Google Chrome

As Chrome matured, it focused on stability, ecosystem expansion, and cross-device integration for a seamless web experience.

2012 — Became the world's most-used browser. Global market share exceeded 35%. Memory footprint criticized by enterprise admins. Higher ad impressions increased Google revenue.

2013 — Minimal cost impact, focus remained on ecosystem growth. Launched Chrome Apps and integrated Google Now cards.

2014 — Hardware optimization program initiated. Massive adoption across Android devices. Battery drain on laptops reported.

2015 — UI overhaul investment offset by higher engagement. Released Material Design UI update.