



ChatGPT

**ChatGPT's share is falling
while AI usage grows.**

SHOULD THE PM ACT?



ChatGPT is still #1, but its lead shrank in six months

- Comscore's US panel: ChatGPT's share of prompt volume fell from 70% to 50% between January and June 2026, while Gemini rose from 17% to 30% and Claude from 2% to 11%.
- Similarweb's worldwide web traffic: ChatGPT stood at 64.5% on January 2, and by May 26 it had fallen to 52.7%.

The real question is -

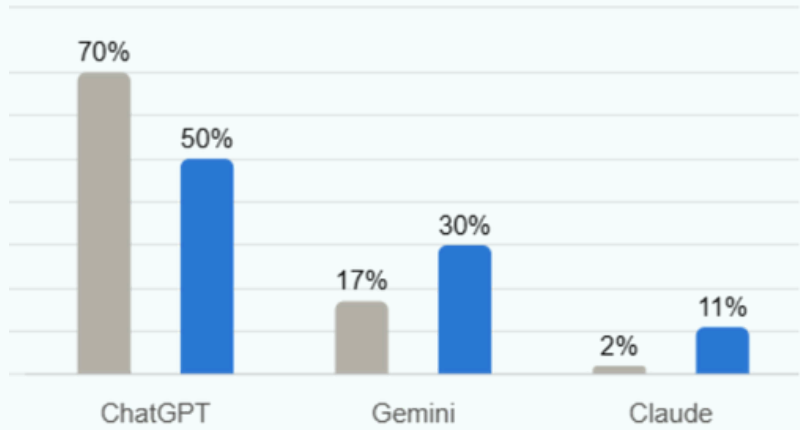
**IS THIS AN ENGAGEMENT PROBLEM
OR A MARKET-STRUCTURE CHANGE?**



Share is falling, but absolute usage is not collapsing...

US share of AI prompt volume (%)

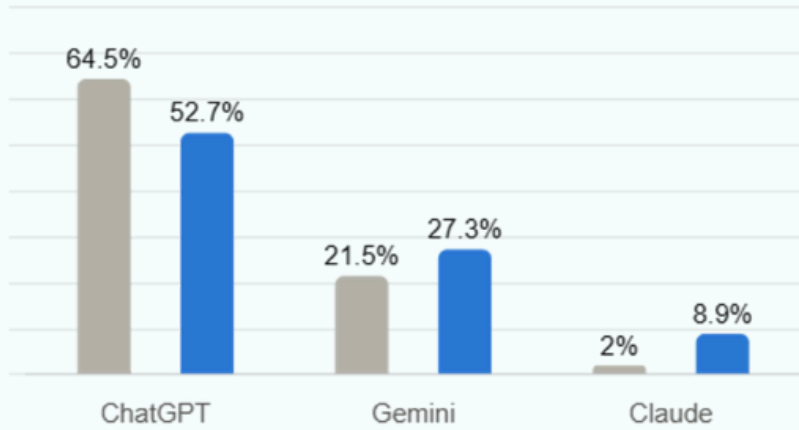
Jan 2026 Jun 2026



Source: Comscore Q2 2026 AI Intelligence Report (US panel)

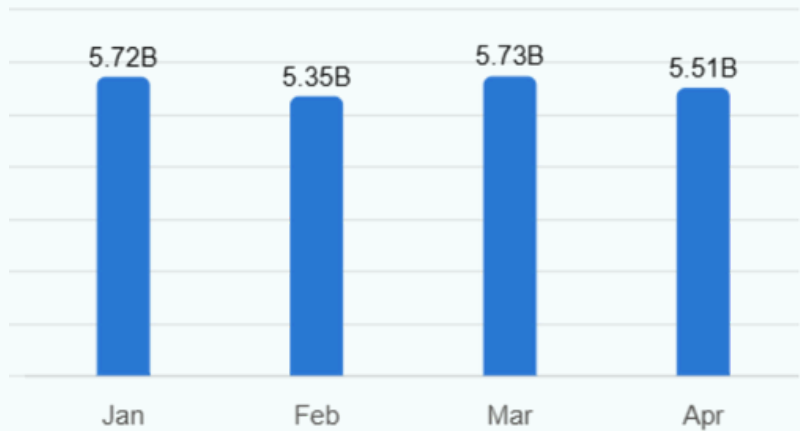
Worldwide share of gen AI web traffic (%)

Jan 2, 2026 May 26, 2026



Source: Similarweb Gen AI tracker (web traffic only)

ChatGPT monthly website visits (billions)



Source: Similarweb via DemandSage, 2026

ChatGPT usage, June 2026 (Comscore)

Desktop conversations

168M

Multiplatform visitation

99M up from 59M a year earlier



Problem?

