

**UKOM**

The logo for UKOM, featuring the letters 'UKOM' in a bold, white, sans-serif font. The letter 'O' is a white circle with a small white triangle pointing downwards from its top edge.

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**Online Market Overview**

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**Mar 2026**



# The UK Online Market Overview Mar 2026

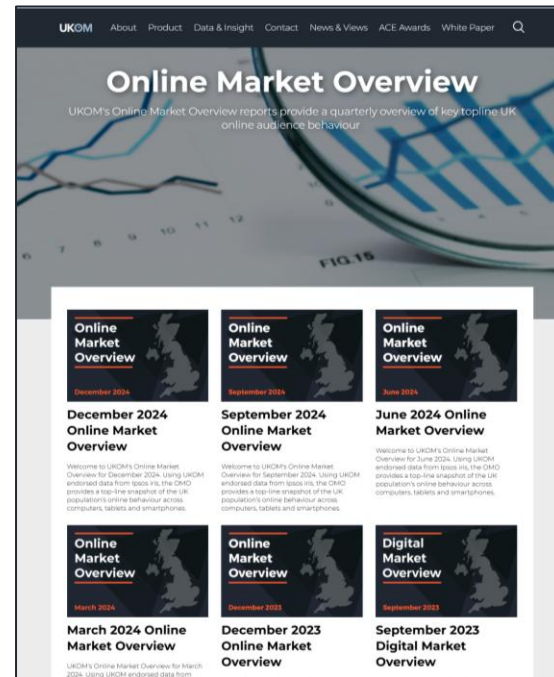


## Overview

- This Online Market Overview focuses on the UK online audience on PC/laptop, tablet and smartphone in Mar 2026. 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.



# Contents

The UKOM logo is a white circle containing the text 'UKOM' in a bold, 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 multi-device or mobile-first environment.

UKOM

- In the news
- The UK online audience
- Time online
- Top organisations and brands
- Top mobile apps
- Key changes: Dec 25 – Mar 26



# In the news

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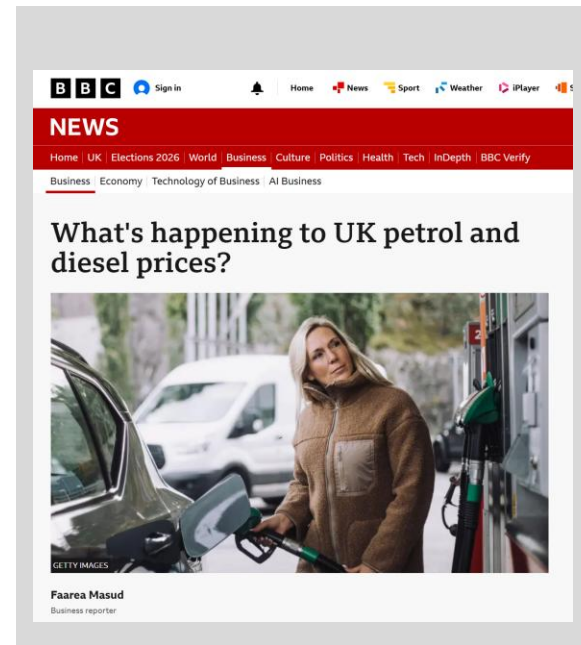
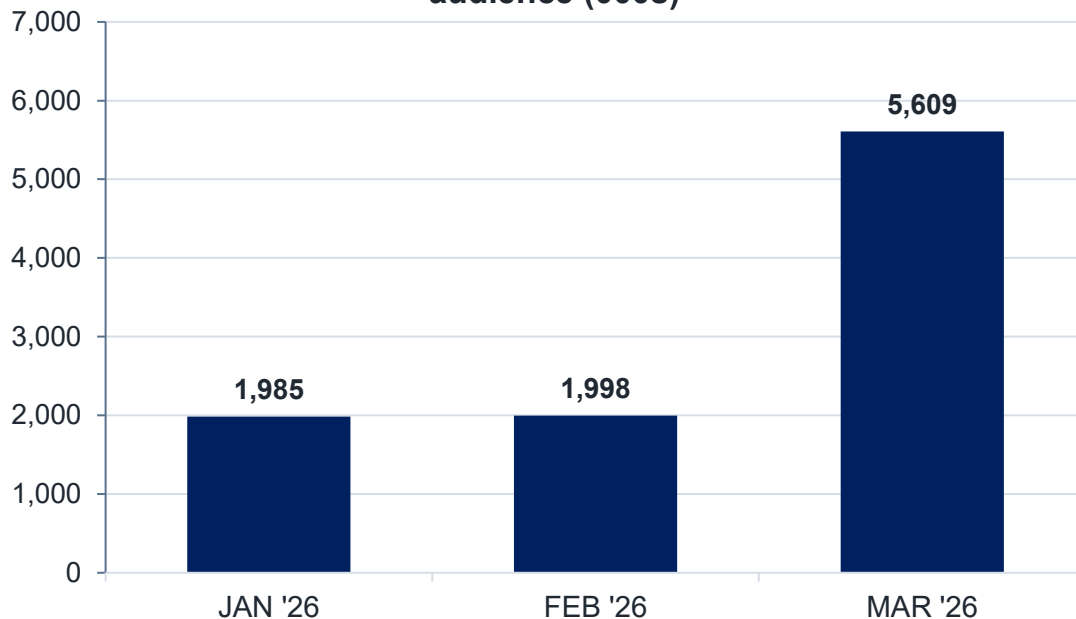


# The rising cost of fuel is driving people to PetrolPrices

5.6m (11%) people used PetrolPrices to seek cheap fuel – reach was higher among 55+ (14%)



PetrolPrices (website & app)  
audience (000s)



Source: UKOM endorsed data for PC, Tablet and Smartphone in Ipsos iris, Jan-Mar 26  
Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.

# As flight cancellations loom, budget airlines EasyJet & Ryanair have the largest online audiences



Top 10 UK airline brands online			
MEDIA	AUDIENCE (000s)	AUDIENCE REACH (%)	AVG. MINS PP
<b>TOTAL AIRLINES</b>	15,974	30.39	19:54
EasyJet	6,150	11.70	13:15
Ryanair	4,100	7.80	16:19
British Airways	4,095	7.79	16:33
Jet2	3,758	7.15	08:05
Virgin Atlantic	795	1.51	05:47
Wizzair	672	1.28	07:01
Emirates	645	1.23	13:36
Qatar Airways	596	1.13	18:18
Aer Lingus	469	0.89	08:57
KLM	436	0.83	22:36

**Fears of UK and EU flight cancellations as airports warn of jet fuel shortages**

Summer holidays could be hit unless oil flows through strait of Hormuz recommence within three weeks

● [Middle East crisis - live updates](#)

Jet fuel prices have risen sharply since the end of February after the US-Israel attacks on Iran. Photograph: Kumar Sriskandan/Alamy



