

UKOM

The UKOM logo features a stylized white circle with a small white triangle pointing downwards, positioned between the letters 'O' and 'M'.

Online Market Overview

December 2024



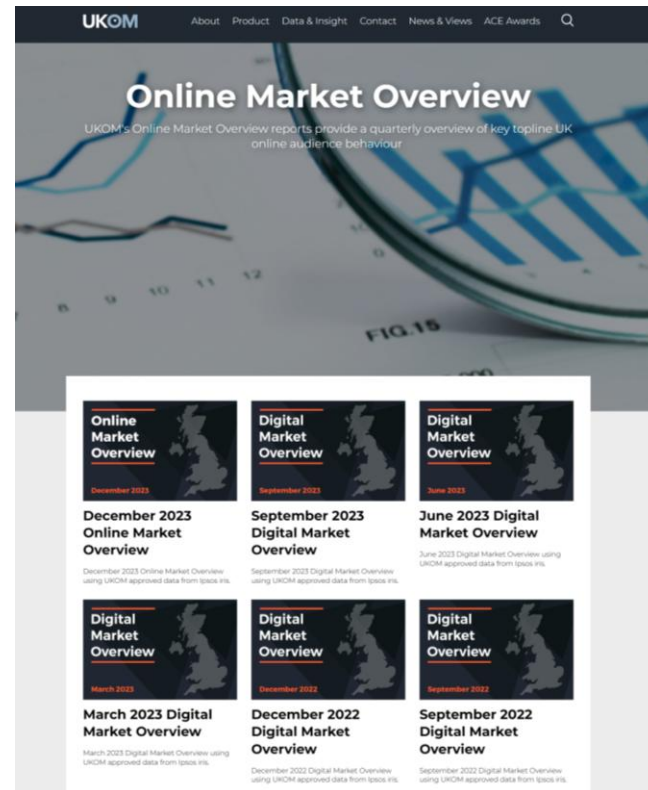
The UK Online Market Overview December 2024



This Online Market Overview focuses on UK online audience on PC, tablet and smartphone in December 2024.

Ipsos iris launched in 2021 as the new UKOM endorsed industry standard for the measurement of UK online audience behaviour.

Consolidated in one PDF, this is a starting point to learn more about the online audiences of companies in the headlines as well as a deep dive into the top online companies and brands in the UK



Contents

The UKOM logo is a white circle containing the text 'UKOM' in a blue, sans-serif font. The background of the slide features a dark grey, high-angle view of several electronic devices: a laptop on the right, a tablet in the bottom center, and a smartphone in the bottom right corner. The devices are arranged in a way that suggests a modern, digital environment.

UKOM

- In the news
- Key changes: Sep-Dec 24
- The UK online audience
- Time online
- Top organisations and brands
- Top mobile apps

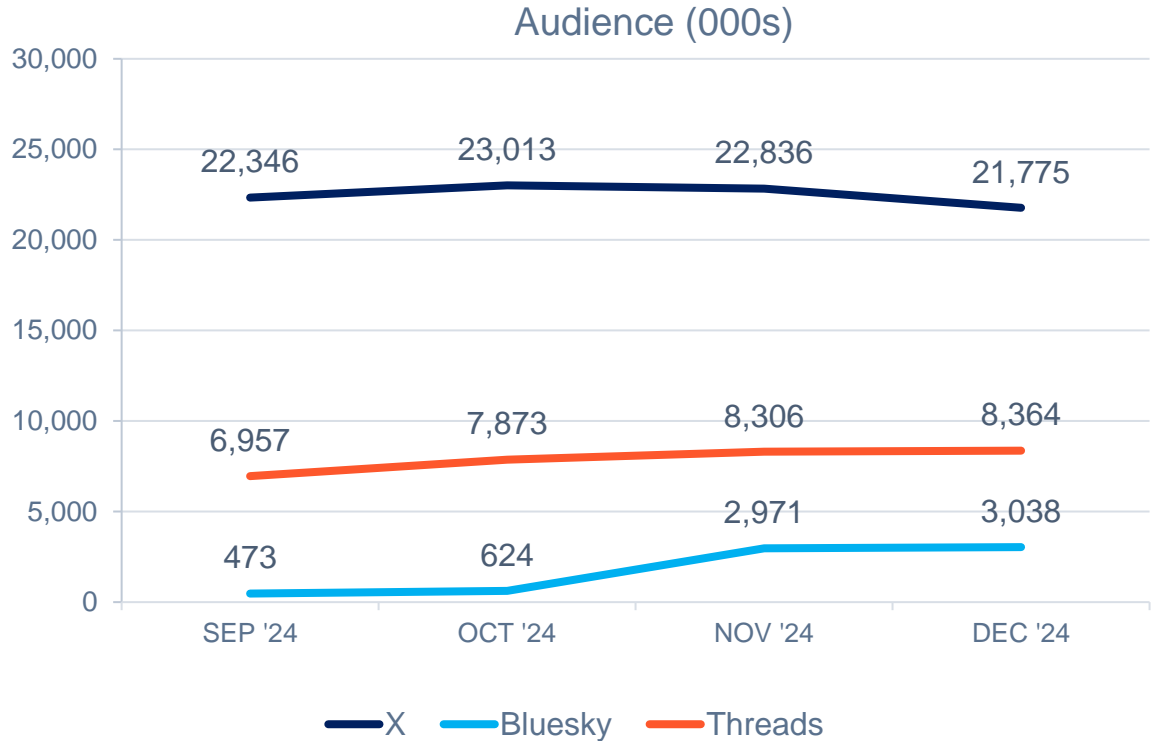


In the news



Bluesky's monthly audience reaches 3m in the UK

Despite huge growth after the UK election, growth has slowed between November and December



	AUDIENCE REACH (%)		AVG. MINS PP	
	SEP '24	DEC '24	SEP '24	DEC '24
	45.0	43.5	253:29	229:23
	14.0	16.7	100:12	119:37
	1.0	6.1	53:16	90:59

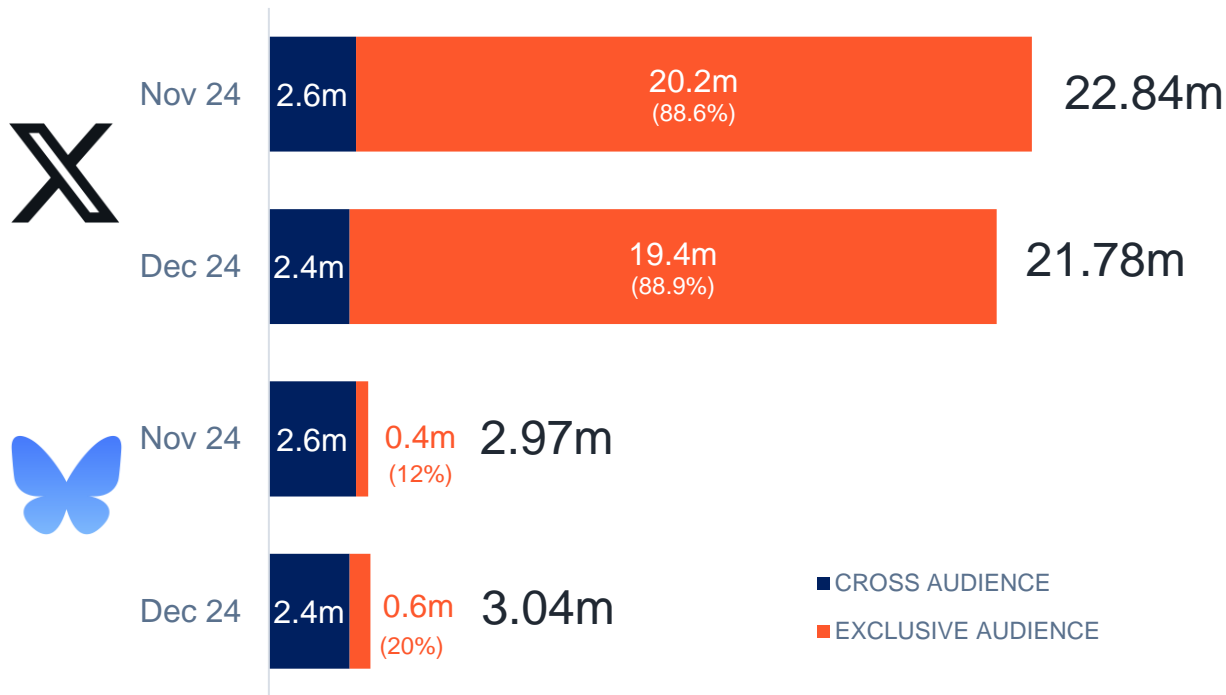


Source: UKOM Ipsos iris Online Audience Measurement Service, Sep-Dec 24
 Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.

X and Bluesky audience duplication Nov-Dec 24



Bluesky's exclusive audience has gone up from 12% to 20% between Nov & Dec 24

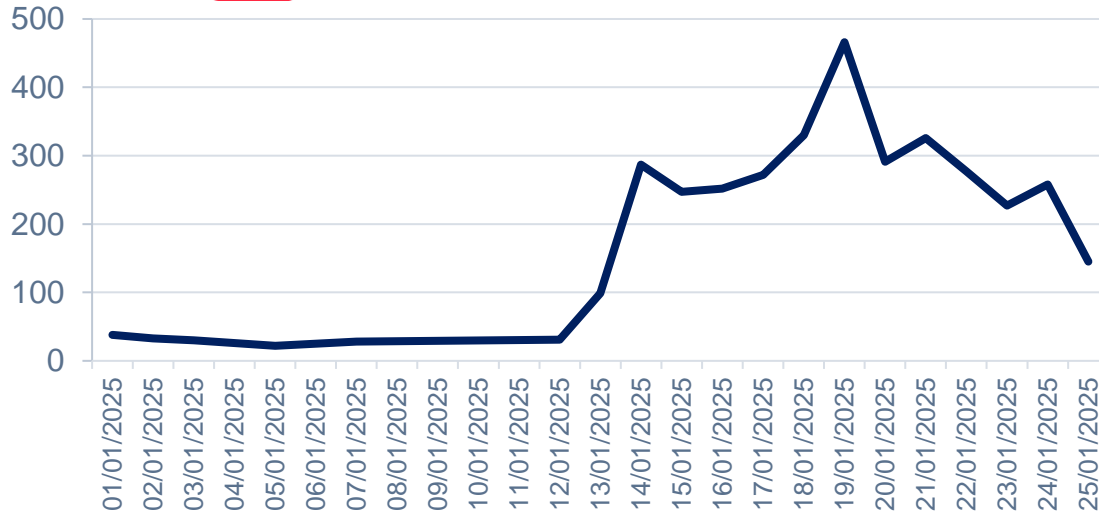


Source: UKOM Ipsos iris Online Audience Measurement Service, Sep-Dec 24
Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.

