

International Schools Search Trends Report FY'25 India



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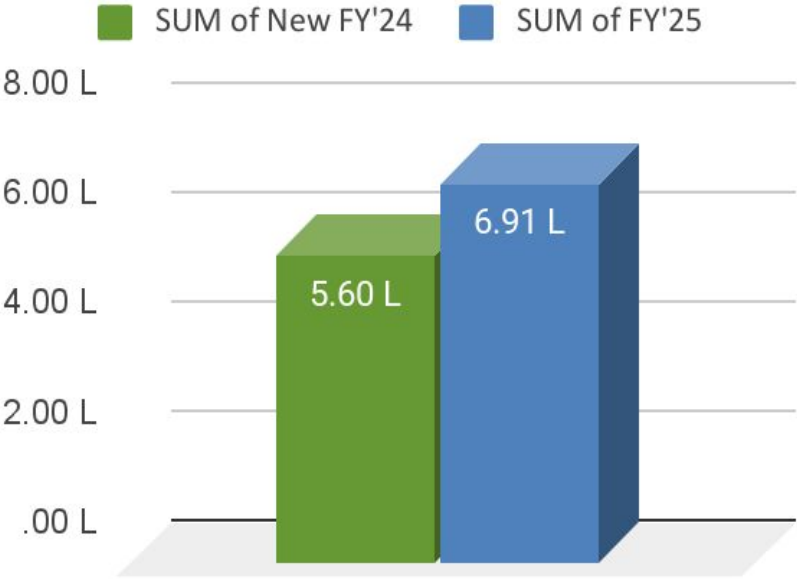
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Executive Summary

- In India, most online journeys for international schools admission **begin with a Google search.**
- People run queries on **international/global schools**, 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 *International Schools Search Trends Report* **examines how customer behavior is evolving** and how your brand can leverage these trends to create a stronger digital presence.
- We investigated around **2,000** 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 Schools** who dominate Google Search.

International Schools **Search Trends**



| Category | FY 2023-24 SV | FY 2024-25 SV | % Growth |
|-----------------------|---------------|---------------|----------|
| International Schools | 5.60 L | 6.91 L | 23.38% |

Search Volume by Query Type

| Type of Query | Search Volume FY'24 | Search Volume FY'25 | Growth % | Market Share |
|---------------|---------------------|---------------------|----------|--------------|
| Brand | .80 L | 1.35 L | 70.35% | 24.25% |
| Non-Brand | 3.44 L | 4.23 L | 23.20% | 75.75% |
| Total | 4.23 L | 5.59 L | 32.07% | 100.00% |

Top 10 Schools by Search Volume

| School Name | Search Volume FY'24 | Search Volume FY'25 | % Growth | Market Share |
|------------------------------------|---------------------|---------------------|----------|--------------|
| The British School | 33.10 K | 90.50 K | 173.41% | 41.12% |
| Global Indian International School | 14.80 K | 18.10 K | 22.30% | 8.22% |
| American Montessori International | 12.10 K | 14.80 K | 22.31% | 6.72% |
| Canadian International School | 5.40 K | 8.10 K | 50.00% | 3.68% |
| Singapore International School | 4.40 K | 8.10 K | 84.09% | 3.68% |
| Laksh International School | 3.60 K | 5.40 K | 50.00% | 2.45% |
| Vardaan International Academy | 2.90 K | 4.40 K | 51.72% | 2.00% |
| Mother International Academy | 0.88 K | 4.40 K | 400.00% | 2.00% |
| Glendale Academy | 3.60 K | 3.60 K | 0.00% | 1.64% |
| Gig International School | 2.90 K | 2.90 K | 0.00% | 1.32% |
| Others(182) | 52.12 K | 59.80 K | 14.74% | 27.17% |
| Total | 135.80 K | 220.10 K | 62.08% | 100.00% |

Next 10 Schools by Search Volume

| School Name | Search Volume FY'24 | Search Volume FY'25 | % Growth | Market Share |
|--------------------------------------|---------------------|---------------------|---------------|----------------|
| oxford international academy | 2.40 K | 2.90 K | 20.83% | 2.14% |
| ryan international academy | 1.00 K | 2.90 K | 190.00% | 2.14% |
| saint joseph international | 1.30 K | 1.60 K | 23.08% | 1.18% |
| translam academy | 1.30 K | 1.60 K | 23.08% | 1.18% |
| B.D.M. International | 1.60 K | 1.30 K | -18.75% | 1.18% |
| eklavya international academy | 1.30 K | 1.30 K | 0.00% | 0.96% |
| satyam international schools | 0.72 K | 1.00 K | 38.89% | 0.96% |
| BGS International Residential School | 0.59 K | 1.00 K | 69.49% | 0.74% |
| MVPS's Horizon Academy | 0.59 K | 1.00 K | 69.49% | 0.74% |
| bright start international academy | 0.48 K | 1.00 K | 108.33% | 0.74% |
| Others(182) | 124.52 K | 204.50 K | 64.23% | 150.97% |
| Total | 135.80 K | 220.10 K | 62.08% | 162.48% |

