



myHQ

—by ANAROCK—

An Insight-Led Industry Report

How India Searches for its Office Needs?

What millions of Google searches - and 387,000 verified workspace enquiries - reveal about India's flex office revolution.



Table of Contents

01	Executive Summary	01
02	India's Search Intent, Decoded	02
	<ul style="list-style-type: none">● 3 in 4 Office Searches Choose Co-Working Over a Traditional Lease● 7 Out of 10 Most-Searched Office Parks Are Green Certified● Purpose-Driven Office Searches Signal India's Commercial Real Estate Maturity● 'Managed Office' - The Office Everyone Wants. The Word Nobody Uses	
03	Emerging Workplace Decision Drivers	06
	<ul style="list-style-type: none">● 1 in 4 Workspace Decisions are Now Led by Women● Covid Didn't Kill Coworking. It Created 55% More Demand For It	
04	India & the World	08
	<ul style="list-style-type: none">● India Is Emerging on the Global Radar for Office Expansion● Four Countries. One Trend. Flexible Work is the New Default.	
05	Strategic Takeaways	10
	<ul style="list-style-type: none">● Key Strategic Signals from India's Workspace Searches	



India's Office Search Story

India's office search behaviour has fundamentally shifted - and the data makes it impossible to ignore.

Analysis of millions of Google searches spanning nearly a decade - alongside 387,362 verified workspace enquiries from the myHQ platform reveals that 73% of all office-related searches in India now bypass the traditional lease entirely. Monthly search volumes are 88% above pre-COVID baselines - this is not a bounce, the floor has permanently moved.

Who is driving this shift is changing too. 1 in 4 workspace decisions is now influenced by a woman, most visibly in Bangalore (27%) and Mumbai (26.8%). The workspace industry can no longer be designed or marketed as if one gender holds the decision.

What's changed is not just volume - it's intent. India is no longer searching for a desk. It's searching for a meeting room to close a deal, a virtual address to register a business, a day pass for four hours of focus. Outcome-specific categories have exploded while generic "coworking space" queries plateau. And managed office - the fastest-growing format in this study - remains 20x undersearched relative to coworking. The demand is real. The vocabulary hasn't caught up. That gap is an opportunity.

Sustainability is now the baseline, not a differentiator. 7 of the 10 most-searched office parks are green certified, commanding 66.3% of total search demand. A non-green office park is increasingly no choice at all.

The story is no longer domestic. The USA, UK, and UAE are among the top sources of inbound searches for Indian flex offices - driven by GCC expansions, NRI registrations, and return migration. India's flex market is being discovered, planned, and purchased from across the world.

The signal is clear: the market is large, transactional, and structurally underserved. The opportunity lives precisely in that gap.



