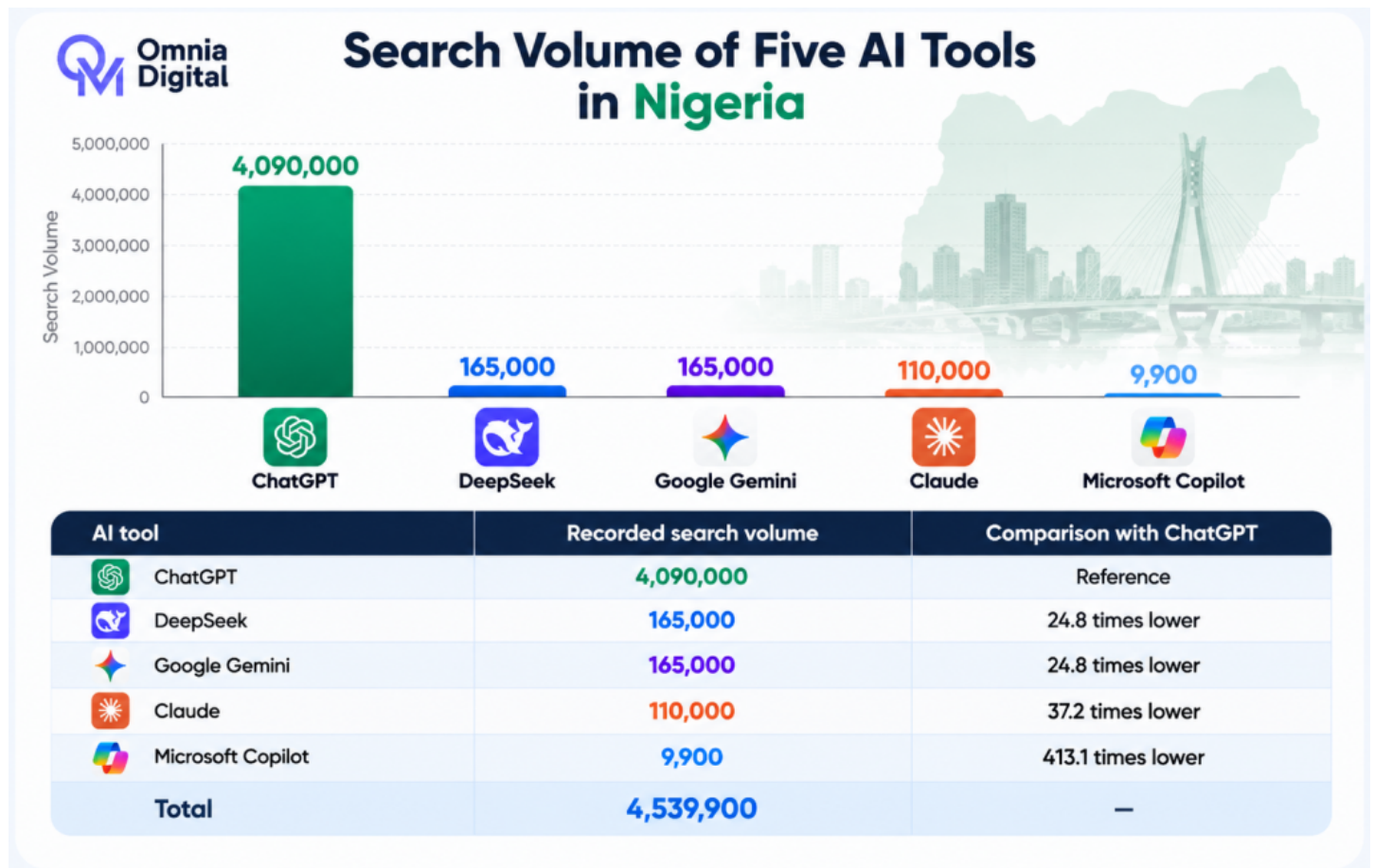


ChatGPT Attracts 37 Times More Search Volume Than Claude in Nigeria, New Data Reveals

Omnia Digital analysis finds ChatGPT recorded 4.09 million searches in Nigeria, far ahead of Gemini, DeepSeek, Claude and Microsoft Copilot



Lagos, Nigeria Oct 8, 2026 ([Issuewire.com](https://www.issuewire.com)) - ChatGPT recorded more than 4 million searches in Nigeria, attracting approximately 37 times the search volume of Claude, according to new data analysed by digital marketing agency Omnia Digital.

The comparison of five major artificial intelligence platforms found that ChatGPT recorded 4,090,000 searches, compared with 165,000 each for Google Gemini and DeepSeek, 110,000 for Claude, and 9,900 for Microsoft Copilot.

