UKOM

Online Market Overview

Dec 2025

# The UK Online Market Overview Dec 2025

Overview

- **This Online Market Overview focuses on the UK online audience on PC/laptop, tablet and smartphone in Dec 2025. The online measurement service Ipsos iris launched in 2021 and UKOM endorses the data for PC, tablet and smartphone**

- **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**

Methodology Updates

- **New Universe: The new total internet population 15+ was updated in Oct 2025 to bring it in line with the latest PAMCo survey estimates.**

- **Yahoo and MSN distributed content was integrated into Ipsos iris from April 2025 under Publisher Organisations.**
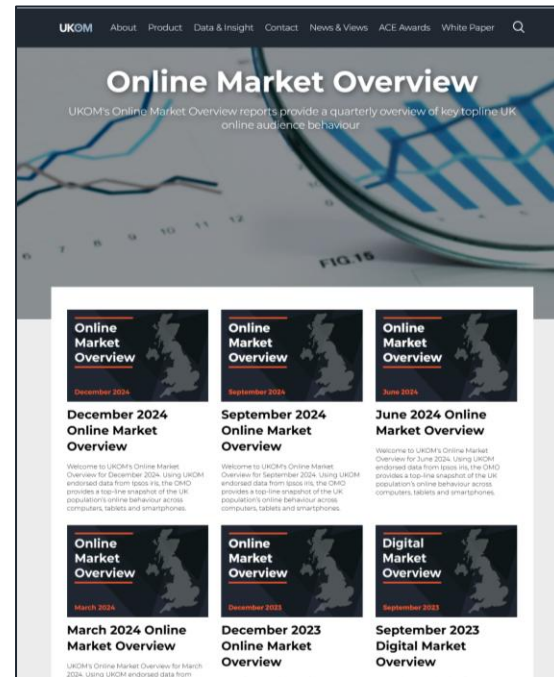
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- **In the news**
- **The UK online audience**
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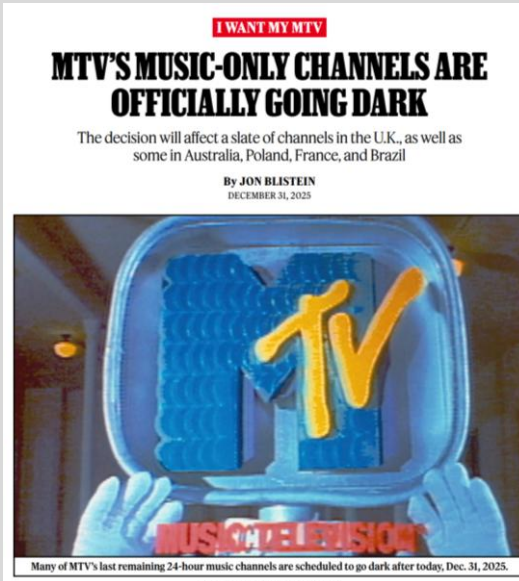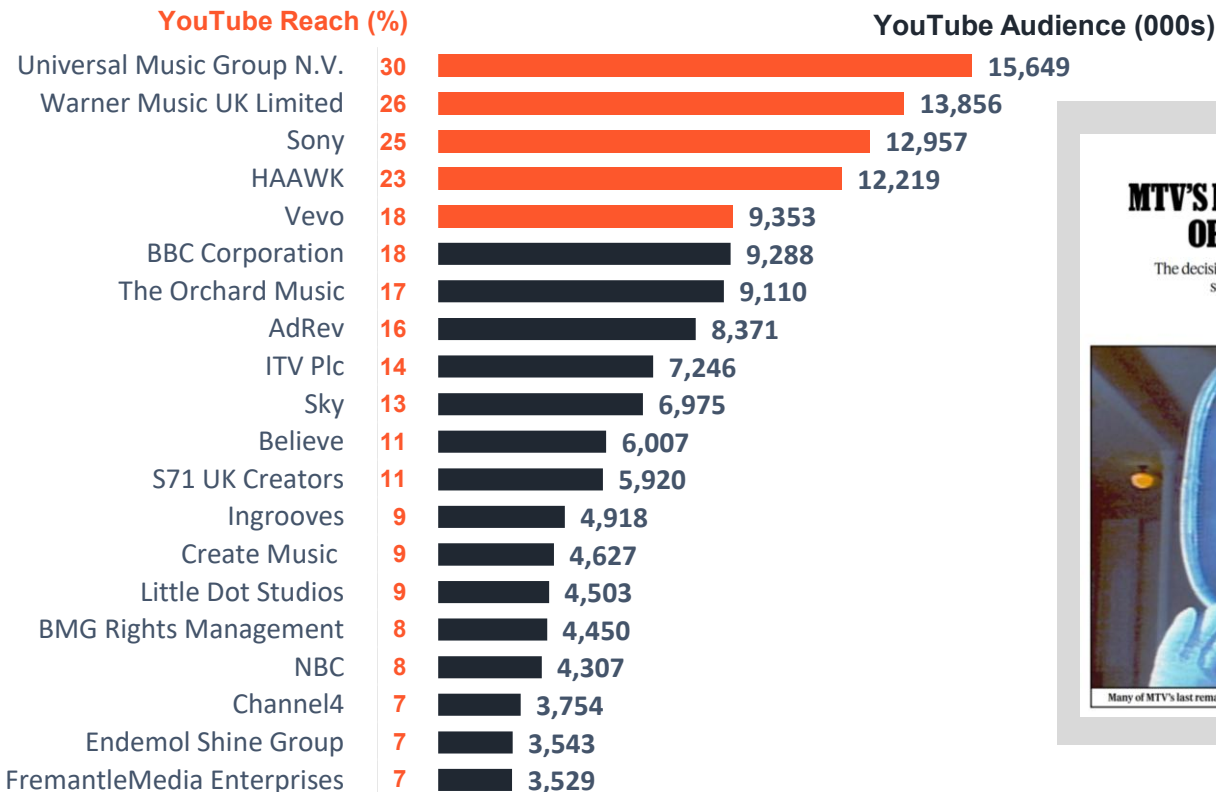- **Top mobile apps**
- **Key changes: Sep 25 – Dec 25**

In the news

Top YouTube content owners by reach - Dec 25

The top 5 YouTube content owners by audience are all music related

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YouTube Reach (%)		YouTube Audience (000s)
Universal Music Group N.V.	30	15,649
Warner Music UK Limited	26	13,856
Sony	25	12,957
HAAWK	23	12,219
Vevo	18	9,353
BBC Corporation	18	9,288
The Orchard Music	17	9,110
AdRev	16	8,371
ITV Plc	14	7,246
Sky	13	6,975
Believe	11	6,007
S71 UK Creators	11	5,920
Ingrooves	9	4,918
Create Music	9	4,627
Little Dot Studios	9	4,503
BMG Rights Management	8	4,450
NBC	8	4,307
Channel4	7	3,754
Endemol Shine Group	7	3,543
FremantleMedia Enterprises	7	3,529

I WANT MY MTV

MTV'S MUSIC-ONLY CHANNELS ARE OFFICIALLY GOING DARK

The decision will affect a slate of channels in the U.K., as well as some in Australia, Poland, France, and Brazil

By JON BLISTEIN
DECEMBER 31, 2025

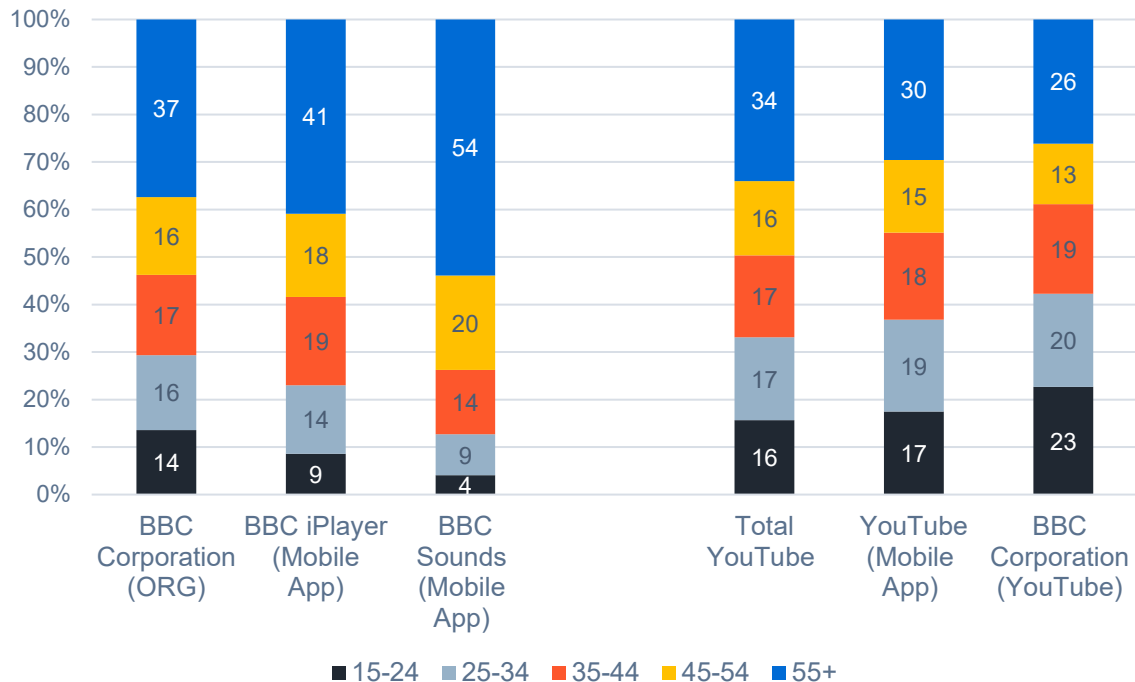Many of MTV's last remaining 24-hour music channels are scheduled to go dark after today, Dec. 31, 2025.

Ipsos

BBC content on YouTube attracts younger audiences

23% of those viewing BBC content on YouTube are 15-24 compared to just 9% on the iPlayer app

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Audience Profile (%)

	15-24	25-34	35-44	45-54	55+
BBC Corporation (ORG)	14	16	17	16	37
BBC iPlayer (Mobile App)	9	14	19	18	41
BBC Sounds (Mobile App)	4	9	14	20	54
Total YouTube	16	17	17	16	34
YouTube (Mobile App)	17	19	18	15	30
BBC Corporation (YouTube)	23	20	19	13	26

■ 15-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55+

BBC to create shows for YouTube in landmark deal

The BBC has confirmed plans to create shows for YouTube for the first time, as it looks to reach younger, global audiences.