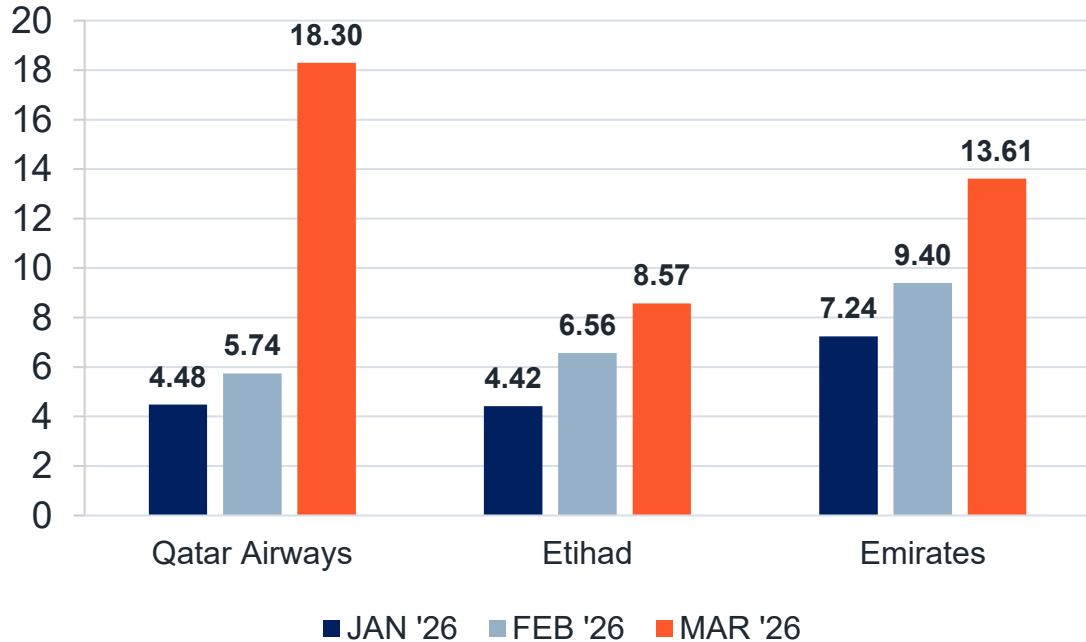
Source: UKOM endorsed data for PC, Tablet and Smartphone in Ipsos iris, Mar 26  
 Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.

# Visitors spent more time on Gulf Airlines sites in March

Higher engagement likely a result of airspace closures in March and the need to re-arrange travel



Avg mins PP



### Hundreds of thousands of travellers stranded or diverted by airspace closures in Middle East

UK plans evacuation of more than 76,000 Brits as key transit hubs in Dubai, Abu Dhabi and Doha close

- Iran confirms killing of Ayatollah Khamenei
- US-Israel war on Iran: latest updates
- A visual guide to the US-Israeli strikes
- How the US-Israeli bid for regime change unfolded



Source: UKOM endorsed data for PC, Tablet and Smartphone in Ipsos iris, Jan-Mar 26  
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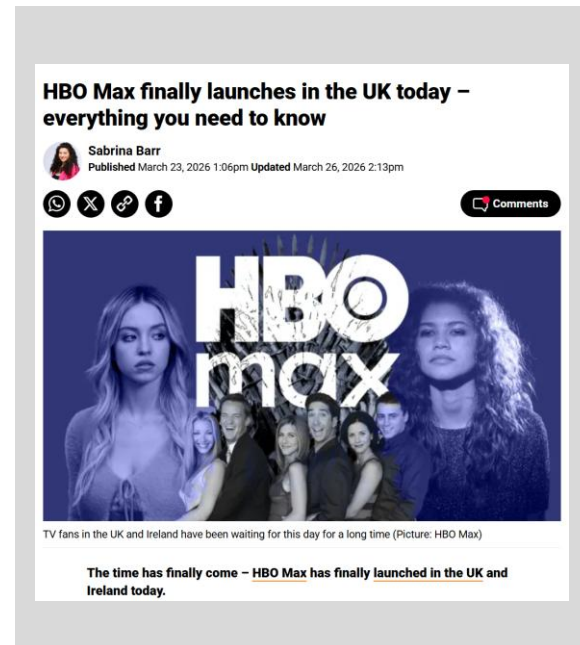
# HBO Max attracts online interest following 26<sup>th</sup> March UK launch

At the end of March 2m people had visited the HBOMax website and 425K had used the app



HBO MAX	AUDIENCE (000s)	AVG. MINS PP
TOTAL website or app	2,099	14:11
hbomax.com	1,931	09:49
Max: Stream HBO, TV, & Movies (Mobile App)	425	25:30

Top 5 SVOD Mobile Apps	AUDIENCE (000s)	AVG. MINS PP
Netflix (Mobile App)	16,213	245:43
Amazon Prime Video (Mobile App)	8,377	95:40
Disney+ (Mobile App)	7,220	180:04
Apple TV (Mobile App)	2,651	21:41
NOW (Mobile App)	1,124	92:29



Source: UKOM endorsed data for PC, Tablet and Smartphone in Ipsos iris, Mar 26  
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# Chinese brands continue to challenge UK retailers



After regional beta-testing, Chinese e-commerce giant JD.com fully launched Joybuy in the UK on 16<sup>th</sup> March after failing to buy Argos. Given the success of Temu, could it shake up the top 10?

	Top 10 UK online retailers		
MEDIA	AUDIENCE (000s)	AUDIENCE REACH (%)	AVG. MINS PP
Amazon	46,114	88	136:40
eBay	32,199	61	87:53
Temu	28,716	55	65:34
Apple	25,660	49	22:00
Tesco	20,931	40	24:19
Argos	18,182	35	12:16
Vinted	17,019	32	175:17
Lidl UK	16,857	32	23:15
Shein	16,023	30	122:44
Marks and Spencer	15,946	30	19:21

## 'Our competitors are everyone': Joybuy leads 'China's Amazon' into the UK

Taking on its US rival in Britain is expected to lead to 'collateral damage' for UK retailers



In March 2026, Joybuy had 1.3m UK users with 1m using Joybuy.co.uk and 419K using the app

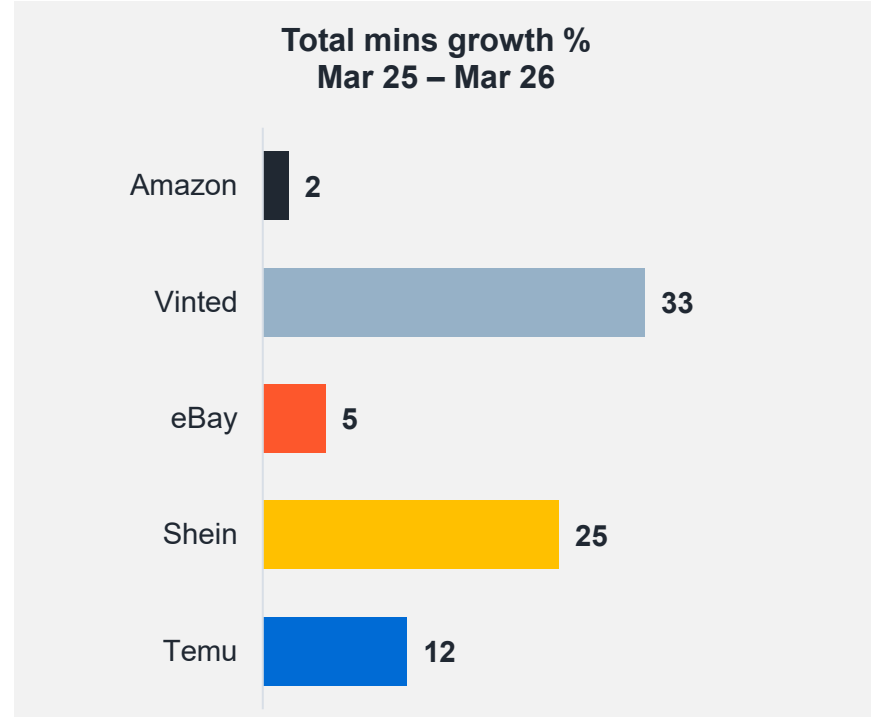
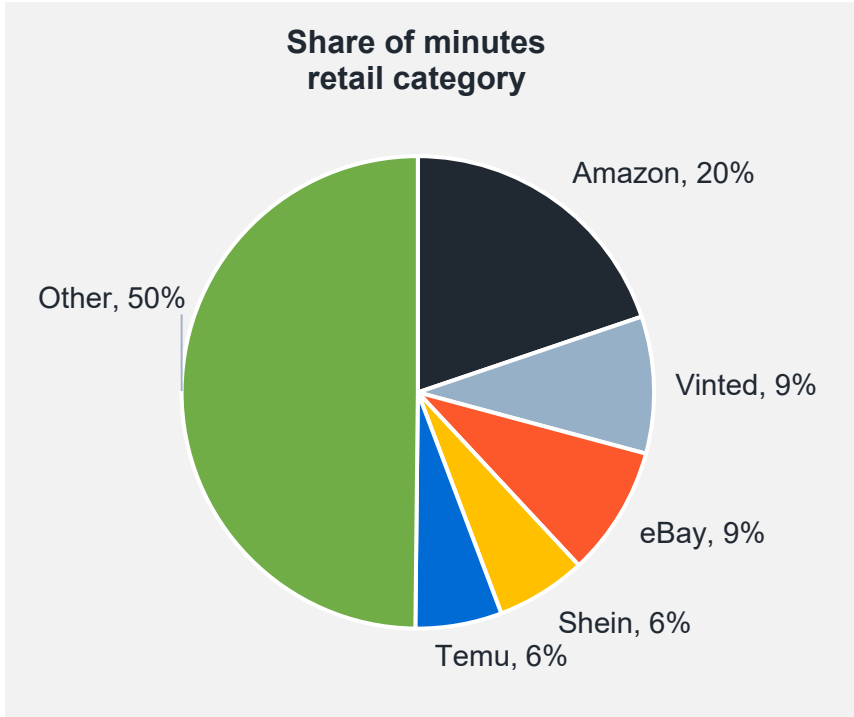