Utkarsh Kawatra

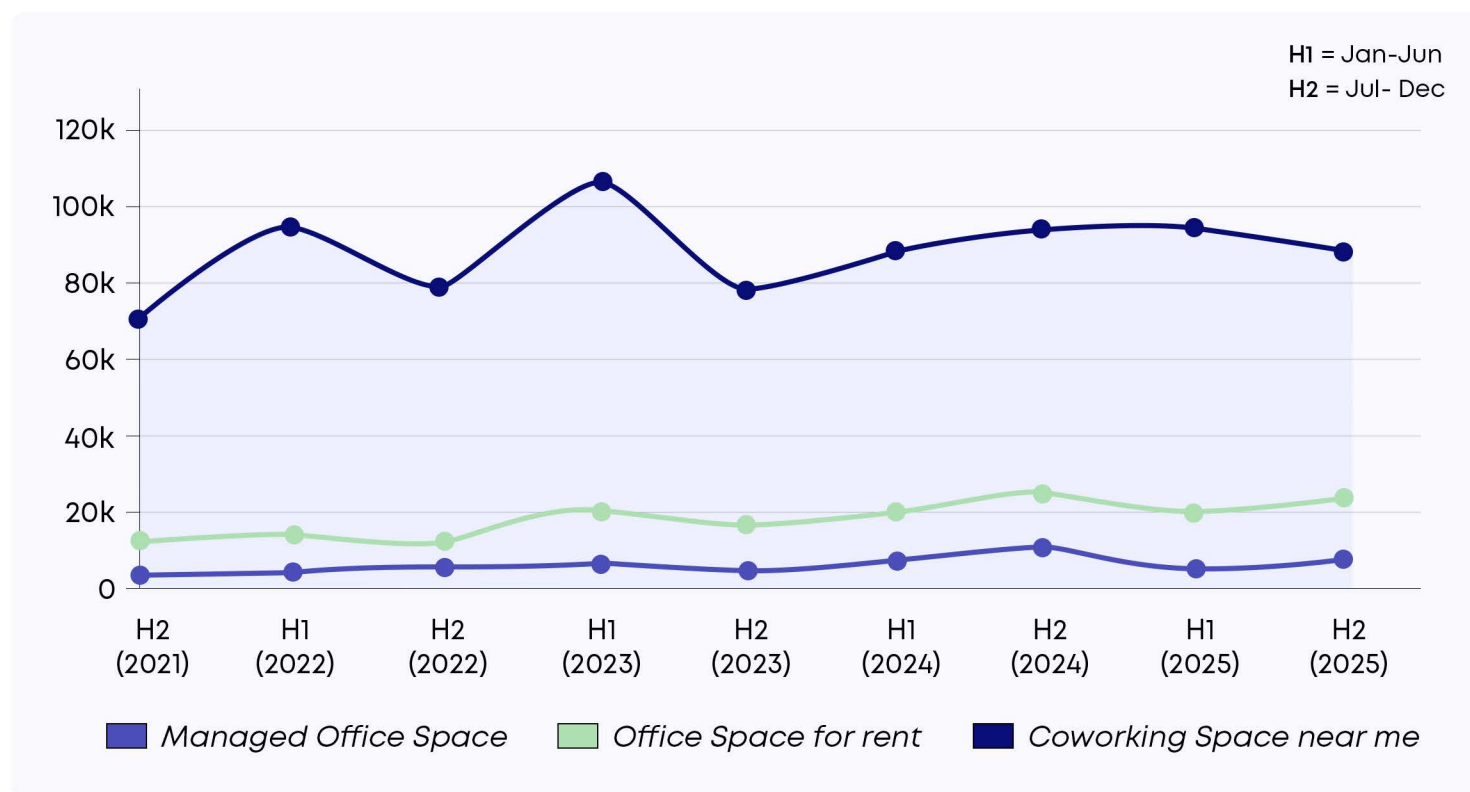
Co-Founder & CEO, myHQ by ANAROCK

“India's flex office opportunity is no longer a domestic story - it is being discovered, planned, and purchased from across the world.”

3 in 4 Office Searches Choose Co-Working Over a Traditional Lease

Traditional office searches may be rising (+48%), but coworking remains the primary entry point for businesses exploring workspace. Companies are increasingly testing flexibility before committing to conventional leases.

The Old Guard Stagnates - New Intent Searches Surge



73% Coworking share in 2025

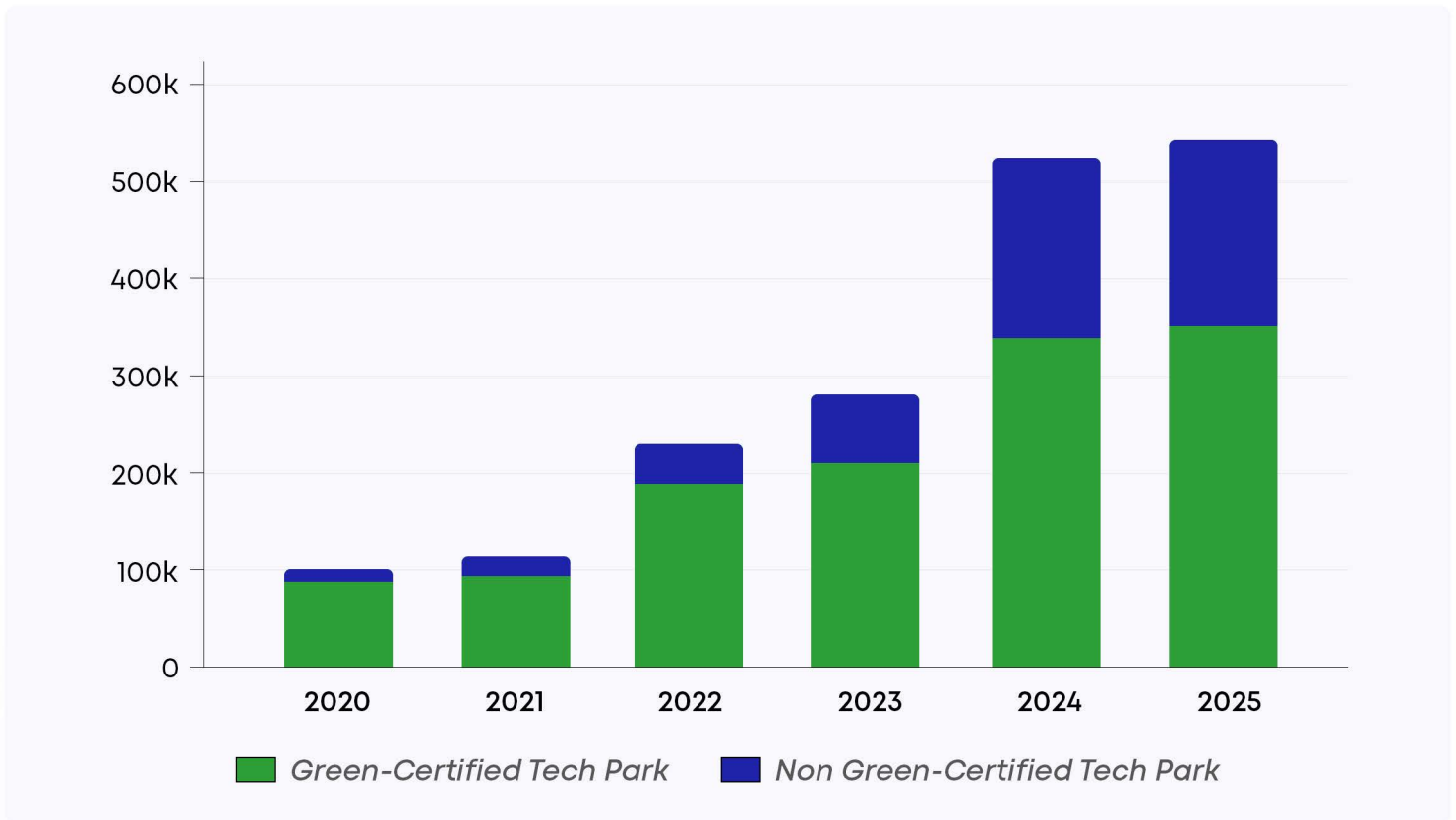
5x More searches than traditional offices