By Grace Gollasch | 21 Jan 2026   Share this article   X f in

The BBC has confirmed plans to commission original programming for YouTube for the first time in a bid to reach younger, global audiences.

Ipsos

1/3 of the UK online population now use ChatGPT

Google (Gemini) is growing fast, X (Grok) is some way behind despite dominating the headlines

	AUDIENCE (000S)			
	SEP '25	DEC '25	Change (%)	Change (abs)
GENERAL AI CATEGORY*	19,471	21,708	11.49	2,237
ChatGPT	15,997	17,521	9.52	1,523
Google (Gemini)	2,283	4,290	87.95	2,008
Microsoft (Copilot)	2,201	2,067	-6.13	-135
DeepSeek	833	822	-1.37	-11
Perplexity	668	802	20.19	135
X (Grok)	513	693	34.92	179
Claude.ai	364	509	39.55	144
Meta	136	402	196.68	267
QuillBot	392	387	-1.18	-5

BBC NEWS Technology

X to stop Grok AI from undressing images of real people after backlash

Elon Musk launched Grok on social media platform X in 2023

Spotify audience peaked on 3rd Dec – the day 'Spotify Wrapped 2025' launched

Spotify online audience (000s)
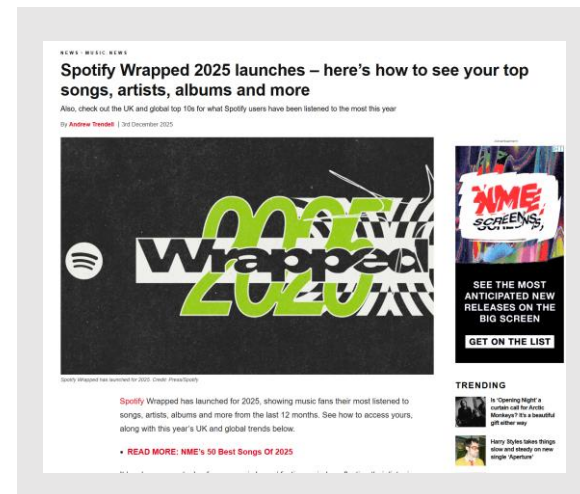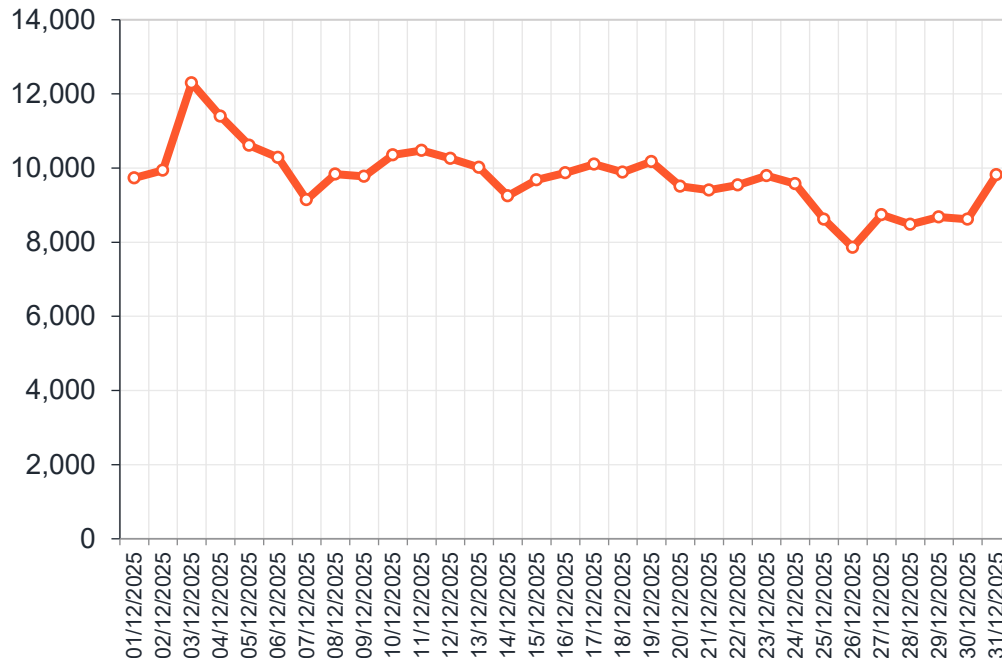
	3/12/25	Dec 25 Daily Avg	Diff
Audience (000s)	12,292	9732	+2,560
Reach (%)	23.4%	18.5%	+4.9 pts

Pornhub's audience has fallen by 39% since age verification rules were introduced

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Pornhub online audience (000s)

Pornhub to restrict access for UK users from next week
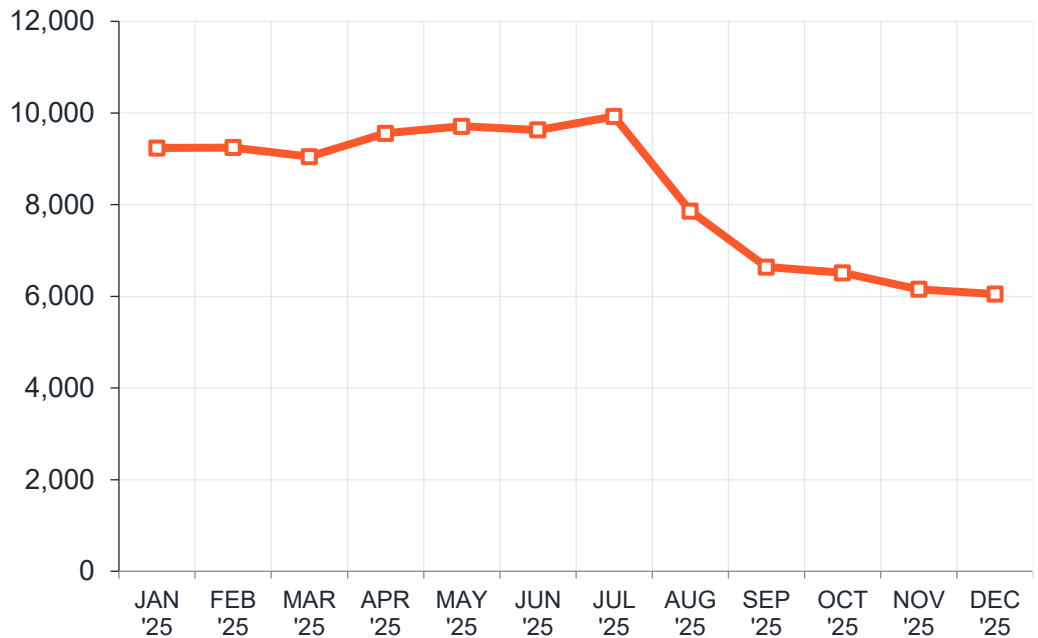
	AUDIENCE (000S)			
	JUL '25	DEC '25	Change (%)	Change (abs)
Total (15+)	9,924	6,050	-39.0	-3,874
15-24	2,033	1,020	-49.8	-1,012

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Top supermarket brands' online audience: Sep - Dec 25

Unsurprisingly, nearly all brands witnessed audience uplifts in December

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	AUDIENCE (000S)			
	SEP '25	DEC '25	Change (%)	Change (abs)
TOTAL GROCERY RETAIL	40,247	42,077	5	1,830
Tesco	20,385	22,775	12	2,390
Marks and Spencer	14,565	18,752	29	4,187
Lidl UK	15,445	16,910	9	1,465
Sainsbury's	12,793	16,181	26	3,389
ASDA	12,832	14,004	9	1,172
Morrisons	10,025	11,419	14	1,394
Waitrose	4,095	6,018	47	1,922
Aldi	5,007	5,510	10	504
Iceland	3,725	4,664	25	939
Co-op Food	4,012	4,002	0	-10

Waitrose launches Christmas campaign featuring Keira Knightley and Joe Wilkinson

Josie Clarke
Wednesday 12 November 2025 01:22 GMT

The advert charts the blossoming relationship between Knightley and Wilkinson's characters, united by their shared passion for food. *(Waitrose)*

Ipsos

Non-grocery retailers adding most audience: Sep - Dec 25

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	AUDIENCE (000S)			
	SEP '25	DEC '25	Change (%)	Change (abs)
TOTAL RETAIL	50,318	51,342	2	1,024
Argos	17,307	22,082	28	4,775
John Lewis	10,561	14,332	36	3,771
Boots	15,020	18,593	24	3,573
Debenhams	4,022	7,265	81	3,243
Shopify	13,180	16,055	22	2,875
Etsy	10,736	13,523	26	2,787
Jacquie Lawson	290	2,698	832	2,409
Next	9,517	11,852	25	2,335
Currys PC World	8,590	10,867	27	2,277
Amazon	45,065	47,140	5	2,075
Cadbury	526	2,378	352	1,852
Hotel Chocolat	1,132	2,736	142	1,604
Lego	2,907	4,422	52	1,515
Not On The High Street	1,254	2,745	119	1,490
Smyths Toys	1,530	2,981	95	1,451

UK retailers suffer 'drab December' as non-food Christmas sales disappoint

January 13, 2026

News

Amy Ingham

Britain's retailers limped to the end of 2025 after a lacklustre Christmas trading period, with non-food sales failing to deliver the seasonal boost many high street businesses were relying on.

