

GOLD LOAN SEARCH TRENDS REPORT FY'23 INDIA





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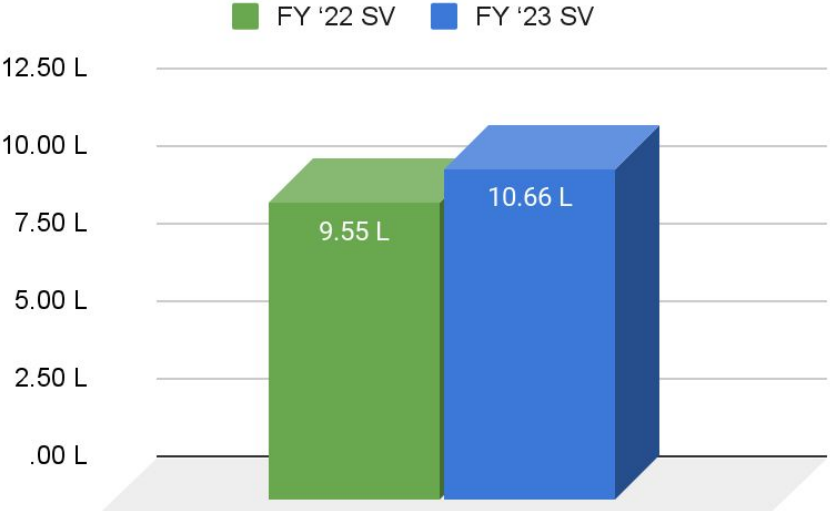
Executive Summary

- In India, most Gold Loan journeys for people **begin with a Google search.**
- People run queries on **Gold Loan providers**, compare & contemplate their options, and make their decisions; which is why a clear understanding of **search behavior** is necessary for a **strong path to better digital marketing.**
- Our *Gold Loan Search Trends Report* **examines how customer behavior is evolving** and how your brand can leverage these trends to create a stronger digital presence.
- We investigate over 1,400 keywords to evaluate the **brand and non-brand keywords, types & volumes of queries, opportunities for growth**, and so much more.
- We also include a list of **top-performing Gold Loan providers** who dominate Google Search.

Overall Search Volumes of the **Lending Industry**

Loan Type	Search Volume FY'22	Search Volume FY'23	Growth %	Market Share
Home Loan	163.84 L	180.30 L	10.05%	48.57%
Personal Loan	51.64 L	64.92 L	25.73%	17.49%
Auto Loan	49.21 L	55.12 L	12.03%	14.85%
EMI Financing	20.72 L	26.61 L	28.40%	7.17%
Loan against Property	13.17 L	14.49 L	10.04%	3.90%
Business Loan	12.01 L	13.29 L	10.63%	3.58%
Gold Loan	9.55 L	10.66 L	11.64%	2.87%
Education Loan	3.35 L	3.66 L	9.08%	0.98%
Professional Loan	1.42 L	1.59 L	11.80%	0.43%
Loan against Securities	0.45 L	0.58 L	27.71%	0.16%
Total	325.36 L	371.22 L	14.09%	100.00%

Gold Loan **Search Trends**













Category	Search Volume FY'22	Search Volume FY'23	% Growth
Gold Loan	9.55 L	10.66 L	11.64%











Search Volume by Query Type

Type of Query	Search Volume FY'22	Search Volume FY'23	Growth %	Market Share
Brand	5.81 L	6.30 L	8.46%	59.07%
Non-Brand	3.74 L	4.36 L	16.56%	40.93%
Total	9.55 L	10.66 L	11.64%	100.00%

Top 10 Brands by Search Volume

Brand	Search Volume FY'22	Search Volume FY'23	% Growth	Market Share
 IIFL Finance	174.73 K	175.64 K	0.52%	27.88%
 Muthoot Finance	85.61 K	90.83 K	6.10%	14.42%
 State Bank of India	52.55 K	56.58 K	7.67%	8.98%
 Bank of Baroda	40.75 K	54.63 K	34.06%	8.67%
 Indian Overseas Bank	32.27 K	41.71 K	29.25%	6.62%
 HDFC Bank	25.14 K	33.26 K	32.30%	5.28%
 Manappuram Finance	37.43 K	32.38 K	-13.49%	5.14%
 Indian Bank	25.05 K	28.77 K	14.85%	4.57%
 Axis Bank	14.29 K	17.22 K	20.50%	2.73%
 Union Bank of India	10.78 K	15.64 K	45.08%	2.48%
Others (48)	82.20 K	83.27 K	1.30%	13.22%
Total	580.80 K	629.93 K	8.46%	100.00%