“ Traditional leasing is not dead. It is just no longer the first choice!

7 Out of 10 Most-Searches Office Parks Are Green Certified

India's office search behaviour is shifting decisively toward sustainability. Green-certified parks already account for 66.3% of total search demand, pulling further ahead each year.

Year-on-Year Search Trends



7 of 10
Most-searched parks are green certified

66.3%
Total search volume flows to green spaces

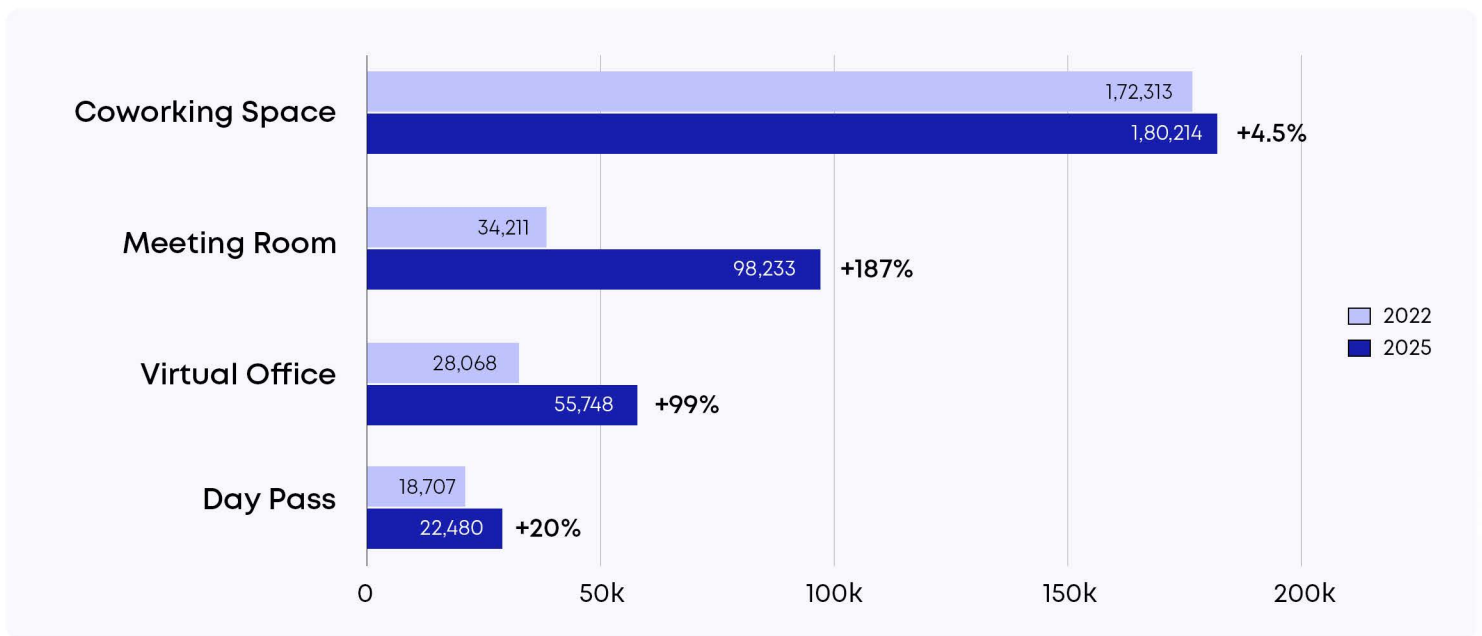
122,500
Searches/year: Record for Green Certified Parks

“ The green office revolution is already happening in India

Purpose-Driven Office Searches Signal India's Commercial Real Estate Maturity

While coworking continues to grow strongly, search behaviour is now becoming more outcome-driven : a virtual address to register a business, a meeting room to close a deal, a day pass to get 4 hours of focus. This isn't just semantic drift - it reflects a fundamental shift in workspace expectations.