Ipsos

The UK online audience

Internet penetration by demographics - Q4 25

Only 59% of those aged 75+ use the internet, compared to 97% of 15-24s

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% of UK population who use the internet

Category	%
Universe	91%
15-24	97%
25-34	97%
35-44	98%
45-54	97%
55-64	95%
65-74	86%
75+	59%
Male	92%
Female	91%
AB	97%
C1	93%
C2	90%
DE	83%
No Children 0-14 in HH	89%
Children 0-14 in HH	98%

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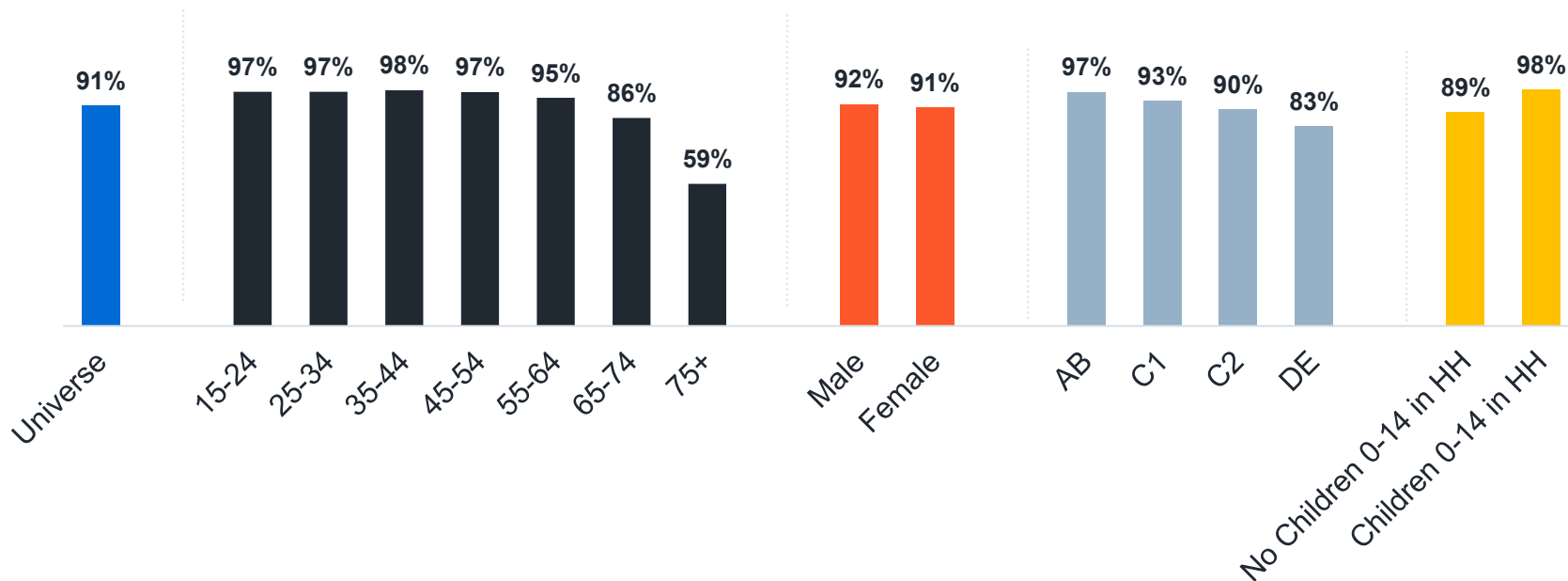
Device usage by UK population - Q4 25

9% of the population do not use a smartphone, tablet or PC to go online – that is 5m people

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No eligible device, 9%

Smartphone only, 15%

Tablet Only, 1%

PC/Laptop Only, 2%

Smartphone and Tablet, 12%

Smartphone, Tablet and PC/Laptop, 34%

Tablet and PC/Laptop, 1%

Smartphone and PC/Laptop, 27%
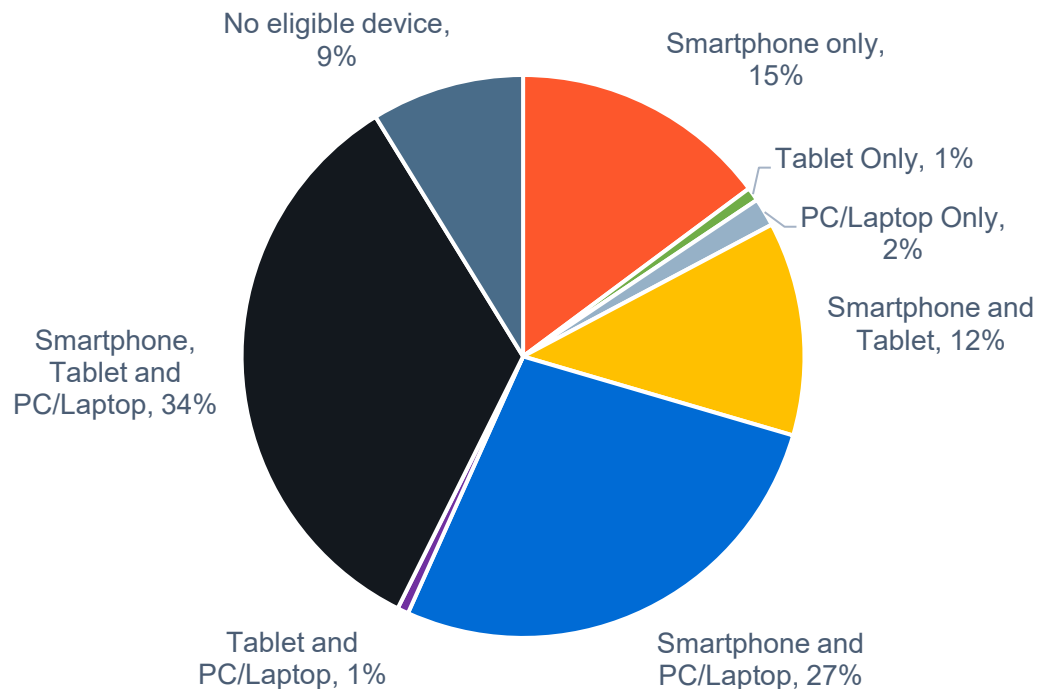
74% of the UK population are multi-device users, with over a third (33.9%) using all 3 types of device

88% of the UK online population use a smartphone. 15% are smartphone only

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Online audience by devices used (000s)

Most people now use a smartphone to go online in the UK

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52,618	21,936	50,926	12,875
Total Internet Population (15+)	PC/Laptop	Smartphone	Tablet

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Devices used to go online by demographics

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

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% of online audience who use each device

Chart showing percentages of online audience using each device (PC/Laptop, Smartphone, Tablet):

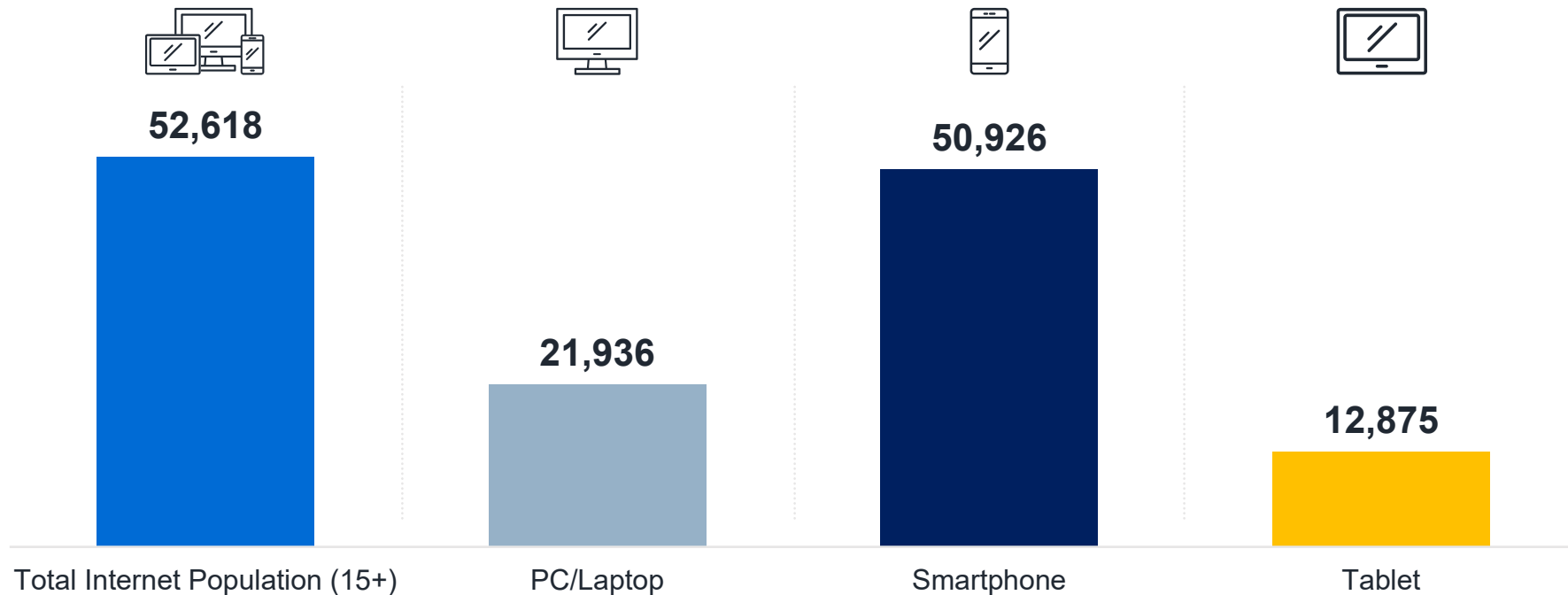|	PC/Laptop	Smartphone	Tablet
Total Internet (15+)	42%	97%	24%
15-24	45%	98%	17%
25-34	39%	98%	17%
35-44	36%	98%	19%
45-54	39%	98%	24%
55-64	42%	97%	32%
65-74	49%	94%	37%
75+	49%	90%	36%
Male	47%	96%	22%
Female	36%	97%	26%

■ PC/Laptop ■ Smartphone ■ Tablet
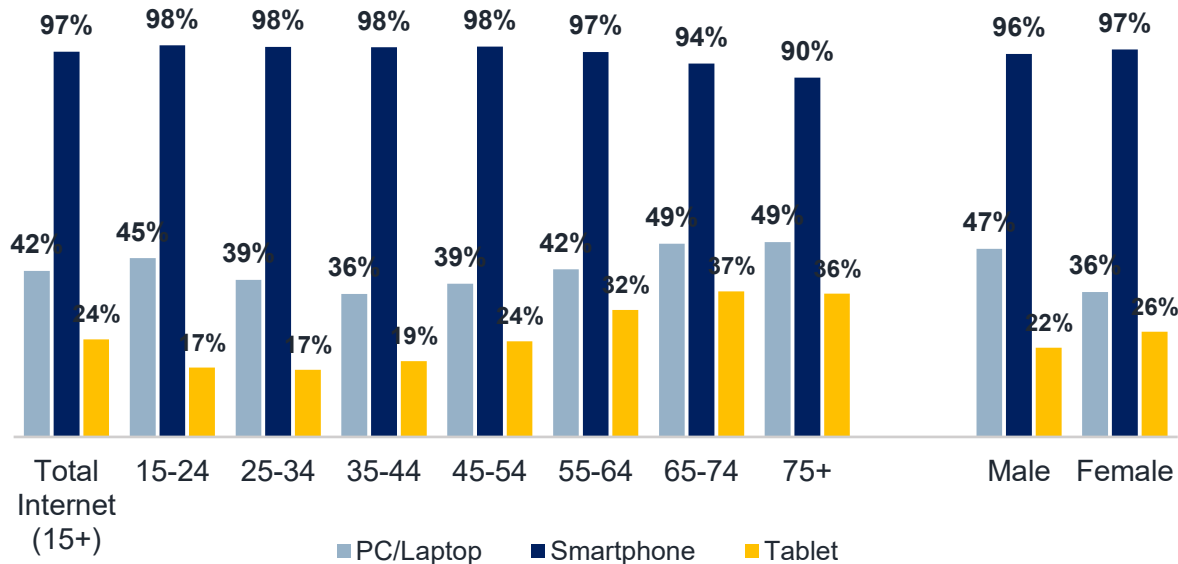
Females are less likely to use a PC/laptop – **36%** compared to **47%** for males

Households with children 0-5 are less likely to use a tablet – **19%** compared to **26%** for households with no children.