Top 10 App Brands by Search Volume

	Brand	Search Volume FY'22	Search Volume FY'23	% Growth	Market Share
	Manappuram Finance (OGL)	3.45 K	3.30 K	-4.35%	62.03%
	Rupeek	0.20 K	0.22 K	10.00%	4.14%
	Gold Cash Ltd	0.19 K	0.21 K	10.53%	3.95%
	IIFL Finance	0.06 K	0.12 K	100.00%	2.26%
	Muthoot Finance	0.10 K	0.11 K	10.00%	2.07%
	State Bank of India	0.08 K	0.05 K	-37.50%	0.94%
	Paytm	0.03 K	0.03 K	0.00%	0.56%
	Federal Bank	0.01 K	0.01 K	0.00%	0.19%
	Bajaj Finance	0.01 K	0.01 K	0.00%	0.19%
	Union Bank of India	0.01 K	0.01 K	0.00%	0.19%
	Others (14)	1.40 K	1.25 K	-10.71%	23.50%
	Total	5.54 K	5.32 K	-3.97%	100.00%

Top 10 Keywords

Keywords	Search Volume FY'22	Search Volume FY'23	% Growth
gold loan interest rate	49.50 K	60.50 K	22.22%
gold loan	40.50 K	40.50 K	0.00%
gold loan calculator	14.80 K	18.10 K	22.30%
gold loan per gram	8.10 K	8.10 K	0.00%
gold loan near me	5.40 K	6.60 K	22.22%
lowest gold loan interest rate	5.40 K	6.60 K	22.22%
gold loan rate today	5.40 K	5.40 K	0.00%
gold loan interest rate calculator	3.60 K	5.40 K	50.00%
gold loan emi calculator	2.90 K	4.40 K	51.72%
gold loan rate per gram	3.60 K	3.60 K	0.00%
Others	235.20 K	277.21 K	17.86%
Total	374.40 K	436.41 K	16.56%

Top 10 Keywords for **Gold Rates**

Keywords	Search Volume FY'22	Search Volume FY '23	% Growth
gold rate today	50.00 L	50.00 L	0.00%
gold price today	40.90 L	33.50 L	-18.09%
gold price	15.00 L	10.00 L	-33.33%
gold rate	12.20 L	8.23 L	-32.54%
today gold rate in chennai	5.50 L	5.50 L	0.00%
today gold rate in delhi	4.50 L	3.68 L	-18.22%
gold rate today hyderabad	3.01 L	3.01 L	0.00%
gold price today mumbai	3.68 L	3.01 L	-18.21%
gold rate today mumbai	2.01 L	2.46 L	22.39%
gold price today kolkata	3.01 L	2.01 L	-33.22%
Others	103.23 L	94.10 L	-8.84%
Total	243.04 L	215.50 L	-11.33%

Top 10 Buckets

Keywords	Search Volume FY'22	Search Volume FY '23	% Growth	Market Share
Interest Rate	390.28 K	480.22 K	23.04%	45.03%
Calculator	24.22 K	29.61 K	22.25%	2.78%
Jewel / Jewellery Loan	11.97 K	14.74 K	23.14%	1.38%
Eligibility	8.10 K	8.10 K	0.00%	0.76%
Online	7.74 K	7.66 K	-1.03%	0.72%
Agriculture	5.15 K	5.57 K	8.16%	0.52%
EMI	3.37 K	5.08 K	50.74%	0.48%
Auction	1.89 K	1.97 K	4.23%	0.18%
Documents	1.09 K	1.37 K	25.69%	0.13%
Apply	0.28 K	0.39 K	39.29%	0.04%
Others	501.11 K	511.63 K	2.10%	47.98%
Total	955.20 K	1066.34 K	11.64%	100.00%

Others keywords sample:

- *best gold loan offer*
- *gold loan tax exemption*

City-Wise Search Volumes

Cities	Search Volume FY'22	Search Volume FY'23	% Growth	Market Share
Top 6 Cities	302.12 K	343.46 K	13.68%	32.21%
Next 10 Cities	151.42 K	168.62 K	11.36%	15.81%
Others	501.66 K	554.26 K	10.49%	51.98%
Total	955.20 K	1066.34 K	11.64%	100.00%