Source: UKOM endorsed data for PC, Tablet and Smartphone in Ipsos iris, Mar 26  
Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.

# Five brands account for 1/2 all retail time online



Vinted's strong growth makes it second only to Amazon for time spent

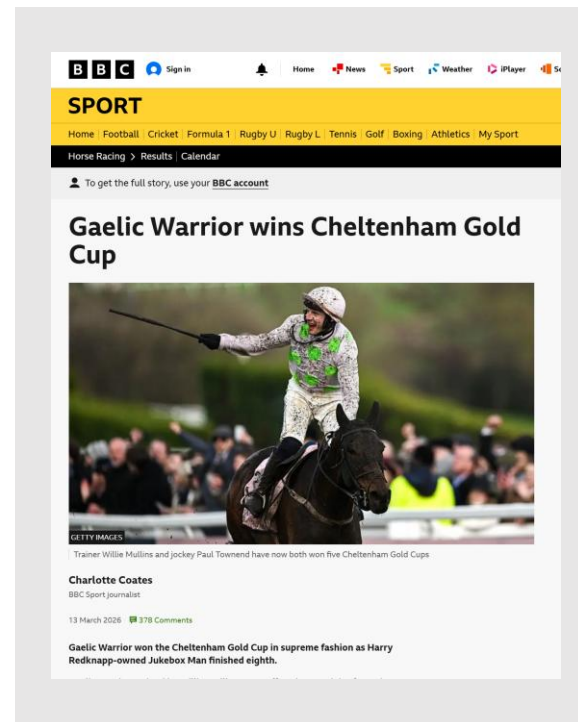


Source: UKOM endorsed data for PC, Tablet and Smartphone in Ipsos iris, Mar 26  
Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.

# Major sporting events in March boosted audiences for rugby, horse racing and athletics categories



	AUDIENCE (000S)			
	Dec '25	Mar '26	Change (%)	Change (abs)
<b>Sports</b>	<b>31,126</b>	<b>30,670</b>	<b>-1.47</b>	<b>-456</b>
Football	21,316	20,643	-3.16	-673
<b>Rugby</b>	<b>3,569</b>	<b>7,298</b>	<b>104.46</b>	<b>3,728</b>
Motorsport	6,671	6,922	3.77	252
Cricket	6,399	3,630	-43.27	-2,769
<b>Horse Racing</b>	<b>1,859</b>	<b>3,462</b>	<b>86.27</b>	<b>1,603</b>
Tennis	2,320	3,048	31.40	728
<b>Athletics</b>	<b>348</b>	<b>2,824</b>	<b>710.71</b>	<b>2,475</b>
Golf	2,147	2,762	28.63	615



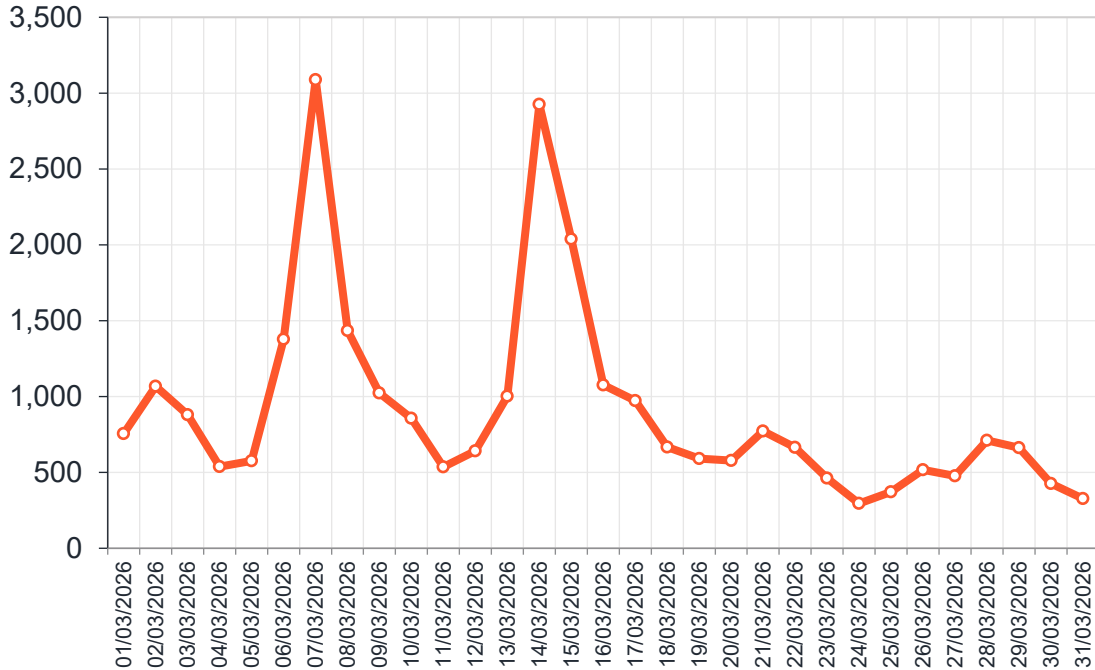
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# Rugby's online audience surpassed 3m on 7<sup>th</sup> March

Interest peaked at 3.1m - the day Scotland beat France and England lost to Italy in the Six nations



Rugby category - online audience (000s)