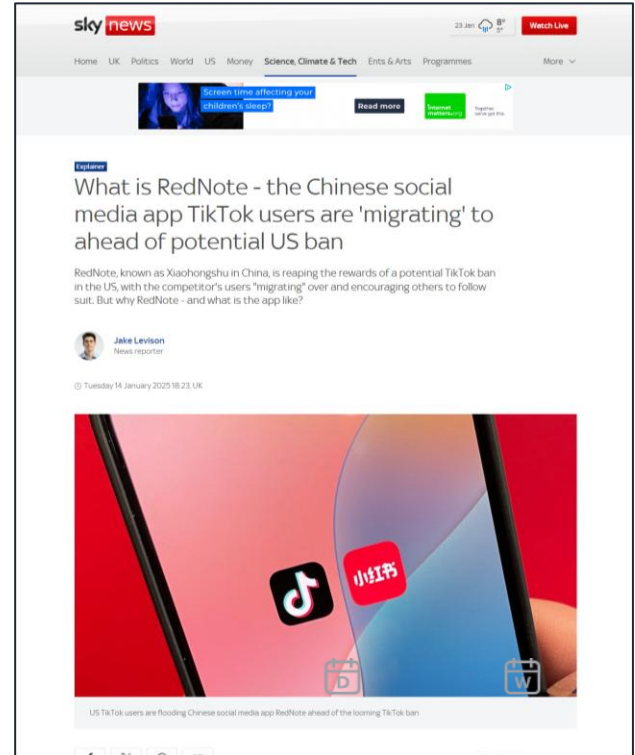
UK interest in Xiaohongshu, known as RedNote in English, peaked after TikTok went dark in the US



RedNote Daily Audience (000s)



Date	Media	Audience (000s)	W	Total Mins (000s)	W
19/01/2025	RedNote	466	1403% ↑	8,139	2404% ↑



Source: UKOM Ipsos iris Online Audience Measurement Service, Daily Dashboard Jan 25

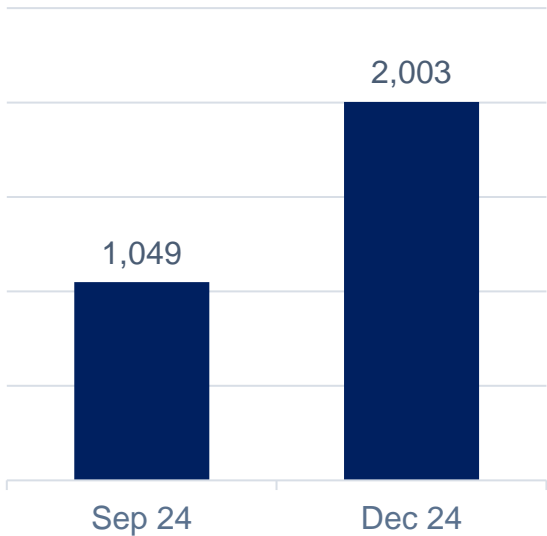
Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month. W = growth compared to the same day the week before

CapCut's UK audience doubles Sep-Dec 24

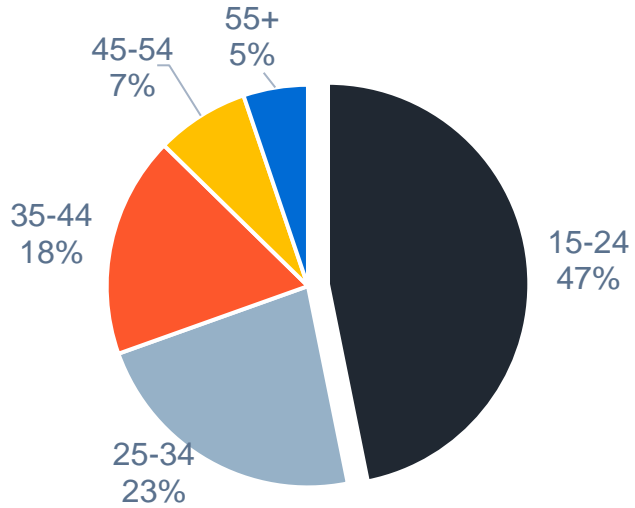
Monthly audience surpasses 2m but is heavily skewed towards 15-24s



CapCut Audience (000s)



Audience Profile Dec 24



Computing > Software

CapCut hit by US ban – and in completely unrelated news, Instagram has just revealed a new video-editing app

News By Hamish Hector last updated 21 January 2025

Edits is just like CapCut but not currently banned in the US

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When you purchase through links on our site, we may earn an affiliate commission. [Here's how it works](#)

(Image credit: CapCut)

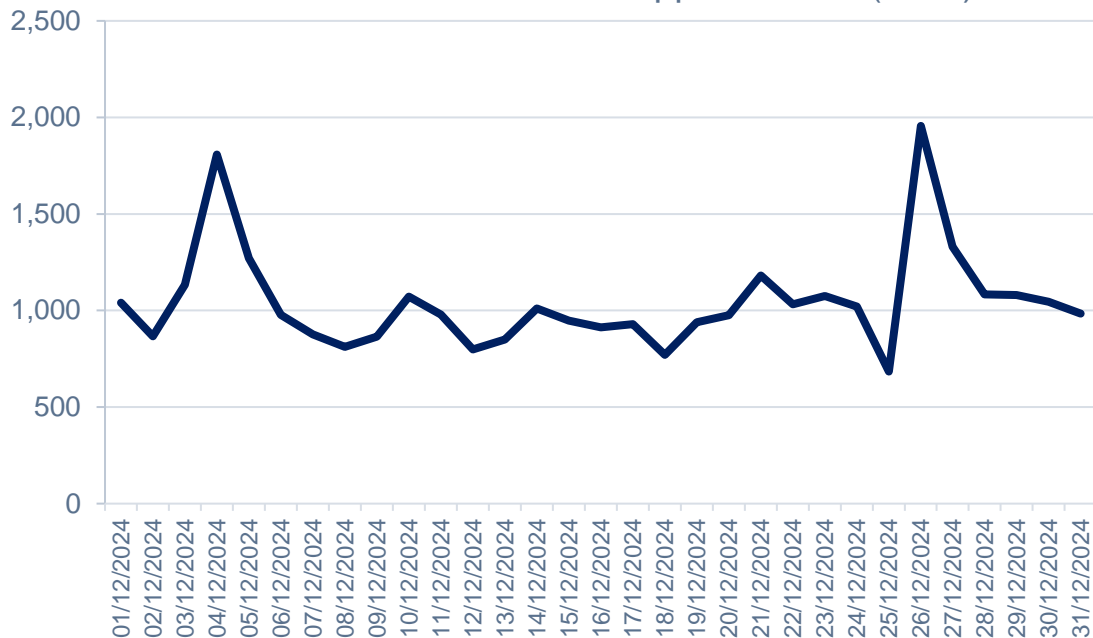


Source: UKOM Ipsos iris Online Audience Measurement Service, Daily Dashboard Sep-Dec 24
Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.

Premier League coverage boosted Amazon Prime Video's app audience on match days



Amazon Prime Video App Audience (000s)



Premier League Peak days	Ave. Daily Audience (000s)
4 th Dec	1807
26 th Dec	1956
Dec Average	1042

Source: UKOM Ipsos iris Online Audience Measurement Service, Dec 24

Base - All aged 15+ years using a PC, smartphone or tablet device(s). Mobile apps = apps across smartphone and tablet devices.

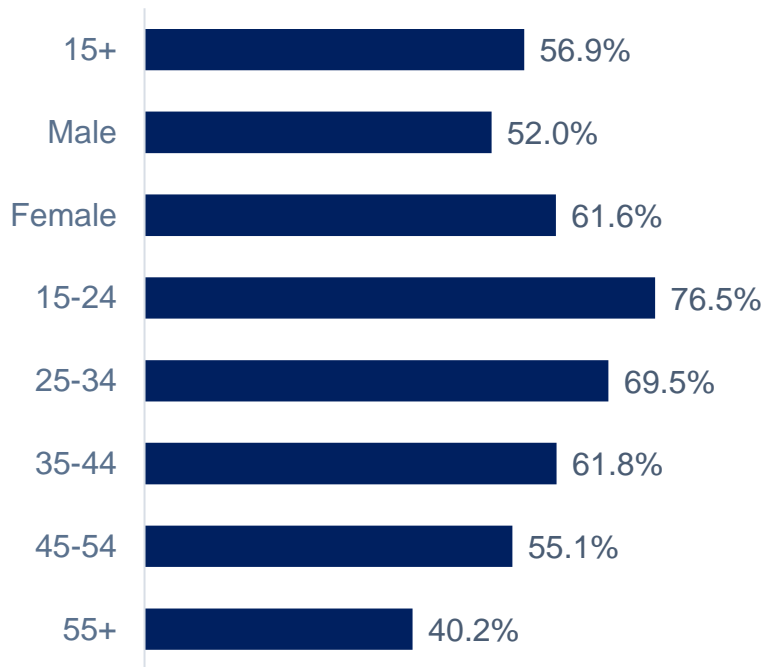


Older audiences fuel TikTok's audience growth

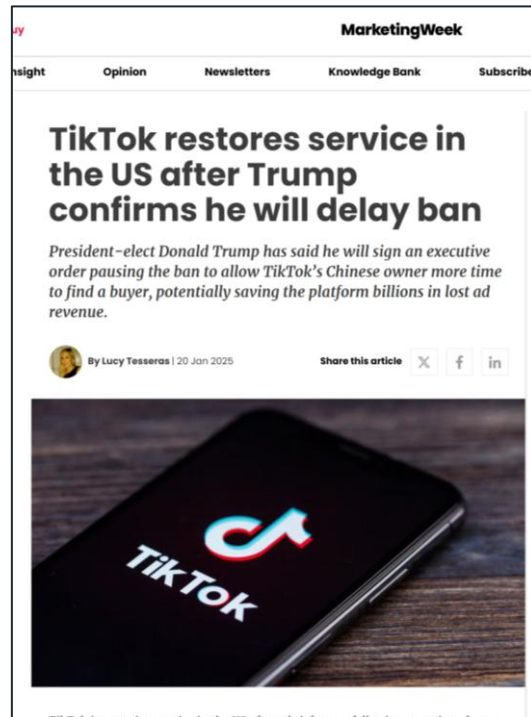
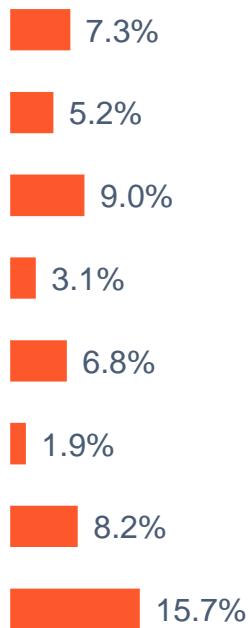
28.5m used TikTok in Dec 24. The 55+ age group has the lowest reach but is the fastest growing.



Audience Reach Dec 24 (%)



Audience Growth Sep-Dec (%)



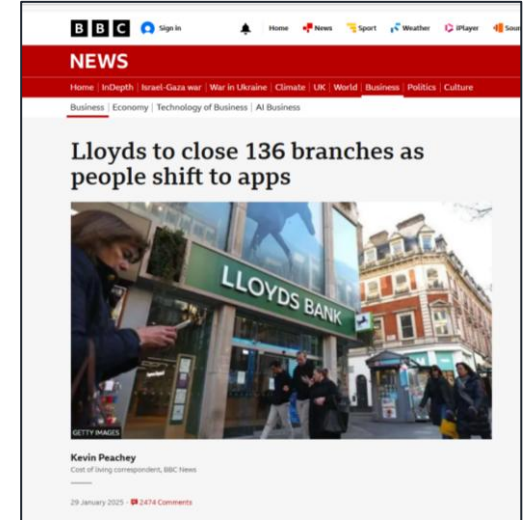
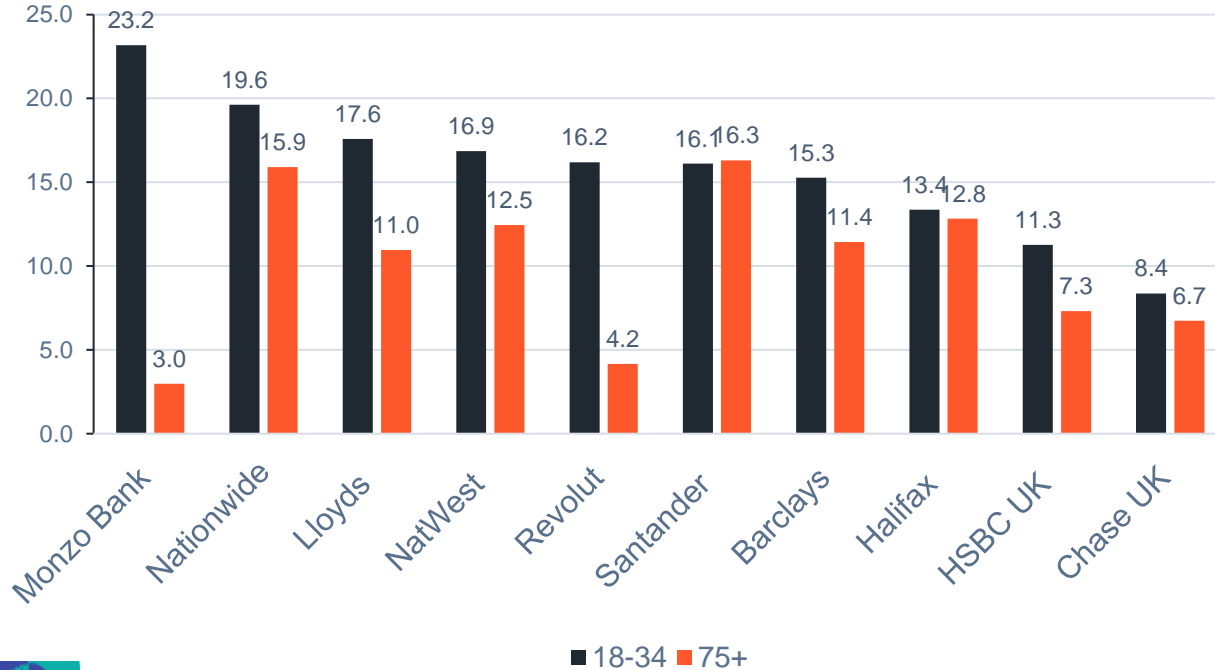
Source: UKOM Ipsos iris Online Audience Measurement Service, Sep-Dec 24
Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.