Three different problems hide inside "engagement is down"

- Share loss to competitors
- Engagement per user
- Engagement quality

Do we need to intervene on engagement at all?



ChatGPT

Research?

- **Survey - [Link](#)**
- **Interviews - [Link](#)**
- **Usage Test - [Link](#)**

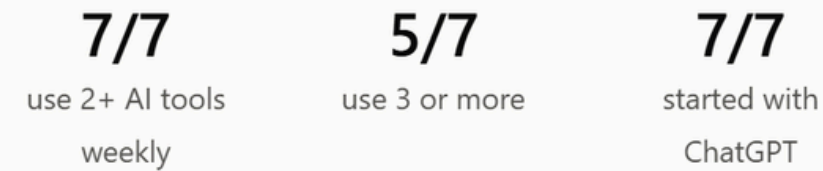
Check what I found after this....

Key Findings?

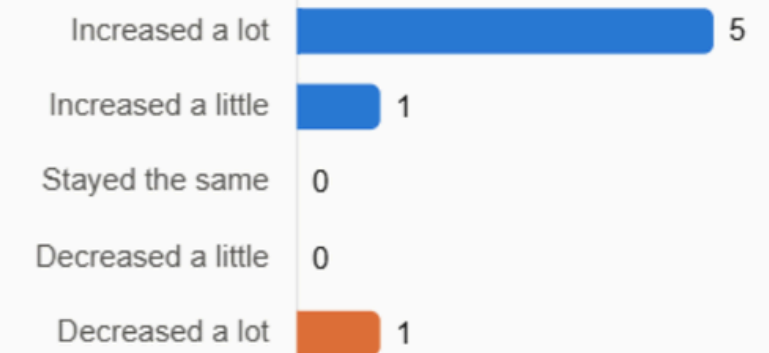


Users aren't leaving ChatGPT.
They're adding other tools for
specific jobs.

Everyone uses several tools



Most say ChatGPT use went up (6 of 7)