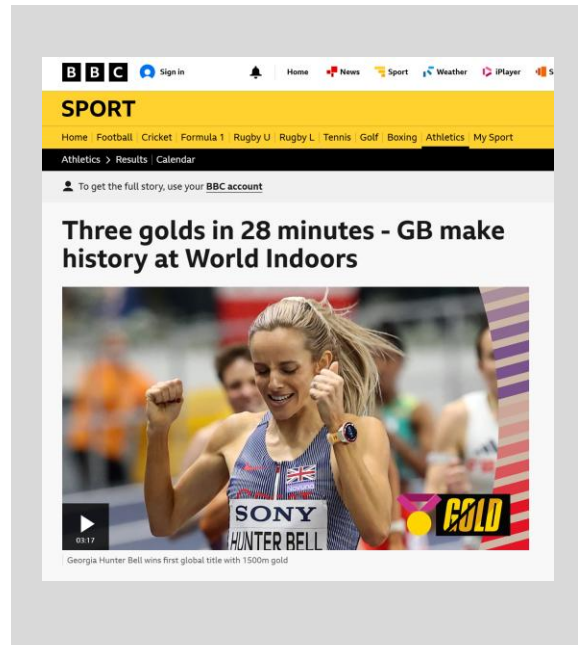
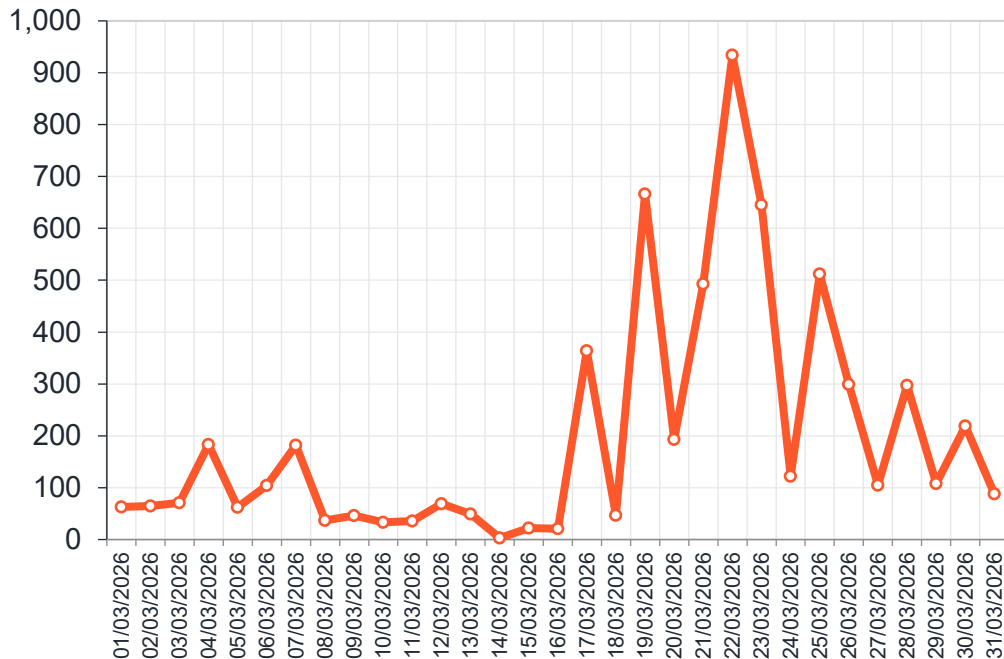
Source: UKOM endorsed data for PC, Tablet and Smartphone in Ipsos iris, Mar 26  
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# Athletics' audience boosted by GB's medal success



Britain's 3 golds at the World Indoor Championships on Sunday 22<sup>nd</sup> March drove nearly 1m people to the athletics category online

Athletics category - audience (000s)



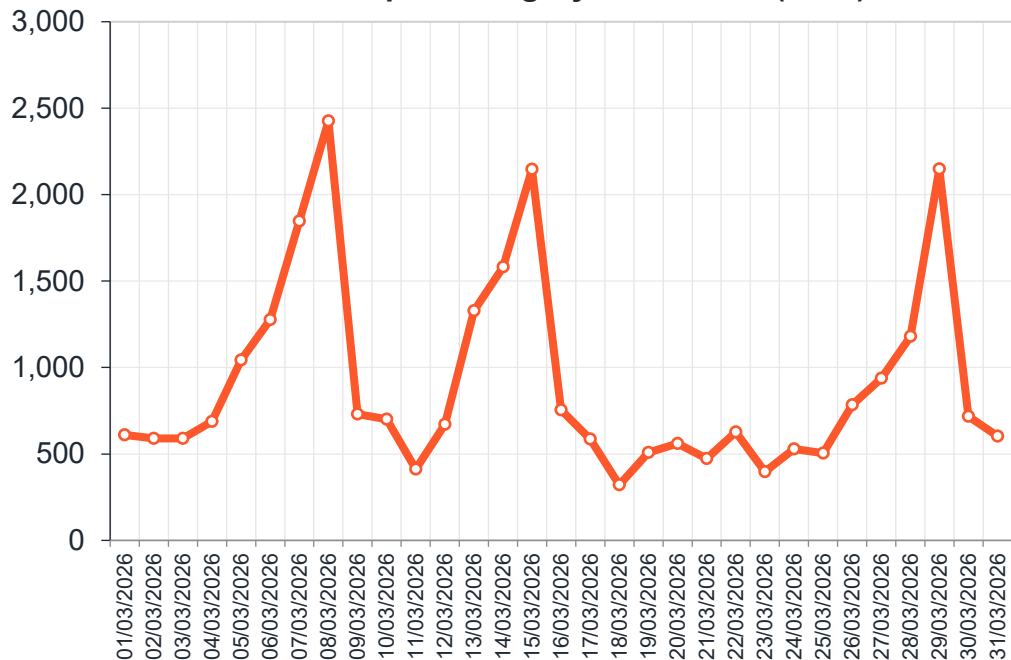
Source: UKOM endorsed data for PC, Tablet and Smartphone in Ipsos iris, Mar 26  
Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.

# F1 attracts online audiences on race days



Over 2m people visited sites/apps within the motorsport category on F1 race days - peaking at 2.4m for the season opener on 8<sup>th</sup> March in Australia

Motor sport category - audience (000s)



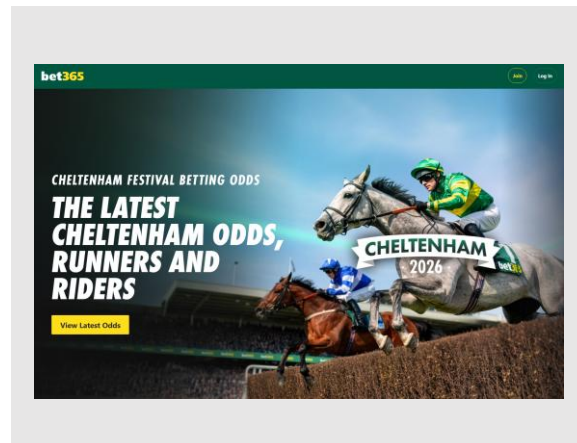
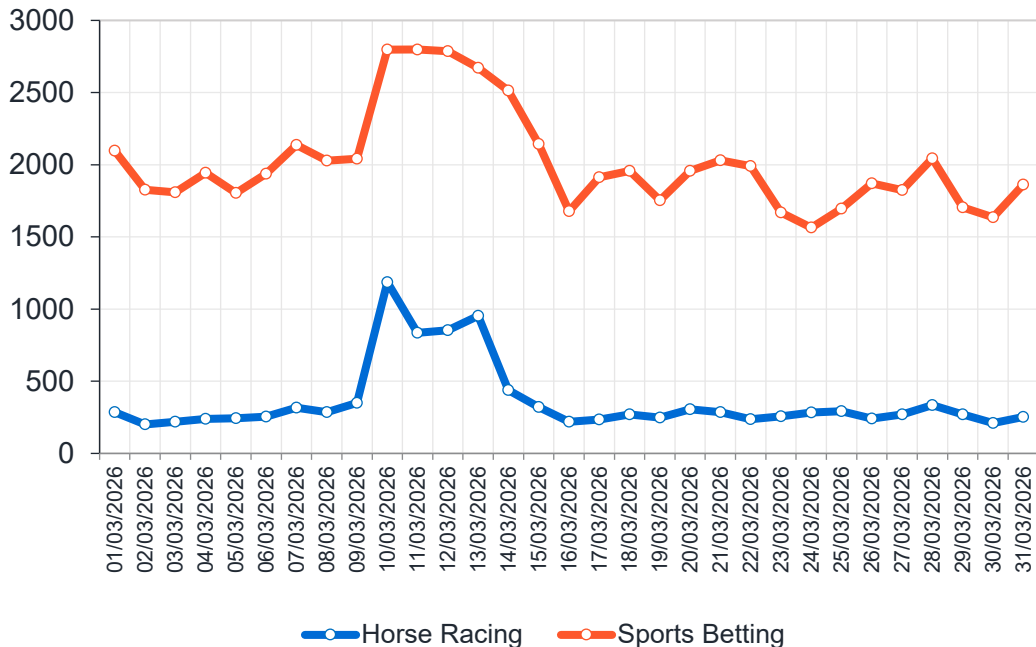
Source: UKOM endorsed data for PC, Tablet and Smartphone in Ipsos iris, Mar 26  
Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.

