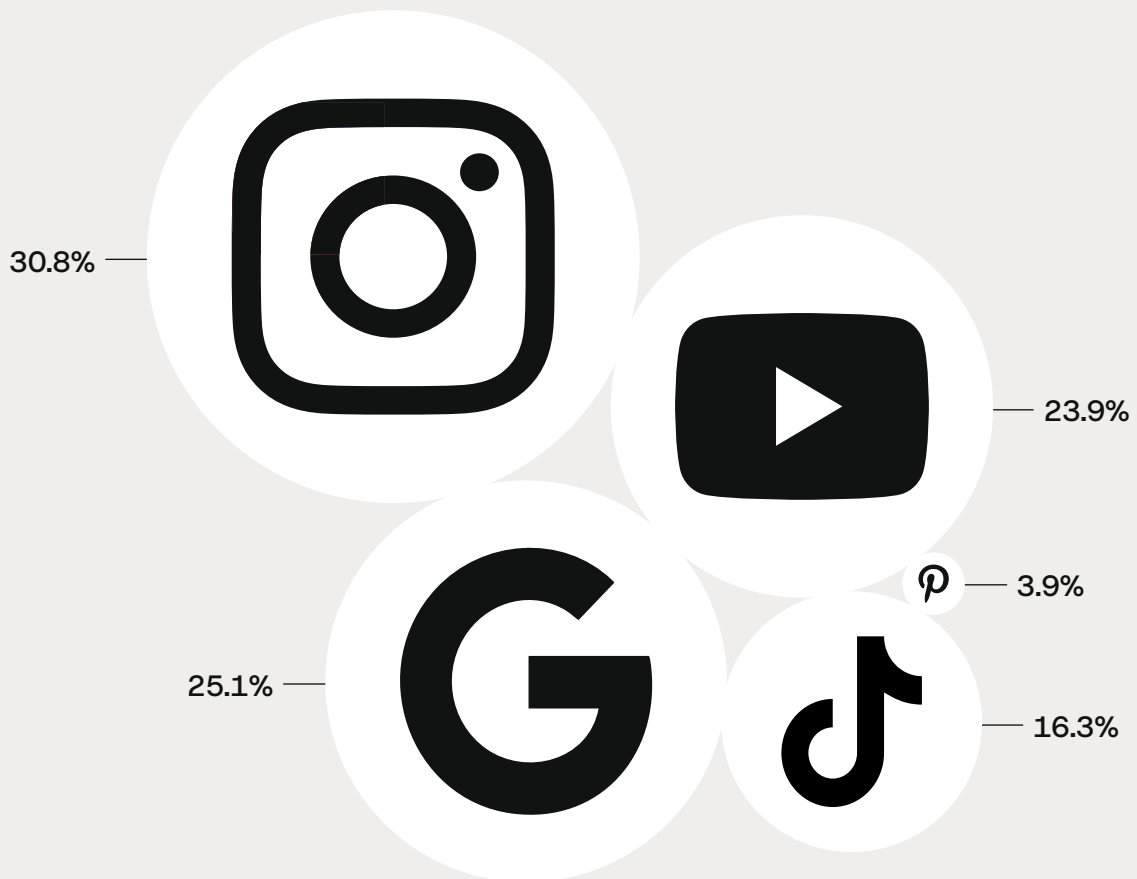
# Instagram searches for “Shoes” is 2x that of Google.



# UK Fashion Market Overview

From feed to fitting room — own every moment of discovery.

Let's engineer your journey.





Keyword	Google UK Search Volume	Insta UK Search Volume	Instagram Search Difference
Boots	5,000,000	6,406,000	1,406,000
Watches	201,000	315,000	114,000
Fashion	40,500	141,000	100,500
Jewellery	165,000	258,000	93,000
Bikini	135,000	211,000	76,000
Dresses	246,000	315,000	69,000
Skirts	60,500	116,000	55,500
Coats	90,500	141,000	50,500
Clothes	165,000	211,000	46,000
Clothing	165,000	211,000	46,000



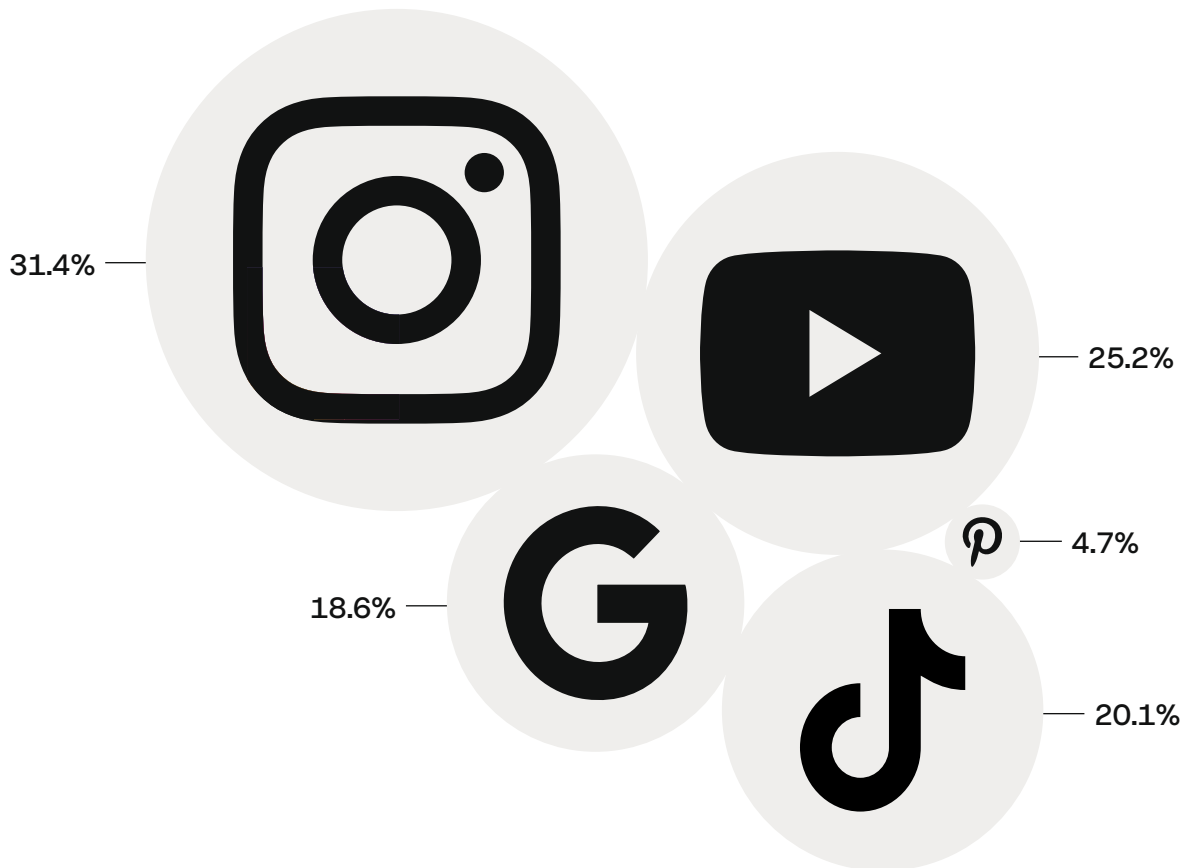
**People search for “Fashion”  
3x more on Instagram than  
on Google.**

