

What Americans Look For in a Spreadsheet (2026)

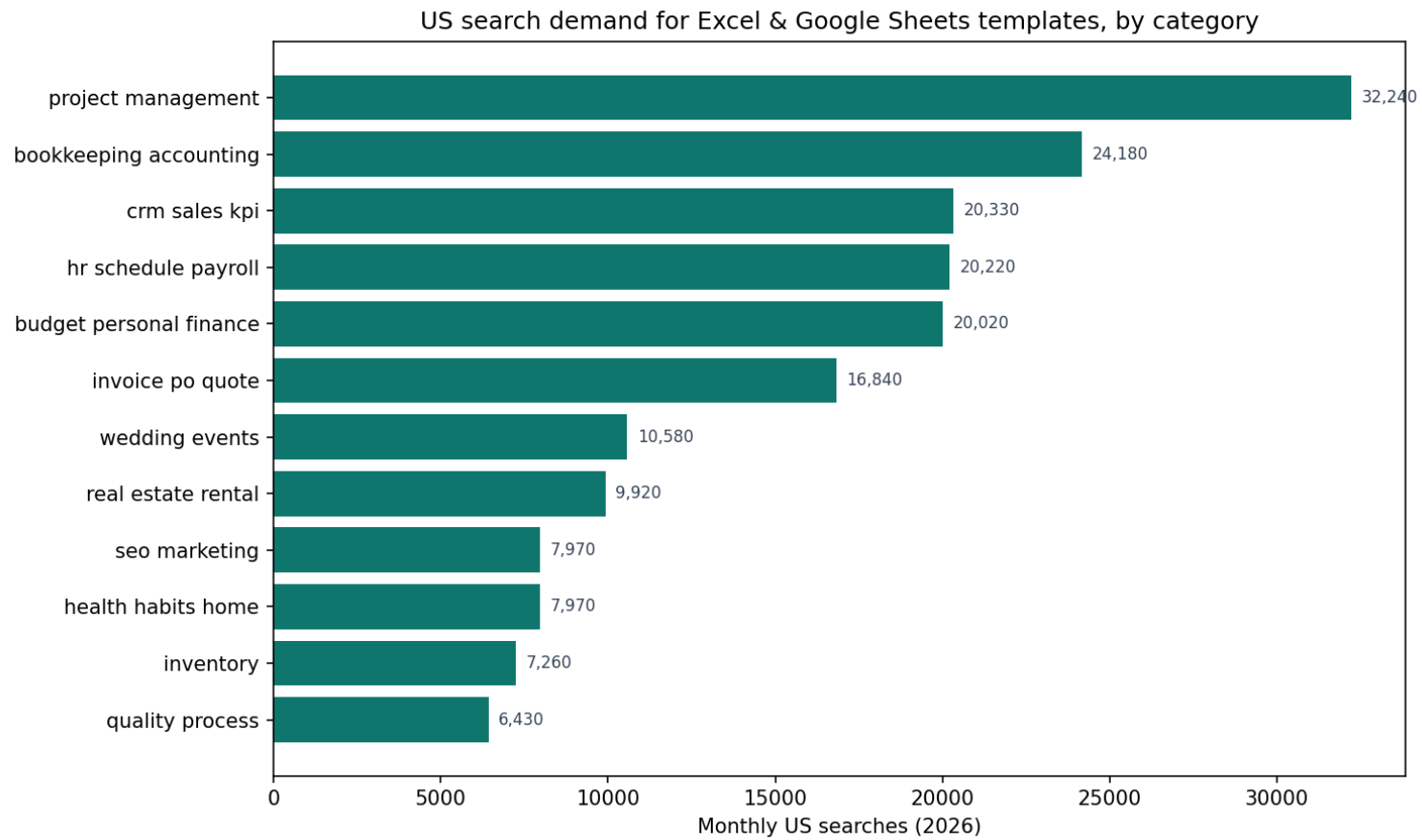
1,008 template search queries, 200,090 monthly US searches, mapped into 16 categories.

200,090 searches a month

Every month, Americans type over 200,000 searches looking for a ready-made Excel or Google Sheets template.

Not for software. For a file.

Project management leads



Work beats life, 3 to 1

Business categories (project management, bookkeeping, CRM, HR & payroll, invoicing) account for roughly 3x the demand of personal ones (budgets, weddings, habits).

The 5 biggest single queries

excel accounting software - 8,250 / mo

personal budget template excel - 6,610 / mo

excel inventory template - 6,490 / mo

invoice excel template - 6,460 / mo

profit and loss template excel - 3,700 / mo

People search for 'software' -- and settle happily on a well-built spreadsheet.

Why it matters

- Spreadsheets remain the default operating system of small business.
- Demand is fragmented: 1,008 distinct queries, most under 500 searches/mo.
- The long tail is where templates win against SaaS.

Get the open data

Full dataset (CSV, 1,008 keywords) and citation formats:
tabletemplates.com/cite-this-data

Citable DOI: 10.7910/DVN/A2QIVN (Harvard Dataverse)
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Search-demand market research by the TableTemplates data team, 2026.