# Sports betting peaked in Cheltenham Festival week



During Cheltenham week (10<sup>th</sup>-13<sup>th</sup> March), the sports betting category had an average daily audience of 2.8m which was 45% higher than non-festival days

Sports Betting & Horse racing - audience (000s)



	Avg. Daily Audience in March (000s)		
	Non-Festival Days	Festival days 10-13 <sup>th</sup>	Diff
Sports betting	1905	2763	+858
Sports/Horse racing	273	957	+684



Source: UKOM endorsed data for PC, Tablet and Smartphone in Ipsos iris, Mar 26  
 Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.

# The UK online audience

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UKOM



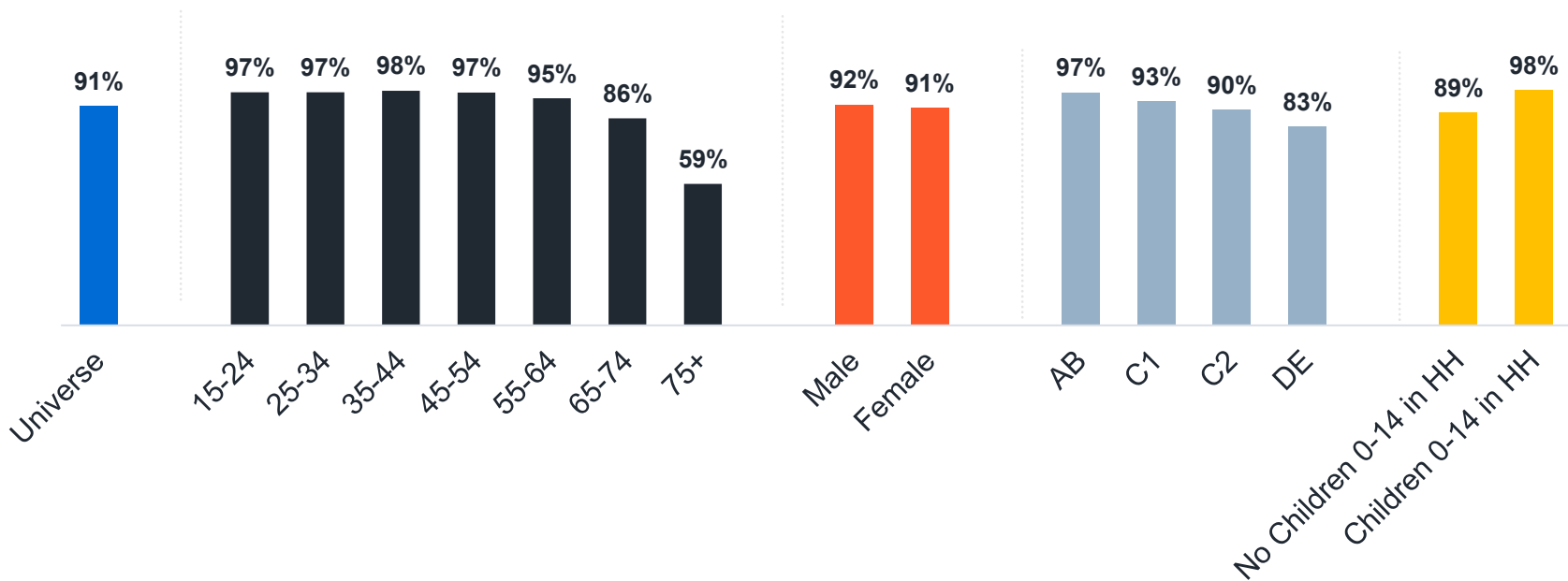
# Internet penetration by demographics - Q4 25



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



% of UK population who use the internet

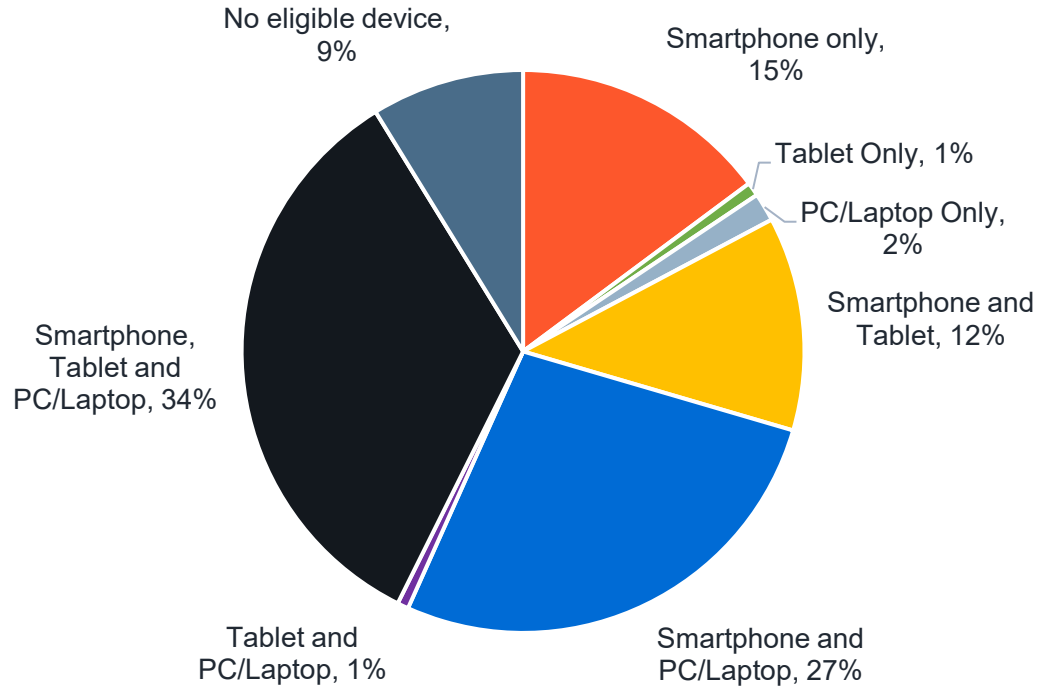


Source: UKOM endorsed data for PC, Tablet and Smartphone in Ipsos iris, Establishment survey Oct 25 - Mar 26  
Base - Total UK Population (15+)