Reach of banking apps by age: 18-34s v 75+



Only 57% of over 75s are online. 75% of them use mobile banking apps, favouring high street names

Reach of Mobile Banking Apps (%): 18-34 v 75+



	18-34	75+
% population who use the internet	96	57
% of internet users who use mobile apps	88	75



Source: UKOM Ipsos iris Online Audience Measurement Service, Dec 24
 Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.

Key changes: Sep-Dec 24

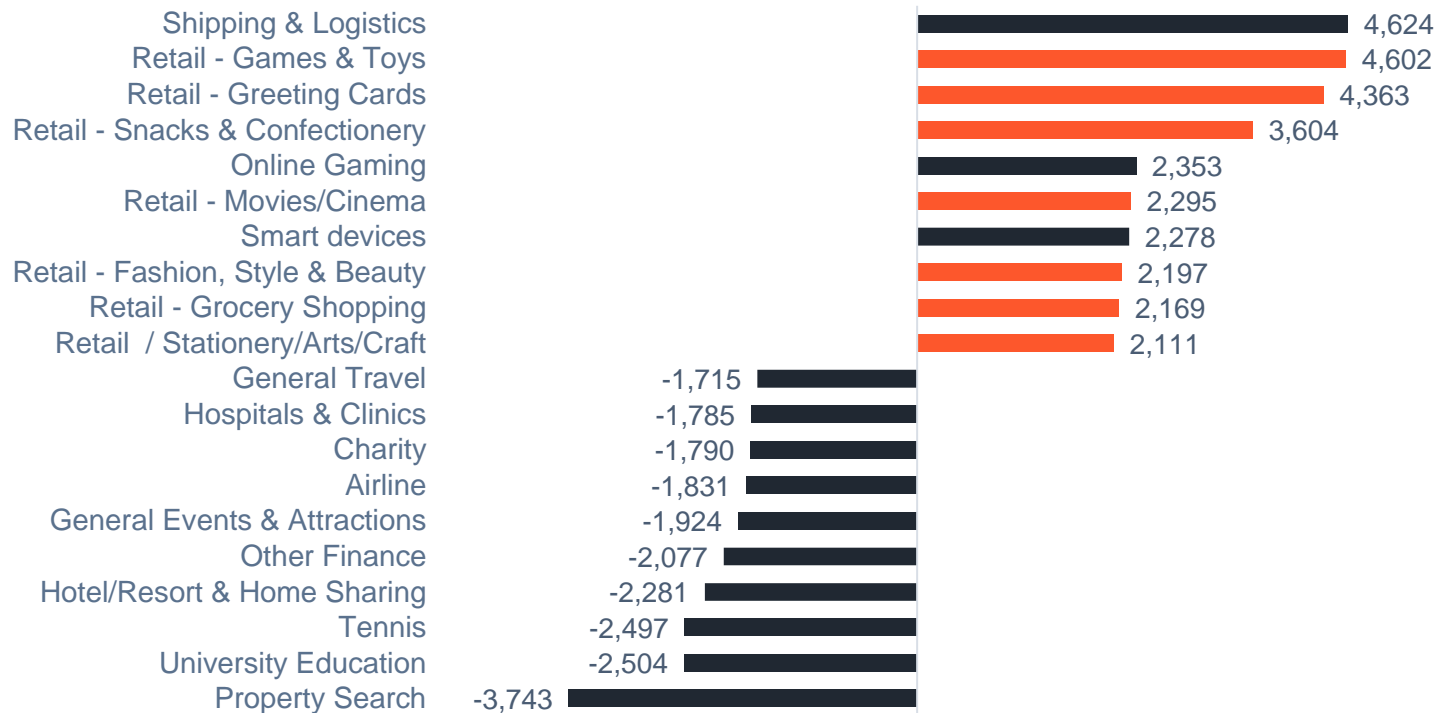


Tier 2 Category changes: winners and losers

Retail categories dominated the 'winners' list for audience growth between Sep and Dec 24



Audience change: Sep-Dec 24



Source: Ipsos iris Online Audience Measurement Service, Sep-Dec 2024

Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.

Retail brands adding most audience Sep-Dec 24

An additional 4m people visited Argos, M&S and John Lewis online during the festive season



	AUDIENCE (000S)			
	SEP '24	DEC '24	Change (%)	Change (abs)
TOTAL RETAIL	48,494	49,182	1%	689
Argos	18,140	22,294	23%	4,154
Marks & Spencer	13,785	17,860	30%	4,076
John Lewis	10,482	14,464	38%	3,982
Sainsbury's	12,692	15,962	26%	3,270
Currys PC World	7,625	10,656	40%	3,031
Tesco	17,160	20,179	18%	3,019
Boots	14,308	17,286	21%	2,978
Shopify	6,196	9,088	47%	2,892
Next	8,276	11,084	34%	2,809
Debenhams	4,077	6,693	64%	2,616
Etsy	11,175	13,718	23%	2,543



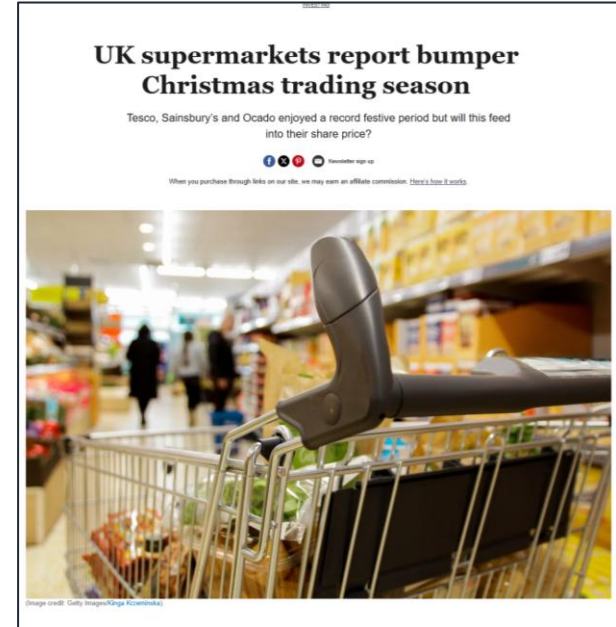
Source: UKOM Ipsos iris Online Audience Measurement Service, Sep-Dec 24
 Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.

Grocery retail brands adding most audience Sep-Dec 24



Unsurprisingly, all major online food stores experienced audience uplifts in the run up to Christmas with Sainsbury (absolute no.) and Waitrose (%) performing very well

	AUDIENCE (000S)			
	SEP '24	DEC '24	Change (%)	Change (abs)
TOTAL GROCERY RETAIL	37,828	39,998	5.7 %	2,169
Sainsbury's	12,692	15,962	26%	3,270
Tesco	17,014	20,069	18%	3,056
ASDA	13,861	16,447	19%	2,586
Morrisons	9,003	11,524	28%	2,521
Marks & Spencer	8,238	10,374	26%	2,136
Waitrose	4,090	5,808	42%	1,718
Lidl UK	13,514	14,782	9%	1,268
Aldi	5,455	6,680	23%	1,225
Iceland	3,688	4,749	29%	1,062
Co-op Food	3,816	4,172	9%	356
Ocado	3,739	3,913	5%	174



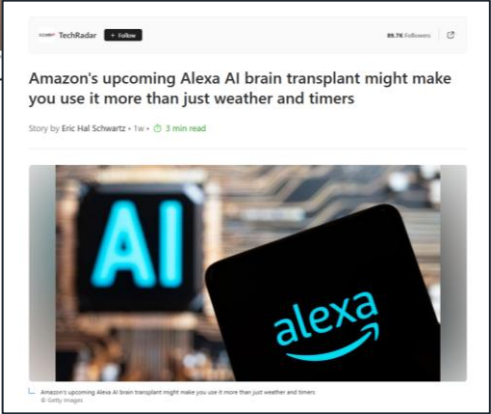
Source: UKOM Ipsos iris Online Audience Measurement Service, Sep-Dec 24
 Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.

Smart device apps added 2.3m users Sep-Dec 24



55% of the UK online population now use smart device apps, up from 51% in September.

	AUDIENCE (000S)			
	SEP '24	DEC '24	Change (%)	Change (abs)
TOTAL SMART DEVICES (APPS)	25,026	27,328	9%	2,302
Amazon Alexa	9,364	10,696	14%	1,331
Ring - Always Home	6,518	7,028	8%	511
Google Home	4,170	4,362	5%	192
Samsung SmartThings	3,942	4,337	10%	394
Hive - Smart Home	3,148	3,941	25%	793
ClareHome	2,750	3,518	28%	768
Apple Home	2,671	4,203	57%	1,532
Smart Life - Smart Living	1,363	1,689	24%	326
Blink Home Monitor	1,308	1,397	7%	89
Nest	1,086	1,337	23%	252
Sweat Wallet	938	1,044	11%	106



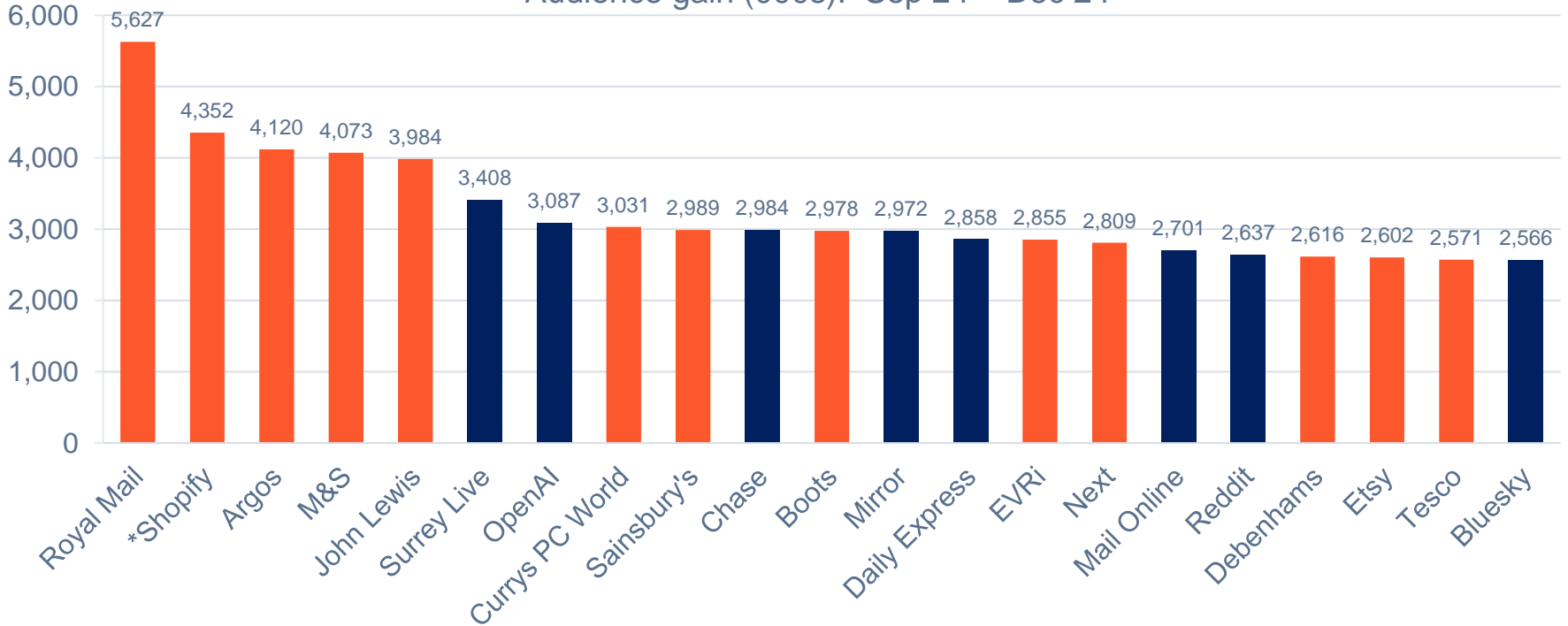
Source: UKOM Ipsos iris Online Audience Measurement Service, Sep-Dec 24
 Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.