The figures reveal a substantial difference in search demand for the leading AI platforms in Nigeria, with ChatGPT accounting for the overwhelming majority of the combined search volume in the dataset.

ChatGPT dominates AI search demand

According to the supplied search-volume data, ChatGPT recorded:

- **4,090,000 searches**

- **37.2 times more search volume than Claude**
- **24.8 times more search volume than Google Gemini**
- **24.8 times more search volume than DeepSeek**
- **413 times more search volume than Microsoft Copilot**

Together, the five AI platforms recorded 4,539,900 searches in the dataset.

ChatGPT therefore represented approximately 90% of the combined search volume across the five platforms analysed.

“The scale of the difference is the most interesting finding in this dataset,” said Adeniyi, CEO of Omnia Digital. “ChatGPT's search demand is substantially higher than the other AI platforms included in the comparison. However, we are careful not to equate search volume with user numbers. Search behaviour tells us about expressed interest, but it does not provide a direct measure of adoption.”

1: Gemini and DeepSeek record identical search volumes

Google Gemini and DeepSeek both recorded 165,000 searches, putting the two platforms on a level playing field in the dataset.

Their combined search volume was 330,000, almost three times Claude's 110,000 searches.

However, identical search volumes do not necessarily indicate identical user bases or levels of AI adoption. Differences in brand awareness, search behaviour, keyword selection, and how users access each platform can all influence search demand.

2: Claude records 110,000 searches

Claude recorded 110,000 searches, making its search volume approximately 37.2 times lower than ChatGPT's.

The gap represents a difference of 3.98 million recorded searches between the two platforms.

While the figures show a significant difference in search interest, they do not establish why Nigerian users search for one AI platform more frequently than another.

Factors including brand familiarity, media exposure, product positioning and the way people access AI tools could contribute to differences in branded search behaviour.

3: Microsoft Copilot records the lowest search volume

Microsoft Copilot recorded 9,900 searches, the lowest figure among the five platforms analysed.

ChatGPT's recorded search volume was approximately 413 times higher than Copilot's.

The figure may not fully represent interest in Microsoft's AI products, however. Users can access Copilot

through Microsoft's existing software and services without necessarily conducting a separate search for the platform.

This highlights an important limitation of using branded search volume as a proxy for AI adoption.

Search volume does not equal AI adoption

Omnia Digital stressed that the findings should be interpreted as a measure of search interest rather than a ranking of active users.

Search volume does not represent unique individuals, active accounts, downloads or the number of people using an AI service.

People may also use AI platforms directly through bookmarked websites, mobile applications, browser integrations, workplace software or other products without searching for the platform's name.

The findings therefore provide a snapshot of search behaviour surrounding major AI brands in Nigeria, rather than a definitive measure of market share.

[Full data is seen here:](#)

- **ChatGPT:** 4,090,000 searches — Reference
- **DeepSeek:** 165,000 searches — 24.8× lower than ChatGPT
- **Google Gemini:** 165,000 searches — 24.8× lower than ChatGPT
- **Claude:** 110,000 searches — 37.2× lower than ChatGPT
- **Microsoft Copilot:** 9,900 searches — 413.1× lower than ChatGPT

The AI search gap in Nigeria

The dataset shows a clear hierarchy in branded search demand:

The findings provide an indication of how differently major AI brands are being searched for in Nigeria.

Further analysis of historical search trends could reveal whether the gap is widening or narrowing and whether emerging AI platforms are gaining search interest among Nigerian users.

Methodology

The analysis uses a supplied dataset containing search-volume figures for ChatGPT, Claude, DeepSeek, Google Gemini and Microsoft Copilot in Nigeria.

The original data source, reporting period, and keyword-selection methodology were not supplied with the dataset. The figures have therefore been presented as provided and are assumed to use comparable geographic targeting, reporting periods and keyword methodologies.

Search volume should not be interpreted as the number of unique searches, individual users, downloads or active accounts.

The analysis does not use the population figure included in the original dataset to calculate AI adoption or penetration rates.

About Omnia Digital

Omnia Digital is a digital marketing agency specialising in SEO, content marketing, digital PR, paid media and growth marketing.

The agency uses search and digital data to develop campaigns designed to generate insights, media coverage, organic visibility and authoritative backlinks for brands.

Media Contact

Omnia Digital

*****@omniadigitalafrica.com

5 Femi Street, Off Kollington Bus Stop

<https://omniadigitalafrica.com/>

Source : Omnia Digital

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