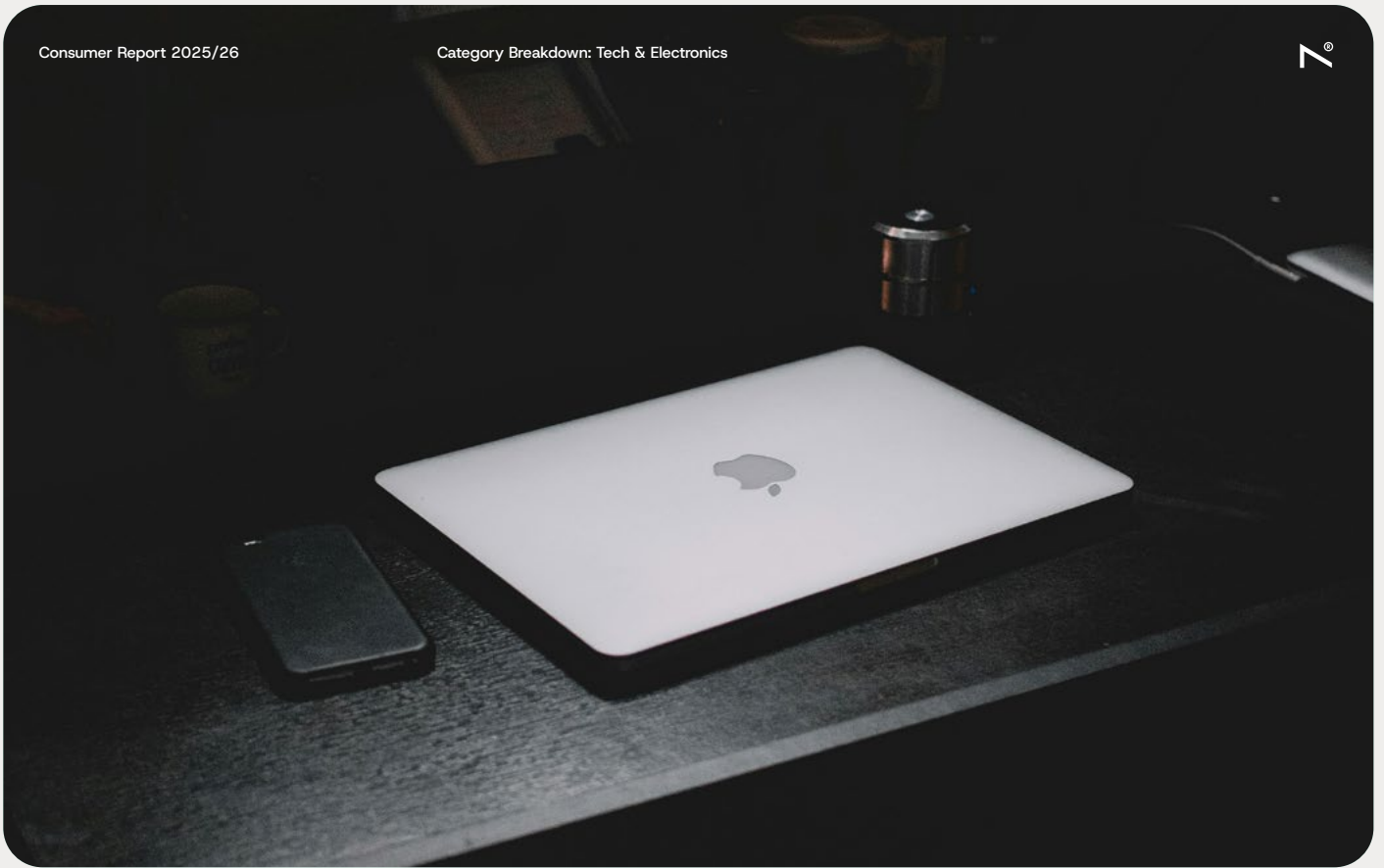


# US Tech & Electronics Market Overview

Reviews, tutorials, comparisons — every search counts.

Let's connect the journey.





Keyword	Insta USA Search Volume	Instagram Search Difference VS other Channels	Keyword	TikTok USA Search Volume	TikTok Search Difference VS other Channels
Artificial intelligence	1,281,000	1,146,000	Artificial intelligence	655,000	520,000
Macbook	1,563,000	1,013,000	Macbook	799,000	249,000
Drones	1,054,000	604,000	Wearable technology	132,000	125,400
Cameras	1,054,000	381,000	Smart home	132,000	109,800
Power	705,000	337,000	Gaming monitors	108,000	89,900
Tablets	471,000	270,000	Drones	539,000	89,000
Headphones	705,000	255,000	Mobile phones	132,000	82,500
Wearable technology	258,000	251,400	Tablets	241,000	40,000
Smart home	258,000	235,800	Gadgets	72,100	39,000
Speakers	471,000	225,000	Smartphones	108,000	34,000

# Instagram, TikTok, and YouTube now drive more tech searches than Google in the US.

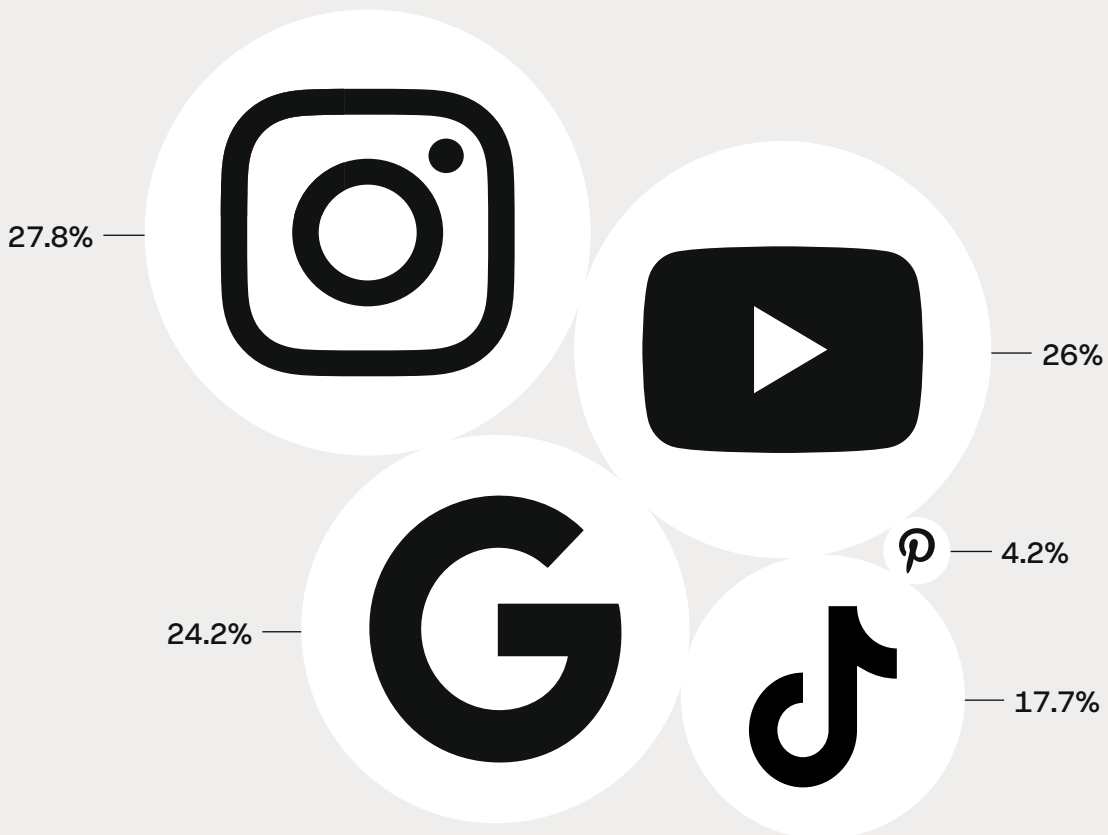


**(31% vs 20% vs 25% respectively).**

# UK Tech & Electronics Market Overview

Reviews, tutorials, comparisons — every search counts.

Let's connect the journey.





Keyword	Google UK Search Volume	YouTube UK Search Volume	YouTube Search Difference
Artificial intelligence	33,100	103,000	69,900
Gaming monitors	4,400	46,400	42,000
Scooters	90,500	127,000	36,500
Drones	74,000	103,000	29,000
Power	74,000	103,000	29,000
Cameras	135,000	155,000	20,000
3d printer	110,000	127,000	17,000
Electronics	27,100	38,000	10,900
Gadgets	14,800	25,400	10,600
Augmented reality	49,500	56,800	7,300