Brands adding most audience : Sep-Dec 24

The majority of brands adding most audience are online retailers and delivery services



Audience gain (000s): Sep 24 – Dec 24



Source: Ipsos iris Online Audience Measurement Service, Sep 24- Dec 24

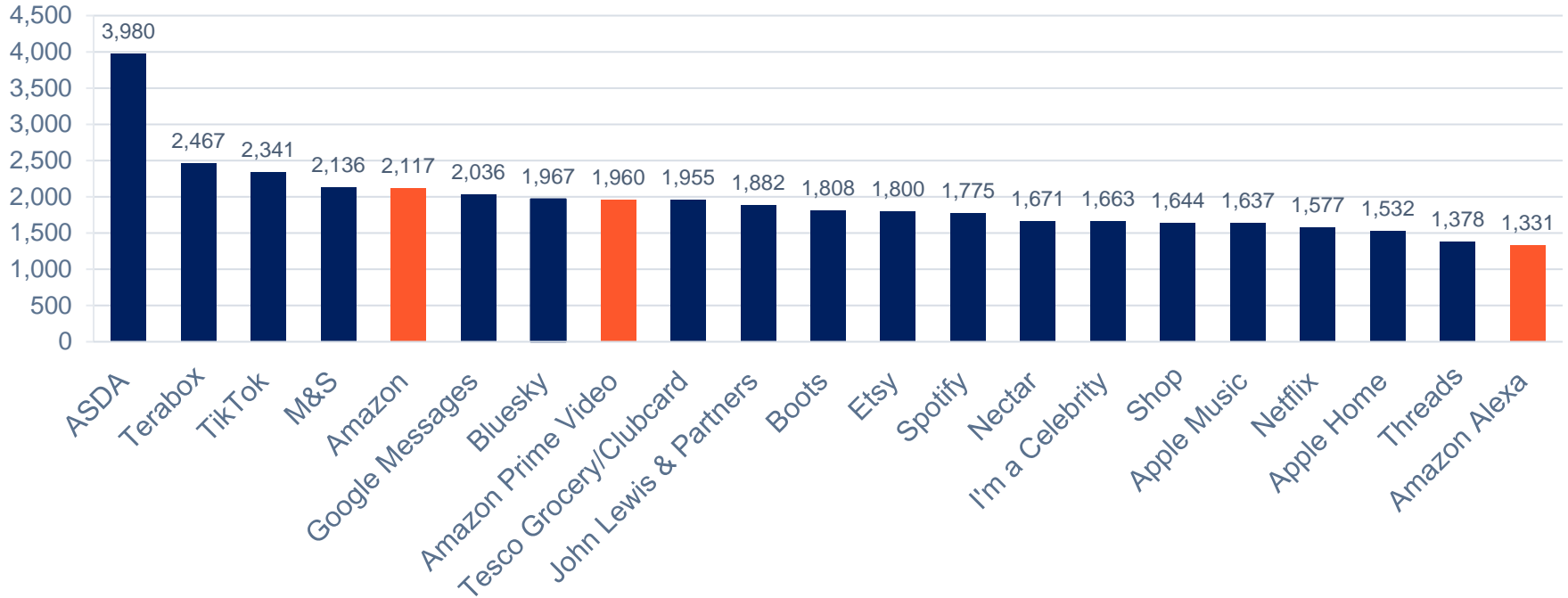
Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month. *Shopify includes Shop app.

Mobile apps adding most audience : Sep-Dec 24

3 of the top 20 apps which added most audience are owned by Amazon



Audience gain (000s): Sep 24 – Dec 24



Source: Ipsos iris Online Audience Measurement Service, Sep 24-Dec 24
Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.

The UK online audience



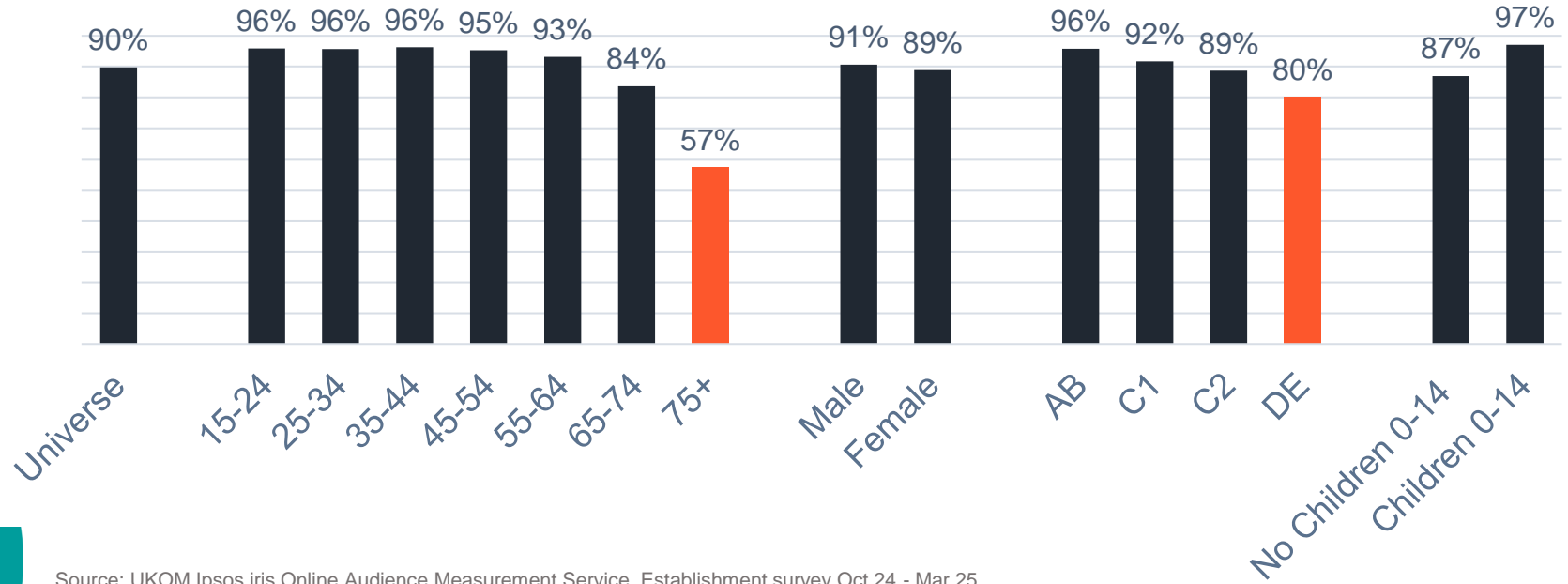
Internet penetration by demographics – Q4 24



Internet penetration is lower among those aged 75+ and social grades DE



% of UK population who use the internet



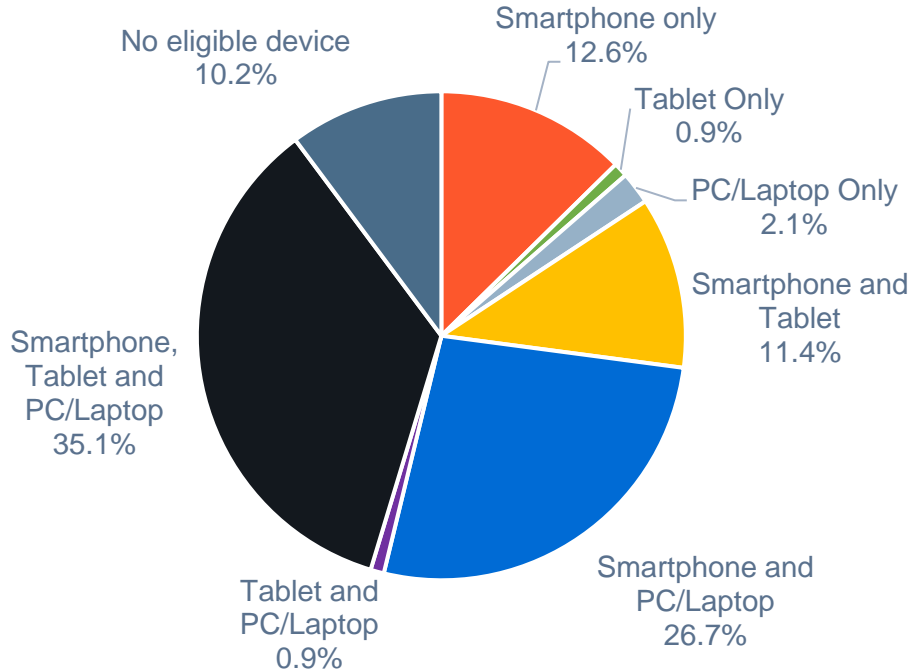
Source: UKOM Ipsos iris Online Audience Measurement Service, Establishment survey Oct 24 - Mar 25

Base – Total UK Population (15+)

Device usage by UK population – Q4 24



89.8% of the UK population use a smartphone, tablet or PC/laptop. 10.2% do not use any – that is 5.7m people



74% of the UK population are multi-device users, with over a third using all 3 types of device

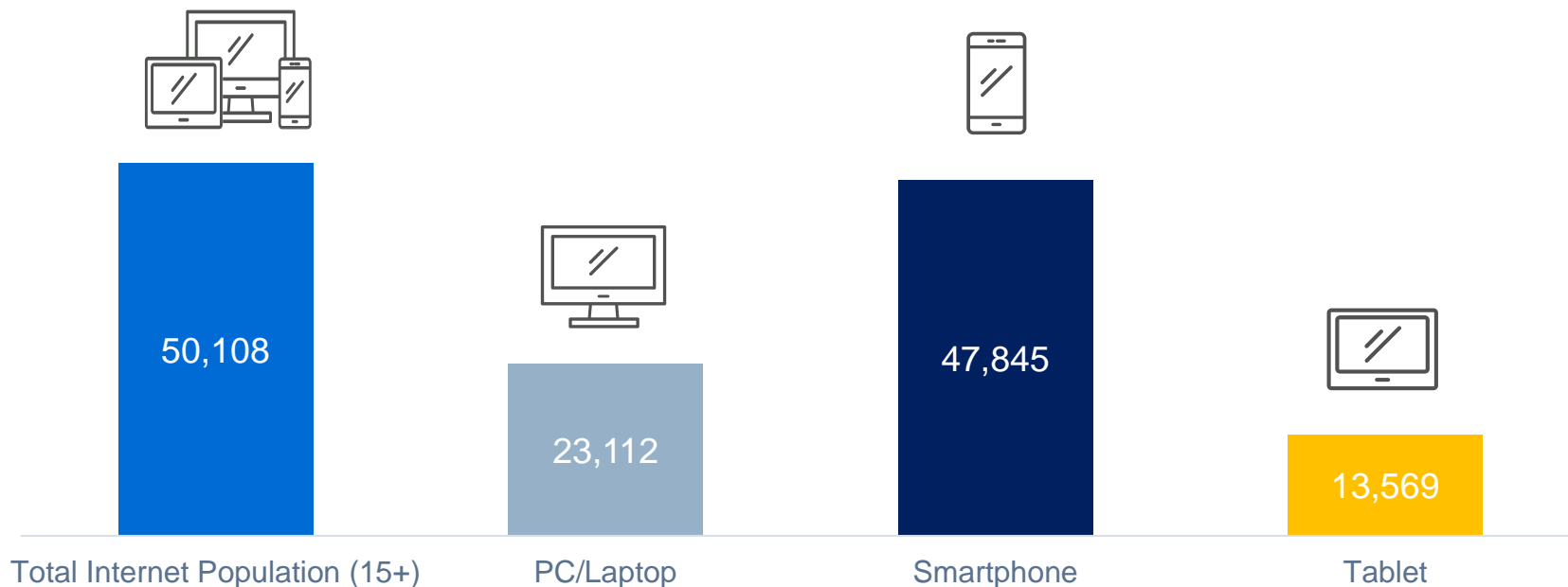


Source: UKOM Ipsos iris Online Audience Measurement Service, Establishment survey Oct 24 - Mar 25