Annual Search Volume by Category



+187%
Meeting Room Growth
34k Searches in 2022 - 98k in 2025

+99%
Virtual Office Growth
28k Searches in 2022 - 55k in 2025

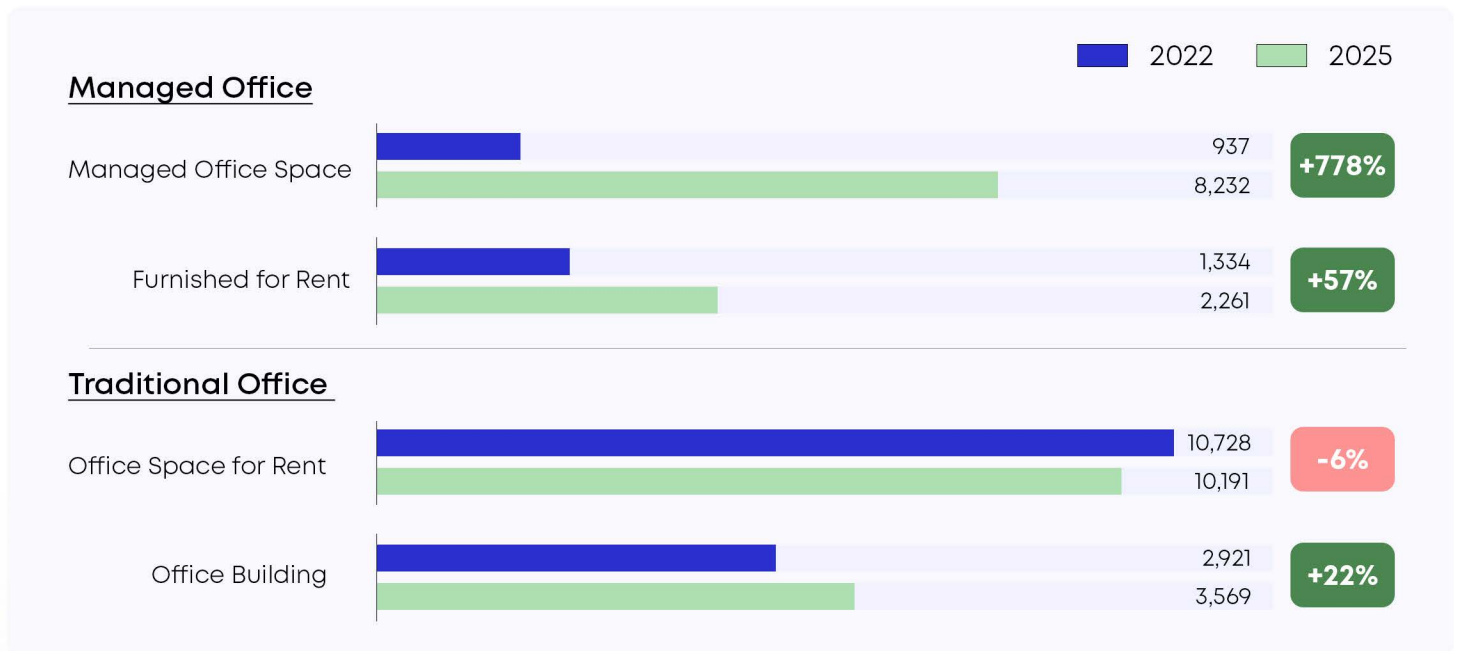
+20%
Day Pass Growth
18k Searches in 2022 - 22k in 2025

“ 90% of all Coworking search demand came from 3 categories. The market just told you where to build next.