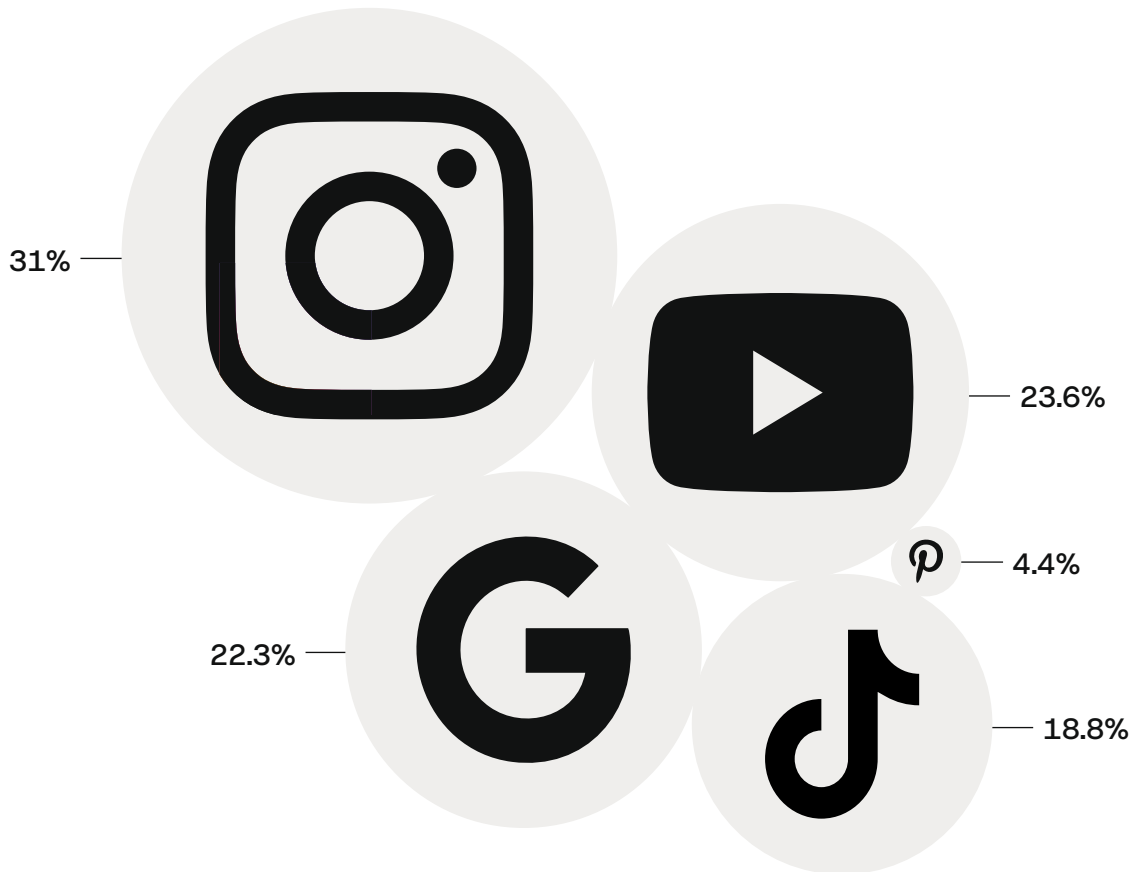
**People search for  
“Gaming monitors” 10x more  
on YouTube than Google.**



# US Home & Garden Market Overview

From décor ideas to DIY guides — own the inspiration stage.

Let's engineer your search journey.





Keyword	TikTok USA Search Volume	TikTok Search Difference VS other Channels
Home renovation	241,000	213,900
Bathroom remodel	360,000	159,000
Watering systems	88,400	80,300
Outdoor living	59,300	49,400
Doors	295,000	49,000
Interior design	132,000	22,000
Home design	32,400	14,300
Garden tips	14,500	12,100
Energy efficiency home	14,500	11,600
Home decor ideas	32,400	10,200

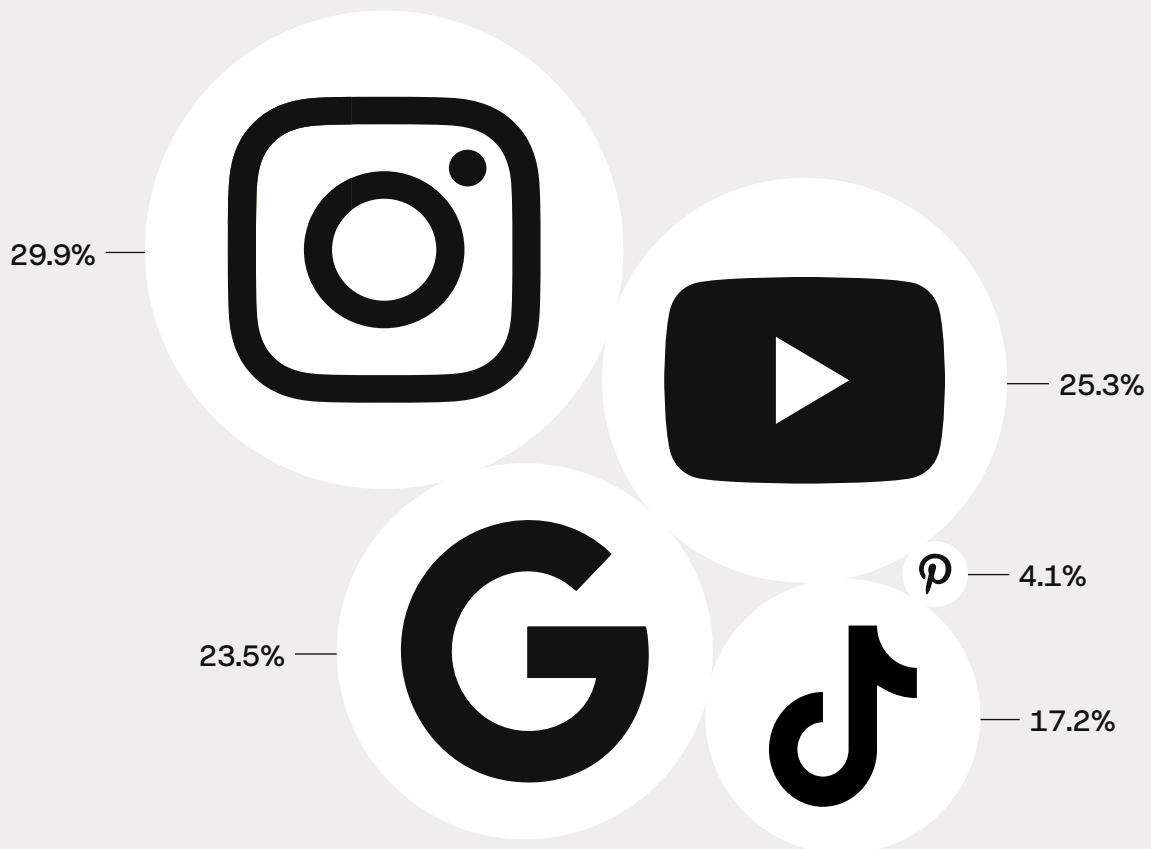


**“Bathroom remodel” searches are 2x more popular on TikTok than on Google.**

# UK Home & Garden Market Overview

From décor ideas to DIY guides — own the inspiration stage.

Let's engineer your search journey.





Keyword	Insta UK Search Volume	Instagram Search Difference VS other Channels	Keyword	TikTok UK Search Volume	TikTok Search Difference VS other Channels
Flowers	577,000	209,000	Garden tools	17,300	14,900
Garden furniture	315,000	114,000	Home renovation	17,300	12,900
Doors	141,000	80,500	Doors	70,300	9,800
Garden centre	315,000	69,000	Home improvement	17,300	5,200
Gardens	141,000	50,500	DIY projects	2,300	1,420
Media wall	141,000	50,500	Watering systems	2,300	1,300
Plumbing	116,000	42,000	Garden tips	1,900	1,180
Sheds	173,000	38,000	Bathroom remodel	6,300	900
Garden tools	34,700	32,300	Home organization	1,000	740
Home renovation	34,700	30,300	Home design	4,200	600