# 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

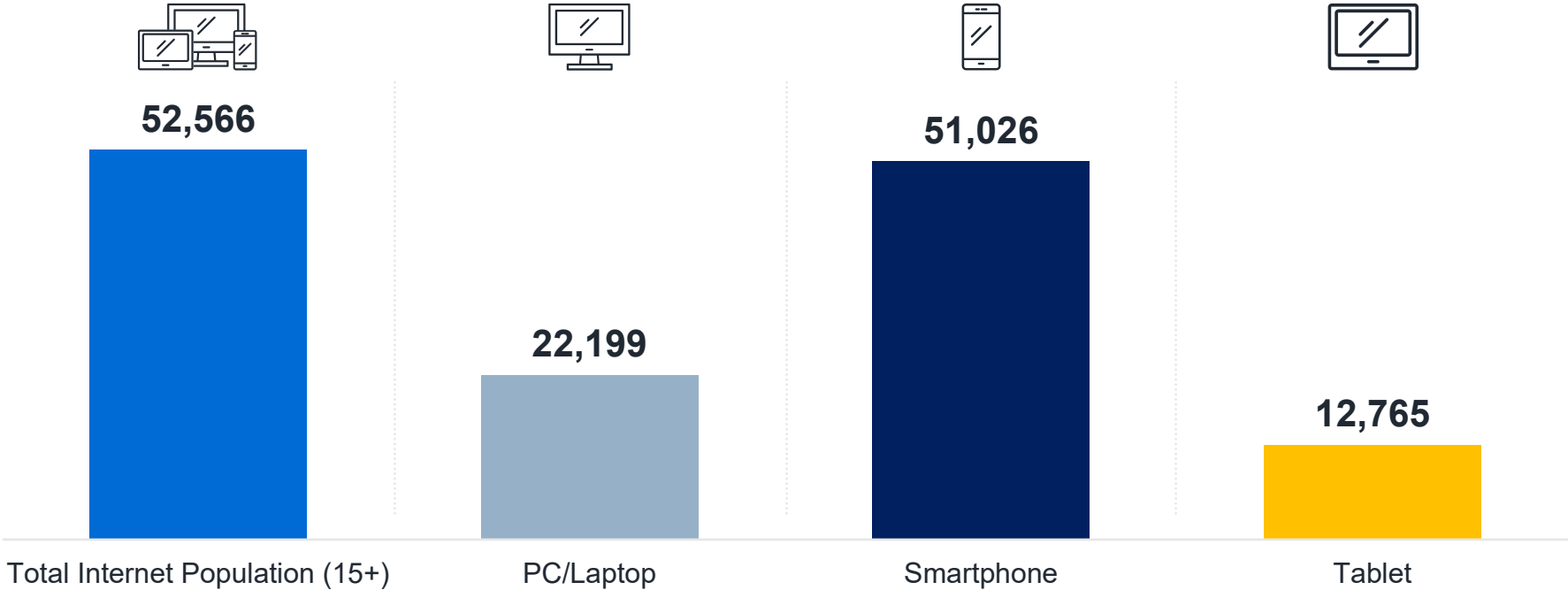


74% of the UK population are multi-device users, with over a third (33.9%) using all 3 types of device

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

# Online audience by devices used (000s)

97% of internet users access online services via smartphones



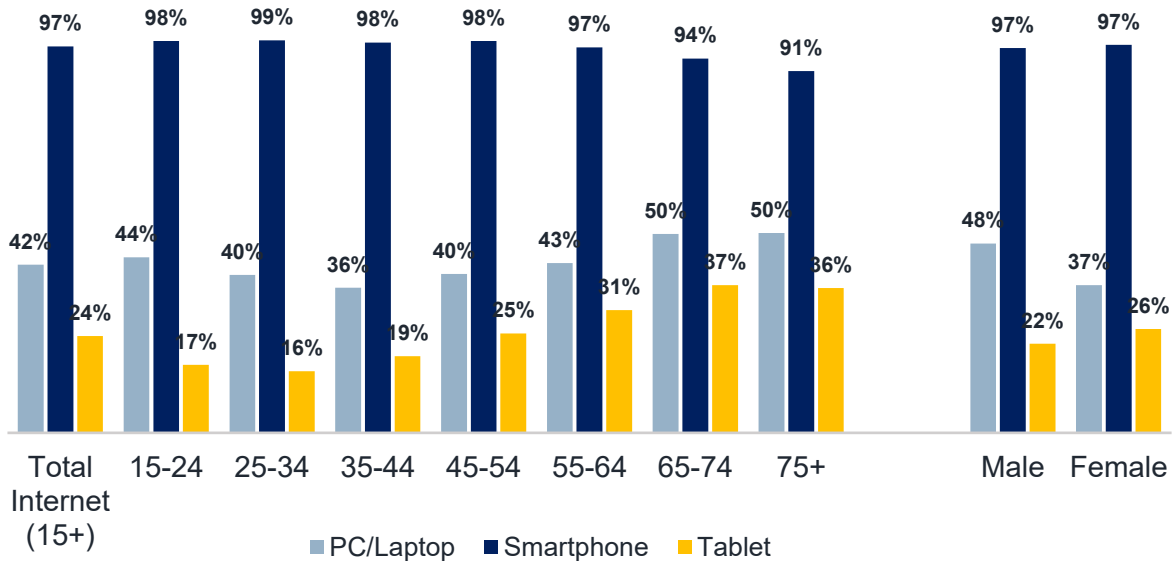
Source: UKOM endorsed data for PC, Tablet and Smartphone in Ipsos iris, Mar 26  
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# Devices used to go online by demographics



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

% of online audience who use each device



Females are less likely to use a PC/laptop – **37%** compared to **48%** for males



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



Source: UKOM endorsed data for PC, Tablet and Smartphone in Ipsos iris, Mar 26  
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# Time online

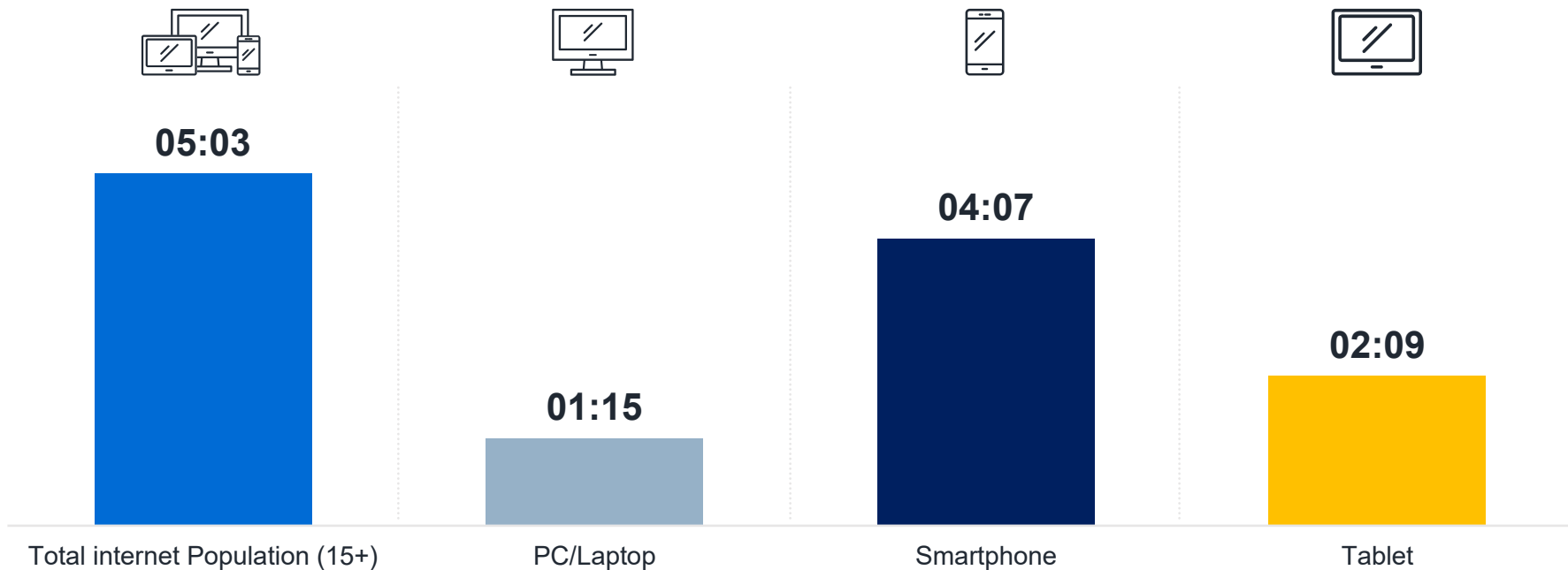
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# Average time spent online per day by device (hh:mm)