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Time online

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

The UK internet population's average daily time online in September was 4 hrs 37 minutes

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Device	Time
Total internet Population (15+)	04:37
PC/Laptop	01:04
Smartphone	03:46
Tablet	02:08
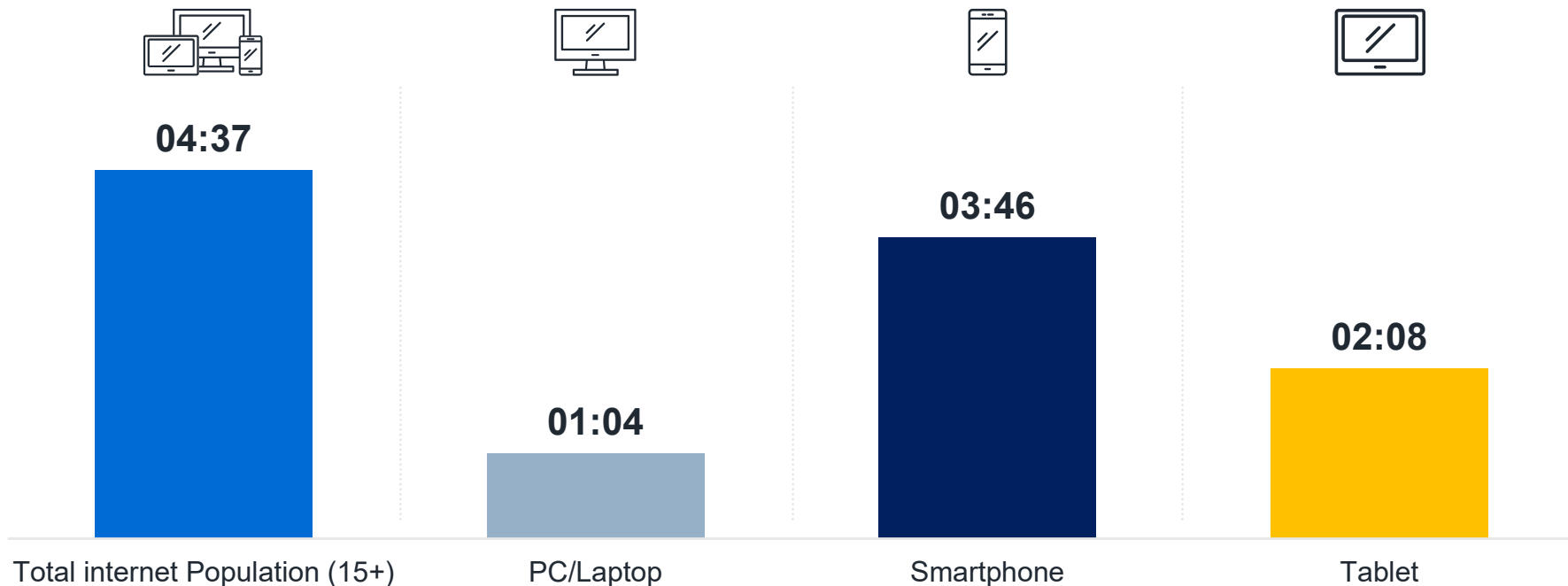
Average time spent online per day by demographics

Younger audiences and females spend longer online

UK**O**M

05:55	05:11	04:48	04:18	04:10	03:31	03:28		04:25	04:49		04:33	04:33	05:22	04:41
15-24	25-34	35-44	45-54	55-64	65-74	75+		Male	Female		No Children 0-14 in HH	Children 0-5 and 6-14 in HH	Children 0-5 not 6-14 in HH	Children 6-14 not 0-5 in HH

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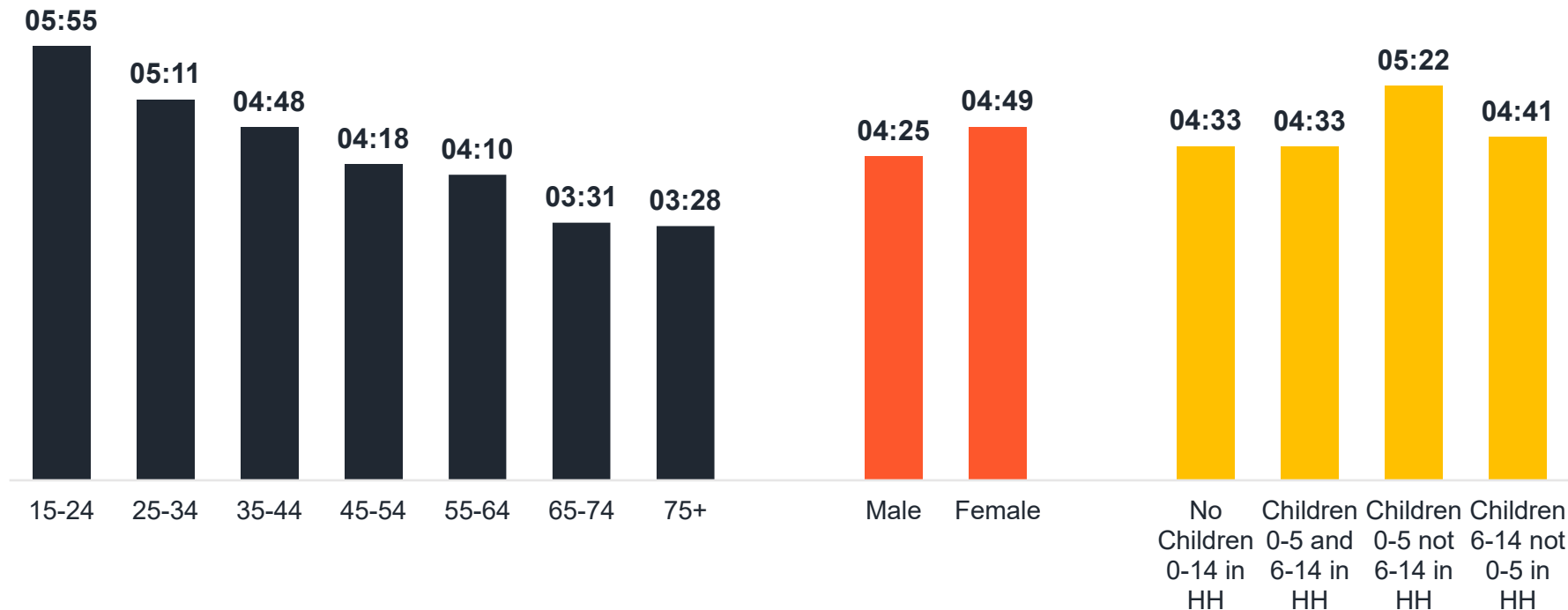
Average time online per day by city (hh:mm)

Of the major UK cities, residents of Liverpool spent most time online per day in December

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UK = 4hr 37 mins

Glasgow – 4hr 57 m

Belfast – 4hr 53m

Liverpool – 5hr 20m

Birmingham – 4hr 29m

Cardiff – 4hr 56m

Bristol – 4hr 24m

Edinburgh – 4hr 31m

Leeds – 4hr 44m

Sheffield – 4hr 20m

Manchester – 4hr 49m

London – 4hr 40m

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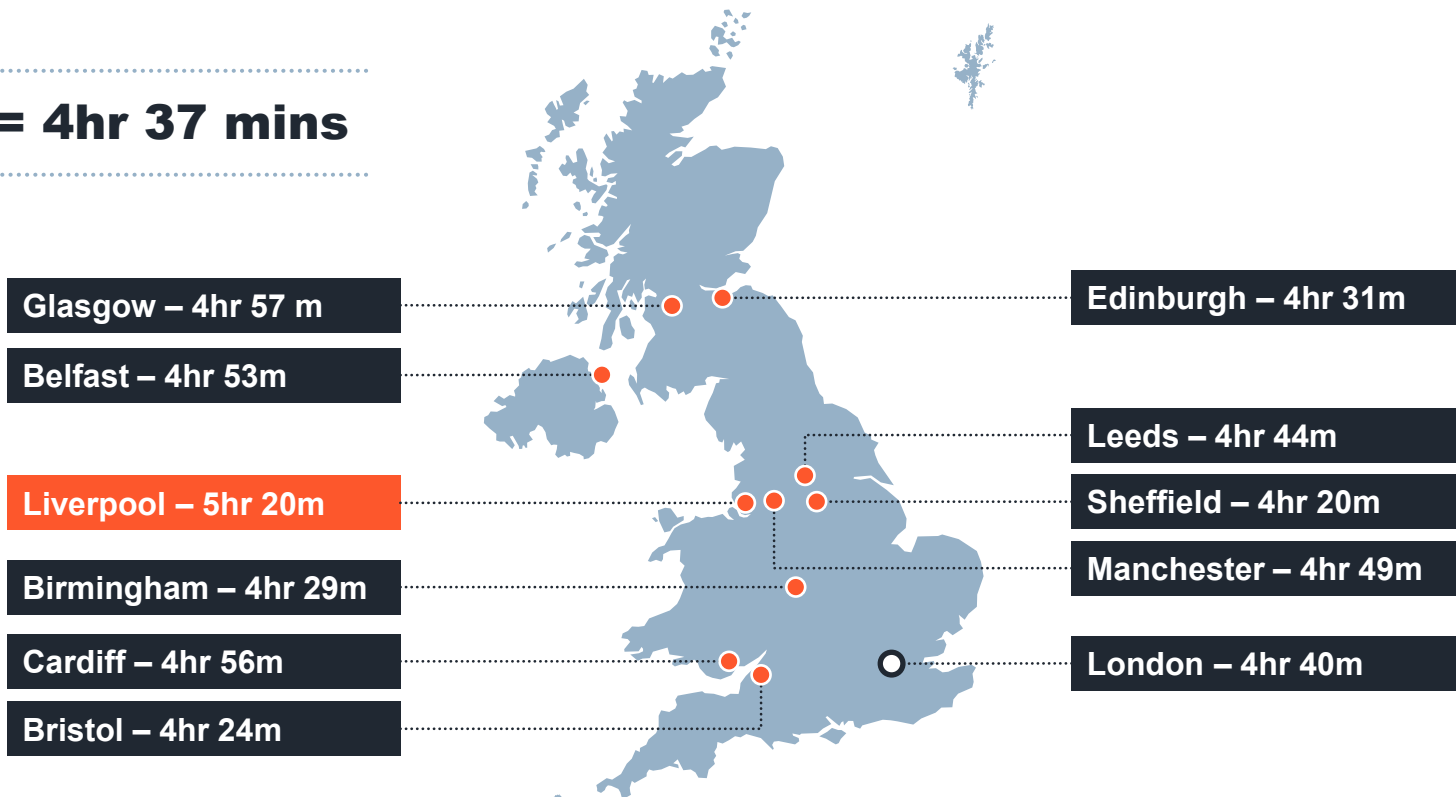
Device share of minutes by age and gender

Tablet and PC share is higher among older people.