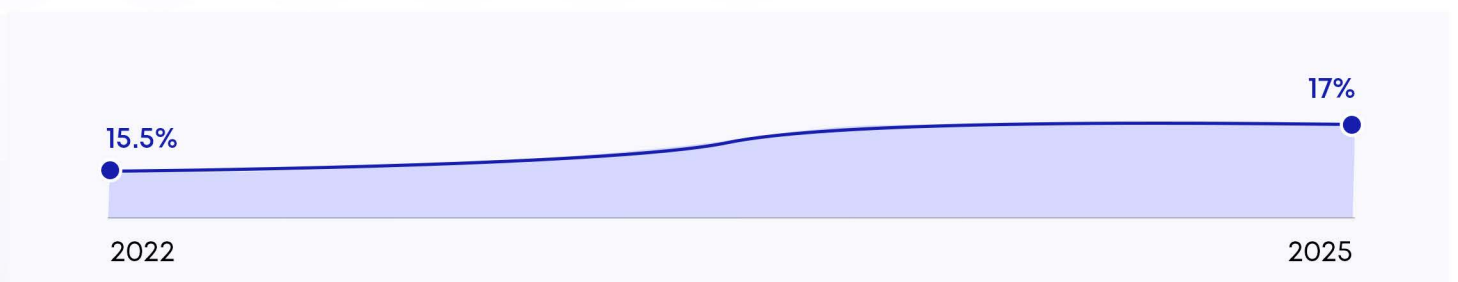
'Managed Office' - The Office Everyone Wants. The Word Nobody Uses

India's Hottest Office Trend Has a Vocabulary Problem - And a 13,000-Search Peak to Show For It. Managed Office is where Coworking was 5 years ago - real demand, low awareness, about to break through.

Managed Office vs Traditional Office Keyword Trends (2022 → 2025)



Managed Office as % of Total Office Search



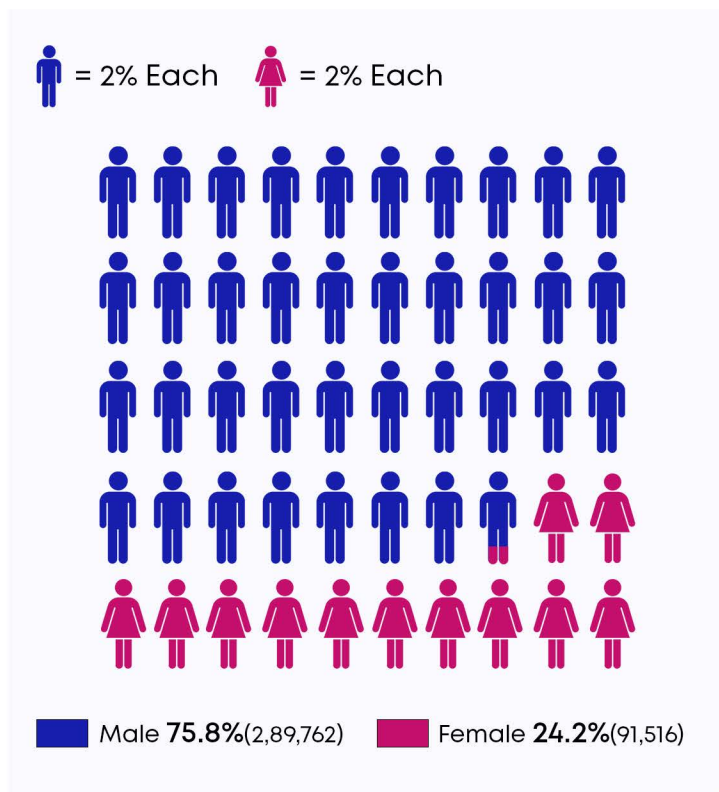
+137% Growth since 2022

20x Lower search demand than coworking

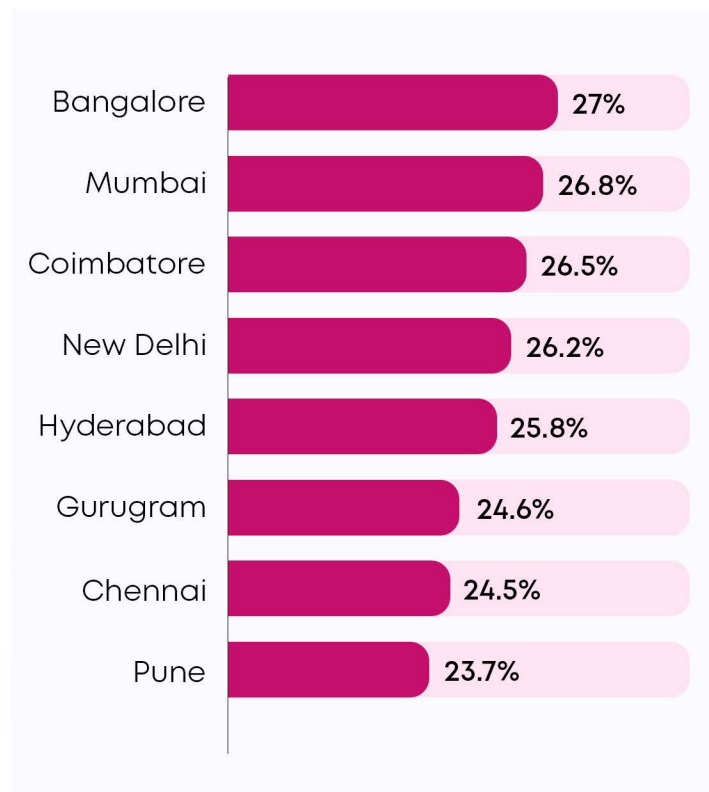
1 in 4 Workspace Decisions are Now Led by Women

India's workspace ecosystem is seeing a shift in who participates in office decisions. Female participation is rising, particularly in startup-heavy ecosystems where leadership teams are more diverse. Women are increasingly influencing workspace choices, and as flexible offices become mainstream, this gap is expected to narrow further.

