Kings of Search

FIRST REPORT

SEO / SHARE OF VOICE

Air Fryers.

The search landscape. In one report.

Executive summary

Taste of Home leads searches for Air Fryers in the United States, with 14.6 percent of estimated Google search clicks. The searches "air fryer" and "best air fryer" together account for 65.8 percent of the estimated clicks in this report. YouTube is close behind Taste of Home, with 14.1 percent. These figures estimate Google search clicks among the 58 searches checked, not measured visits. Bing results were collected but are not included in the estimate.

United States Google 19 Oct 2026 Public report

LEADING SHARE OF VOICE	ESTIMATED CLICKS	WEBSITES
14.6%	372,058	50
Taste of Home	Google	Up to 50 rows

WEBSITE LEADERBOARD

The website leaderboard.

50 of 256 websites. Up to 50 rows, ranked by share of voice.

Rank	Website	Estimated clicks	Share of Voice (%)
1	Taste of Home www.tasteofhome.com	54,348	14.6%
2	YouTube www.youtube.com	52,409	14.1%
3	Serious Eats www.seriouseats.com	26,679	7.2%
4	Bon Appétit www.bonappetit.com	23,323	6.3%
5	Amazon.com us.amazon.com	20,370	5.5%
6	Foodnetwork www.foodnetwork.com	17,090	4.6%
7	RTINGS.com www.rtings.com	16,044	4.3%
8	Yahoo Shopping shopping.yahoo.com	15,301	4.1%
9	Reddit www.reddit.com	15,141	4.1%
10	Best Buy www.bestbuy.com	14,010	3.8%
11	Facebook www.facebook.com	10,631	2.9%
12	Thasneen thasneen.com	8,193	2.2%
13	Homedepot www.homedepot.com	7,753	2.1%
14	Amazon.com www.amazon.com	6,970	1.9%
15	Reliance Digital www.reliancedigital.in	5,101	1.4%
16	Consumer Reports www.consumerreports.org	4,279	1.2%
17	Organic Beauty Lover organicbeautylover.com	4,095	1.1%
18	Yahoo www.yahoo.com	4,038	1.1%
19	Mashable mashable.com	3,853	1.0%
20	Food & Wine www.foodandwine.com	3,579	1.0%
21	Dailymotion www.dailymotion.com	3,355	0.9%

Rank	Website	Estimated clicks	Share of Voice (%)
22	Walmart.com www.walmart.com	3,043	0.8%
23	Allrecipes www.allrecipes.com	2,958	0.8%
24	Lowes www.lowes.com	2,781	0.7%
25	AOL.com www.aol.com	2,373	0.6%
26	The Spruce Eats www.thespruceeats.com	2,070	0.6%
27	Whirlpool www.whirlpool.com	2,031	0.5%
28	Homes and Gardens www.homesandgardens.com	1,650	0.4%
29	Instagram www.instagram.com	1,560	0.4%
30	Good Housekeeping www.goodhousekeeping.com	1,405	0.4%
31	TikTok www.tiktok.com	1,405	0.4%
32	Business Insider www.businessinsider.com	1,382	0.4%
33	TechRadar www.techradar.com	1,275	0.3%
34	CNET www.cnet.com	1,254	0.3%
35	Target www.target.com	1,091	0.3%
36	Pixelfy.me	901	0.2%
37	The Honest Consumer www.thehonestconsumer.com	900	0.2%
38	Good Food www.bbcgoodfood.com	823	0.2%
39	Appliances www.canadianappliance.ca	817	0.2%
40	Wayfair www.wayfair.com	734	0.2%
41	The New York Times www.nytimes.com	723	0.2%
42	Reviewed www.reviewed.com	674	0.2%
43	America's Test Kitchen www.americastestkitchen.com	669	0.2%
44	New York Magazine nymag.com	668	0.2%
45	WIRED www.wired.com	656	0.2%
46	TODAY.com www.today.com	628	0.2%

Rank	Website	Estimated clicks	Share of Voice (%)
47	Top Ten Reviews www.toptenreviews.com	569	0.2%
48	Meal Plan Addict mealplanaddict.com	564	0.2%
49	Dash bydash.com	551	0.1%
50	Air Fryer Junkie airfryerjunkie.com	541	0.1%

Estimated clicks use search volume and a conditional position curve. Organic results use their organic rank. A named SERP feature shares the click rate for its position on the page. They are not analytics traffic. Bing is not included. This first report is the baseline.

NOTES

Read the data with context.

Taste of Home leads with 14.6% of modeled Google clicks.
6 in 1 air fryer: 2,400
6 qt air fryer: 4,400
air fryer: 550,000
air fryer 4 qt: 3,600
air fryer and toaster oven: 2,900
air fryer brands: 2,400