The UK internet population's average daily time online in March was 5 hrs 3 minutes



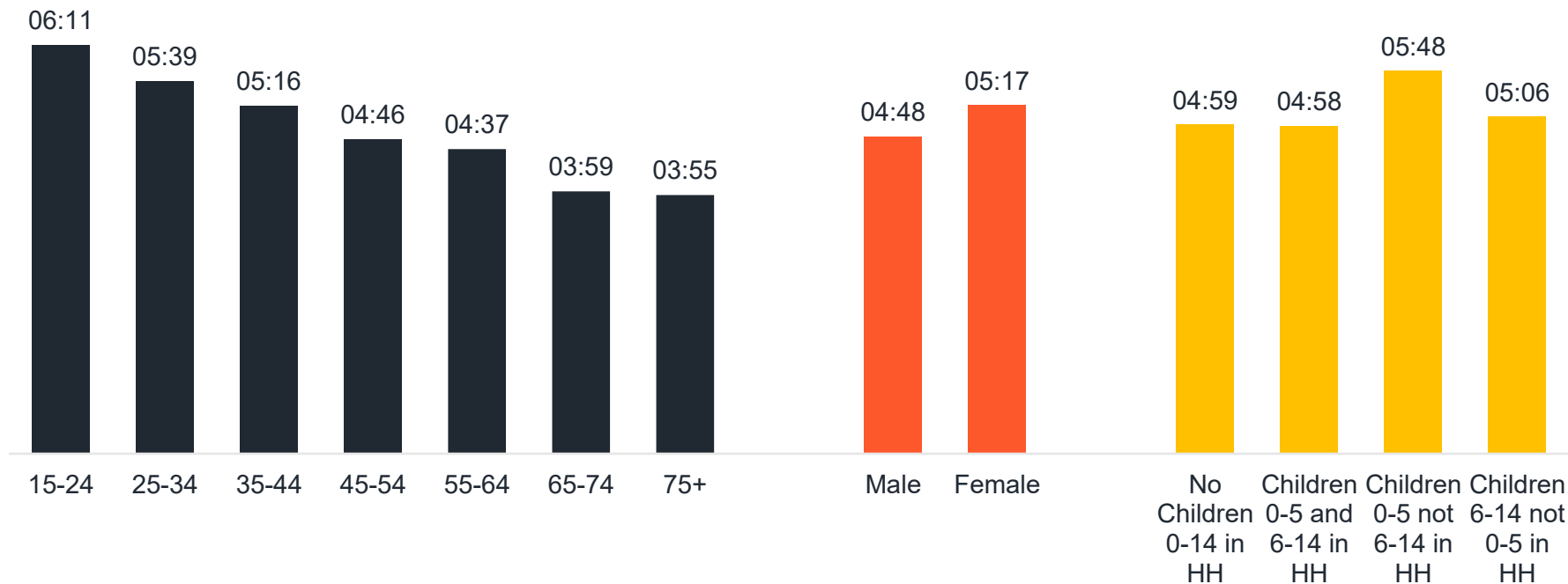
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Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month. NB Duration not measured for sites or apps running in device background/'out of focus'

# Average time spent online per day by demographics



15-24s now spend over 6 hrs per day online



Source: UKOM endorsed data for PC, Tablet and Smartphone in Ipsos iris, Mar 26

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'

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

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



**UK = 5hr 3 mins**

Glasgow – 5hr 27 m

Belfast – 5hr 7m

**Liverpool – 5hr 35m**

Birmingham – 5hr 6m

Cardiff – 5hr 26m

Bristol – 4hr 39m

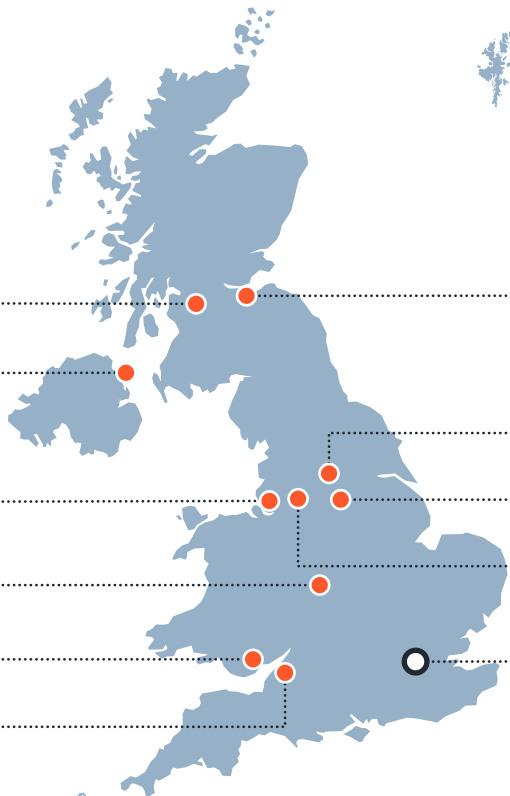
Edinburgh – 5hr 10m

Leeds – 4hr 37m

Sheffield – 4hr 35m

Manchester – 5hr 8m

London – 5hr 8m

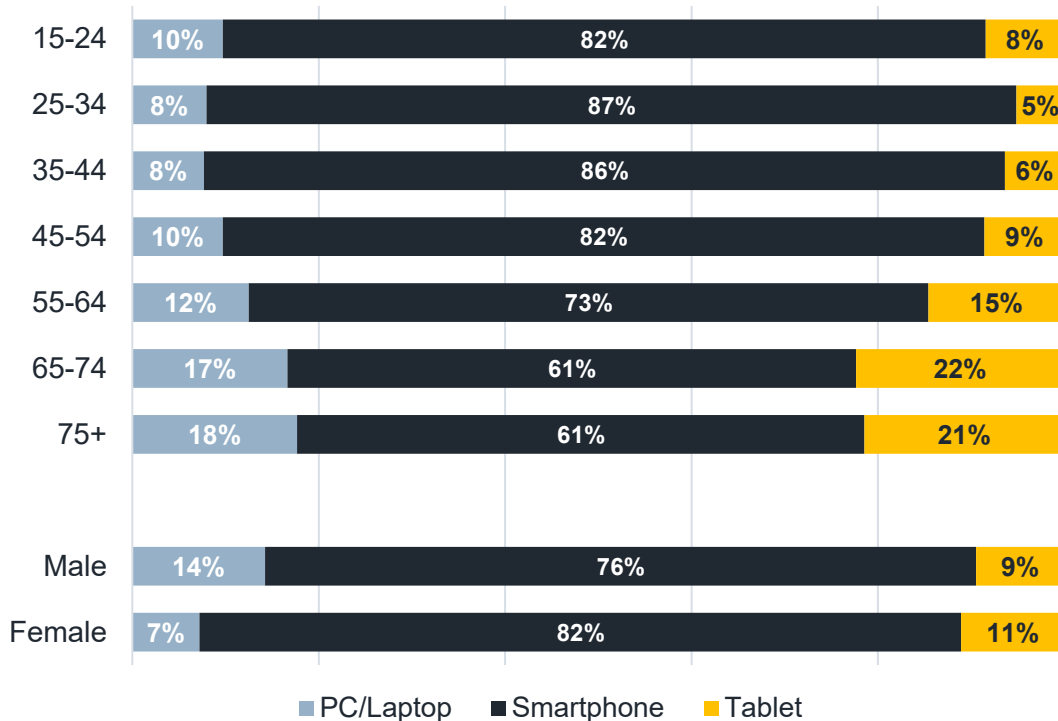


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# Device share of minutes by age and gender