# “Home improvement” searches are 42% higher on TikTok than Google.

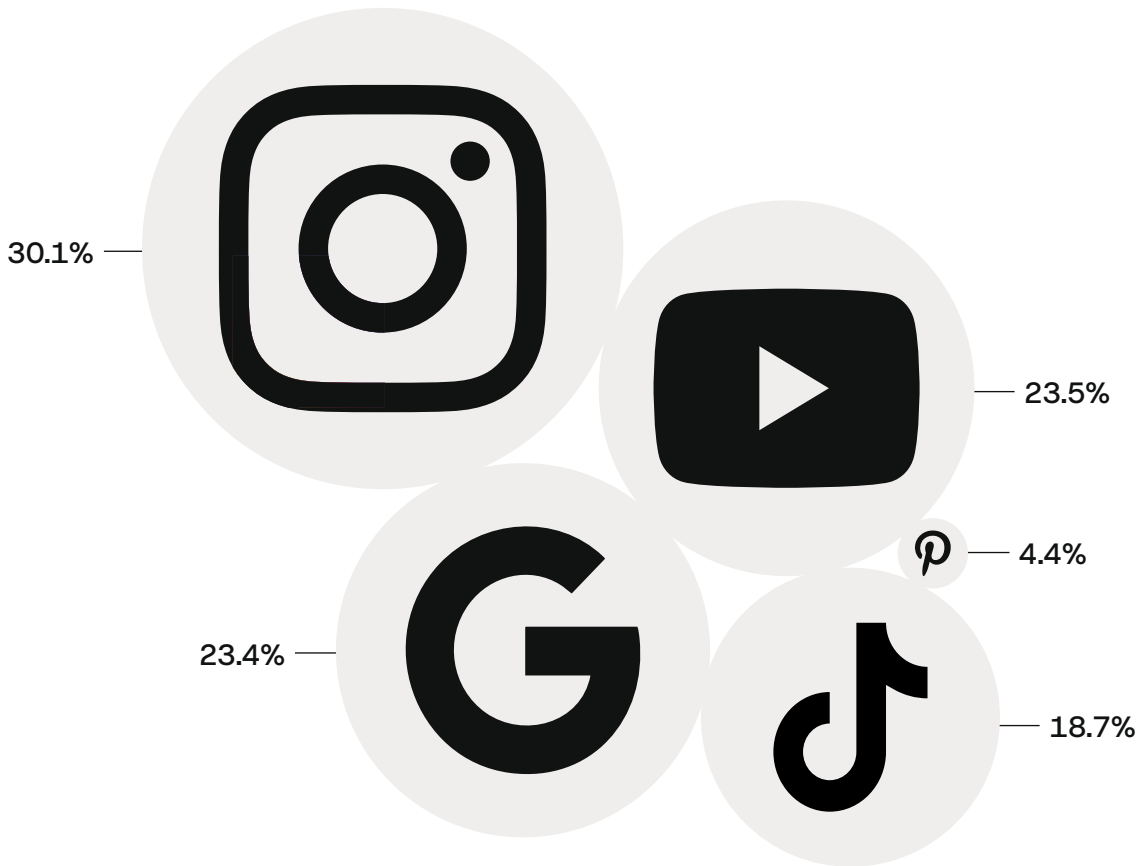


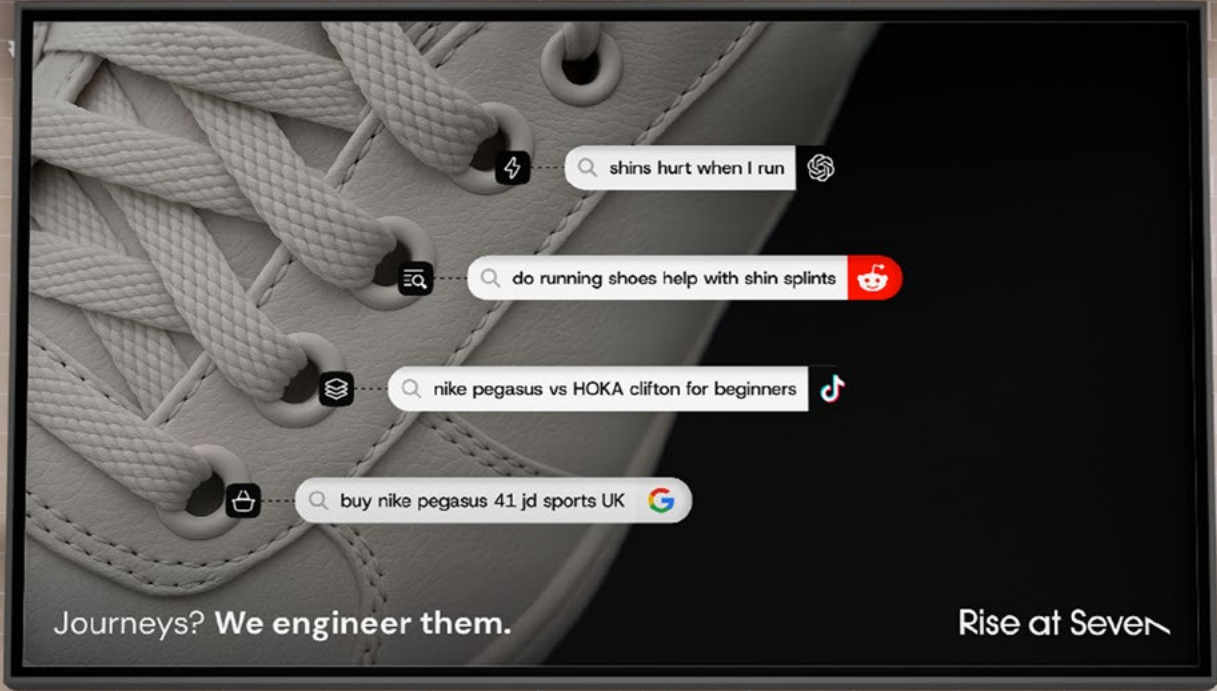


# US Sports & Fitness Market Overview

Your audience is looking for motivation and guidance.

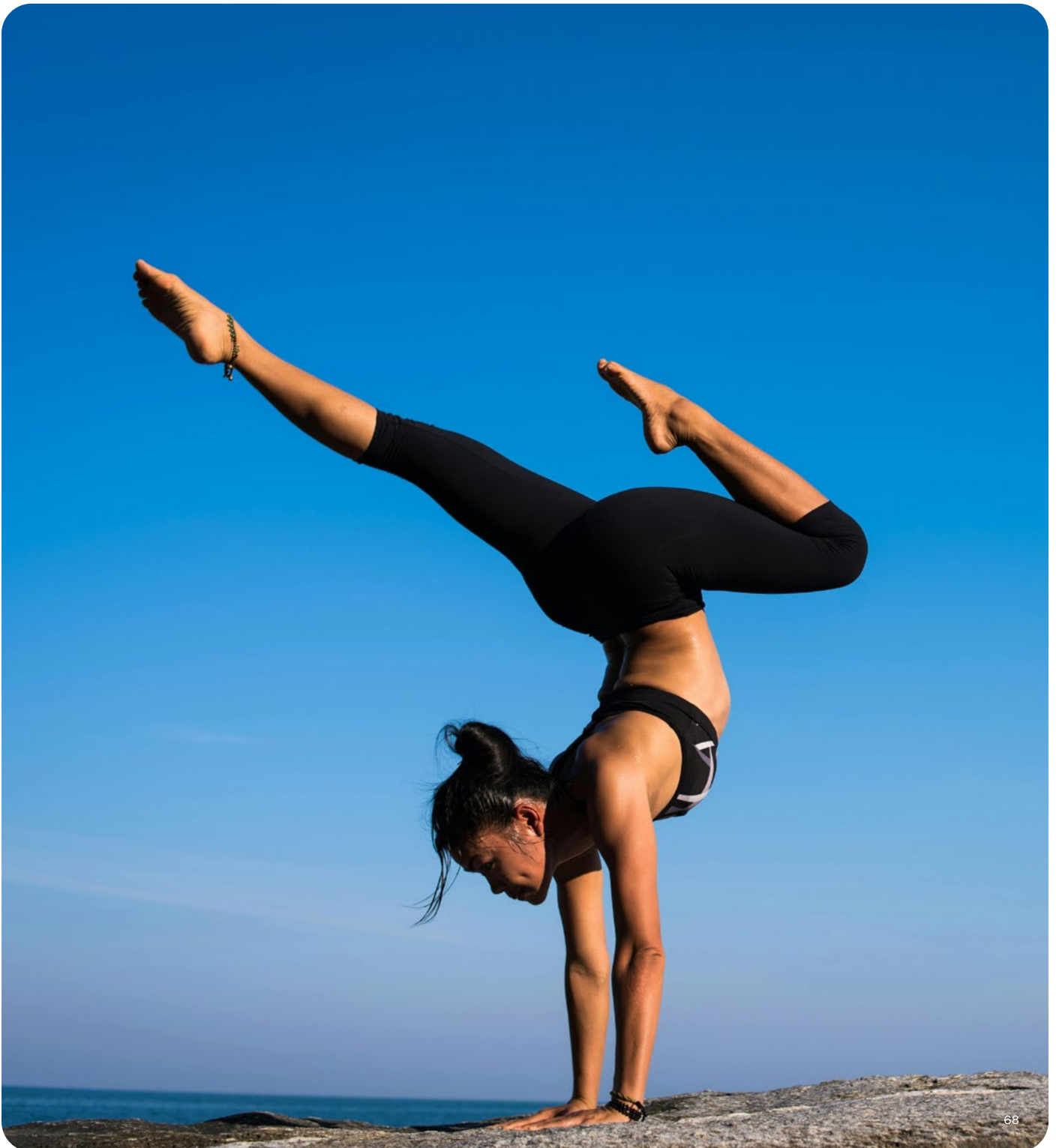
Be their go-to result.