Overall Gender Split



Female % by City



75.8% Male-led decisions

24.2% Female-influenced

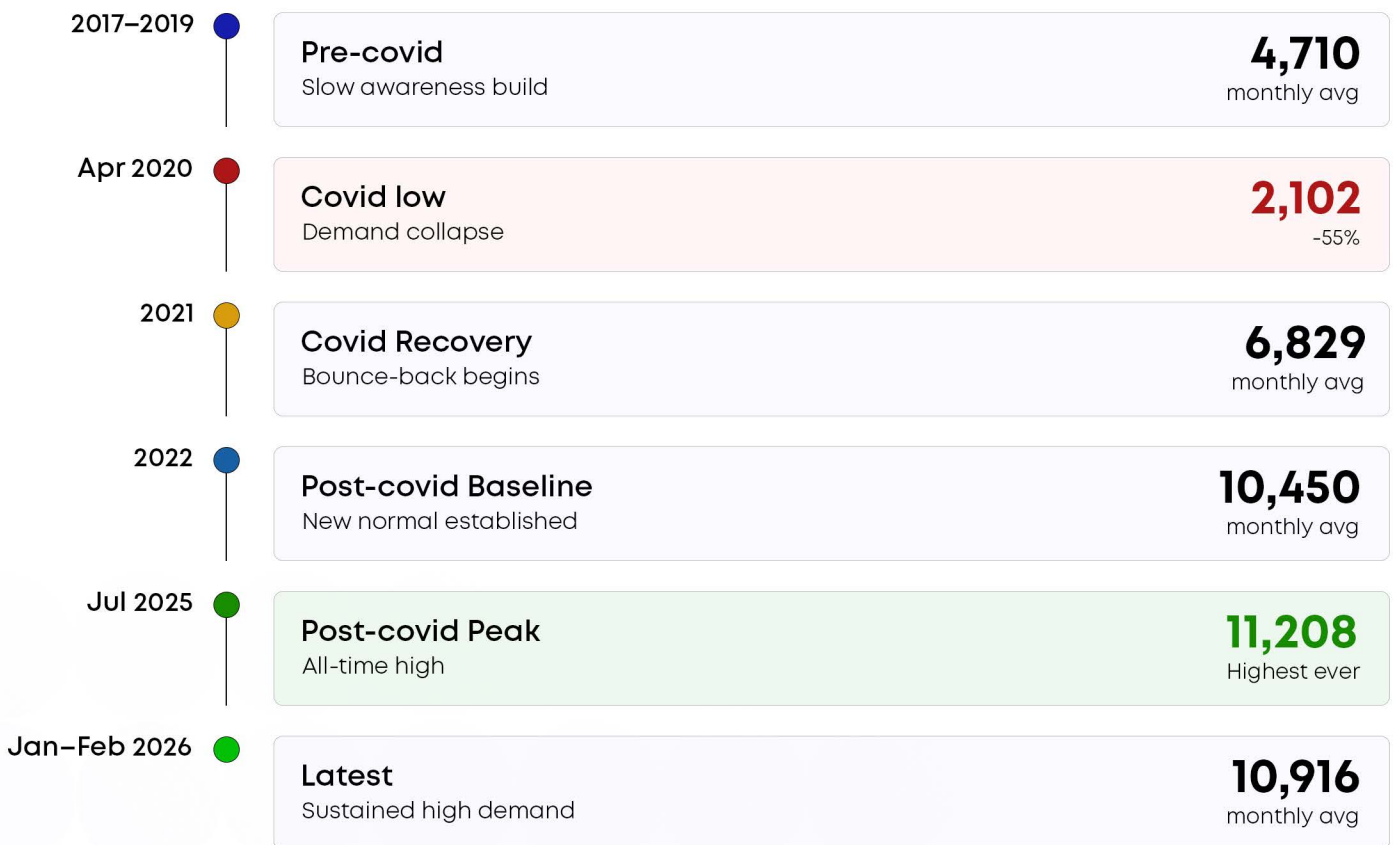
3.17:1 Male:Female lead ratio

387K Total accounts analysed

Covid Didn't Kill Coworking. It Created 55% More Demand For It.

