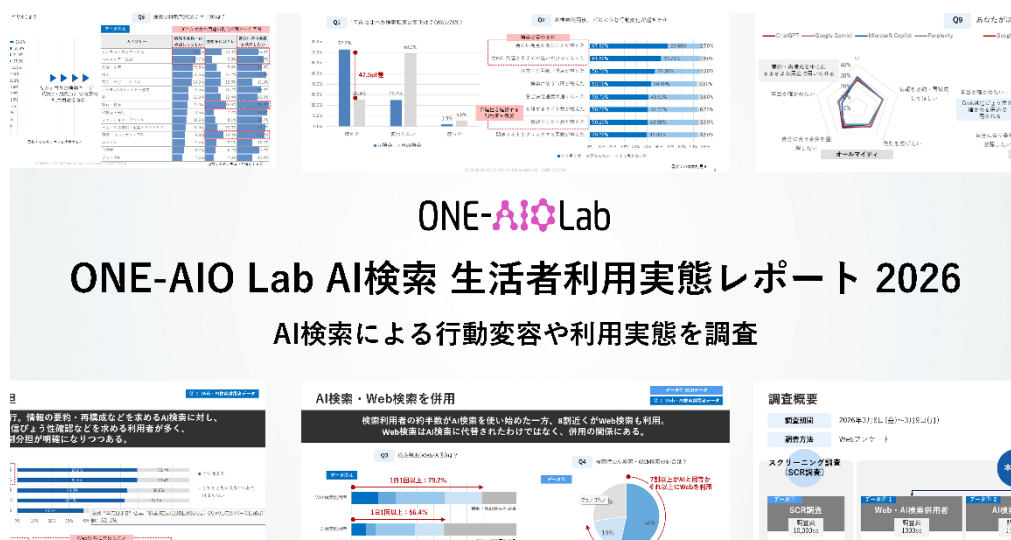


## Hakuhodo DY ONE's ONE-AIO Lab Publishes “AI Search Consumer Survey Report 2026,” Summarizing the Changing Search Experience with the Advent of AI-Powered Search and the Behavior of Search Service Users

– Further division of roles between web search and AI search as almost 70% of AI search users switching between web search –

**Tokyo, June 10, 2026** – Hakuhodo DY ONE Inc. is pleased to announce that its ONE-AIO Lab\* has published “AI Search Consumer Survey Report 2026,” providing detailed analyses of actual AI-powered search flows and behavioral transformation among *sei-katsu-sha*.\*\* This survey, conducted as part of the Hakuhodo DY Group's cross-Group AI expert initiative HCAI Professionals, studies and analyzes the concurrent use of web and AI search, concrete behavioral changes in search flows, affinity of AI search to specific industries and the behavior of search service users. The results indicate that some 70% of users of AI-powered search recognize an increase in its use, as well as new discoveries and values that have not been found with traditional search. At the same time, however, almost 80% of users still use web search concurrently, pointing to the fact that *sei-katsu-sha* are switching between web search and AI search depending on the objective. We also found some categories with a greater affinity to AIO.



### ■ Background

With the rapid dissemination of generative AI, the search actions of *sei-katsu-sha* are expanding from traditional, text-based web search to “AI search,” gathering information through interaction with AI. In response to these changes, businesses are increasingly focusing on AIO, or information design and content arrangement to facilitate referencing and recommendation by AI, in addition to the traditional SEO (search engine optimization).

In this light, ONE-AIO Lab conducted a survey designed to gain insight into the actual use of AI search among *sei-katsu-sha* and their changing search behavior. Here are some of our findings.

## ■ Selected topics of ONE-AIO Lab AI Search Consumer Survey Report 2026

### **1. Over 70% of AI search users recognizing an increase in use frequency, amid qualitative changes in search experience**

72.9% of AI search users responded that their frequency of AI search had increased on the previous year. Asked about changes caused by the use of AI search, many respondents cited “increase in new discoveries” (67.8%) and “less hesitation before reaching the objective (61.8%).” This result implies that AI search has triggered qualitative changes in the search experience.

