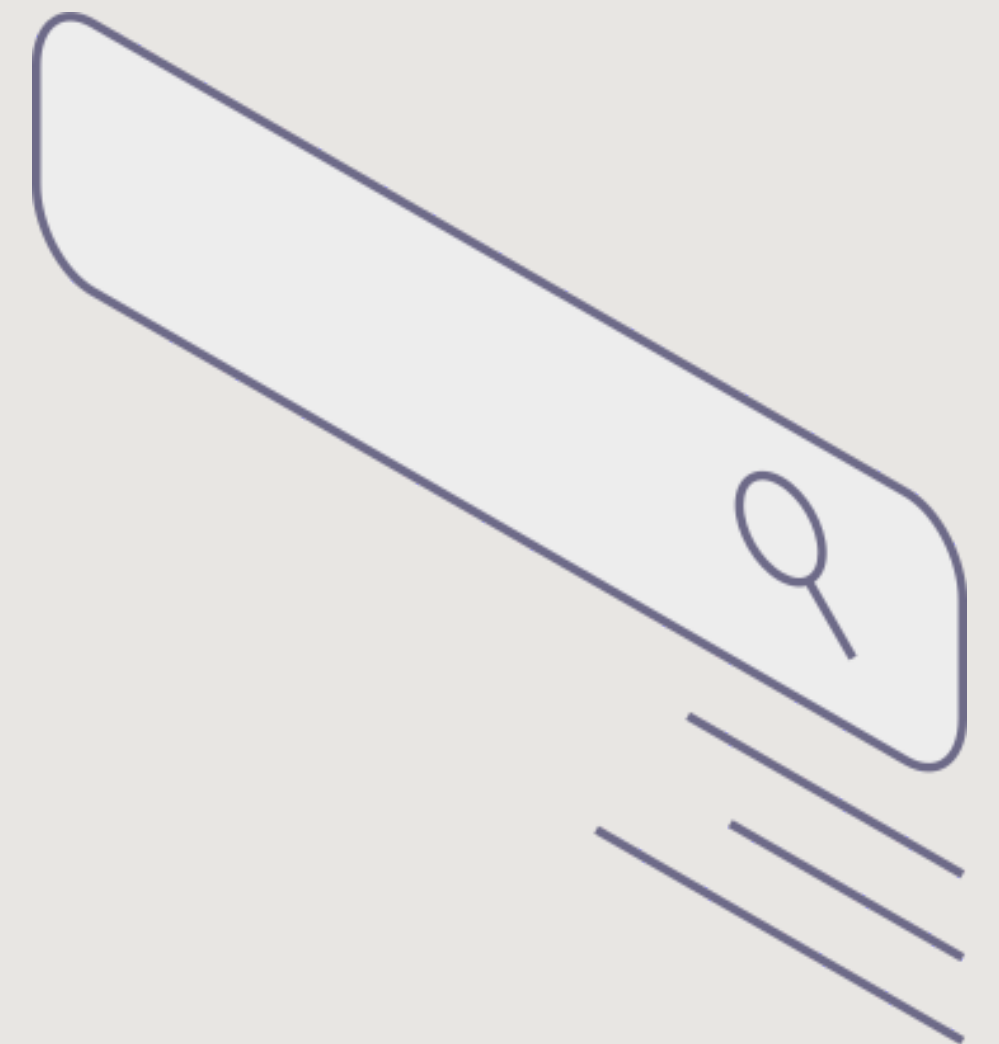


MARCH 2025 INTERNET SEARCH IN KENYA

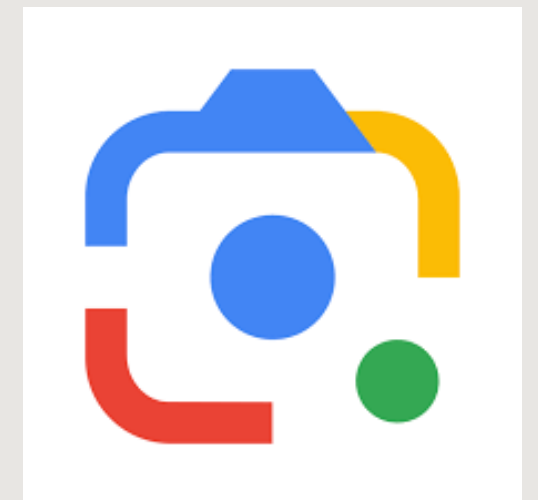
SUMMARY REPORT



Top 25 News, Web, YouTube, and Image Google search trends



We analyzed the top News, Web, YouTube, and Image search trends on google search in Kenya – and you might be surprised (or not 🙄) by what’s getting the most attention online.