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Age	PC/Laptop	Smartphone	Tablet
15-24	10%	82%	8%
25-34	8%	87%	6%
35-44	7%	86%	7%
45-54	8%	81%	11%
55-64	12%	72%	16%
65-74	14%	62%	24%
75+	16%	61%	23%
Male	13%	76%	11%
Female	7%	81%	12%

■ **PC/Laptop** ■ **Smartphone** ■ **Tablet**

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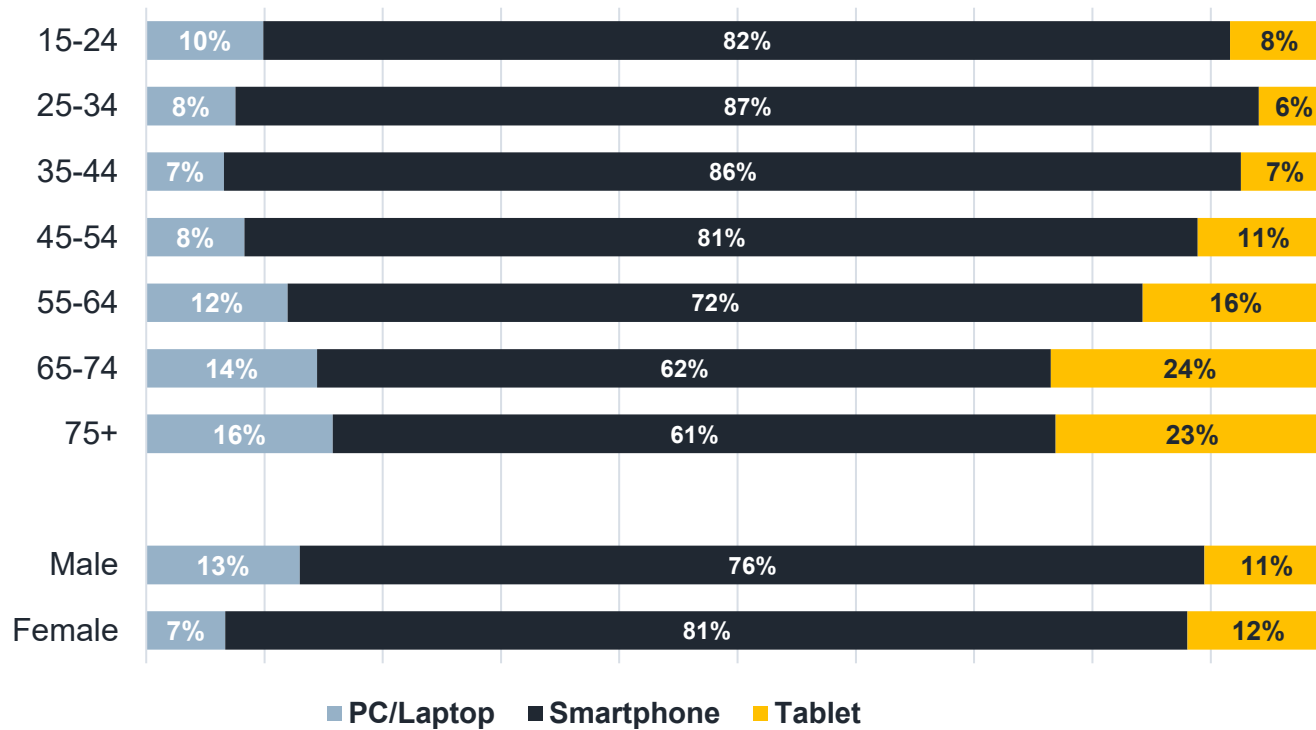
Share of minutes (%) by device by category

For time spent, smartphones are now the dominant device for all categories.

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Legend: PC/Laptop, Smartphone, Tablet

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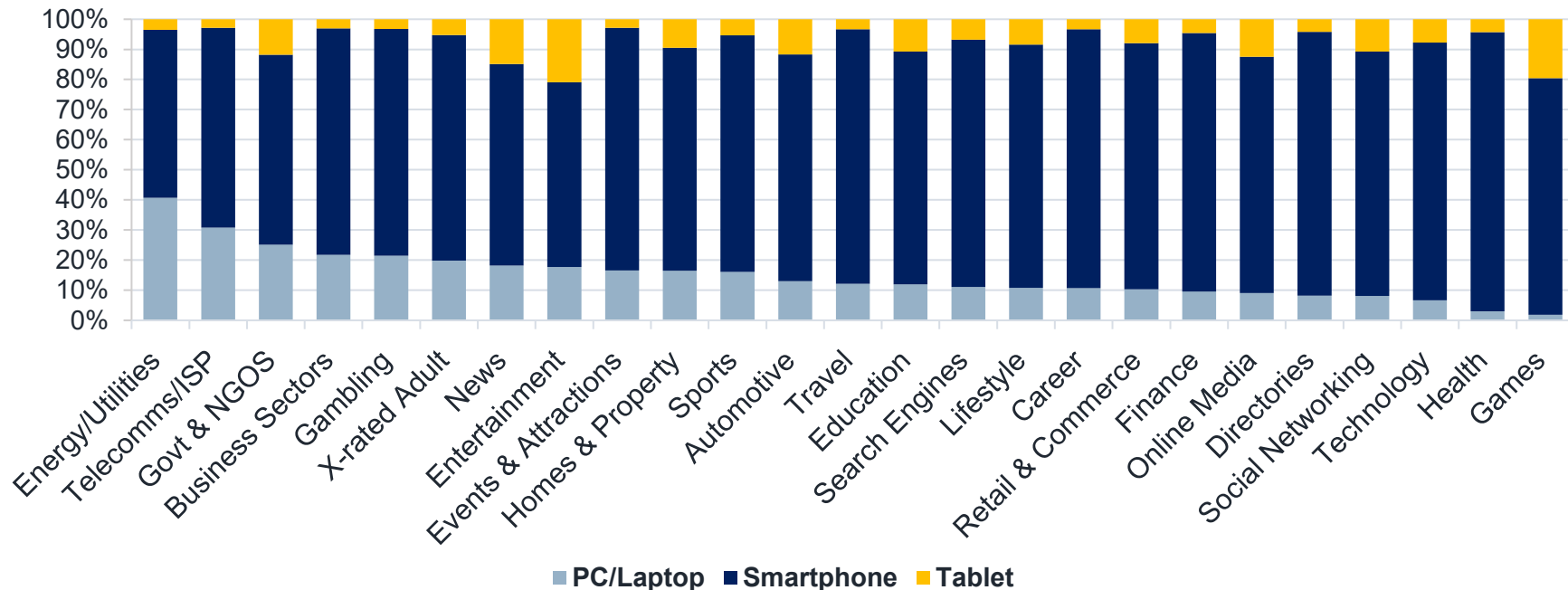
Top organisations and brands

Top 20 organisations by audience

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Organisation	Reach %	Audience (000s)
Alphabet	99	52,208
Meta	97	51,183
Amazon, Inc	91	48,116
Microsoft Corporation	85	44,921
BBC Corporation	80	41,833
PayPal Inc	66	34,772
Reach Plc	65	34,365
Apple Inc	65	34,354
eBay Inc	63	33,003
Reddit Inc	61	31,886
J Sainsbury Plc	59	31,177
UK Government	59	30,859
Bytedance Inc.	58	30,742
Sky	56	29,299
NHS Sites	55	28,916
WhaleCo	55	28,737
News UK Sites	52	27,394
Spotify Music	49	26,043
Mail Metro Media	48	25,515
Tesco Plc	48	25,241

Ipsos

Top 20 online **brands** by audience

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Brand	Reach %	Audience (000s)
Google	99	51,915
YouTube	94	49,528
Facebook & Messenger	94	49,370
WhatsApp	91	47,724
Amazon	90	47,615
Instagram	82	43,151
Microsoft	81	42,626
BBC	76	40,150
PayPal	66	34,620
eBay	63	33,003
Apple	62	32,709
Reddit	61	31,886
TikTok	58	30,636
NHS	55	28,916
Temu	55	28,737
Spotify Music	49	26,043
Tesco	48	25,208
Gov.uk	47	24,644
Wikipedia	45	23,691
Royal Mail	43	22,802

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Top 20 brands by time spent

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

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Total Minutes (MM) and Avg. Mins Per Person

Minutes (MM)

Avg. mins pp

Legend: Total Mins (MM) — Avg. Mins PP

X-axis categories: YouTube, Facebook & Messenger, Google, Instagram, TikTok, WhatsApp, Snapchat, BBC, Amazon, Microsoft, Spotify, Apple, Netflix, X, Reddit, Discord, eBay, Vinted, ChatGPT, Roblox

