

HOME LOAN SEARCH TRENDS REPORT FY'23 INDIA





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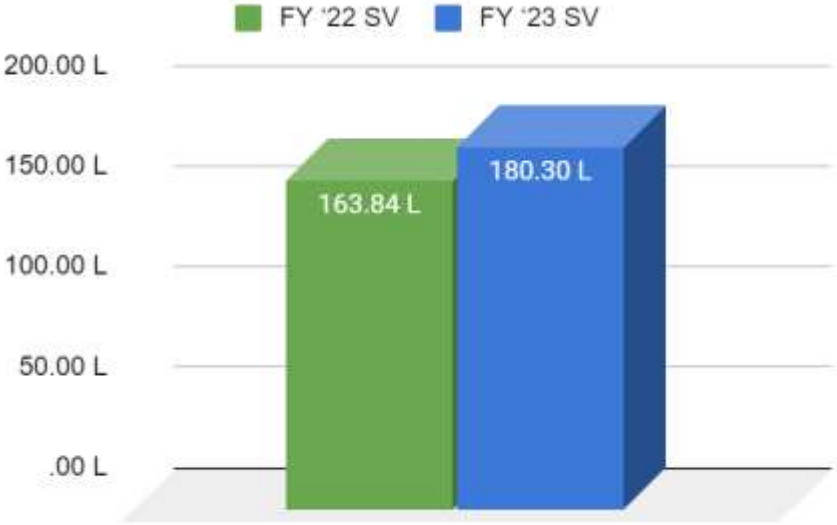
Executive Summary

- ☒ In India, most Home Loan journeys for people **begin with a Google search.**
- ☒ People run queries on **Home 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 *Home 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 8,000 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 Home Loan providers** who dominate Google Search.

Overall Search Volumes for 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%

Home Loan **Search Trends**





Category	Search Volume FY'22	Search Volume FY'23	% Growth
Home Loan	163.84 L	180.30 L	10.05%











Search Volume by Query Type

Type of Query	Search Volume FY'22	Search Volume FY'23	Growth %	Market Share
Brand	57.13 L	62.65 L	9.66%	34.75%
Non-Brand	106.42 L	117.64 L	10.54%	65.25%
Total	163.84 L	180.30 L	10.05%	100.00%











Top 10 Brands by Search Volume

	Brand	Search Volume FY'22	Search Volume FY'23	% Growth	Market Share
	HDFC	1921.98 K	2139.88 K	11.34%	34.16%
	SBI Bank	1233.09 K	1290.57 K	4.66%	20.60%
	LIC Housing	371.33 K	467.24 K	25.83%	7.46%
	ICICI Housing Finance	351.37 K	403.94 K	14.96%	6.45%
	Bank of Baroda	169.64 K	274.64 K	61.90%	4.38%
	ICICI Bank	201.63 K	253.75 K	25.85%	4.05%
	Axis Bank	196.33 K	213.05 K	8.52%	3.40%
	Indiabulls Housing Finance	269.37 K	151.82 K	-43.64%	2.42%
	Kotak Mahindra Bank	162.13 K	144.86 K	-10.65%	2.31%
	HDFC Bank	85.86 K	119.92 K	39.67%	1.91%

Next 10 Brands by Search Volume

	Brand	Search Volume FY'22	Search Volume FY'23	% Growth	Market Share
	Canara Bank	58.99 K	82.61 K	40.04%	1.32%
	PNB Bank	53.48 K	64.40 K	20.42%	1.03%
	Reliance Home Finance	106.11 K	60.98 K	-42.53%	0.97%
	Bajaj Housing Finance	62.02 K	59.91 K	-3.40%	0.96%
	IIFL Home Finance	44.75 K	54.40 K	21.56%	0.87%
	PNB Housing Finance	38.83 K	51.76 K	33.30%	0.83%
	Union Bank of India	29.04 K	36.95 K	27.24%	0.59%
	TATA Capital	29.22 K	35.31 K	20.84%	0.56%
	Indian Bank	22.22 K	29.37 K	32.18%	0.47%
	Bajaj Finserv	28.45 K	25.89 K	-9.00%	0.41%
	Others (85)	235.76 K	227.29 K	-3.59%	3.63%
	Total	5713.39 K	6265.20 K	9.66%	100.00%