Keyword	Insta USA Search Volume	Instagram Search Difference VS other Channels	Keyword	TikTok USA Search Volume	TikTok Search Difference VS other Channels
Workout	1,563,000	1,472,500	Workout	799,000	708,500
Gym	4,292,000	942,000	Yoga	655,000	105,000
Pilates	1,563,000	740,000	Sports	441,000	73,000
Yoga	1,281,000	731,000	Bodybuilding	108,000	17,500
Coaching	2,870,000	630,000	Workout videos	21,700	16,300
Sports	862,000	494,000	HIIT	32,400	10,200
Exercise	577,000	276,000	Combat sports	21,700	9,600
Fitness	577,000	209,000	Warm-up	21,700	9,600
Running	386,000	185,000	Gym workout	17,800	7,900
Swimming	386,000	185,000	Cool-down	11,900	6,500

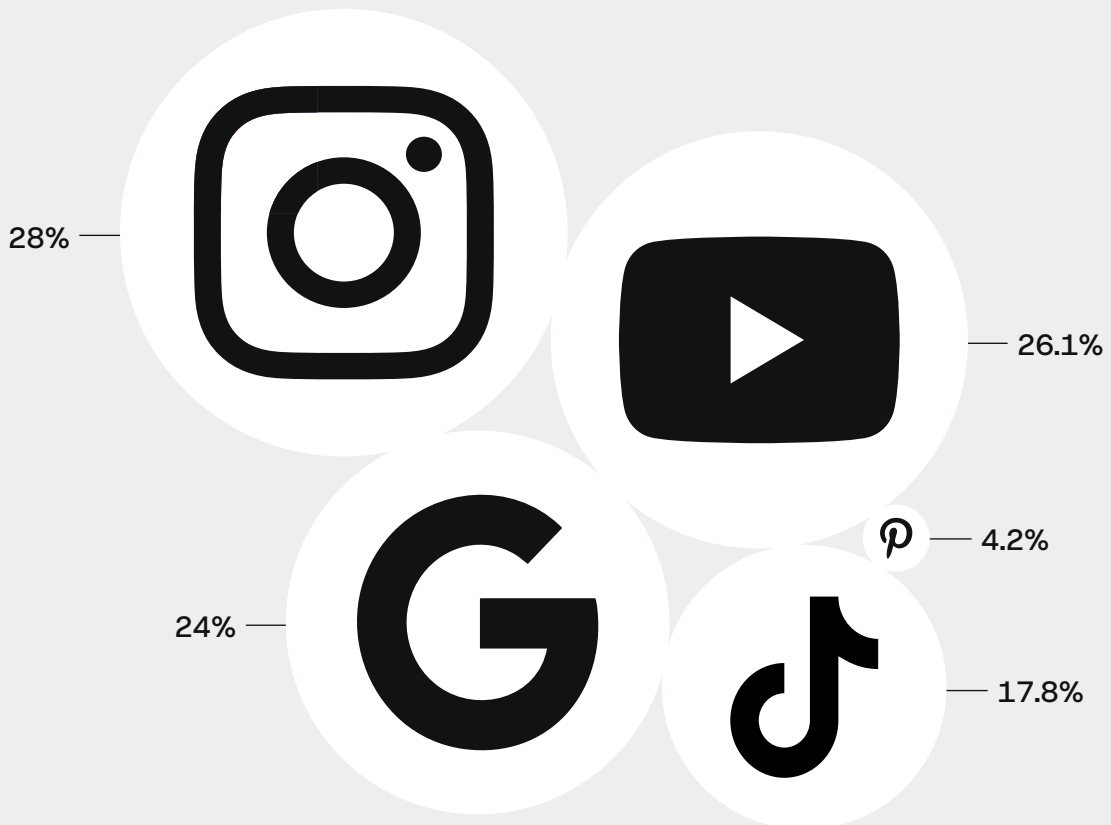
**“Yoga” is 20% more popular on TikTok than Google.**

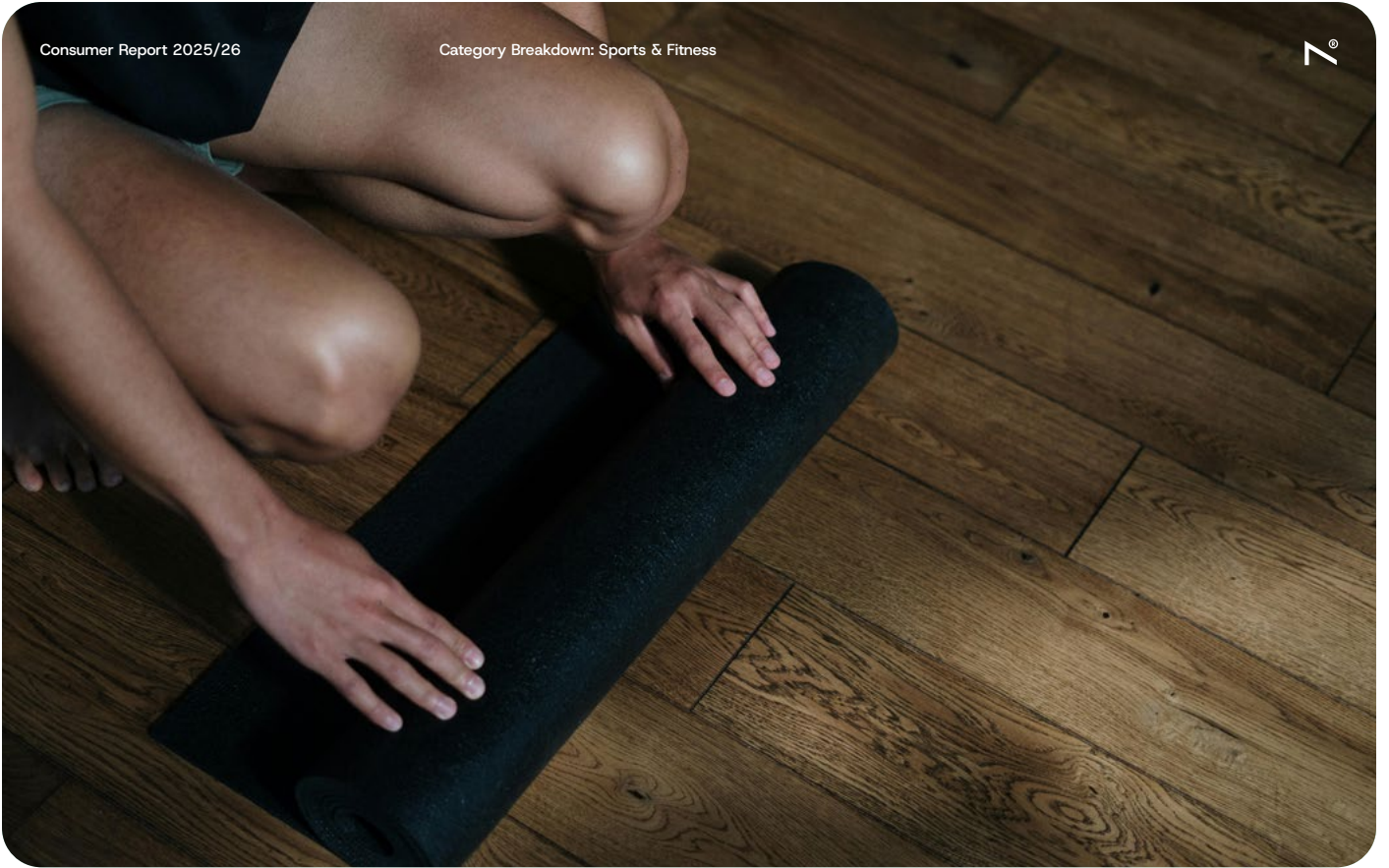


# UK Sports & Fitness Market Overview

Your audience is looking for motivation and guidance.

Be their go-to result.





Keyword	TikTok UK Search Volume	TikTok Search Difference VS other Channels
Workout	129,000	119,100
Yoga	129,000	38,500
Bodybuilding	25,900	3,700
Combat sports	4,200	2,900
Gym workout	6,300	2,700
High-intensity interval training	7,700	2,300
Warm-up	7,700	2,300
Cool-down	2,800	1,200
Workout videos	1,200	720
Fat loss	2,300	700