### **2. Division of roles between web search and AI search depending on the purpose**

Whereas about half of search users conduct AI search on a daily basis, we also found that almost 80% of them still use web search at the same time. The fact that some 70% of respondents switch to web search after conducting AI search implies seamless switching between web and AI search among *sei-katsu-sha*. Asked about the purpose of AI search, respondents cited the need for “synthesization and reconfiguration of information (35.1%)” and “widened scope of thinking (23.2%),” among others. On the other hand, respondents tend to use web search as a supplementary means of information gathering, including for “obtaining initial, cursory knowledge (42.6%)” and “obtaining updates (36.3%).” This result indicates that *sei-katsu-sha* are switching search methods depending on the purpose.

### **3. Identification of categories with a greater affinity to AIO**

Our category-specific analysis found that the use intent of AI search was higher for business & corporate services, health & medical care and exercise, and selfcare & prevention. This result implies that these categories may be strongly connected to the areas of specialty for AI search, including the need for the synthesization and reconfiguration of information and customization of search conditions. These categories are expected to be increasingly important for businesses to engage in AIO-oriented communication.

## ■ Overview of ONE-AIO Lab AI Search Consumer Survey Report 2026

### **Survey overview**

Name: ONE-AIO Lab AI Search Consumer Survey Report 2026

Objective: Understanding how AI search is used among *sei-katsu-sha*, changes in their search behavior and relationships with AIO

Samples: Males and females aged 18–69 across Japan

Sample number: 2,800

Method: Online survey

Period: 6–9 March, 2026

Area: Nationwide

Actor: ONE-AIO Lab, Hakuhodo DY ONE Inc.

## ■ Download

For further information, visit:

<https://oneder.hakuhodody-one.co.jp/download/ai-search-consumer-survey-2026>

ONE-AIO Lab stands ready to shape the future of brand communication in the AI era, by being the first to capture the advances in AI technology and continuing to provide cutting-edge solutions to powerfully boost the digital marketing activities of clients.

\* ONE-AIO Lab is an R&D unit on AI optimization (AIO) specialized in the design of brand strategy in response to AI-powered search and support for business growth, promoting the visualization of brand information, evaluation of responses by AI, development and effectiveness measurement of communication strategies, and research on search algorithms. We help improve the brand equity and sustainable growth of clients in the AI era by developing and offering sophisticated solutions for businesses to develop optimal communication strategies.

See our release at: [https://www.hakuhodody-one.co.jp/news/news-release\\_202510024343/](https://www.hakuhodody-one.co.jp/news/news-release_202510024343/)

\*\* “*Sei-katsu-sha*” is a term we use to describe people not simply as consumers, but as fully rounded individuals with their own lifestyles, aspirations and dreams.

## < Corporate Information >

■ Hakuhodo DY ONE Inc. <https://www.hakuhodody-one.co.jp/en/>

Hakuhodo DY ONE leverages its expertise and know-how in digital advertising, cultivated since the early days of internet advertising, to provide integrated digital marketing services. With strengths in marketing strategy formulation, creativity, advanced operational management, technological development, and close relationships with media companies and platforms, we offer comprehensive support for digital-driven marketing strategies and technology utilization to both Japanese and international clients.

As we move forward as the "Digital Core" of the Hakuhodo DY Group, we aim to become the industry's leading digital marketing company by consolidating the group's knowledge and resources and combining high-level expertise with strong proposal capabilities.

By positioning ourselves as an Integrated Strategy Partner, we will continuously challenge and advance ourselves to be our clients' one and only "ONE" for their sustainable growth and enhancement of corporate value.

|                |                                                                      |
|----------------|----------------------------------------------------------------------|
| Location       | : Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku, Tokyo 107-6316, Japan |
| Representative | : Hiroaki Kitazume, President, Representative Director               |
| Shareholders   | : 100% owned by the Hakuhodo DY Group                                |
| Employees      | : 3,290 (April 1, 2026, forecast)                                    |

Start of integration : April 1, 2024

Business : Planning, consulting, agency operations and investment activities  
related to all aspects of digital marketing

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