Top 6 Cities

Cities	Search Volume FY'22	Search Volume FY'23	% Growth	Market Share
Bengaluru	67.96 K	83.30 K	22.57%	24.25%
Chennai	58.90 K	66.12 K	12.26%	19.25%
Hyderabad	56.31 K	64.29 K	14.17%	18.72%
Delhi	50.35 K	53.25 K	5.76%	15.50%
Mumbai	37.88 K	41.86 K	10.51%	12.19%
Pune	30.72 K	34.64 K	12.76%	10.09%
Total	302.12 K	343.46 K	13.68%	100.00%

Next 10 Cities

Cities	Search Volume FY'22	Search Volume FY'23	% Growth	Market Share
Coimbatore	23.40 K	28.13 K	20.21%	16.68%
Surat	19.70 K	21.32 K	8.22%	12.64%
Vadodara	15.37 K	17.48 K	13.73%	10.37%
Ludhiana	15.70 K	17.38 K	10.70%	10.31%
Jaipur	16.49 K	17.34 K	5.15%	10.28%
Visakhapatnam	14.01 K	15.92 K	13.63%	9.44%
Lucknow	13.13 K	15.64 K	19.12%	9.28%
Nagpur	11.36 K	12.26 K	7.92%	7.27%
Indore	11.19 K	11.70 K	4.56%	6.94%
Bhopal	11.07 K	11.45 K	3.43%	6.79%
Total	151.42 K	168.62 K	11.36%	100.00%

“Near-Me” Searches

Category	Search Volume FY'22	Search Volume FY'23	Growth %	Market Share
Brand	22.75 K	21.31 K	-6.33%	61.15%
Non-Brand	11.13 K	13.54 K	21.65%	38.85%
Total	33.88 K	34.85 K	2.86%	100.00%

The contribution from non-brand keywords, when the term “near me” is included, was higher in FY'23.

Brand keywords include:

- *manappuram gold loan near me*
- *muthoot gold loan near me*

Non Brand keywords include:

- *gold finance near me*
- *gold loan near me*

Search Volumes for Gold Loan App

Category	Search Volume FY'22	Search Volume FY'23	Growth %	Market Share
Brand	4.73 K	4.50 K	-4.86%	84.59%
Non-Brand	0.81 K	0.82 K	1.23%	15.41%
Total	5.54 K	5.32 K	-3.97%	100.00%

The contribution from non-brand keywords, when the term “app” is included, was higher in FY'23.

Brand keywords include:

- *manappuram ogl app*
- *rupeek gold loan app*

Non Brand keywords include:

- *gold loan app*
- *best gold loan app*

Vernacular Search Volumes






Category	Search Volume FY'22	Search Volume FY'23	Growth %	Market Share
Brand	0.23 K	0.18 K	-21.74%	3.49%
Non-Brand	4.02 K	4.98 K	23.88%	96.51%
Total	4.25 K	5.16 K	21.41%	100.00%

The contribution from non-brand vernacular keywords, was higher in FY'23.

Sample keywords include:

- एमबीआई गोल्ड लोन (Hindi)
- ગોલ્ડ લોન (Gujarati)
- గోల్డ్ లోన్ (Telugu)
- গোল্ড লোন (Bangla)

Top 5 Brands with Highest Share of Voice (SOV) on Google

	Top Brands	Top 5 SOV
	BankBazaar	25.63%
	Bajaj Finserv	24.01%
	IIFL Finance	2.71%
	5paisa	2.56%
	HDFC Bank	1.07%

SOV = Share of Voice (% of Ranked SV/Total SV)
SV = Search Volumes

The brands listed here are consistently showing up in the Top 5 listings due to a strong SEO strategy being implemented.

Key Insights

- The overall Search Volume of 'Gold Loan' related keywords has **grown by 11.64%** in FY'23
- **Bank of Baroda, HDFC Bank, and Union Bank of India** have demonstrated greater than 30% yearly growth in brand search volumes
- **ICICI Bank** dropped from the Top 10 brands and **Union Bank of India** entered the list of Top 10 (by search volume)
- **Gold loan Interest rate searches** have the **highest search volumes** amongst all search buckets
- The **highest volume of searches** came from **Bengaluru**

Data-Collection Process

- The research was conducted for FY-22 & FY-23 using Google's Keyword Planner
- The data reflects Pan-India search volumes only, except where city-level data is shown
- Search volumes on Google Web Search for app-related keywords and not Playstore have been taken into account
- Search volumes for vernacular languages - where available - only reflect data for the Hindi language

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