Next 10 Schools by Search Volume

| School Name | Search Volume FY'24 | Search Volume FY'25 | % Growth | Market Share |
|--|---------------------|---------------------|---------------|----------------|
| amrita international vidyalayam | 0.88 K | 0.88 K | 0.00% | 0.65% |
| ooty international schools | 0.72 K | 0.88 K | 22.22% | 0.65% |
| preston international academy | 0.21 K | 0.88 K | 319.05% | 0.65% |
| rameshwaram international academy | 0.59 K | 0.59 K | 0.00% | 0.65% |
| sai shree international academy | 0.48 K | 0.59 K | 22.92% | 0.44% |
| pragathi international residential academy | 0.39 K | 0.59 K | 51.28% | 0.44% |
| vani international academy | 0.26 K | 0.59 K | 126.92% | 0.44% |
| kingston international academy | 0.09 K | 0.59 K | 555.56% | 0.44% |
| bionics international academy | 0.26 K | 0.48 K | 84.62% | 0.35% |
| samford international academy | 0.39 K | 0.39 K | 0.00% | 0.29% |
| Others(182) | 131.53 K | 213.64 K | 62.43% | 157.71% |
| Total | 135.80 K | 220.10 K | 62.08% | 162.48% |

Top 10 Buckets

| Buckets | Search Volume FY 2022-23 | Search Volume FY 2023-24 | % Growth | Market Share |
|------------------|--------------------------|--------------------------|---------------|----------------|
| Board/Syllabi | 165.54 K | 203.29 K | 22.80% | 36.39% |
| Local Searches | 95.88 K | 119.55 K | 24.69% | 21.40% |
| Generic Searches | 28.40 K | 28.40 K | 0.00% | 5.08% |
| Near Me Searches | 17.14 K | 25.06 K | 46.21% | 4.49% |
| Best/Top Schools | 19.29 K | 22.59 K | 17.11% | 4.04% |
| Pre-Primary | 4.39 K | 10.35 K | 135.76% | 1.85% |
| Curriculum | 2.80 K | 4.83 K | 72.50% | 0.86% |
| Admission | 2.69 K | 2.88 K | 7.06% | 0.52% |
| Fees | 2.60 K | 2.62 K | 0.77% | 0.47% |
| Boarding Schools | 1.89 K | 2.26 K | 19.58% | 0.40% |
| Others(17) | 82.42 K | 136.86 K | 66.05% | 24.50% |
| Total | 423.0K | 558.7K | 32.07% | 100.00% |

City-Wise Search Volumes

| Cities | Search Volume FY 2022-23 | Search Volume FY 2023-24 | % Growth | Market Share |
|----------------|--------------------------|--------------------------|---------------|----------------|
| Top 6 Cities | 224.7K | 249.2K | 10.91% | 44.61% |
| Next 10 Cities | 86.0K | 85.8K | -0.26% | 15.36% |
| Others | 112.3K | 223.7K | 99.14% | 40.03% |
| Total | 423.0K | 558.7K | 32.07% | 100.00% |

*The **Others** category saw a remarkable growth of **60.10%**, contributing the largest market share of **40.29%**. This suggests a growing search interest in smaller cities or regions beyond the top 16 cities.

Top 6 Cities

| Cities | Search Volume FY 2022-23 | Search Volume FY 2023-24 | % Growth | Market Share |
|--------------|--------------------------|--------------------------|---------------|----------------|
| Hyderabad | 56.9K | 66.1K | 16.08% | 26.51% |
| Bengaluru | 54.9K | 63.2K | 15.16% | 25.36% |
| Mumbai | 31.2K | 33.8K | 8.27% | 13.56% |
| Chennai | 30.8K | 33.0K | 7.34% | 13.25% |
| Delhi | 28.6K | 31.4K | 9.90% | 12.60% |
| Pune | 22.4K | 21.7K | -2.77% | 8.72% |
| Total | 224.7K | 249.2K | 10.91% | 100.00% |

*The total search volume across these top 6 cities grew by **10.91%**, with **Hyderabad** and **Bengaluru** leading the expansion while **Pune** shows a decline.

Next 10 Cities

| Cities | Search Volume FY 2022-23 | Search Volume FY 2023-24 | % Growth | Market Share |
|---------------|-----------------------------|-----------------------------|----------|--------------|
| Visakhapatnam | 12.7K | 14.4K | 13.31% | 16.77% |
| Coimbatore | 12.4K | 11.2K | -9.58% | 13.09% |
| Lucknow | 10.3K | 11.1K | 8.18% | 12.95% |
| Jaipur | 10.7K | 10.7K | 0.00% | 12.41% |
| Indore | 8.0K | 8.4K | 4.99% | 9.80% |
| Nagpur | 8.0K | 7.7K | -4.12% | 8.95% |
| Surat | 6.6K | 6.2K | -6.65% | 7.20% |
| Bhopal | 5.6K | 5.7K | 1.07% | 6.59% |
| Vadodara | 6.2K | 5.3K | -14.81% | 6.17% |
| Ludhiana | 5.5K | 5.2K | -5.96% | 6.07% |
| Total | 86.0K | 85.8K | -0.26% | 100.00% |