# YouTube is 2x as popular



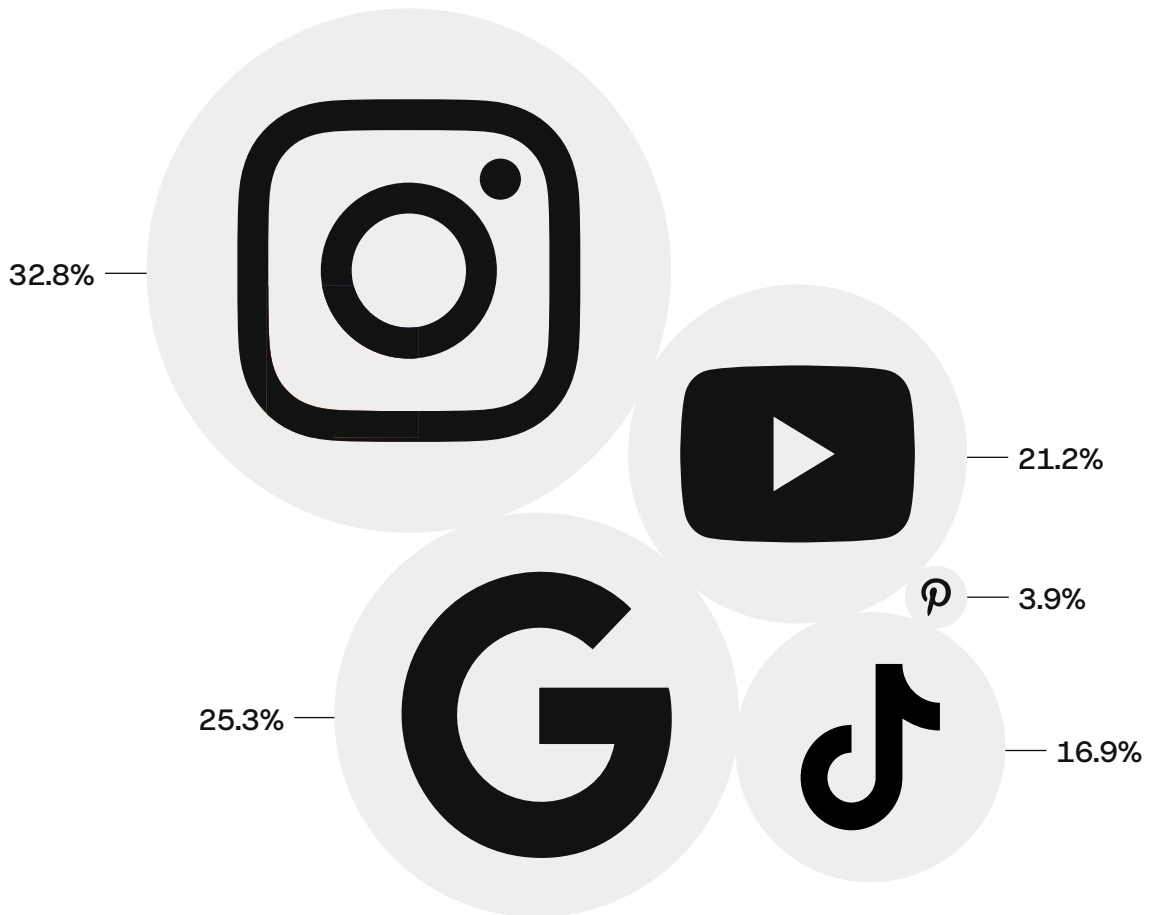
for “HIIT workouts”.



# US Food & Recipes Market Overview

People aren't just searching for meals — they're searching for ideas.

Let's help them discover yours.





Keyword	Insta USA Search Volume	Instagram Search Difference VS other Channels	Keyword	TikTok USA Search Volume	TikTok Search Difference VS other Channels
Restaurants	106,470,000	23,370,000	Soups	983,000	533,000
Food	17,420,000	3,820,000	Cooking	295,000	130,000
Breakfast	9,583,000	2,103,000	Easy recipes	132,000	71,500
Grocery store	9,583,000	2,103,000	Food reviews	48,500	44,900
Soups	1,922,000	1,472,000	Culinary arts	39,600	24,800
Bakeries	4,292,000	942,000	Food storage	26,500	14,400
Cafes	4,292,000	942,000	Meal prep	72,100	11,600
Fast food	2,870,000	630,000	Food hacks	11,900	10,600
Desserts	2,345,000	515,000	Quick recipes	14,500	7,900
Lunch	2,345,000	515,000	Baking recipes	26,500	4,300

# Instagram gets 30% more searches for “Bakeries”



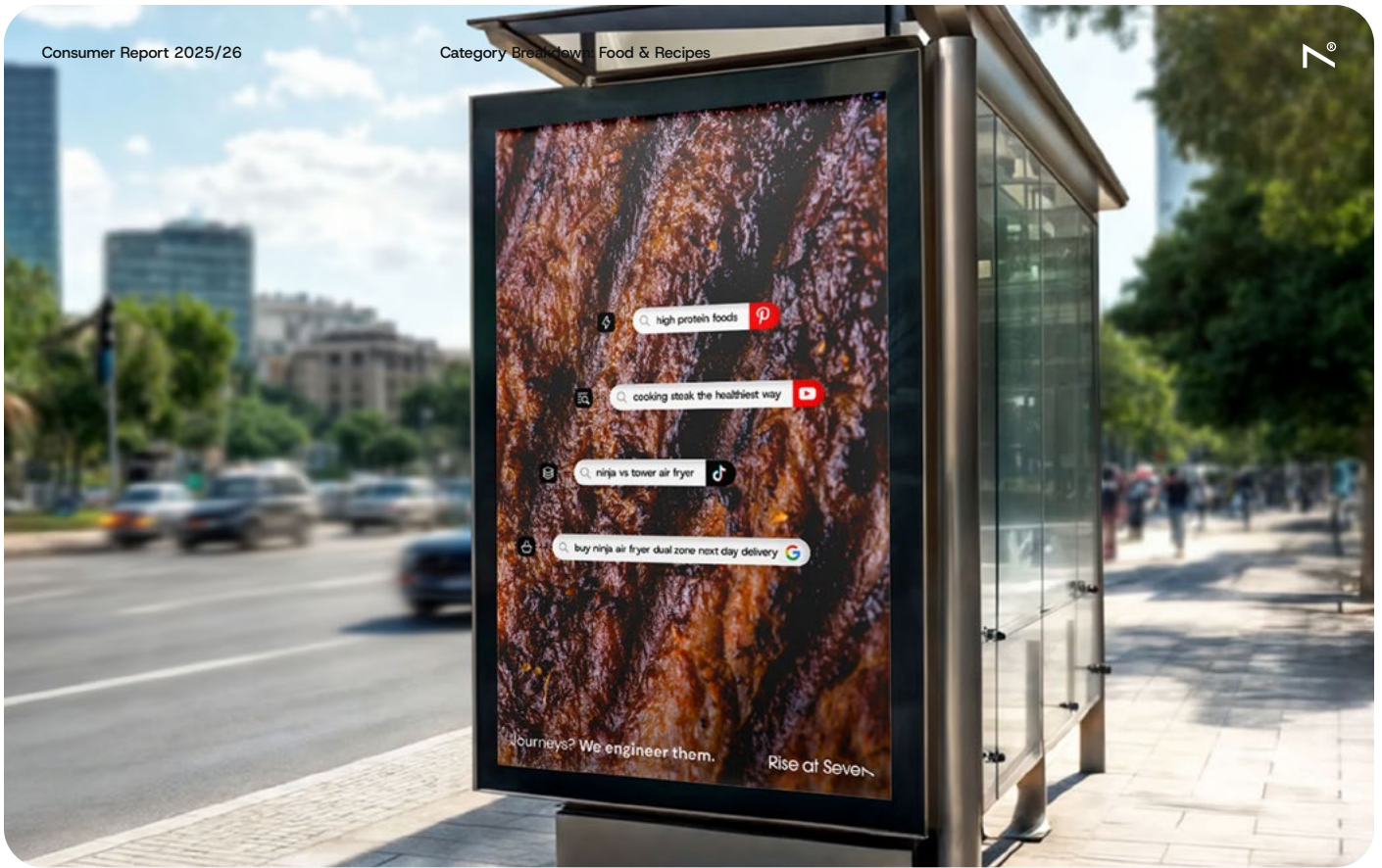
than Google.

# UK Food & Recipes Market Overview

People aren't just searching for meals — they're searching for ideas.

Let's help them discover yours.

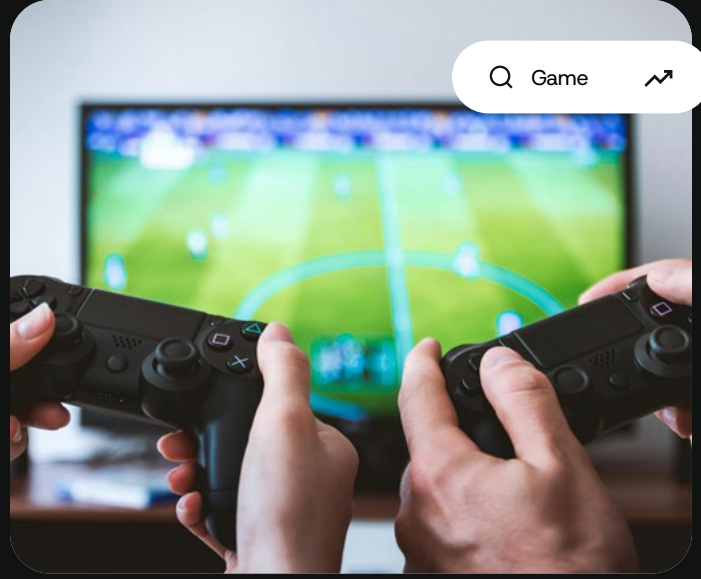




Keyword	Insta UK Search Volume	Instagram Search Difference VS other Channels	Keyword	TikTok UK Search Volume	TikTok Search Difference VS other Channels
Restaurants	1,742,000	3,820,000	Chicken recipes	129,000	68,500
Cafes	4,292,000	942,000	Soups	106,000	56,500
Grocery store	3,510,000	770,000	Easy recipes	31,700	21,800
Supermarket	2,345,000	515,000	Air fryer recipes	70,300	20,800
Food	1,281,000	281,000	Sauce recipes	21,200	20,320
Breakfast	1,054,000	231,000	Baking	38,700	5,600
Chicken recipes	258,000	197,500	Food reviews	7,700	5,300
Bakeries	862,000	189,000	Heart health	4,200	3,320
Soups	211,000	161,500	Vegan meals	7,700	3,300
Cooking	173,000	82,500	Culinary arts	4,200	3,200