Base – Total UK Population (15+)

Online audience by devices used (000s)

Total online 15+ audience surpasses 50 million



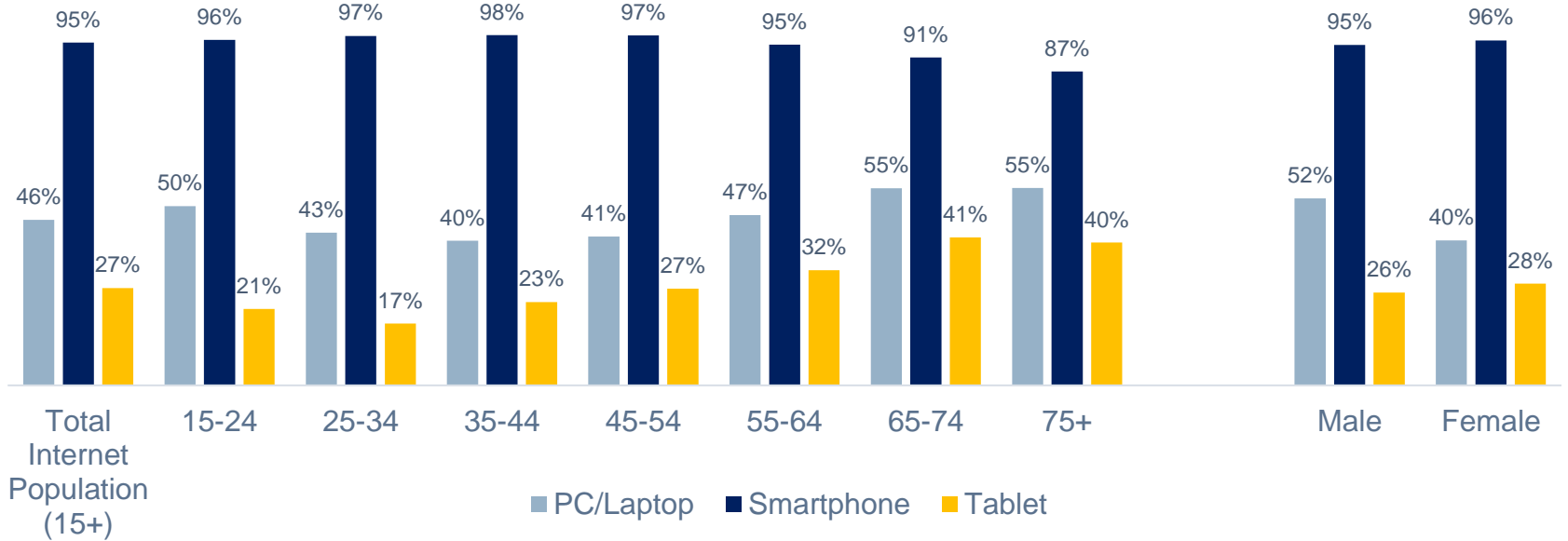
Source: UKOM Ipsos iris Online Audience Measurement Service, Dec 24

Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month

Devices used to go online by age and gender (%)



Older audiences are more likely to use a tablet. Males are more likely than females to use a PC



Source: UKOM Ipsos iris Online Audience Measurement Service, Dec 24

Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month

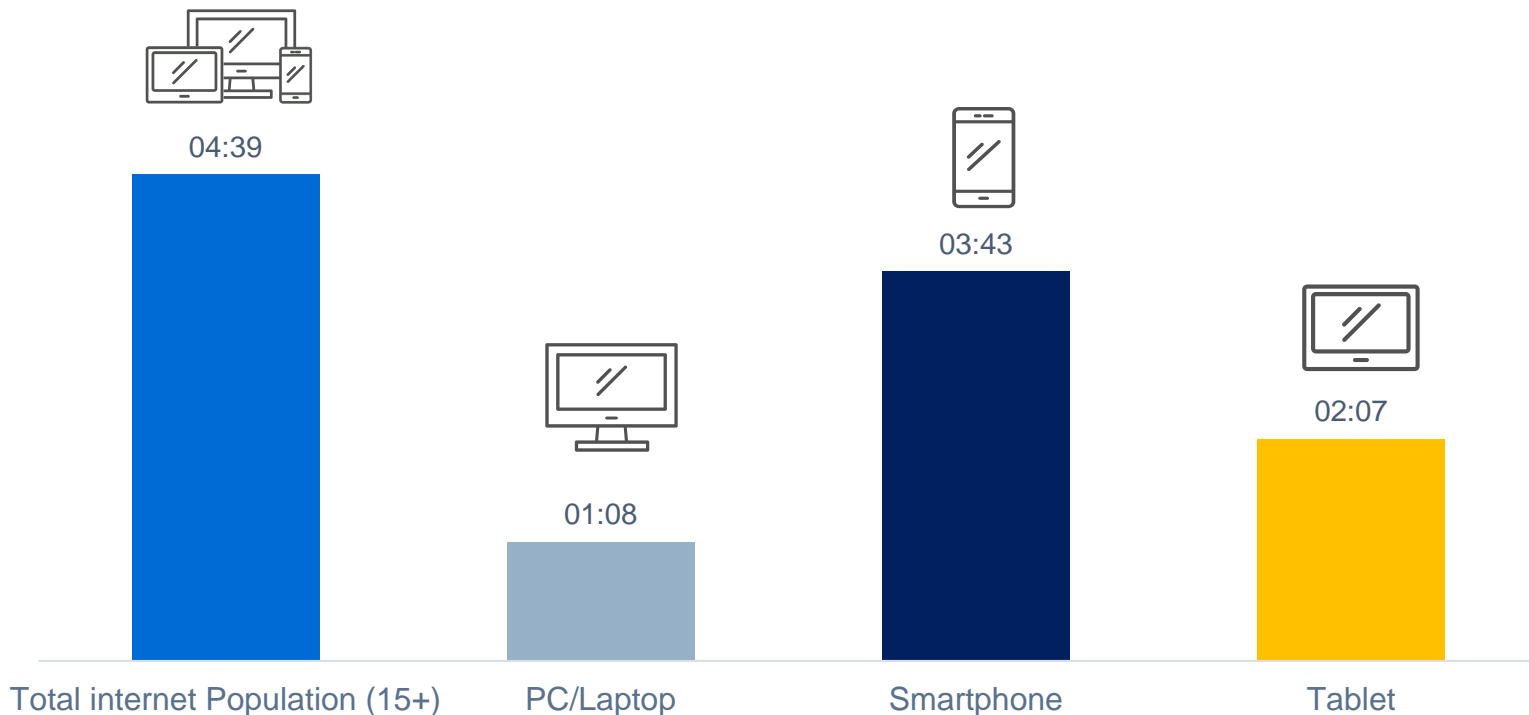
Time online



Average time spent online per day by device (hh:mm)



The UK internet population spends on average 4hrs 39 minutes online each day



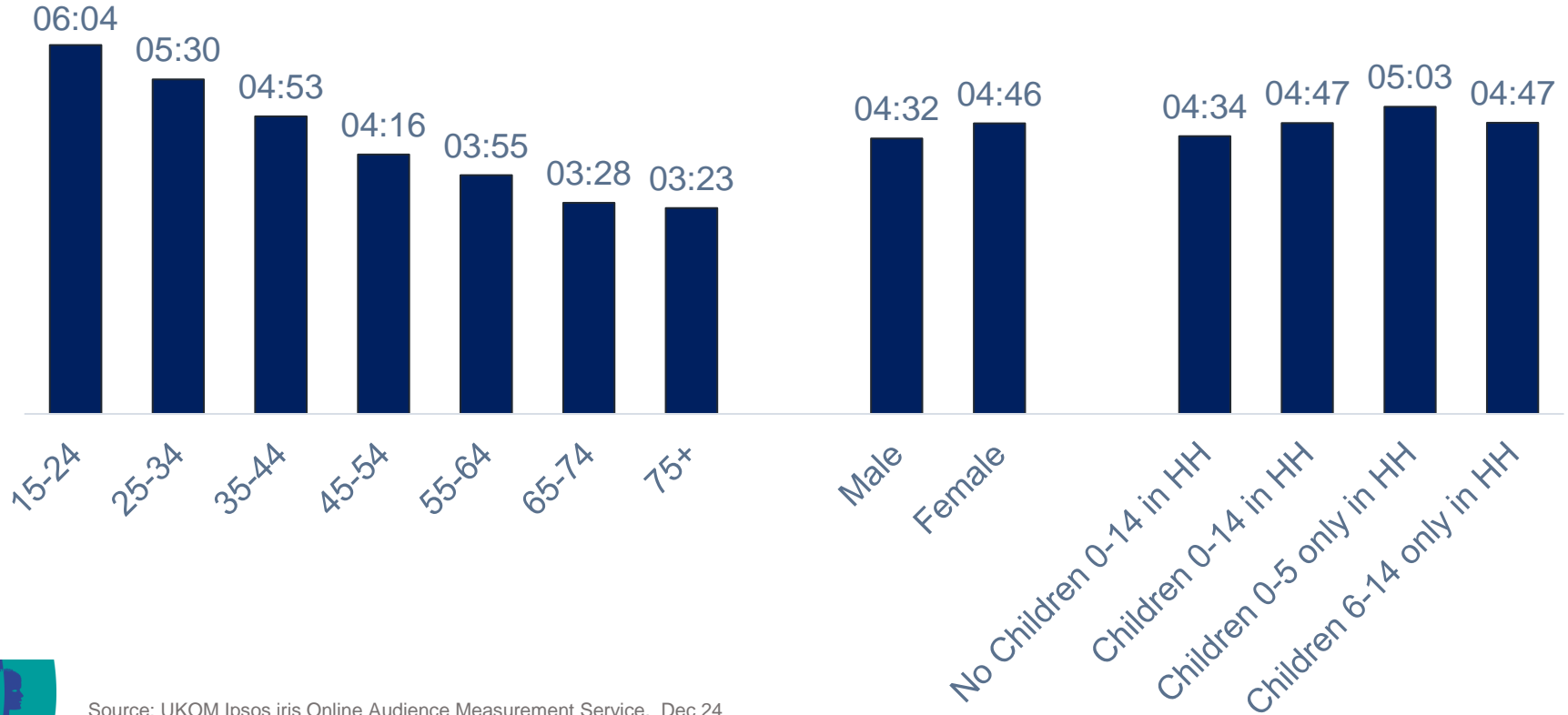
Source: UKOM Ipsos iris Online Audience Measurement Service, Dec 24

Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month. Averages are based on users of each device.