"Near-Me" Searches

| Category | Search Volume FY 2022-23 | Search Volume FY 2023-24 | Growth % | Market Share |
|-----------|-----------------------------|-----------------------------|----------|--------------|
| Brand | 0.5K | 1.4K | 169.81% | 5.71% |
| Non-Brand | 16.6K | 23.6K | 42.26% | 94.29% |
| Total | 17.1K | 25.1K | 46.21% | 100.00% |

Top 10 Most Searched Schools in Hyderabad

| School Name | Search Volume FY 2022-23 | Search Volume FY 2023-24 | % Growth | Market Share |
|------------------------------------|--------------------------|--------------------------|----------------|----------------|
| Glendale Academy | 4.40 K | 2.90 K | -51.72% | 35.85% |
| Global Indian International School | 1.30 K | 1.30 K | 0.00% | 16.07% |
| Laksh International School | 0.59 K | 0.59 K | 0.00% | 7.29% |
| Phoenix International School | 0.09 K | 0.14 K | 35.71% | 1.73% |
| Satyam International Schools | 0.09 K | 0.09 K | 0.00% | 1.11% |
| Canadian International School | 0.05 K | 0.05 K | 0.00% | 0.62% |
| Gig International School | 0.05 K | 0.07 K | 28.57% | 0.87% |
| Scholar International Academy | 0.04 K | 0.03 K | -33.33% | 0.37% |
| Saint Joseph International | 0.03 K | 0.02 K | -50.00% | 0.25% |
| Singapore International School | 0.03 K | 0.02 K | -50.00% | 0.25% |
| Others(163) | 2.96 K | 2.88 K | -2.78% | 35.60% |
| Total | 9.6K | 8.1K | -15.99% | 100.00% |

Top 5 schools in Hyderabad with Highest Share of Voice

| Top Schools | Top 5 SOV |
|-----------------------------------|-----------|
| Oakridge International School | 44.99% |
| Indus International School | 27.10% |
| International School of Hyderabad | 22.30% |
| Chirec International School | 18.58% |
| International School Shaikpet | 13.22% |

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.

Top 10 Most Searched Schools in Bengaluru

| School Name | Search Volume FY 2022-23 | Search Volume FY 2023-24 | % Growth | Market Share |
|--------------------------------------|--------------------------|--------------------------|---------------|----------------|
| Global Indian International School | 2.90 K | 2.90 K | 0.00% | 21.29% |
| Canadian International School | 1.00 K | 1.90 K | 47.37% | 13.95% |
| Vibgyor Bannerghatta | 0.72 K | 0.59 K | -22.03% | 4.33% |
| Gig International School | 0.59 K | 0.88 K | 32.95% | 6.46% |
| Amrita International Vidyalayam | 0.48 K | 0.72 K | 33.33% | 5.29% |
| Bgs International Residential School | 0.39 K | 0.39 K | 0.00% | 2.86% |
| Ryan International Academy | 0.17 K | 0.21 K | 19.05% | 1.54% |
| Sunrise International Academy | 0.14 K | 0.05 K | -180.00% | 0.37% |
| St. Joseph Institution | 0.11 K | 0.11 K | 0.00% | 0.81% |
| Valiants Academy Kanakapura Road | 0.09 K | 0.07 K | -28.57% | 0.51% |
| Others(150) | 5.01 K | 5.80 K | 13.62% | 42.58% |
| Total | 11.6K | 13.6K | 17.41% | 100.00% |

Top 5 schools in Bengaluru with Highest Share of Voice

| Top Schools | Top 5 SOV |
|-------------------------------------|-----------|
| Indus International School | 36.39% |
| Orchids International School | 25.65% |
| Bangalore International School | 23.52% |
| Greenwood High International school | 23.25% |
| The International school Bangalore | 21.85% |

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 Search Volume (SV) for International Schools has experienced significant growth from FY 2022-23 to FY 2023-24, with an increase of **32.07%**
- Non-Brand SV increased by **23.20%**, holding a **75.75%** market share
- The **British School** and **Global Indian International School** contribute a combined market share of **41.04%** in brand searches, with moderate growth rates – **37.92%** and **16.54%**, respectively.
- **Pre-Primary** searches showed the highest growth of **135.76%**, which indicates a significant rise in interest for **early education** searches.
- **Curriculum** searches grew by **72.50%**, signaling an increased focus on educational frameworks, although it still holds a small share of 0.86%.
- **Near Me** Searches grew by **46.21%**, reflecting an increasing trend of users looking for location-specific information.

Data-Collection Process

- The research was conducted for FY 2023-24 using Google's Keyword Planner
- Google does not show search data for all educational institutes. So, the schools for which there's no data in the keywords planner, might not be the part of this report.
- The data reflects Pan-India search volumes only, except where city-level data is shown

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