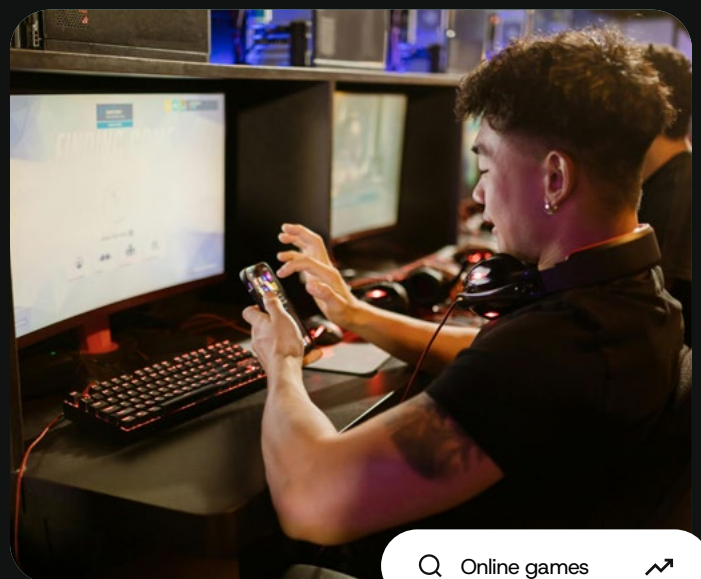
**“Easy recipe” searches are 3x higher on TikTok than Google.**



Q Game ↗



Q xbox ↗



Q Online games ↗

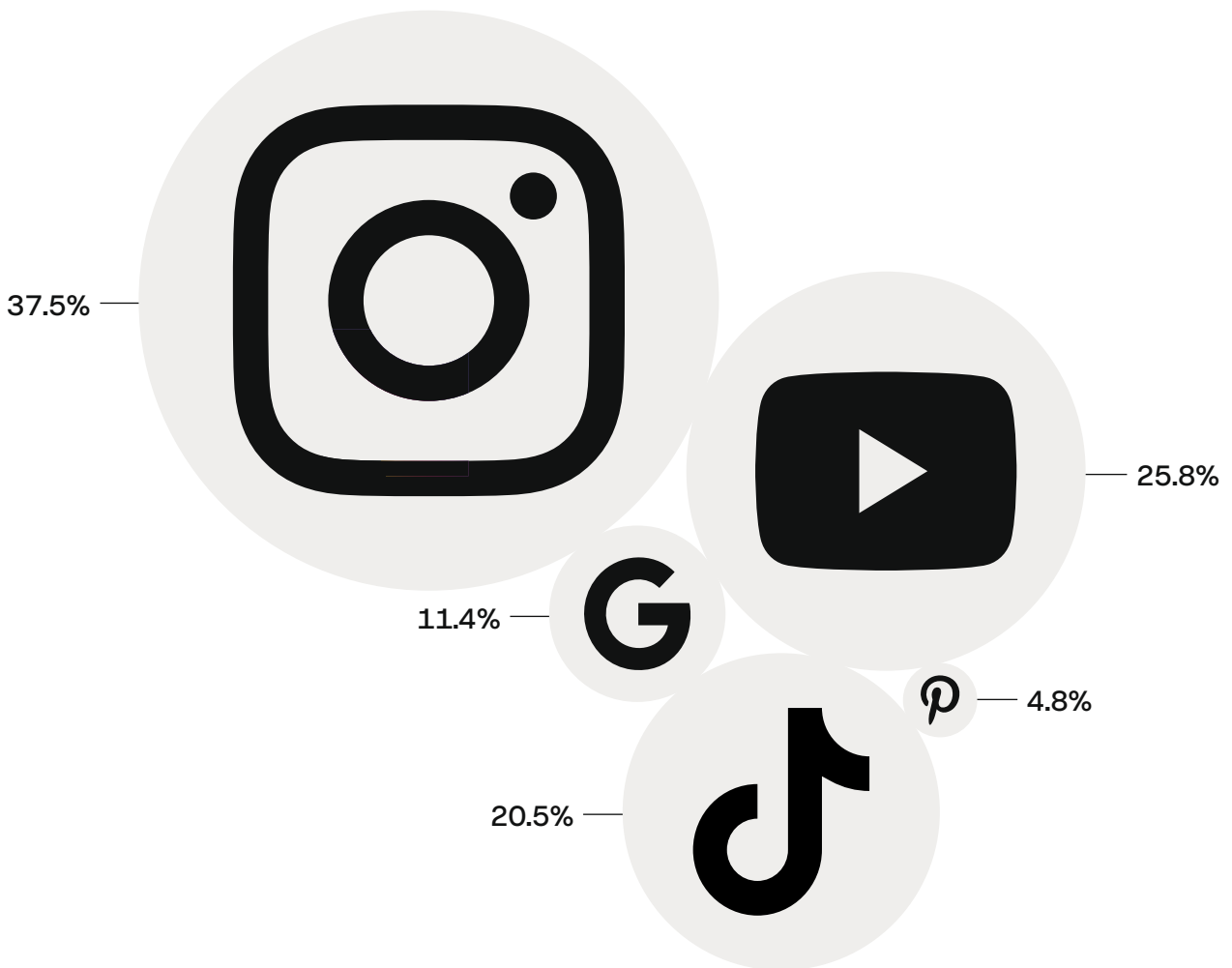


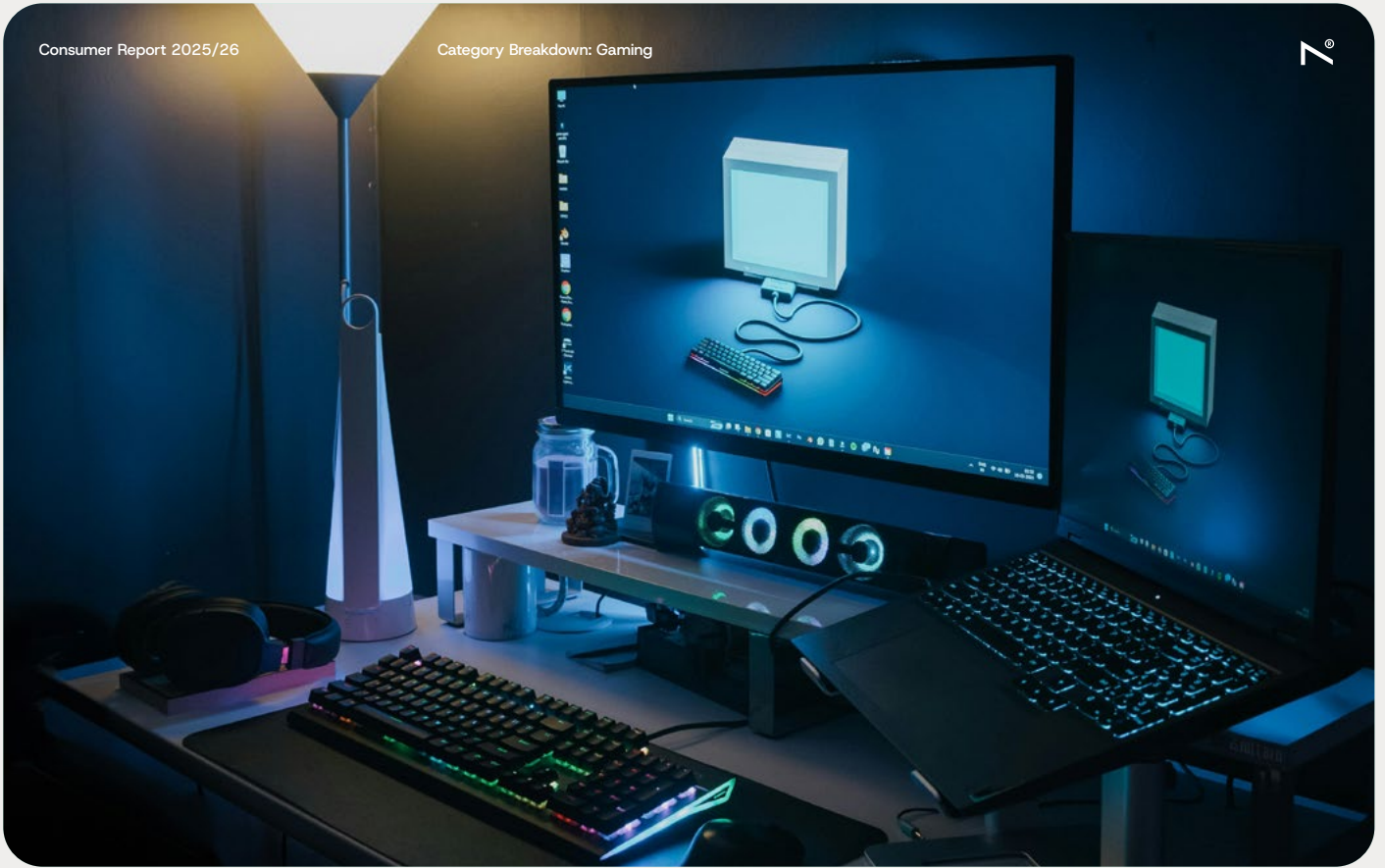
Gaming  
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Gaming

# US Gaming Market Overview

When players search, compare, or stream — your brand should show up first.