Top 10 App Brands by Search Volume

	Brand	Search Volume FY'22	Search Volume FY'23	% Growth	Market Share
	HDFC Bank	1.79 K	3.10 K	73.18%	26.43%
	SBI Bank	1.68 K	1.39 K	-17.26%	11.85%
	LIC Housing Finance	0.93 K	0.81 K	-12.90%	6.91%
	ICICI Housing Finance	0.46 K	0.44 K	-4.35%	3.75%
	Axis Bank	0.51 K	0.43 K	-15.69%	3.67%
	ICICI Bank	0.55 K	0.36 K	-34.55%	3.07%
	PNB Housing Finance	0.18 K	0.27 K	50.00%	2.30%
	IDBI Bank	0.43 K	0.25 K	-41.86%	2.13%
	Mahindra Home Finance	0.27 K	0.19 K	-29.63%	1.62%
	Bajaj Housing Finance	0.18 K	0.16 K	-11.11%	1.36%
	Others (46)	2.89 K	4.33 K	49.83%	36.91%
	Total	9.87 K	11.73 K	18.84%	100.00%

Top 10 Non-Brand Keywords

Keywords	Search Volume FY'22	Search Volume FY'23	% Growth
home loan calculator	3.68 L	4.50 L	22.28%
pradhan mantri awas yojana	3.68 L	3.68 L	0.00%
home loan emi calculator	4.50 L	3.68 L	-18.22%
home loan interest rate	1.35 L	2.46 L	82.22%
home loan	0.91 L	0.91 L	0.00%
sbbj home loan	0.74 L	0.74 L	0.00%
pmay subsidy	0.41 L	0.41 L	0.00%
home loan eligibility calculator	0.33 L	0.33 L	0.00%
pradhan mantri yojana	0.27 L	0.22 L	-18.08%
all bank home loan interest rate list	0.12 L	0.22 L	83.47%
Others	90.43 L	100.49 L	11.12%
Total	106.42 L	117.64 L	10.54%

Total Search Volumes for Home Loan Buckets

Buckets	Search Volume FY'22	Search Volume FY'23	% Growth	Market Share
Interest Rate	31.15 L	51.09 L	64.04%	28.34%
Calculator	30.83 L	35.54 L	15.29%	19.71%
EMI	38.87 L	32.94 L	-15.27%	18.27%
PMAY	21.00 L	19.61 L	-6.62%	10.87%
Eligibility	2.05 L	1.86 L	-9.21%	1.03%
Online	1.49 L	1.68 L	13.07%	0.93%
Tax	1.31 L	1.57 L	19.69%	0.87%
Documents	0.94 L	0.90 L	-4.04%	0.50%
Subsidy	0.79 L	0.82 L	4.51%	0.46%
Offers	0.38 L	0.53 L	40.48%	0.30%
Others	35.05 L	33.75 L	-3.70%	18.72%
Total	163.84 L	180.30 L	10.05%	100.00%

Others keywords sample:

- *home loan processina fee*
- *home loan procedure*

City-Wise Search Volumes

Cities	Search Volume FY'22	Search Volume FY'23	% Growth	Market Share
Top 6 Cities	49.82 L	70.16 L	40.84%	38.92%
Next 10 Cities	17.55 L	19.21 L	9.48%	10.66%
Others	96.47 L	90.92 L	-5.76%	50.43%
Total	163.84 L	180.30 L	10.05%	100.00%

Top 6 Cities

Cities	Search Volume FY'22	Search Volume FY'23	% Growth	Market Share
Mumbai	10.34 L	20.86 L	101.81%	29.74%
Bengaluru	9.21 L	13.35 L	45.06%	19.03%
Delhi	9.86 L	12.50 L	26.76%	17.82%
Hyderabad	7.23 L	8.64 L	19.36%	12.31%
Pune	7.36 L	8.10 L	10.13%	11.55%
Chennai	5.82 L	6.71 L	15.29%	9.56%
Total	49.82 L	70.16 L	40.84%	100.00%