1. **NEWS & POLITICS STILL REIGN**

- Kenyans are locked into current affairs, both local & global:
- Top searches included “Kenya”, “news”, “Citizen TV”, “CNN”
- Political curiosity spans **Ruto, Putin, Trump**
- **YouTube** is the go-to platform for live political updates.



Key Insight

People are using YouTube like a news feed now..

2. **FOOTBALL + BETTING = KING COMBO OR PUBLIC CONCERN?**


- On all platforms, sports dominate.
- Out of 13 of top 25 web searches, **(52%)** were football or betting related
- YouTube showed high searches for terms like “Chelsea vs Tottenham”, EPL fixtures, Betika
- Image Search included keywords like Posters, wallpapers, Messi, Arsenal, Foden



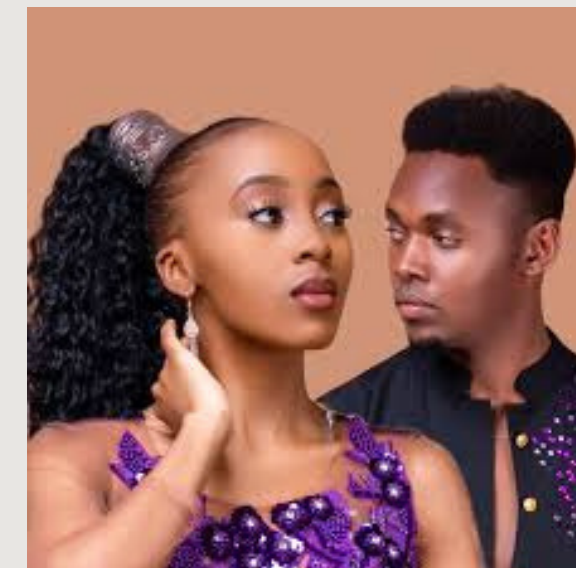
The normalization of gambling especially among youth could point to addictive patterns that may need public health interventions, education, and tighter regulation.

3. ***MUSIC, MUSIC, MUSIC*** ***(ESPECIALLY GOSPEL & BONGO)***

On YouTube:

- "Songs", "latest mix", "worship songs" are  **TOP**
- Viral tracks like "Minister of Enjoyment", Bien ft Matata, Wapendwa Muziki got big traction.

 Even in hard times, Kenyans turn to music — both secular & spiritual.