Post-2022, 'coworking space' became the dominant vocabulary - growing while 'shared office space' plateaued. This isn't just branding; it's how India learned to express its workspace identity.

Search Phase Analysis



“ The Covid dip lasted months.
The demand it created is here for decades.

India Is Emerging on the Global Radar for Office Expansion

Google search demand from people outside India looking for coworking and flexible office spaces show strong enterprise adoption and startup ecosystem growth in India. Multinational firms entering India and Indian expats planning their return are driving international searches for office space. Both groups typically begin by exploring flexible workspace options months before setting up operations or relocating.

3%

of all Indian office space searches originate from outside India

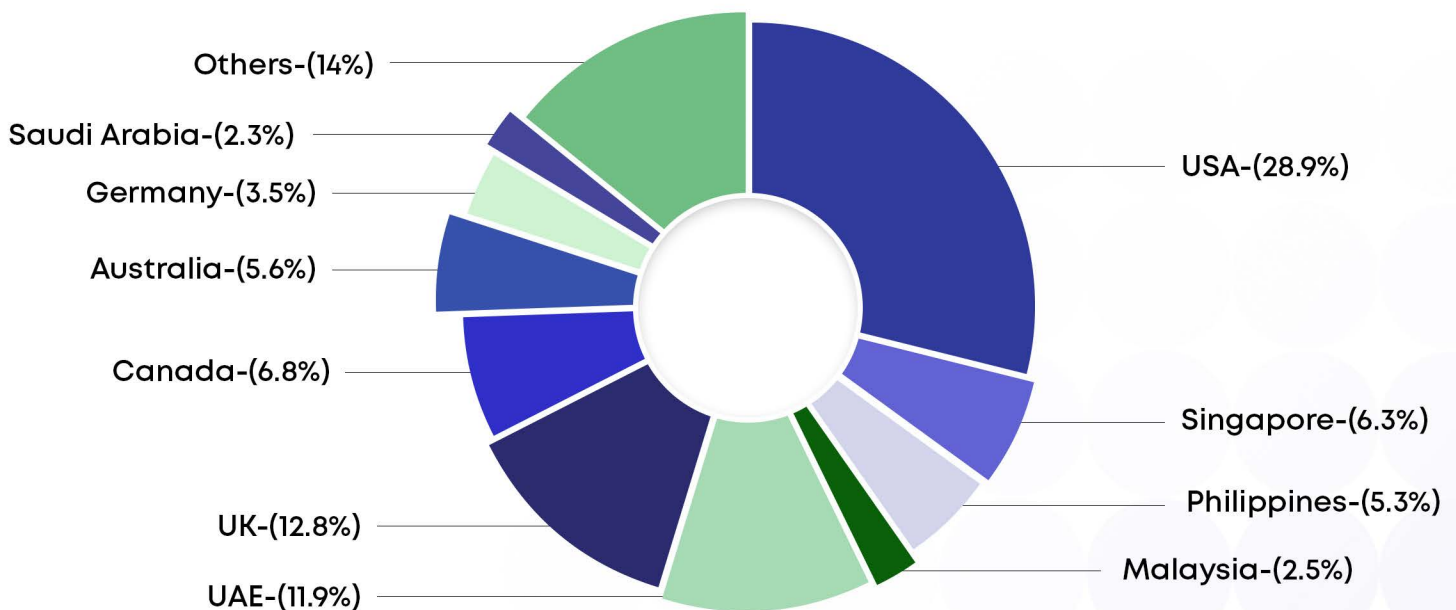
Multinational firms scouting India entry, expats planning their return, and global enterprises scaling teams - all begin their journey with a google search months before setting foot in the country.