Average time spent online per day by demographics



15-24s now spend on average more than 6 hrs online each day

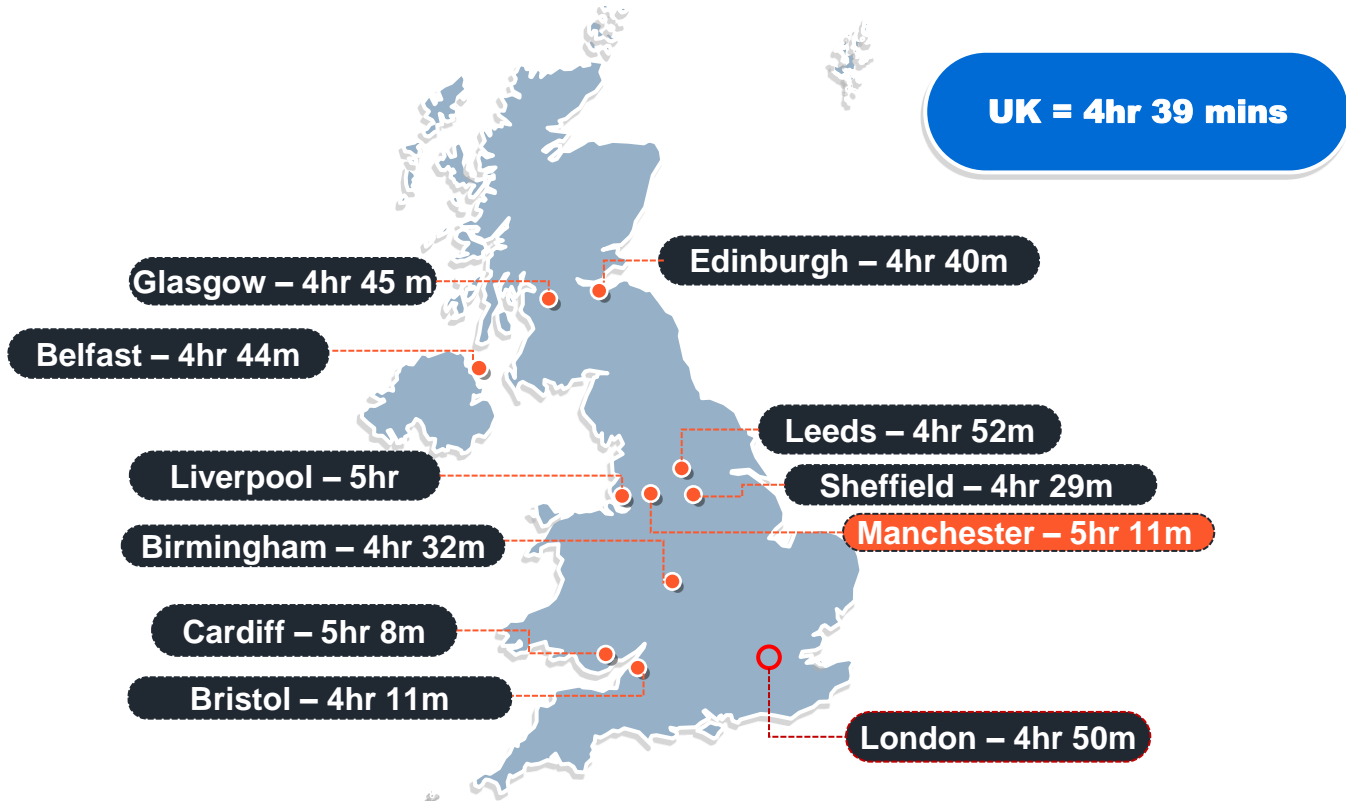


Source: UKOM Ipsos iris Online Audience Measurement Service, Dec 24

Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month

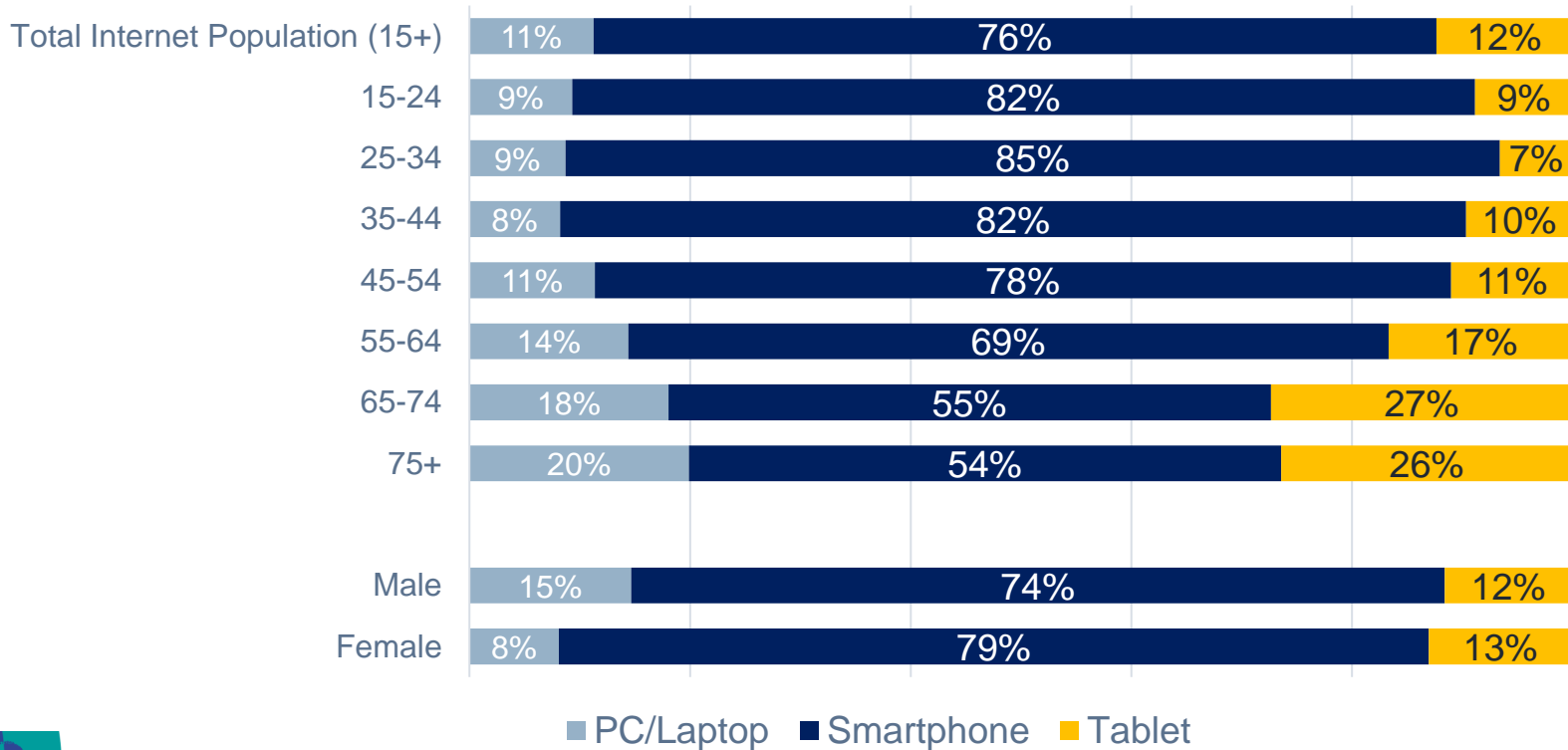
Average time online per day by city (hh:mm)

Of the major UK cities, residents of Manchester spend most time online in December



Device share of minutes by age and gender

Three-quarters of minutes are spent on smartphones. Tablet share is higher among older people



Source: UKOM Ipsos iris Online Audience Measurement Service, Dec 24

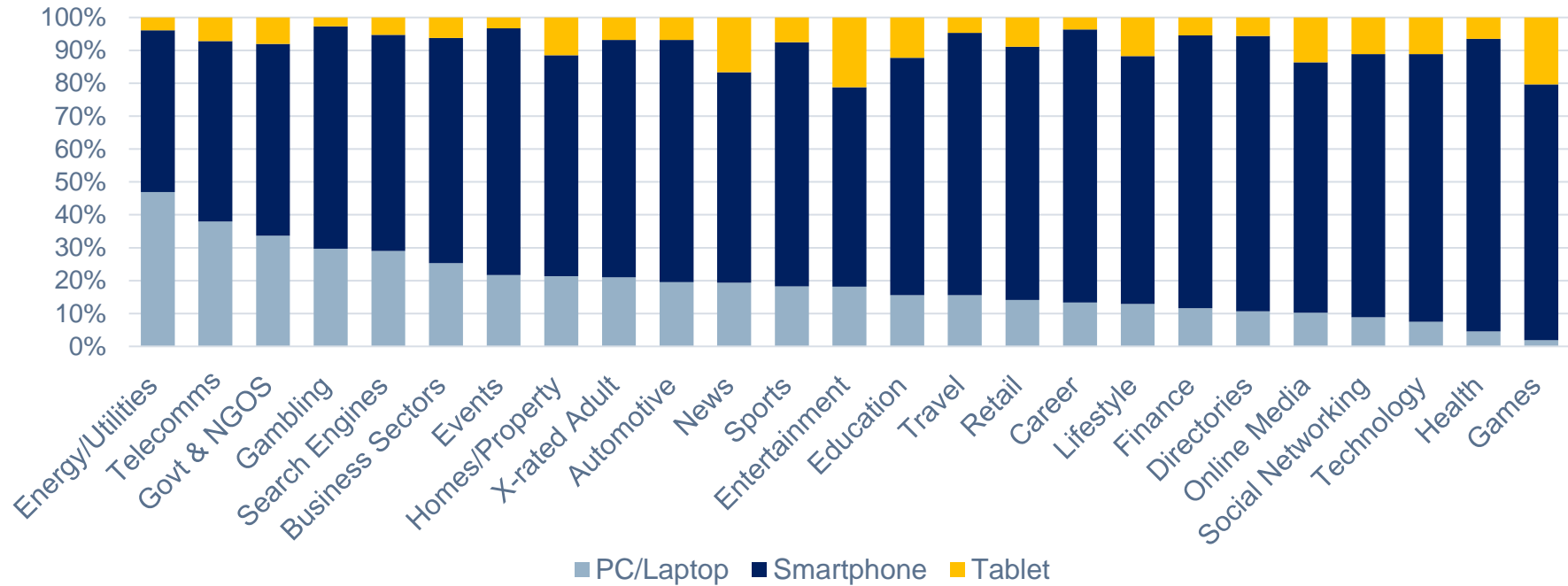
Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month



Share of minutes (%) by device by category



There are now NO major categories where PCs account for the majority of minutes. Tablets have their highest share for entertainment and gaming



Source: UKOM Ipsos iris Online Audience Measurement Service, Dec 24

Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.