Next 10 Cities

Cities	Search Volume FY'22	Search Volume FY'23	% Growth	Market Share
Jaipur	2.60 L	2.77 L	6.58%	14.41%
Indore	2.00 L	2.46 L	22.70%	12.79%
Lucknow	2.41 L	2.44 L	1.56%	12.71%
Surat	2.05 L	2.30 L	12.53%	11.99%
Nagpur	1.71 L	1.98 L	15.79%	10.28%
Coimbatore	1.71 L	1.94 L	13.71%	10.09%
Vadodara	1.77 L	1.85 L	4.65%	9.65%
Visakhapatnam	1.18 L	1.21 L	2.13%	6.29%
Bhopal	1.15 L	1.20 L	4.56%	6.26%
Ludhiana	.98 L	1.06 L	8.19%	5.53%
Total	17.55 L	19.21 L	9.48%	100.00%

“Near-Me” Searches

Category	Search Volume FY'22	Search Volume FY'23	Growth %	Market Share
Brand	2.03 K	2.86 K	40.89%	18.99%
Non-Brand	10.50 K	12.20 K	16.19%	81.01%
Total	12.53 K	15.06 K	20.19%	100.00%

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

Brand keywords include:

- *hdfc home loan near me*
- *axis home loan branch near me*

While Non-Brand keywords include:

- *home loans near me*
- *home loan lenders near me*

Search Volumes for “Home Loan App”

Category	Search Volume FY'22	Search Volume FY'23	Growth %	Market Share
Brand	8.02 K	9.88 K	23.19%	84.23%
Non-Brand	1.85 K	1.85 K	0.00%	15.77%
Total	9.87 K	11.73 K	18.84%	100.00%

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

Brand keywords include:

- *sbi home loan app*
- *hdfc home loan app*

While Non-Brand keywords include:

- *home loan app*
- *home loan emi calculator app*

Vernacular Search Volumes

Category	Search Volume FY'22	Search Volume FY'23	Growth %	Market Share
Brand	1.12 K	1.57 K	40.18%	10.96%
Non-Brand	10.97 K	12.76 K	16.32%	89.04%
Total	12.09 K	14.33 K	18.53%	100.00%

The contribution of vernacular keywords is higher in FY'23

Brand keywords include:

- एसबीआई होम लोन
- बंधन बैंक होम लोन

While Non-Brand keywords include:

- होम लोन कैसे मिलता है
- होम लोन कैलकुलेटर






Search Volumes of Budget Related Keywords

Keywords	Search Volume FY'22	Search Volume FY'23	% Growth
30 lakh home loan emi	1.60 K	2.40 K	50.00%
50 lakh home loan emi	1.00 K	1.90 K	90.00%
emi for home loan of 20 lakhs	1.30 K	1.90 K	46.15%
20 lakh home loan emi	1.30 K	1.90 K	46.15%
40 lakh home loan emi	0.88 K	1.60 K	81.82%
Others	21.97 K	22.11 K	0.64%
Total	28.05 K	31.81 K	13.40%

Others keywords include:

- *hdfc bank home loan 10 lakh*
- *sbi home loan emi per lakh*
- *50 lakh home loan emi*
- *30 lakh home loan emi*

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

	Top Brands	Top 5 SOV as on 06th Nov-23
	HDFC Bank	33.66%
	Bajaj Finserv	26.76%
	SBI Bank	21.65%
	Axis Bank	20.60%
	Bank Bazaar	17.27%

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 'Home Loan' related keywords has **grown by 10.05%**
- The Search Volume for **Non-Brand keywords** has **surpassed Brand keywords**, consistently
- **Bank of Baroda. HDFC Bank. Canara Bank. PNB Housing Finance**, and **Indian Bank** have demonstrated an annual growth rate of greater than 30%
- **Indiabulls Housing Finance** and **Reliance Home Finance** lost 40% of their search volumes
- **Bank of Baroda** entered the **Top 5** brands in terms of search volume while **Indiabulls Housing Finance** has dropped from 5th to 8th
- **Mumbai** has the highest searches amongst the Top 6 cities for '**Home Loan**' searches

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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