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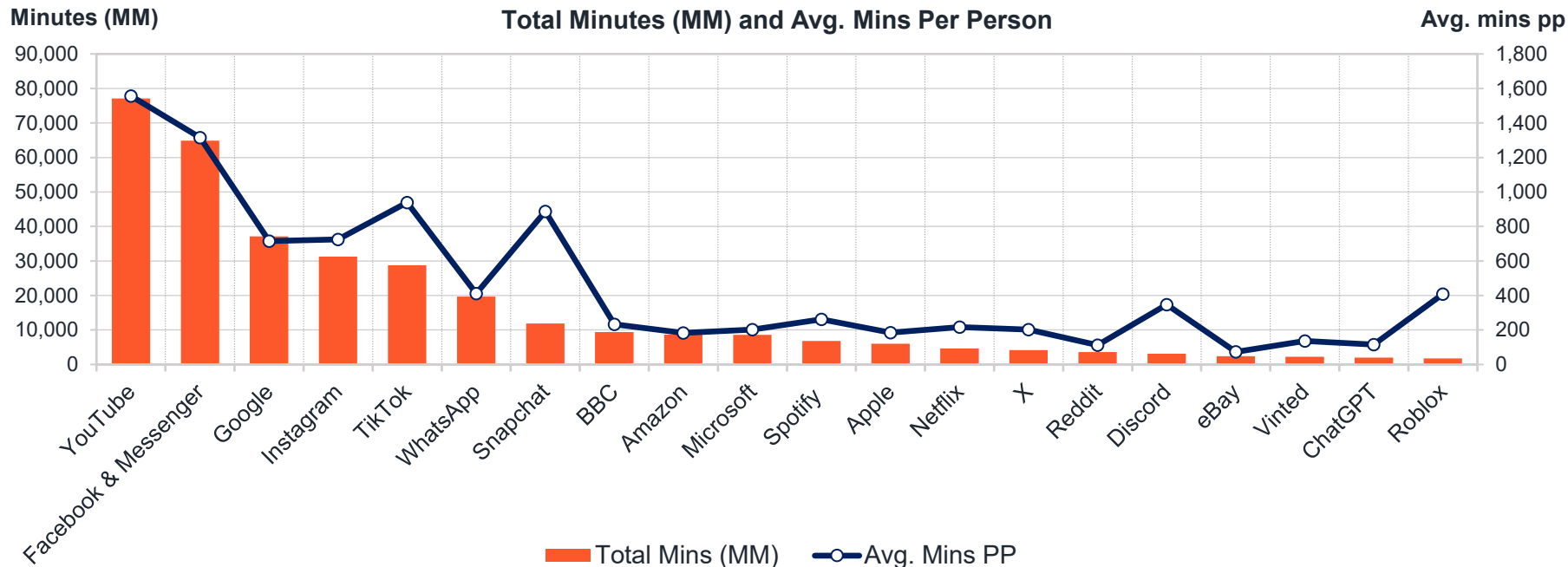
Brand share of minutes by age group: 15-24 v 55+

Top brands & SOM differs by age. Four brands generate 60% of all 15-24 minutes online

15-24

- Other, 23%
- YouTube, 26%
- Netflix, 1%
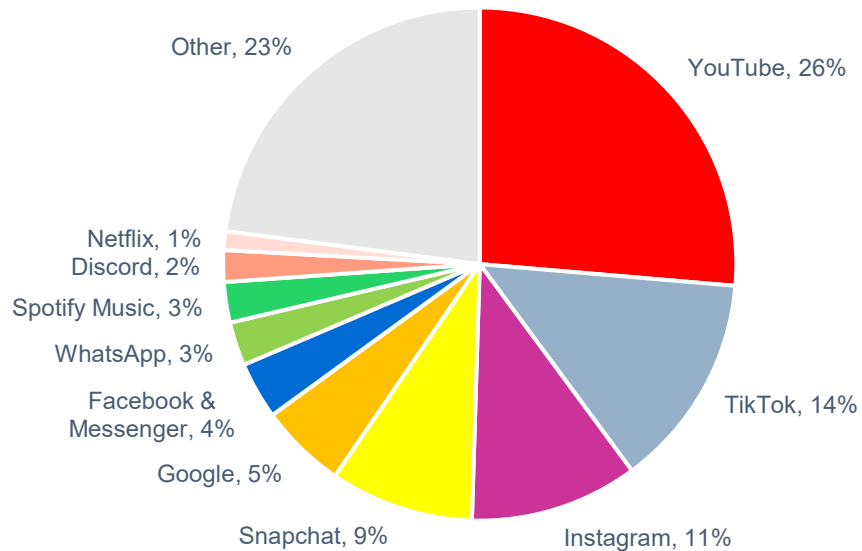- Discord, 2%
- Spotify Music, 3%
- WhatsApp, 3%
- Facebook & Messenger, 4%
- Google, 5%
- Snapchat, 9%
- Instagram, 11%
- TikTok, 14%

55+

- Other, 38%
- Facebook & Messenger, 20%
- YouTube, 11%
- Google, 11%
- WhatsApp, 5%
- BBC, 4%
- Instagram, 3%
- Microsoft, 3%
- Amazon, 2%
- Apple, 2%
- TikTok, 2%

Source: UKOM endorsed data for PC, Tablet and Smartphone in Ipsos iris, Dec 25

Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month. NB Duration not measured for sites or apps running in device background/'out of focus'

Top mobile apps

Top 20 mobile apps by audience

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	Reach %	Audience (000s)
WhatsApp Messenger	90	47,395
Facebook	84	44,214
Google Maps	74	38,966
YouTube	72	37,913
Instagram	71	37,222
Google	67	35,405
Amazon	64	33,870
Gmail	60	31,335
Facebook Messenger	56	29,268
Apple Music	54	28,263
TikTok	49	25,989
Spotify	47	24,619
Google Play Store	43	22,635
Microsoft Outlook	43	22,588
eBay	43	22,366
Google Play Services	37	19,397
Google Drive	36	18,679
Tesco Grocery & Clubcard	34	17,631
Netflix	32	17,088
Google Messages	32	17,083

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Top 20 mobile apps by time spent

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

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Minutes (MM)

Total minutes (MM) and avg. mins per person

Avg.Mins PP

Legend: Total Mins (MM) — Avg. Mins PP

Apps (x-axis): Facebook, YouTube, Instagram, TikTok, WhatsApp Messenger, Snapchat, Google, Spotify, Facebook Messenger, Google Maps, Gmail, Microsoft Outlook, X, Netflix, Amazon, Discord, Reddit, Apple Music, Vinted, BBC iPlayer, Google Photos

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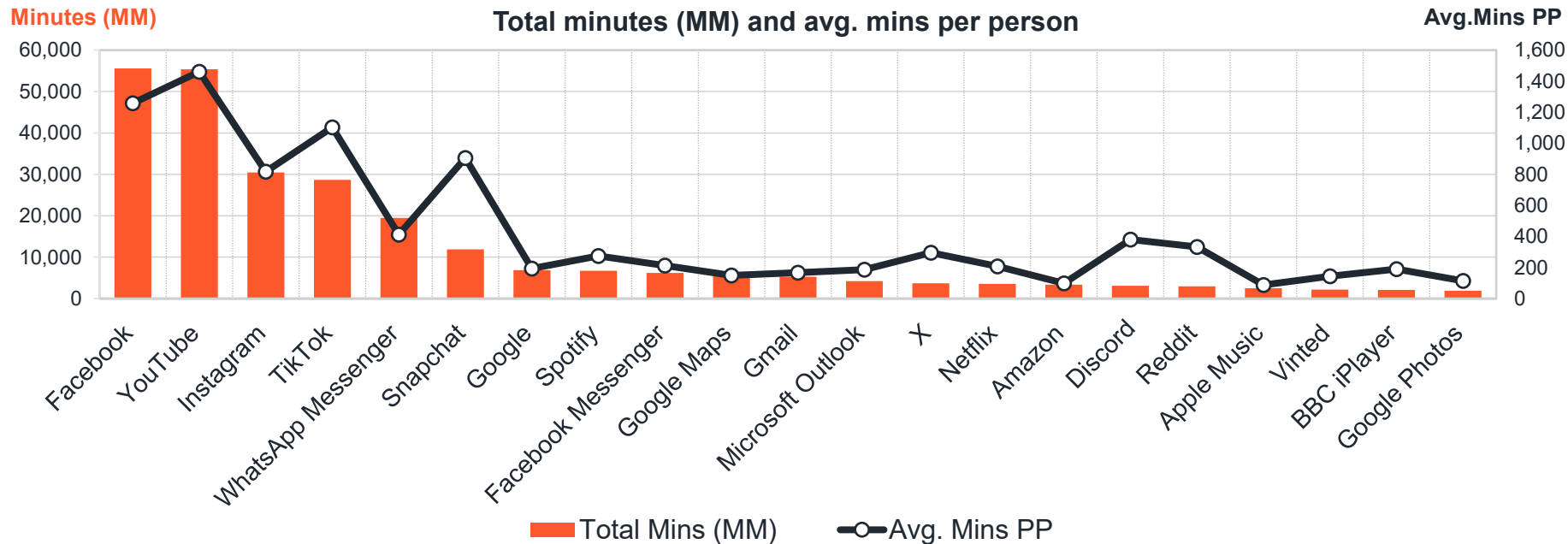
Top 10 apps by minutes by mobile device

High engagement propels video streaming brands into the top 10 for time spent on tablets.

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Smartphone Top 10

	Apps	Total Mins (MM)	Avg. Mins PP
1	Facebook	50,813	1170:35
2	YouTube	40,211	1100:34
3	Instagram	29,317	805:19
4	TikTok	27,950	1106:23
5	WhatsApp Messenger	19,113	405:23
6	Snapchat	11,403	875:55
7	Spotify *	6,265	258:41
8	Google	5,986	172:10
9	Google Maps	5,694	147:49
10	Gmail	4,496	146:33

Tablet Top 10

	Apps	Total Mins (MM)	Avg. Mins PP
1	YouTube	15,176	2729:15
2	Facebook	4,784	784:34
3	Facebook Messenger	2,111	628:44
4	Netflix	1,457	483:47
5	BBC iPlayer	1,240	527:32
6	Instagram	1,136	335:06
7	Roblox	962	1189:02
8	Google	879	199:07
9	Microsoft Outlook	791	374:42
10	Gmail	755	213:31