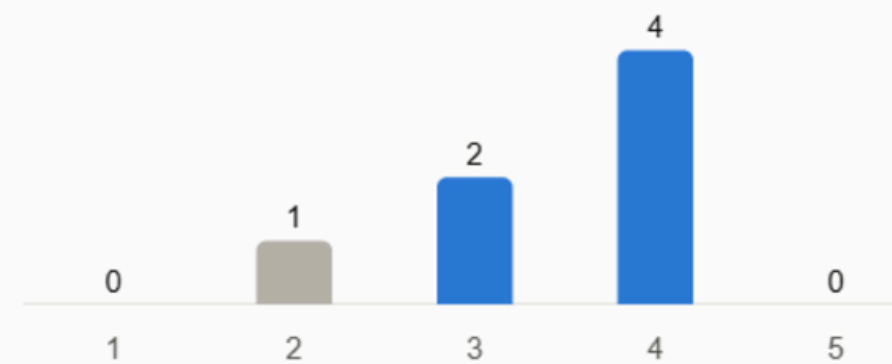


Tools are added for fit and convenience, not frustration



Multi-select, choose up to 3

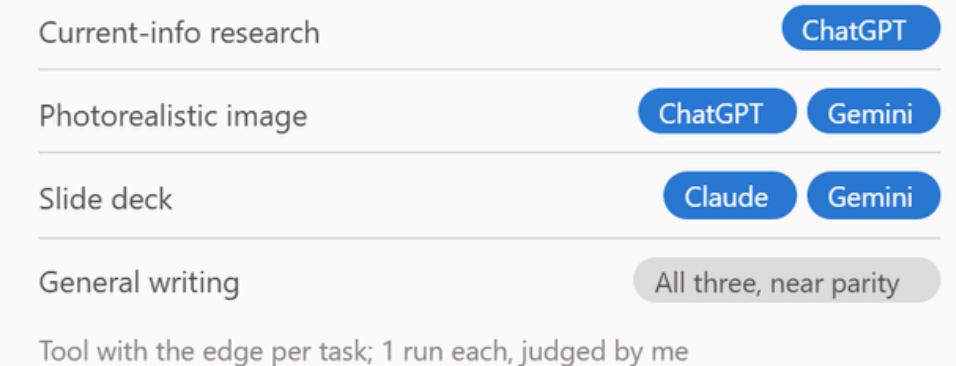
First-answer quality is middling: 3.4 of 5



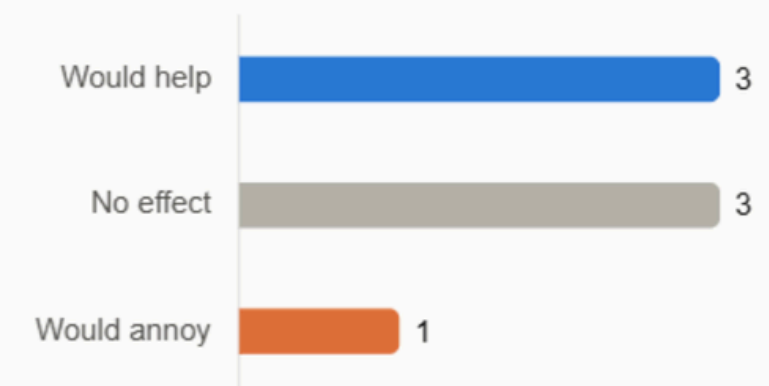
1 = rarely, 5 = almost always; respondents per rating

Survey n = 7, interviews 1 complete, usage test 4 tasks. Early signals from a small, tech-leaning sample; all counts are respondents.

Strengths depend on the task (usage test)



Nudges have no clear mandate



Most likely cause: users are spreading usage, not leaving....



Hypothesis	Evidence	Impact	Confidence
Users add tools for specific jobs	7/7 use 2+ tools weekly; 6/7 use ChatGPT more	High	High
Gemini's distribution advantage	4/7 use tools built into their workflow; Gemini share up	Med-High	Medium
Answer-quality gaps by task	5/7 cite better answers elsewhere; test wins vary by task	Medium	Medium
Users get what they need faster	4/7 end chats because they got their answer	Unclear	Low

Fragmentation isn't a one-way slide. Claude's desktop conversations peaked near 40M in April and settled at 22.3M in June (Comscore)

Healthy vs Unhealthy Drop



A user who solves their problem in three messages is a success, not a loss.

Lower engagement is only a problem if quality falls with it

Signal	Healthy drop	Unhealthy drop
Task completion	Steady or rising	Falling
Session length	Shorter, answers come faster	Shorter, users give up
Return rate	Stable	Falling cohort by cohort
Satisfaction	Stable or improving	Falling
Who is dropping	Casual, one-off users	Power users, paying subscribers



ChatGPT

Solution?

- **Recommendation: don't push engagement, fix answer quality**
- **Better formatting and stronger decks and documents.**
- **Protect the research strength**

Why not pushing engagement which was in fact the main problem?

- **They raise message count, not value**
- **They treat a market shift as a retention problem**
- **Survey: only 3 of 7 say nudges would help; 1 would be annoyed**

How I'd know the decision is working, and when I'd change it?



North-star metric	Tasks completed per active user per week
Guardrails	Satisfaction rate; paid-user 30-day retention; messages to first useful answer (should fall)
Flip triggers	Paid-user 30-day retention falls two months in a row; task completion drops; heavy users' weekly use declines
Biggest risks	Public data can't show internal retention; share keeps eroding even if usage is healthy



***Pls note: this deck is limited due to survey results, interviews taken and the usage availability.**

What I learned?

- **Engagement is not the same as value**
- **Share and usage are different problems**
- **A drop can be a sign of success**