10+ Source Countries

5 Continents

Here's where that 3% comes from

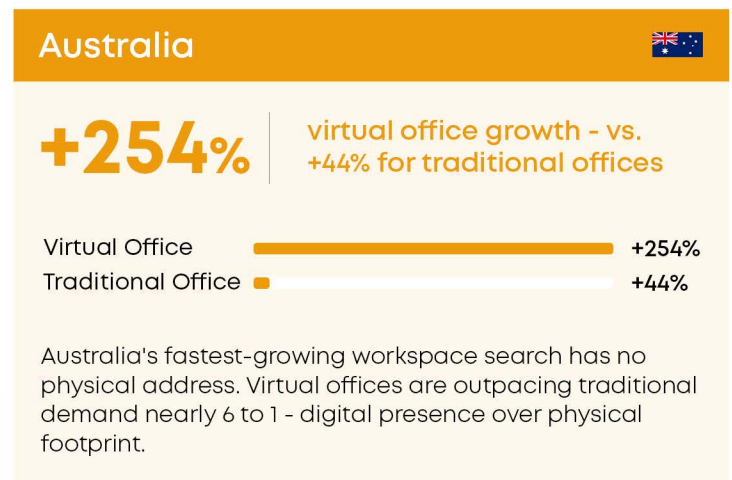
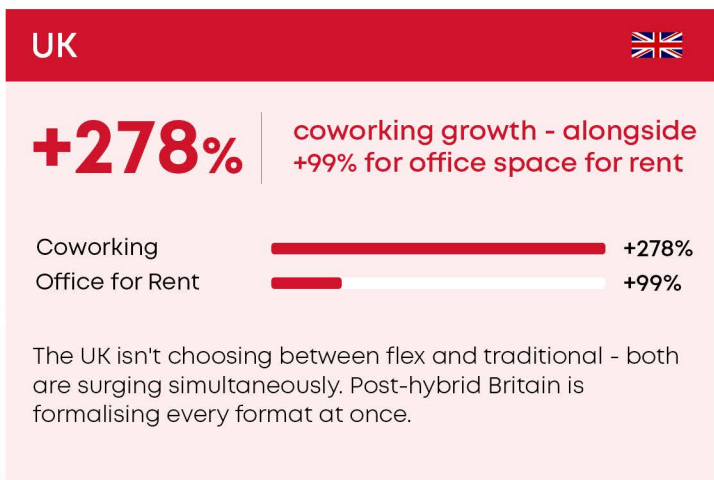
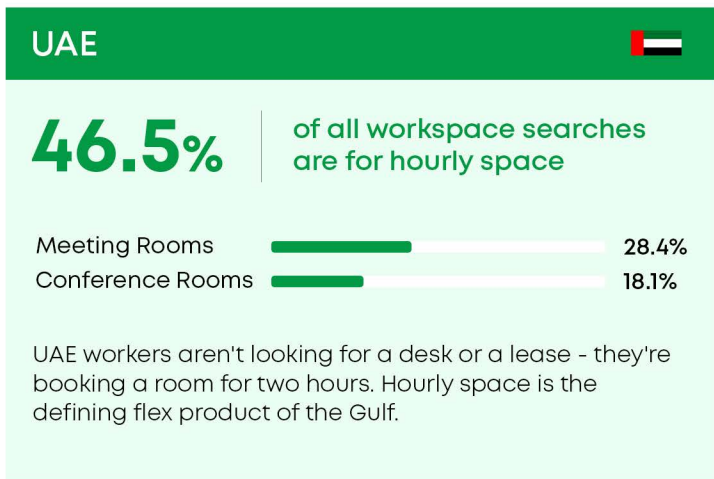
Top Search Markets



India's flex office opportunity is no longer a domestic story - it is being discovered, planned, and purchased from across the world.

Four Countries. One Trend. Flexible Work is the New Default.

From meeting rooms in Dubai to virtual addresses in Australia - each market tells its own story, all pointing in the same direction.



What This Means

India generates 2x the UK's and 20x Australia's monthly coworking searches - at a fraction of their per-capita income. The market is large, active, and structurally underserved. Demand is outpacing supply at a scale no comparable economy is seeing.

“ India shows the strongest 'near me' coworking behaviour of any market in this study. ”

Key Strategic Signals from India's Workspace Searches



People have stopped searching for offices. They're searching for what they need the office for.

Meeting rooms, virtual addresses, day passes - 90% of new demand is use-case driven. The word "coworking" is plateauing. The categories inside it are exploding.



The world is already shopping for Indian flex offices. Nobody has built the storefront yet.

30+ countries - led by USA, UK, and UAE - are generating high-intent searches for Indian flex space. GCC expansions, NRI registrations, and expat relocation are driving it but the funnel drops off at discovery.



Managed Offices: The Next Phase of Workspace Evolution.

137% growth and 13,471 peak monthly searches, yet 20x below coworking in volume. The demand exists. The mainstream vocabulary doesn't. The first mover to close that gap will own the category.



India's "near me" coworking intent is unmatched globally - the search is the signal to transact.

98% of coworking searches in India are followed immediately by "near me" - the highest booking-intent ratio of any country studied. The decision is made before the search. Proximity is the only variable left.

India's Largest Commercial Real Estate Platform

myHQ by ANAROCK helps businesses of all sizes find the right office solution - from virtual offices and on-demand desks to coworking spaces, training rooms, managed headquarters, and traditional leased offices. Present pan-India with a 300+ strong team of consultants, myHQ brings together unmatched market access and expert advisory to ensure every client gets the best commercial real estate deal, faster.

50+
Cities

20k+
Corporate Clients

5L+
App Downloads

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Data: Google Search Volume, myHQ SEO keyword data, GSC geographic data & myHQ lead database.
All volumes are monthly averages unless stated otherwise.

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