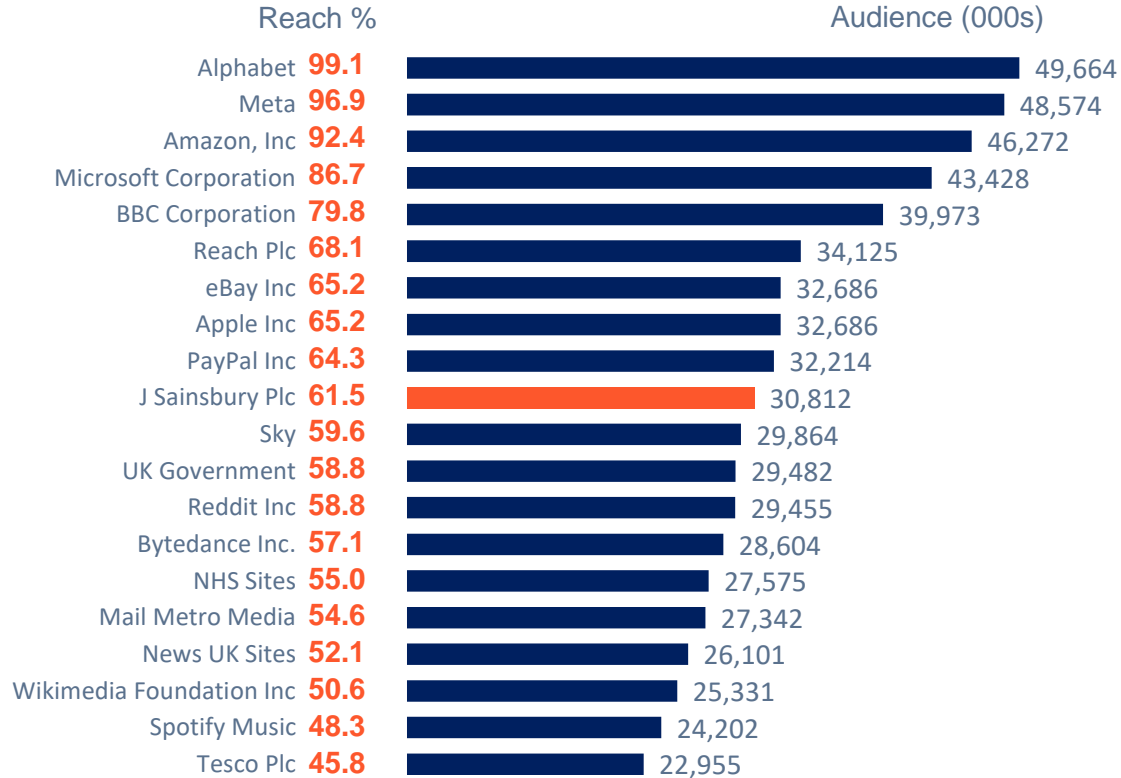
NB Duration (Total Mins (MM) & Avg. Mins Per Person) not measured for sites or apps running in device background/'out of focus'

Top organisations and brands



Top 20 organisations by audience

Argos helped propel Sainsbury's into the top 10 in December



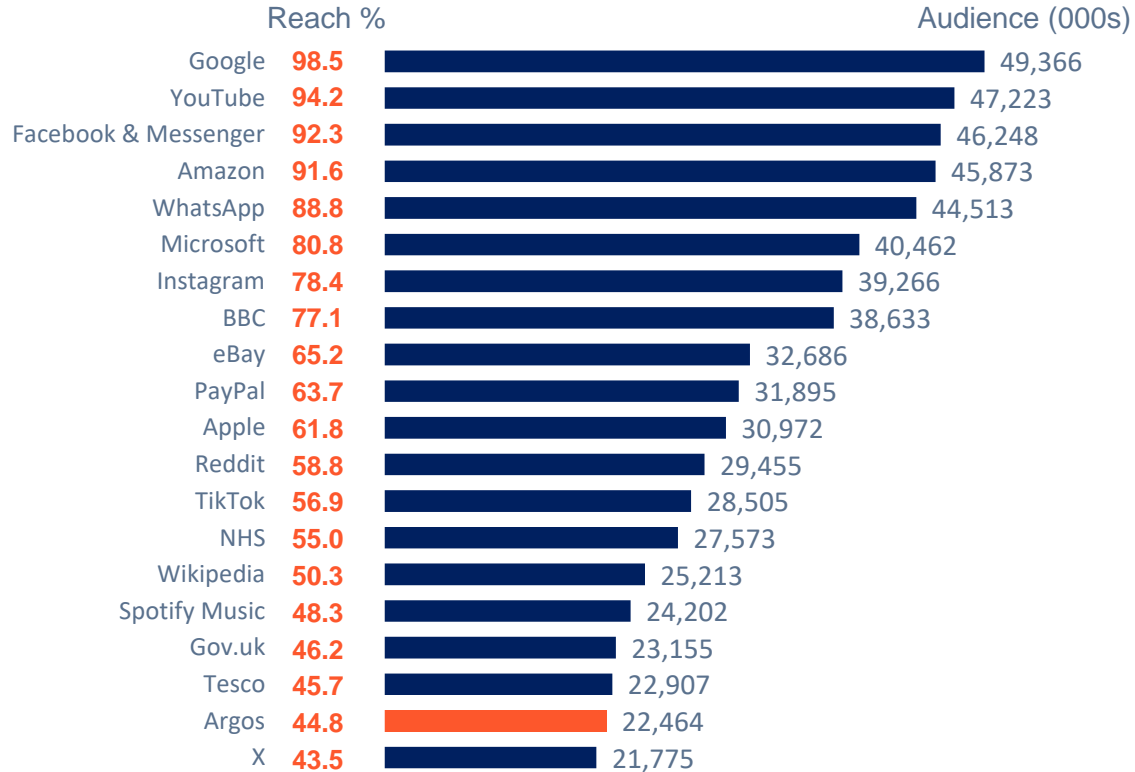
Source: UKOM Ipsos iris Online Audience Measurement Service, Dec 24

Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.



Top 20 online brands by audience

Over 4 million more people visited Argos in Dec v Sep. Argos replaced Temu in the top 10.



Source: UKOM Ipsos iris Online Audience Measurement Service, Dec 24

Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.



Top 20 brands by time spent

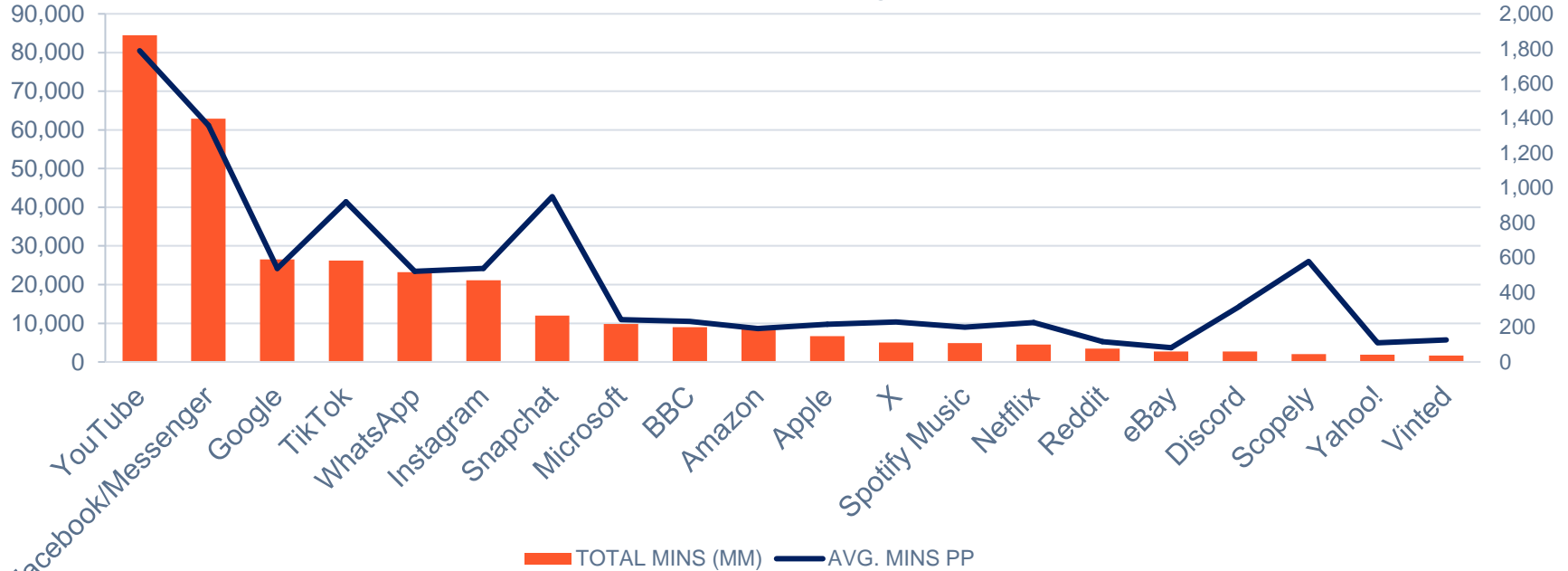


Social media brands dominate the top 10 for time online, driven by high average minutes per person.

Minutes (MM)

Total Minutes (MM) and Avg. Mins Per Person

Avg.Mins PP



Source: UKOM Ipsos iris Online Audience Measurement Service, Dec 24

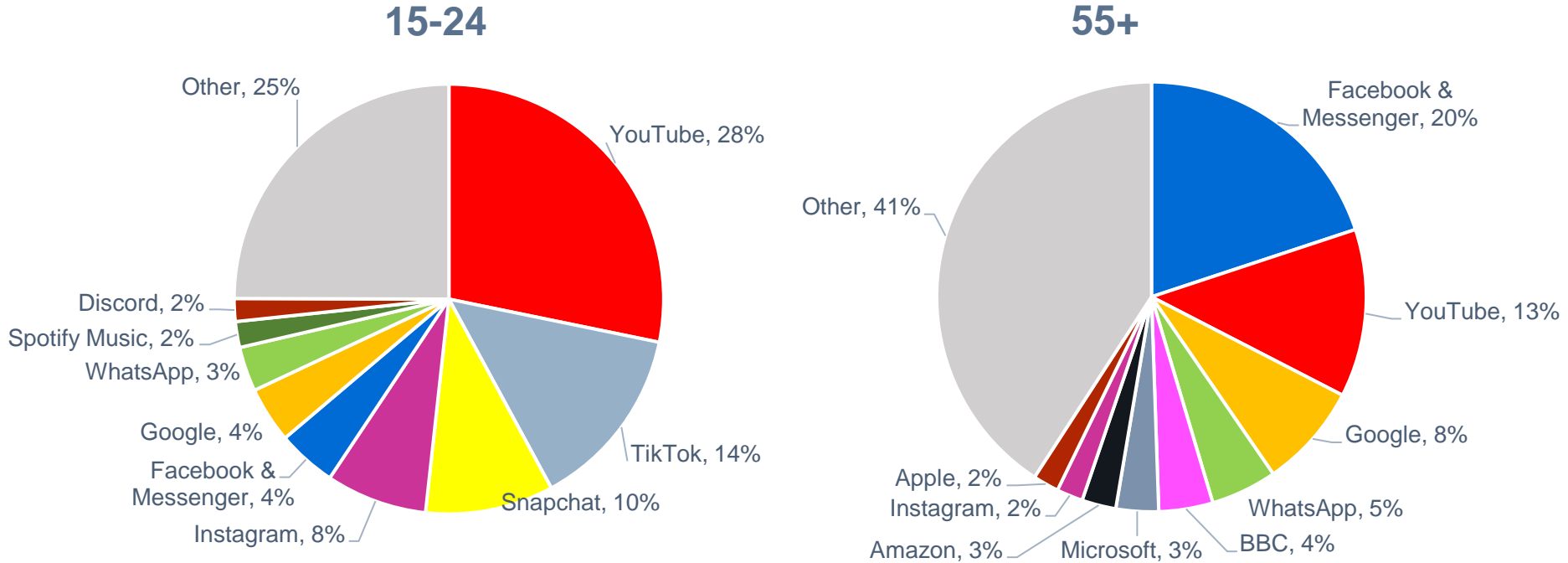
Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.

NB Duration (Total Mins (MM) & Avg. Mins PP) not measured for sites or apps running in device background/'out of focus'.

Brand share of minutes by age group: 15-24 v 55+



Top brands & SOM differs by age. YT and TikTok account for 42% of time spent by 15-24s



Source: UKOM Ipsos iris Online Audience Measurement Service, Dec 24

Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month. Averages are based on users of each device.