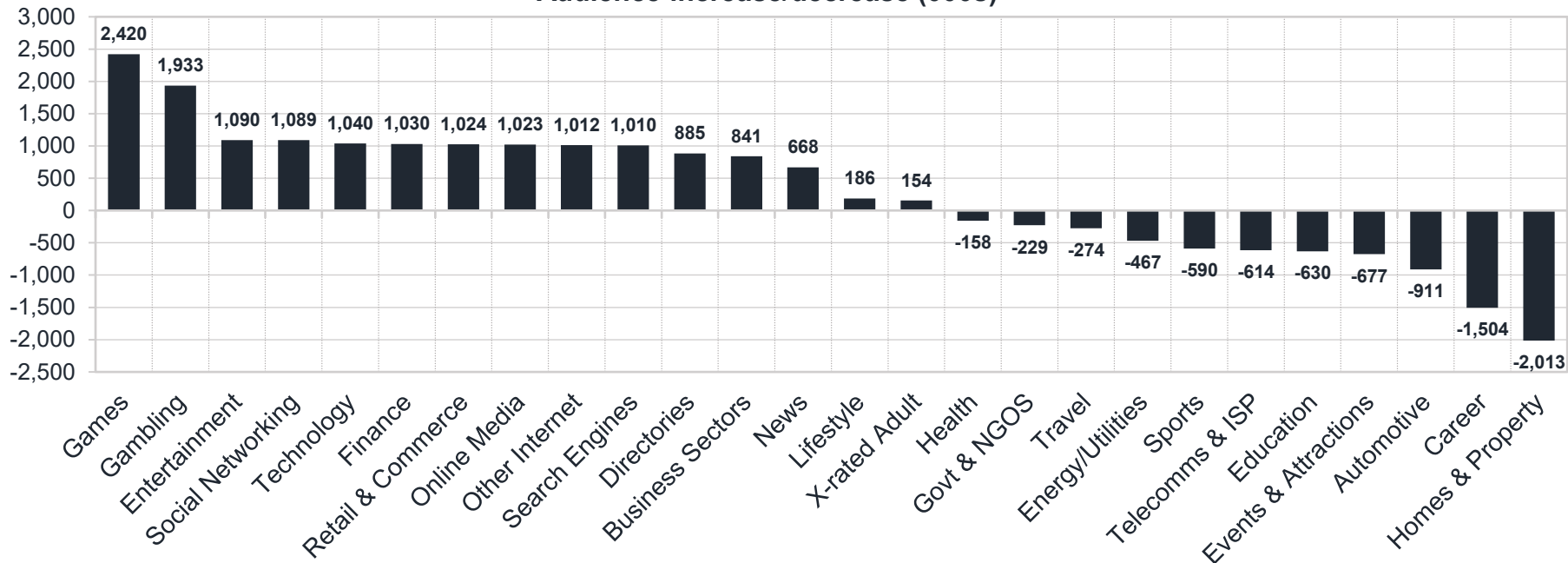Ipsos

Key changes: Sep 25 - Dec 25

Major category **audience** change (000s): Sep - Dec 25

Major declines for Career and Property but increases for Games and Gambling

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Audience increase/decrease (000s)

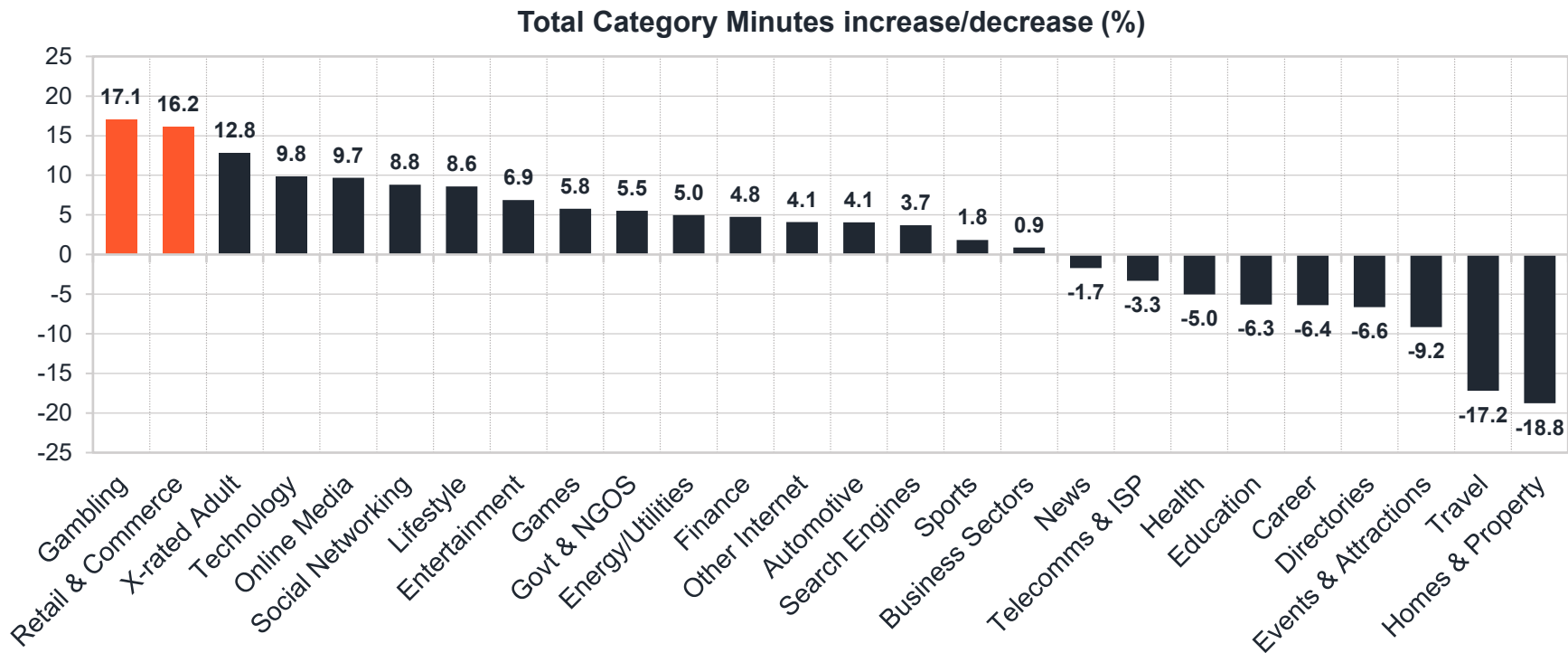| Category	Value
Games	2,420
Gambling	1,933
Entertainment	1,090
Social Networking	1,089
Technology	1,040
Finance	1,030
Retail & Commerce	1,024
Online Media	1,023
Other Internet	1,012
Search Engines	1,010
Directories	885
Business Sectors	841
News	668
Lifestyle	186
X-rated Adult	154
Health	-158
Govt & NGOS	-229
Travel	-274
Energy/Utilities	-467
Sports	-590
Telecomms & ISP	-614
Education	-630
Events & Attractions	-677
Automotive	-911
Career	-1,504
Homes & Property	-2,013

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Major category **minutes** % change : Sep - Dec 25

People spent more time on gambling and retail services in December

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Total Category Minutes increase/decrease (%)

Category	Value
Gambling	17.1
Retail & Commerce	16.2
X-rated Adult	12.8
Technology	9.8
Online Media	9.7
Social Networking	8.8
Lifestyle	8.6
Entertainment	6.9
Games	5.8
Govt & NGOS	5.5
Energy/Utilities	5.0
Finance	4.8
Other Internet	4.1
Automotive	4.1
Search Engines	3.7
Sports	1.8
Business Sectors	0.9
News	-1.7
Telecomms & ISP	-3.3
Health	-5.0
Education	-6.3
Career	-6.4
Directories	-6.6
Events & Attractions	-9.2
Travel	-17.2
Homes & Property	-18.8

Ipsos

Tier 2 Categories adding most audience (000s): Sep - Dec 25

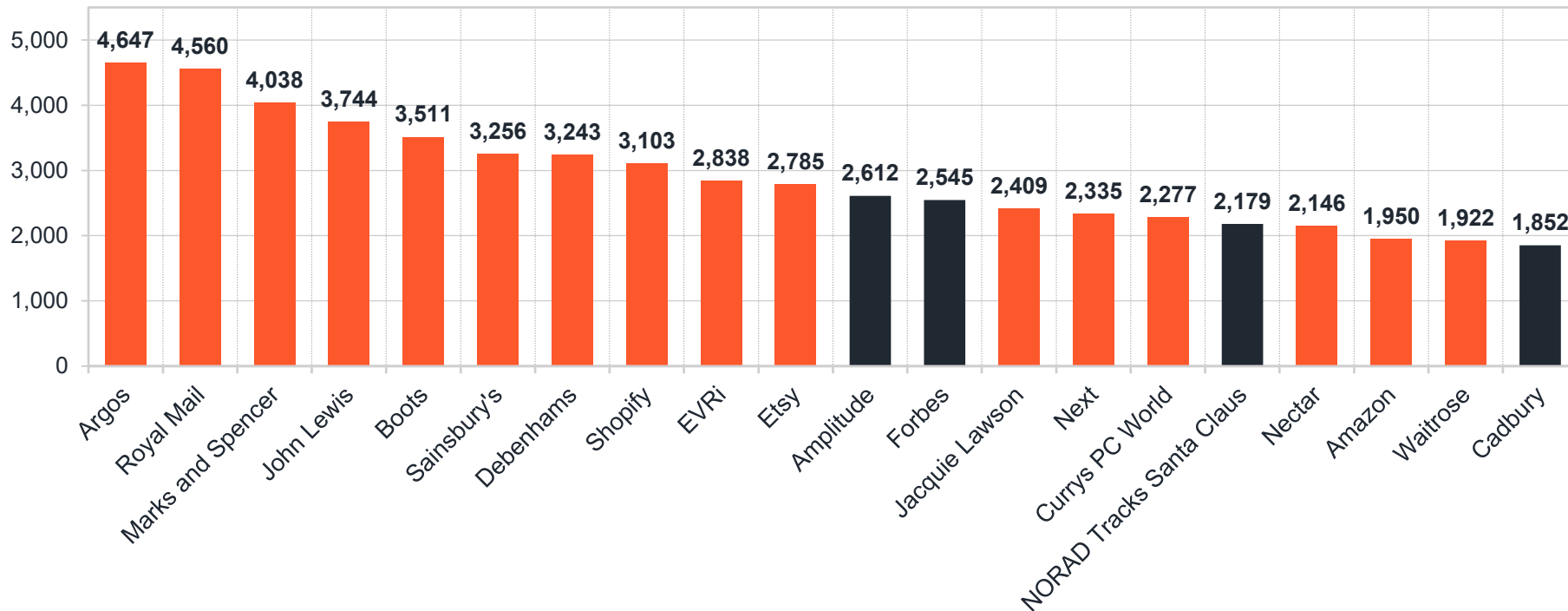Unsurprisingly, Retail categories dominated the top 20 which added most audience
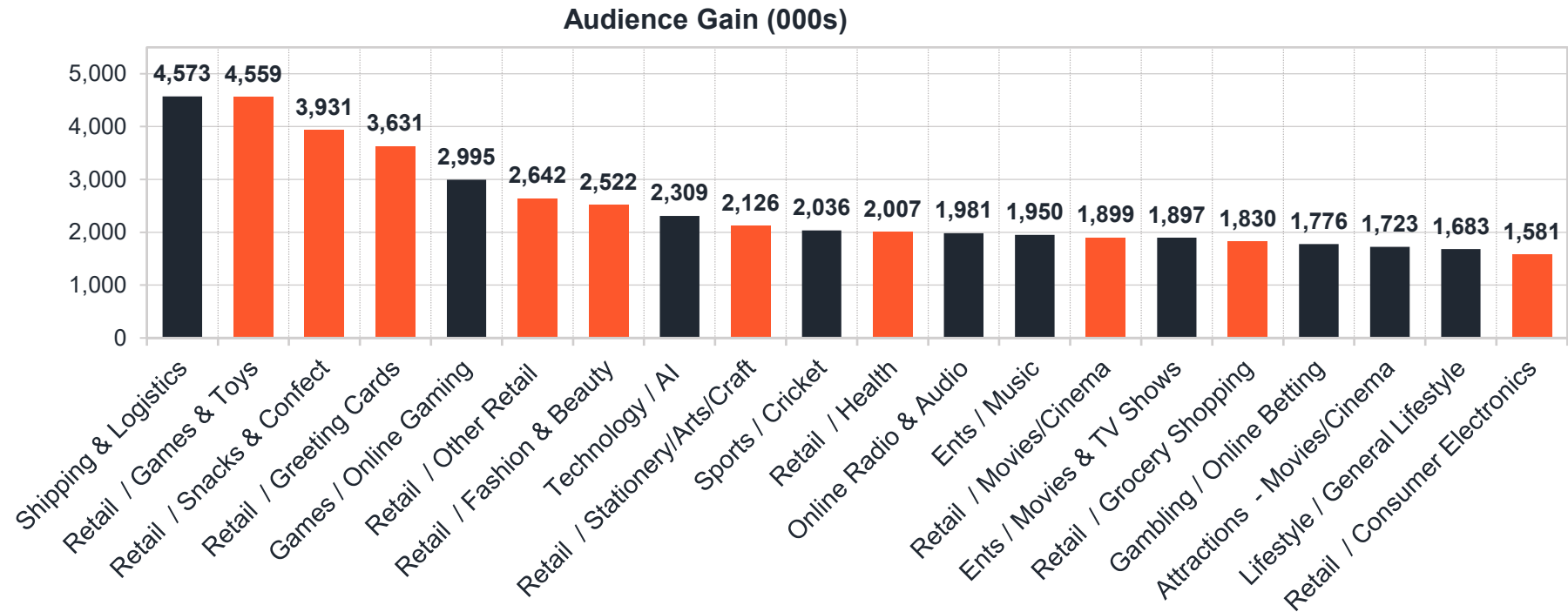
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Audience Gain (000s)