Let's build that visibility.





Keyword	Insta USA Search Volume	Instagram Search Difference VS other Channels	Keyword	TikTok USA Search Volume	TikTok Search Difference VS other Channels
Game	17,420,000	14,070,000	Game	8,909,000	5,559,000
Games	17,420,000	14,070,000	Games	8,909,000	5,559,000
Gaming	17,420,000	14070000	Gaming	8,909,000	5,559,000
Laptop	1,563,000	1,013,000	Laptop	799,000	249000
Laptops	1,563,000	1,013,000	Laptops	799000	249,000
xbox	2,345,000	845000	Video games	539,000	238,000
Video games	1,054,000	753,000	Cyber security	241,000	76,000
RAM	1,922,000	422,000	Gaming monitor	197,000	62,000
Software	705,000	337,000	Gaming laptop	360,000	59,000
Cyber security	471,000	306,000	Cloud computing	59,300	58,820

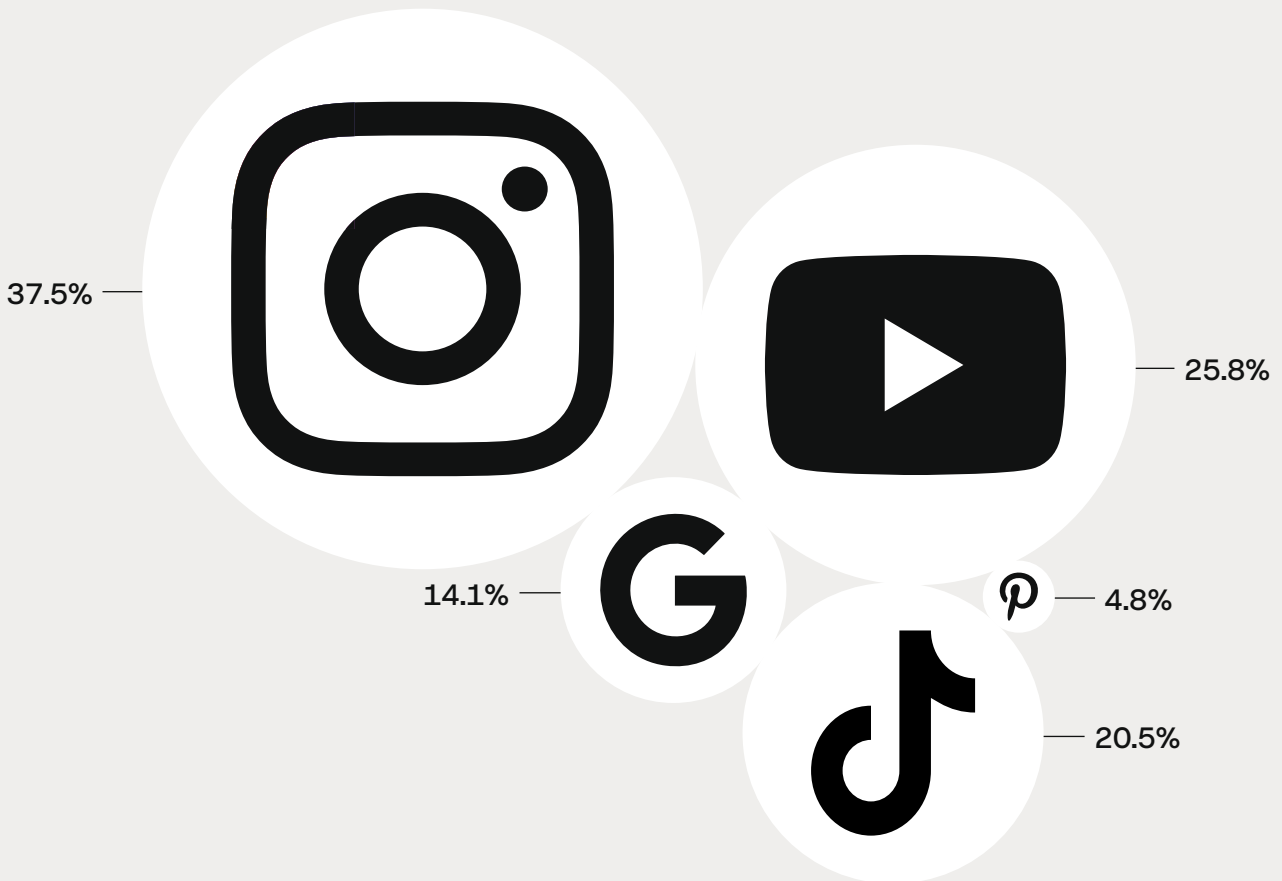


**Google takes just 11% of the Search Volume share for US gaming.**

# UK Gaming Market Overview

When players search, compare, or stream — your brand should show up first.

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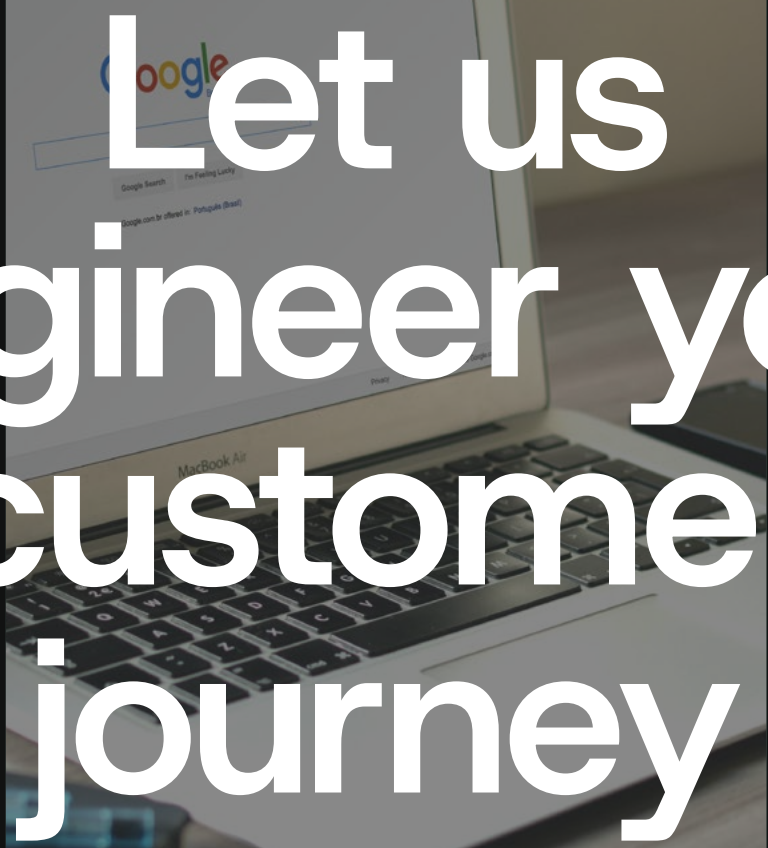




Keyword	Insta UK Search Volume	Instagram Search Difference VS other Channels	Keyword	TikTok UK Search Volume	TikTok Search Difference VS other Channels
Game	3,510,000	2,510,000	Game	1,752,000	752,000
Games	3,510,000	2,510,000	Games	1,752,000	752,000
Gaming	3,510,000	2,510,000	Gaming	1,752,000	752,000
xbox	577,000	209,000	Gaming laptop	57,900	57,690
Laptop	315,000	114,000	New games	14,200	8,800
Laptops	315,000	114,000	Game music	6,300	5,580
Online games	173,000	63,000	Game trailers	4,200	3,810
Printers	141,000	50,500	Game development	5,200	3,600
Software	141,000	50,500	Gaming setup	11,600	3,500
Video games	94,800	45,300	Game reviews	3,500	2,200

# TikTok gets 2x as many searches for “New games” as Google.



A photograph of a silver MacBook Air laptop on a desk. The laptop screen displays the Google search homepage. A pair of glasses is resting on the desk in front of the laptop. The image is overlaid with large, bold, white text.

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journey

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