

Exploring the AI Industry:

50 Most Visited AI Tools with over 24B Visits

Between September 2022 and August 2023 there were more than 24 billion visits, experiencing an average monthly growth of 236.3 million equivalent to a 10.7x growth rate.

Top 10 Countries With the Most AI Users

United States	5.5 B
India	2.1 B
Indonesia	1.4 B
Philippines	1.3 B
Brazil	1.3 B
United Kingdom	665 M
Japan	642 M
Germany	630 M
Mexico	579 M
Canada	534 M

- AI Chatbot (8)
- AI Writing (7)
- Image Generator (14)
- Design (4)
- Video Generator (5)
- Voice & Music (5)
- Others (7)



Hugging Face, only AI tool in **Data Science**, Users typically spend **11 minutes & 2 seconds** per visit, with traffic evenly split between desktop and mobile (**48% and 52%**).

ChatGPT is the leading **AI chatbot** in its category, receiving **60% of the 24 billion** traffic, while 7 other AI chatbots collectively account for only **18.86%**.

Crayon, **MidJourney**, & **Quillbot** faced the largest traffic declines during the period. Crayon: 15m Midjourney: 8.66m Quillbot: 5m

ChatGPT, **Character AI**, & **Google Bard** experienced net traffic growth of **1.8 billion**, **463.4 million** & **68 million** visits respectively.

At **Bard**, a user spends **10 minutes** per session, with **67%** being **mobile users**, and an impressive lower **26.59%** bounce rate.

Google Bard, with just **1%** of the **24 billion** traffic, ranks **#3** in monthly traffic gain on our list, averaging **11.3 million** over 7 months.