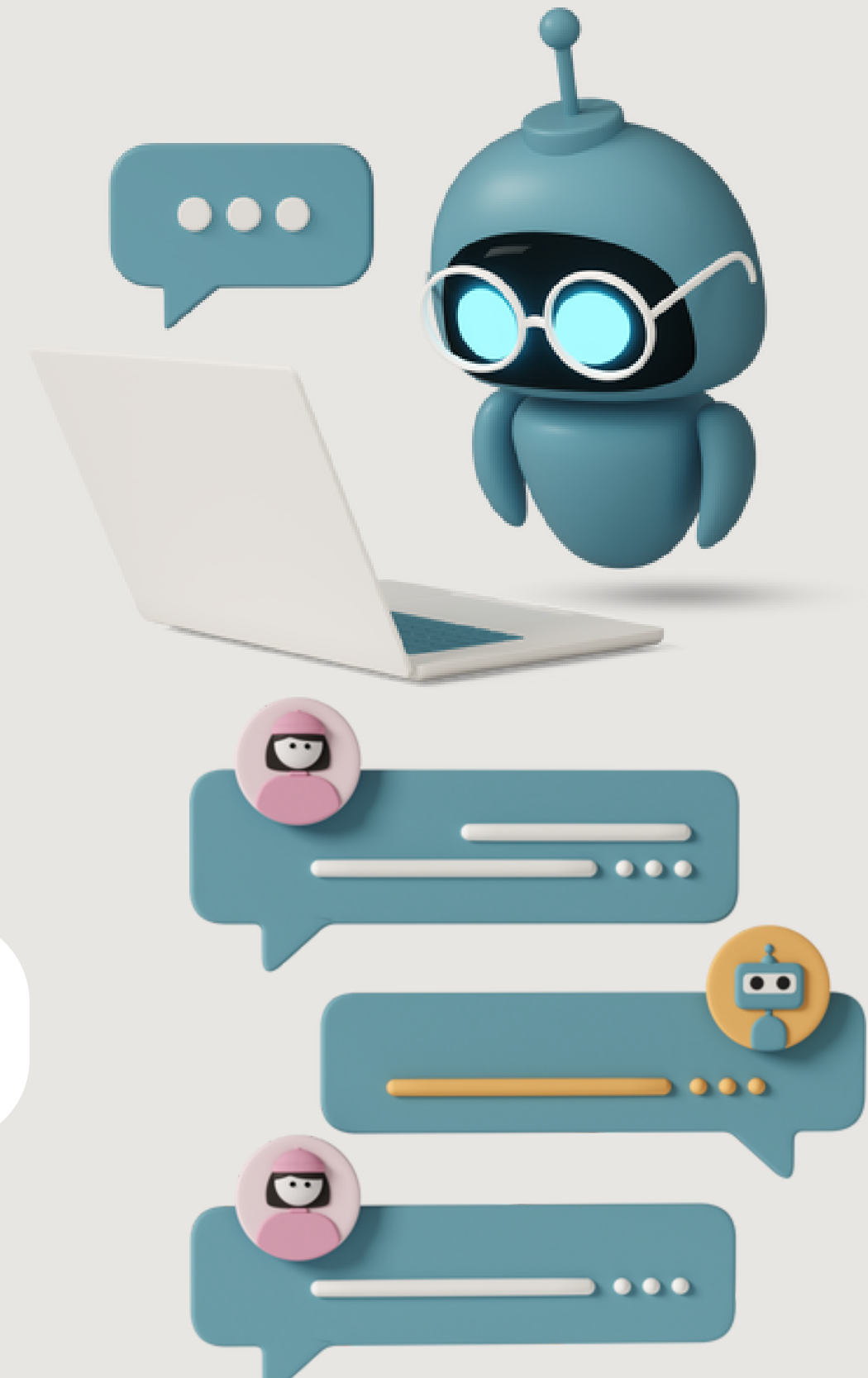


4. 🧠 ***AI CURIOSITY + STUDENT LIFE***

Web search showed spikes in searches around:

- **ChatGPT** (yep, people want to figure out this AI thing)
- **KUCCPS, TSC, TPAD** — education portals were HOT
- “**Meaning of...**” searches still strong (**Google = teacher**).

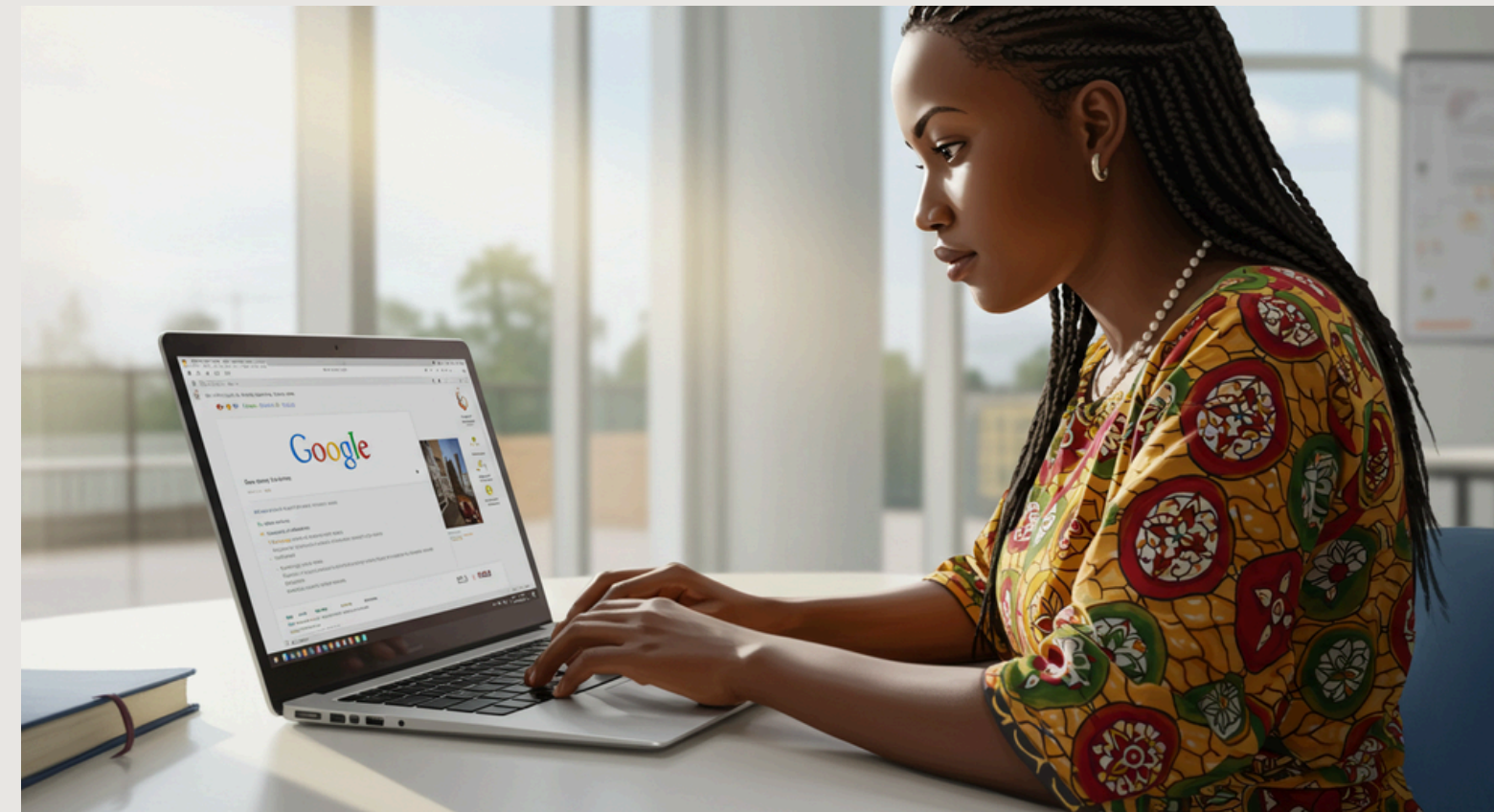
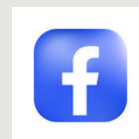
This is the quiet power-user base: students, jobseekers, young professionals.