Category	Audience Gain (000s)
Shipping & Logistics	4,573
Retail / Games & Toys	4,559
Retail / Snacks & Confect	3,931
Retail / Greeting Cards	3,631
Games / Online Gaming	2,995
Retail / Other Retail	2,642
Retail / Fashion & Beauty	2,522
Technology / AI	2,309
Retail / Stationery/Arts/Craft	2,126
Sports / Cricket	2,036
Retail / Health	2,007
Online Radio & Audio	1,981
Ents / Music	1,950
Retail / Movies/Cinema	1,899
Ents / Movies & TV Shows	1,897
Retail / Grocery Shopping	1,830
Gambling / Online Betting	1,776
Attractions - Movies/Cinema	1,723
Lifestyle / General Lifestyle	1,683
Retail / Consumer Electronics	1,581

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Brands adding most audience: Sep - Dec 25

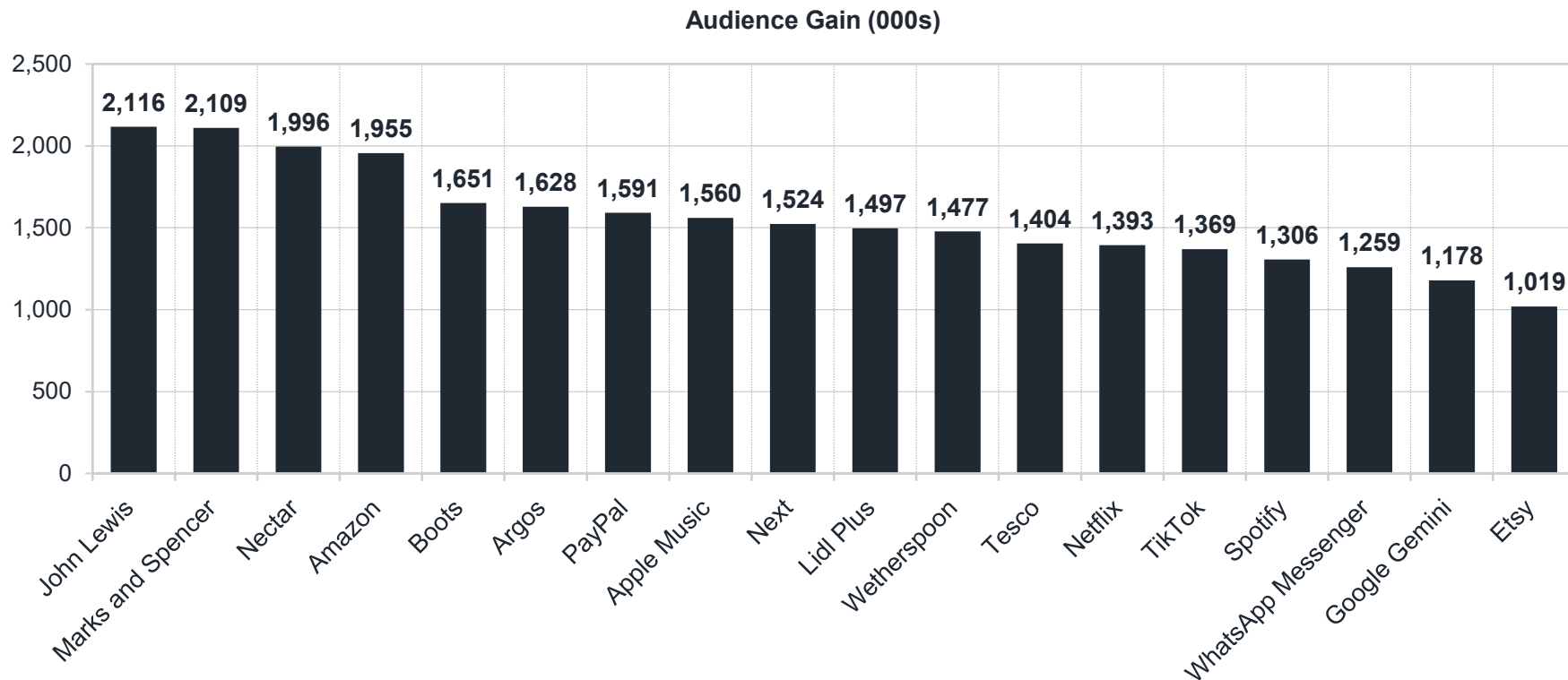Retail and delivery services accounted for 16 out of the top 20 brands adding most audience

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Audience Gain (000s)

Brand	Audience Gain (000s)
Argos	4,647
Royal Mail	4,560
Marks and Spencer	4,038
John Lewis	3,744
Boots	3,511
Sainsbury's	3,256
Debenhams	3,243
Shopify	3,103
EVRi	2,838
Etsy	2,785
Amplitude	2,612
Forbes	2,545
Jacquie Lawson	2,409
Next	2,335
Currys PC World	2,277
NORAD Tracks Santa Claus	2,179
Nectar	2,146
Amazon	1,950
Waitrose	1,922
Cadbury	1,852

Ipsos

Mobile apps adding >1 million audience: Sep - Dec 25

UKOM

Audience Gain (000s)

App	Audience Gain (000s)
John Lewis	2,116
Marks and Spencer	2,109
Nectar	1,996
Amazon	1,955
Boots	1,651
Argos	1,628
PayPal	1,591
Apple Music	1,560
Next	1,524
Lidl Plus	1,497
Wetherspoon	1,477
Tesco	1,404
Netflix	1,393
TikTok	1,369
Spotify	1,306
WhatsApp Messenger	1,259
Google Gemini	1,178
Etsy	1,019

Ipsos

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 measurement service of audiences of online content and ad campaigns and UKOM endorses the data within covering content on PC, tablet and smartphone. 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 find at: ukom.uk.net/ipsos-iris-overview.php
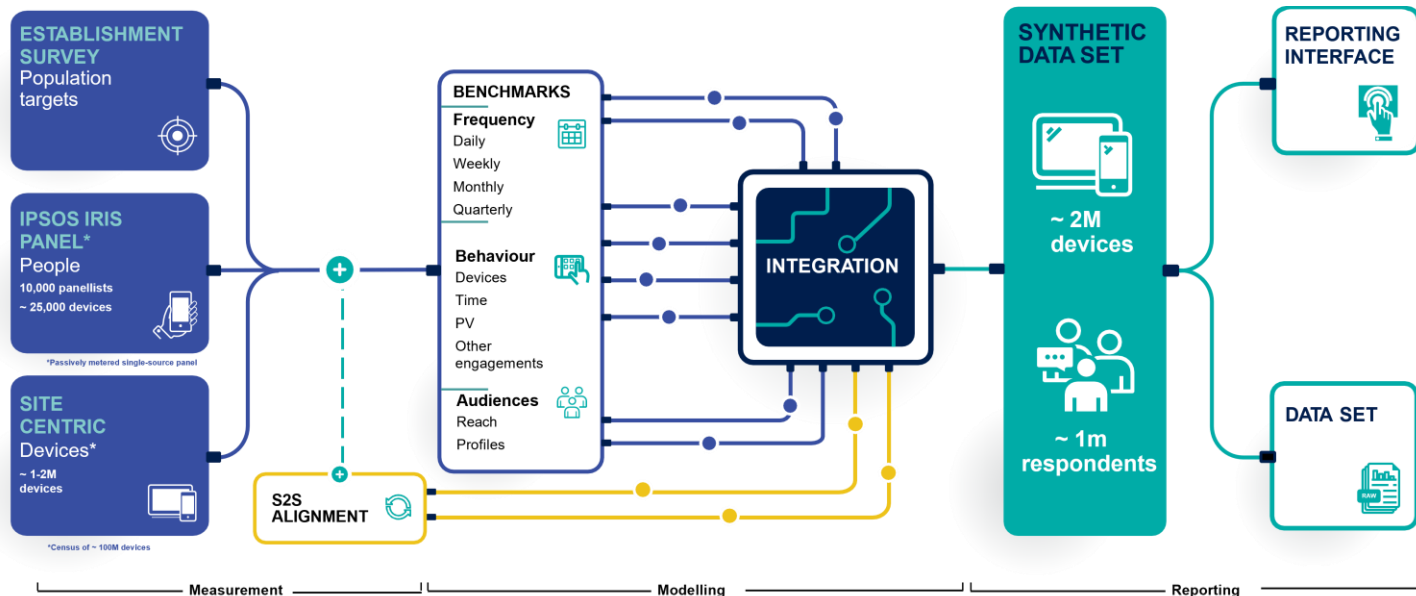
About UKOM

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