# AI adoption accelerates in mature markets, driven by search enhancement and youthful preferences



Research from LoopMe suggests that artificial intelligence adoption has reached notable levels in mature markets including the UK, the US, and Australia, with usage rates reported at around 28%, 26%, and 37% respectively. According to the company’s announcement, this rapid uptake of AI tools mirrors the early growth trajectory of landmark technologies such as Google’s search engine and the iPhone, which took about five years to secure comparable market shares. LoopMe's data indicates that younger demographics, particularly those aged 18 to 34, are the most receptive to AI adoption, with usage rates climbing to 31% in the US, 38% in the UK, and 43% in Australia.

The research highlights that among consumer priorities when choosing AI tools, accuracy and reliability top the list—a response to increasing apprehensions about AI hallucinations and errors. Around 29-33% of respondents across the three countries cited this as the most important feature, with younger users placing even greater emphasis on it. Data security and privacy protections also rank highly, followed closely by ease of use, suggesting that user trust remains a critical factor for AI integration.

Enhancement of search capabilities emerged as the primary reason for AI use across all these markets. This finding aligns with the transformation underway in digital search services. Google, for example, is incorporating AI deeply into its core search functions, with AI-driven features and new AI modes rolling out progressively in these countries. This evolution poses a challenge to traditional search engines as consumers increasingly leverage AI to optimise their information retrieval processes. Supporting this trend, a separate study noted that over half of consumers in the US and UK now prefer generative AI tools over conventional search engines for various tasks ranging from travel planning to product comparisons.

LoopMe’s survey further emphasises differences in individual AI tool preferences. ChatGPT dominates as the most widely used AI application, with its popularity varying—from 29% usage in the US to 43% in Australia. Younger users tend to favour ChatGPT even more strongly; for instance, half of UK users aged 18 to 24 prefer it, compared to just over a third in the same US age group. Conversely, other AI tools like Google Gemini appear less popular among younger cohorts.

Additional contextual data points to Australia’s particularly strong position in generative AI usage and maturity, ranked fourth globally in a report conducted the previous year. Meanwhile, other research signals that AI adoption is geographically uneven but often concentrated in wealthier, tech-forward regions, with Australia positioned highly on this scale alongside the US and select Asian markets.

The commercial landscape for AI is also expanding rapidly. Google’s recent subscription service growth, driven by AI features, underscores how technology firms are diversifying revenue beyond advertising. This fits with projections that AI-powered search advertising spending in the US alone is set to surge dramatically over the next few years, reflecting escalating investment in AI-driven marketing strategies.

LoopMe’s executives contextualise these trends as part of a broader seismic shift in how consumers interact with technology and brands. They suggest that while websites may experience disruption, apps and protected digital ecosystems could flourish, offering new avenues for brand engagement. This change, they argue, represents a positive step towards building environments that encourage responsible and innovative AI use.

In summary, AI adoption in key English-speaking markets is accelerating at a pace comparable to some of the most transformative digital technologies of recent decades. While enthusiasm is strongest among younger users, concerns over accuracy and privacy remain significant. The evolving landscape signals both opportunities and challenges as brands and consumers navigate the integration of AI into everyday digital life, with the UK positioned well to play a leading role in fostering responsible innovation in this space.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.businesswire.com/news/home/20250925380697/en/LoopMe-study-finds-AI-adoption-has-soared-to-30-covering-usage-in-the-UK-US-and-Australia?feedref=JjAwJuNHiystnCoBq_hl-bV7DTIYheT0D-1vT4_bKFzt_EW40VMdK6eG-WLfRGUE1fJraLPL1g6AeUGJlCTYs7Oafol48Kkc8KJgZoTHgMu0w8LYSbRdYOj2VdwnuKwa> - Original press release. View link for all data
2. <https://www.reuters.com/business/google-hits-150-million-users-subscription-service-with-help-ai-2025-05-15/> - In May 2025, Alphabet's Google One subscription service reached 150 million subscribers, marking a 50% increase since February 2024. This growth is attributed to the introduction of a new $19.99 monthly tier offering premium AI features, which have attracted millions of new subscribers. Google One, initially focused on cloud storage, is now a key part of Alphabet's strategy to diversify its revenue model, which was heavily reliant on advertising, accounting for over three-quarters of its $350 billion revenue in 2024.
3. <https://www.sas.com/en_au/news/press-releases/2024/august/australia-ranks-fourth-globally-in-gen-ai.html> - A global study commissioned by SAS and conducted by Coleman Parkes Research Ltd in August 2024 found that Australia ranks fourth globally in Generative AI (GenAI) usage and maturity, following China, the US, and the UK. The study surveyed 16 countries and revealed that 63% of Australian respondents reported using GenAI in their organisations, placing Australia above the global average in GenAI adoption.
4. <https://www.windowscentral.com/artificial-intelligence/new-anthropic-report-where-ai-is-spreading-fastest> - A recent report from Anthropic highlights the rapid and uneven global spread of AI adoption, driven largely by enterprise automation and user trust in AI's capabilities. The data, gathered from millions of interactions, shows high adoption rates in smaller, wealthier, tech-forward nations. Israel and Singapore top the list, followed by Australia, New Zealand, South Korea, and the U.S., which ranks sixth globally. Within the U.S., the District of Columbia, Utah, and California lead in per-capita AI usage.
5. <https://www.reuters.com/business/media-telecom/ai-driven-search-ad-spending-set-surge-26-billion-by-2029-data-shows-2025-06-04/> - Spending on AI-powered search advertising in the U.S. is projected to grow dramatically from just over $1 billion in 2025 to nearly $26 billion by 2029, according to data from Emarketer. This surge is attributed to rapid adoption of AI technologies and improved user targeting. The shift towards AI-driven search ads threatens traditional keyword-based advertising, potentially reducing revenues for companies dependent on older models. Major tech firms like Google and Microsoft have incorporated AI into their search platforms to compete with AI chatbots like ChatGPT and Perplexity.
6. <https://www.tomsguide.com/ai/ai-search-is-exploding-6-tasks-people-are-now-giving-to-ai-instead-of-google> - A recent survey by Future reveals a significant shift in how people search for information, with 55% of U.S. respondents (and 62% in the UK) now using generative AI tools like ChatGPT and Gemini over traditional search engines such as Google. The Future AI Sentiment Wave 3 report outlines six key areas where AI is replacing search engines: planning vacations, creating personalized fitness plans, finding the perfect gift, troubleshooting tech issues, comparing products, and drafting emails or messages.
7. <https://www.askattest.com/blog/articles/2025-consumer-adoption-of-ai-report> - The 2025 Consumer Adoption of AI Report by Attest reveals that 45% of U.S. consumers have used ChatGPT, compared to 55% in the UK, 56% in Canada, and 58% in Australia. The UK leads in the use of Gemini (34%) and Copilot (26%). The report also highlights that 53% of consumers who use generative AI tools do so frequently, with the top use cases being answering questions or explaining complex topics (42%), study or learning (33%), and writing letters or drafting documents (31%).