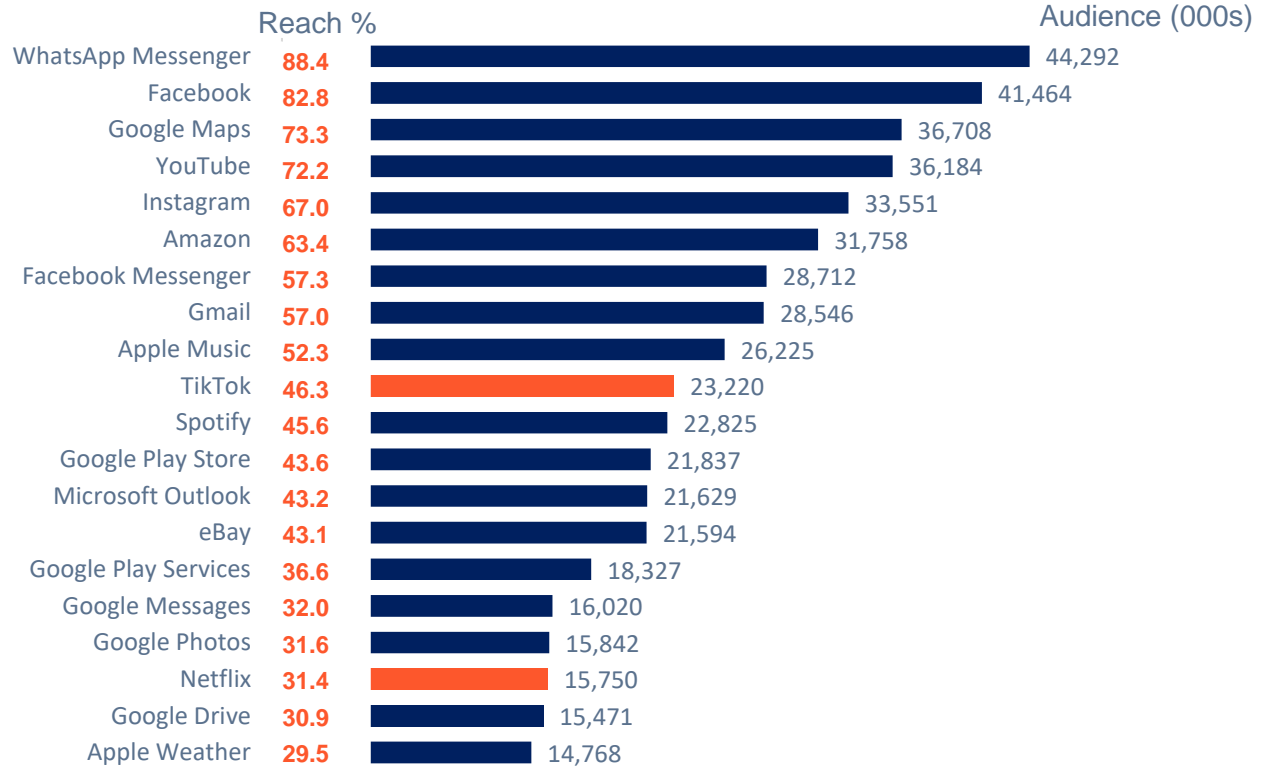


Top mobile apps



Top 20 mobile apps by audience

Netflix enters the top 20 as X drops out. Tik Tok is now in the top 10 after adding 2.3m since Sep



Source: UKOM Ipsos iris Online Audience Measurement Service, Dec 24

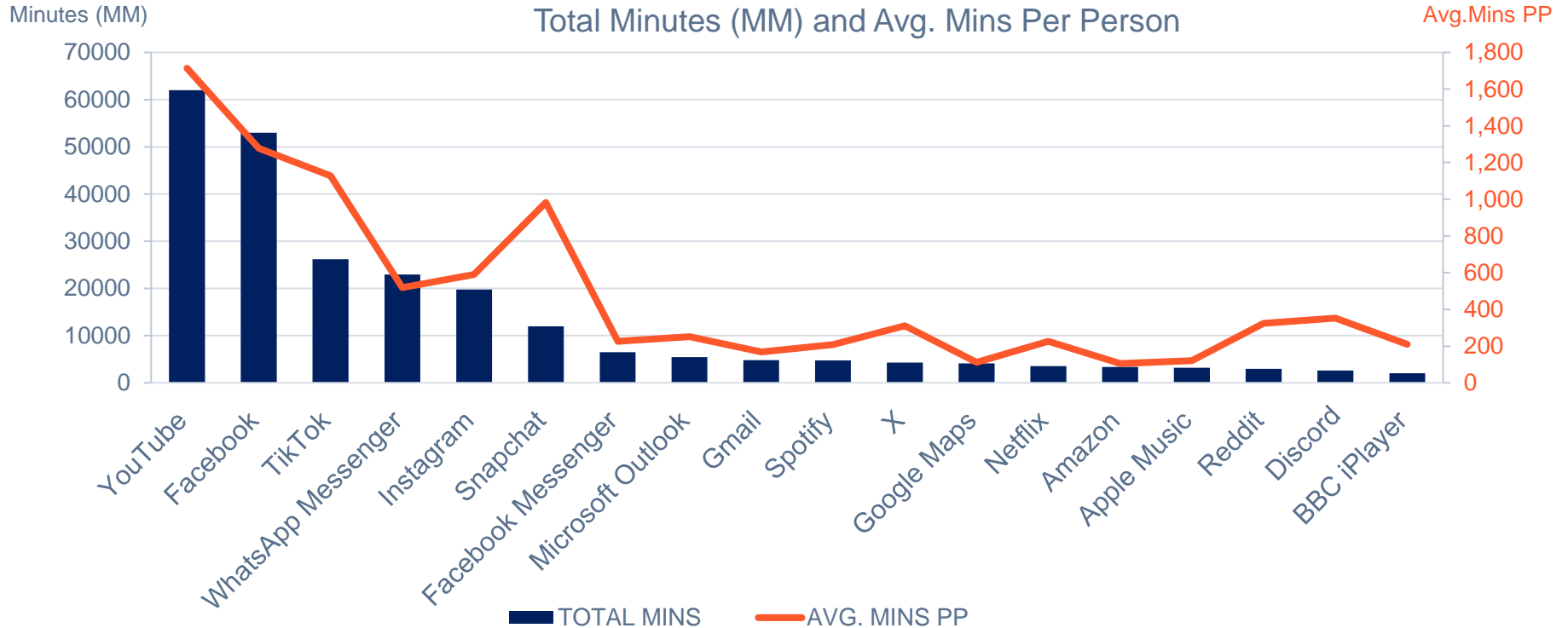
Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.



Top 20 mobile apps by time spent



Video, social media and music dominate time spent on mobile apps



Source: UKOM Ipsos iris Online Audience Measurement Service, Dec 24

Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.

NB Duration (Total Mins (MM) & Avg. Mins PP) not measured for sites or apps running in device background/'out of focus'.

Top 10 apps by minutes by mobile device

Video viewing apps rank high on tablets for time spent.



Smartphone Top 10

	MEDIA	TOTAL MINS (MM)	AVG. MINS PP
1	Facebook	48482	1,199
2	YouTube	45400	1,318
3	TikTok	25527	1,144
4	WhatsApp Messenger	22806	518
5	Instagram	18992	585
6	Snapchat	11793	978
7	Microsoft Outlook	4534	217
8	Spotify	4382	198
9	Facebook Messenger	4273	157
10	Gmail	4072	147



Tablet Top 10

	MEDIA	TOTAL MINS (MM)	AVG. MINS PP
1	YouTube	16616	2774
2	Facebook	4530	683
3	Facebook Messenger	2210	551
4	Netflix	1562	477
5	BBC iPlayer	1145	423
6	Microsoft Outlook	898	407
7	YouTube Kids	853	1989
8	Instagram	794	246
9	Apple Music	775	143
10	Gmail	728	196



Source: Ipsos, Ipsos iris Online Audience Measurement Service, Dec 24

Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.

NB Duration (Total Mins (MM) & Avg. Mins PP) not measured for sites or apps running in device background/'out of focus'.



Questions?

Find out more at:

<http://www.ukom.uk.net/>

Email us at:

insights@ukom.uk.net

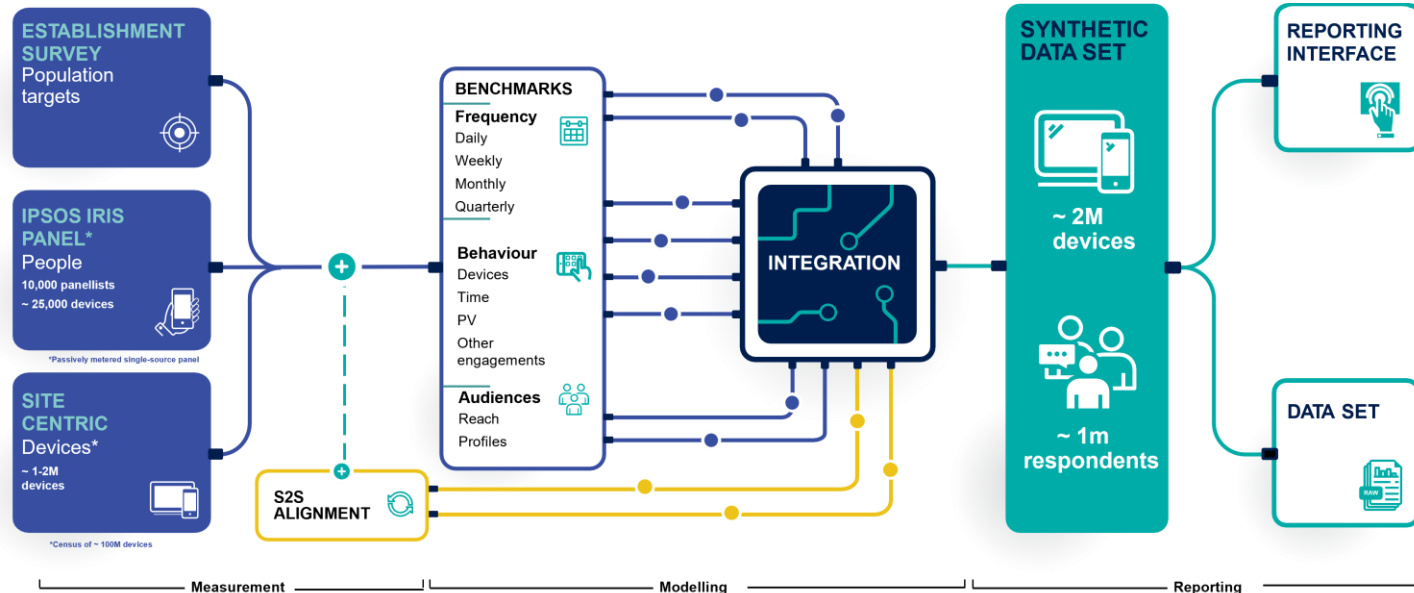
Methodology



A hybrid measurement solution combining a single-source panel with site-centric measurement

Ipsos iris is the new UKOM-endorsed service for the measurement of audiences of online content. It uses a hybrid methodology combining metered data from a core 10,000 single-source panel with census site-centric measurement. The diagram below summarises the inputs and processes involved in the production of Ipsos iris audience data.

More detail on the methodology can be found at: ukom.uk.net/ipsos-iris-overview.php



About UKOM

UKOM's objective is to set and oversee the delivery of a credible industry standard for digital audience measurement. That means quantifying audiences in terms of people, not browsers or machines.

UKOM's governance structure involves all sides of the industry, to ensure that Ipsos iris services meet our collective needs fully and fairly.

The whole UK media industry is involved in setting and overseeing UKOM standards through its Technical and Commercial Committees, and the UKOM Board.

UKOM and Ipsos work to an agreed process for product approval, from agreeing concepts, to approved data publication, and continuous assessment.



Find out more at:

www.ukom.uk.net/

About Ipsos



Ipsos measure audiences of media content in more than 70 countries, and the company is at the forefront of the latest techniques and methodologies required to measure more platforms, more quickly.

In the UK, Ipsos have developed the world's first large scale, single source, multi-platform, passive measurement panel and work across the industry with partners such as: BARB, RAJAR, PAMCo, IPA Touchpoints, and Route.

In 2021, Ipsos iris became UKOM's endorsed solution for online audience measurement data. The solution is built for the needs of the industry and allows clients to: reassert their value proposition, have greater differentiation, enable ROI for clients, and give you a trusted independent foundation to make evidence-based decisions for their digital growth.

Find out more at:

<https://iris.ipsos.com>