5. **PEOPLE USE GOOGLE LIKE A LAUNCHER**

There were Searches related to other apps including:

- “WhatsApp Web”
- “Gmail”
- “YouTube”
- “Facebook”



 This shows Google is still the starting point for most online journeys — not just for info, but to also access apps.



6. MOVIES & SHOW

Nollywood + DJ Afro Movies Dominate



Movie searches stay strong:

“DJ Afro movies”, “Nigerian movies”, “Love in Every

Rise of Local Entertainment



Homegrown shows are booming:

- “Kamum” — comedy series by Eddie Butita and team.
- The Bulls Family. (Kenyan family vlog channel).
- Dunia (Tanzanian film by Asma Films) with a series on YouTube.

TIP FOR CREATORS

Titles matter -People now search for specific Kenyan and Nollywood movies, likely from **TikTok buzz** or **WhatsApp forwards**.



7. **ADULT CONTENT IN IMAGE SEARCH IS VERY POPULAR**

Yep, it's not all news, football and gospel!

Over **20% of top image searches** were explicit or suggestive - Think: mata**, kum*, mbo**, mala**, a**, se*y - (Ask a Kenyan to fill up the * for you.)

👁️ While adult content is part of the internet experience for many, its visibility underscores the importance of **digital safeguards - especially for young users** to ensure healthy consumption and protection from early exposure. Additionally, **addiction might also be a concern which can affects any age group.**



8. ***REAL-TIME LOCAL CURIOSITY***

Trending searches tied to specific events and stories:

- “Ruto in Mt Kenya today”
- “Kenya vs Gabon”
- “Safari Rally 2025”
- “**Vuusya ungu**” ("My Lover" track in Kamba local dialect)



Kenyans are highly reactive to events — and YouTube is mostly where they watch them unfold.

9. SUMMARY



Content around football, betting, politics, music especially gospel is dominant.



YouTube is popular for breaking news & livestreams.



Image culture — wallpapers, memes, adult content, celeb visuals is not to be ignored.



There is interest around AI, student tools, digital skills.

WANT THE FULL MARCH 2025 REPORT?

You've seen the highlights—now grab the full breakdown, trends, and charts.

We're giving it away for **free** to the **first 25 people** who either:

- Email us/DM with:

“Send me the full Kenya search report”

 Email: [**comms@drodigital.com**](mailto:comms@drodigital.com)

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Q1 (JAN TO MARCH) 2025 INTERNET SEARCH REPORT – KENYA



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