PC share is higher among older people while smartphone share peaks for 25-34s



4x

75+ Tablet share is >4 times that of 25-34s

2x

Males' PC/laptop share of time is double females (14% vs 7%)



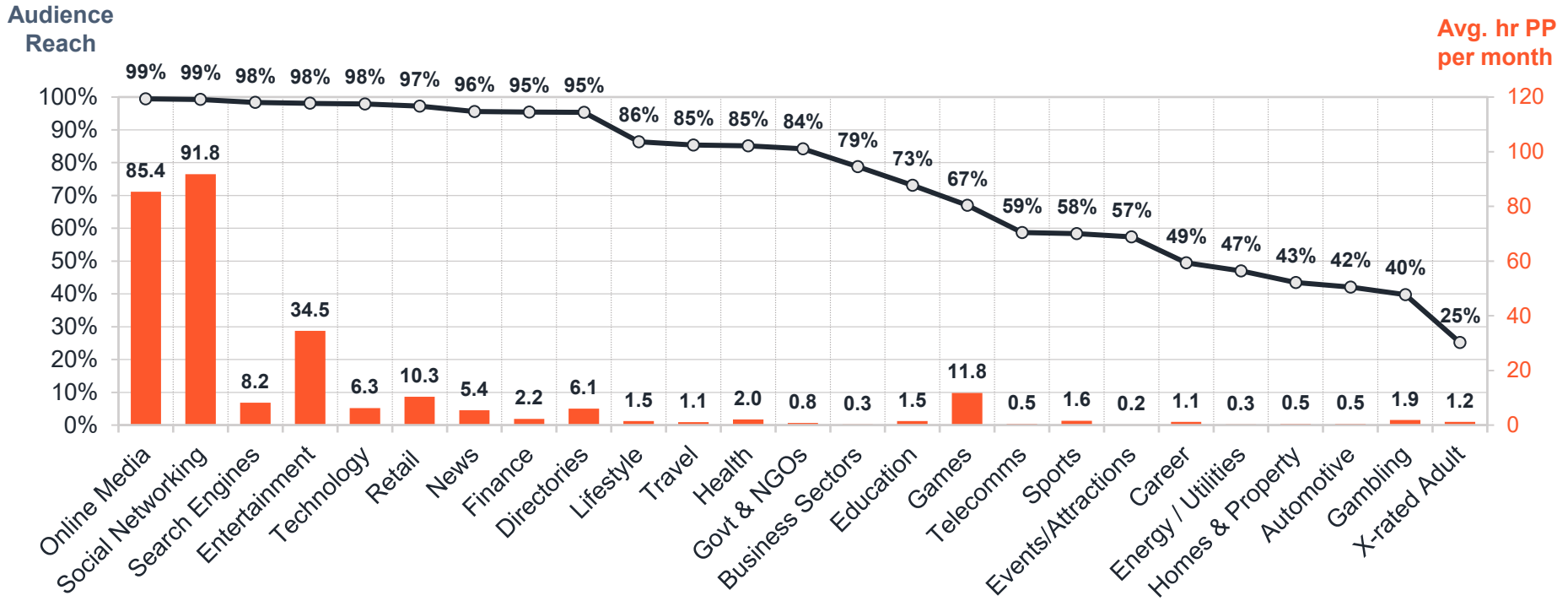
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# Categories visited online: reach & time spent



The social networking and online media categories have both highest reach and hrs per person



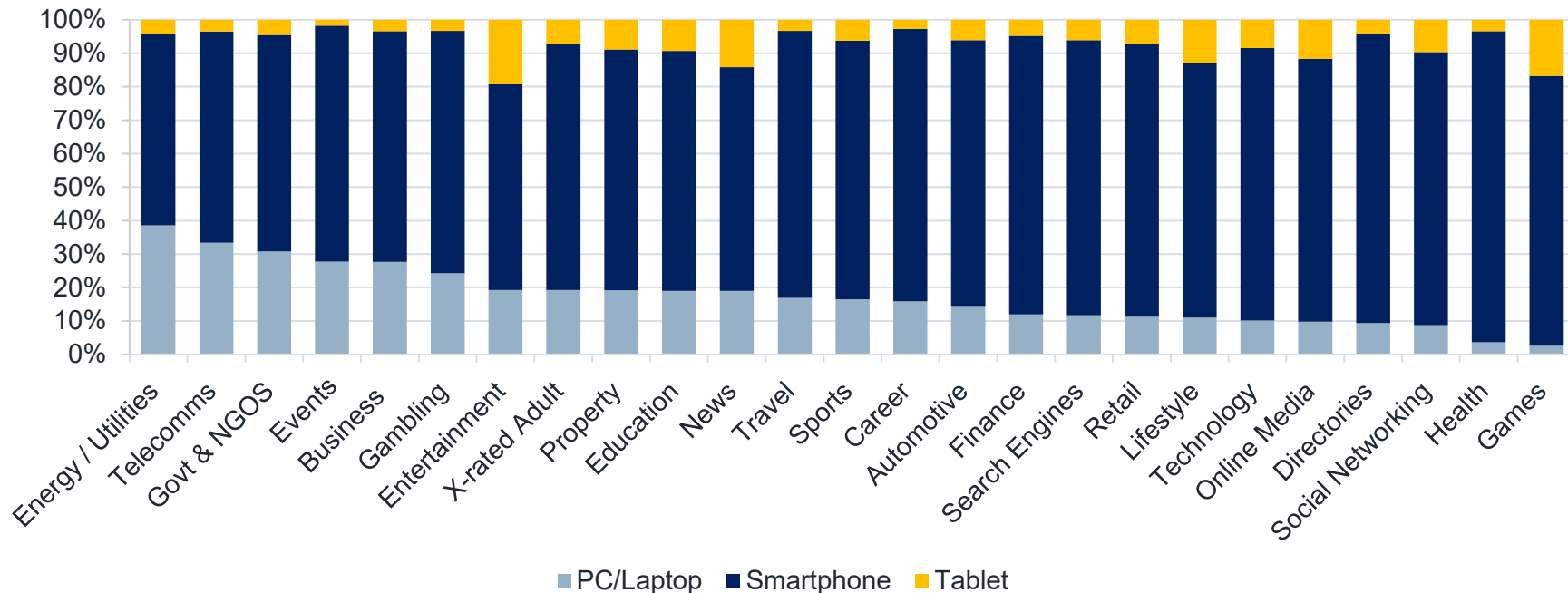
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# Share of minutes (%) by device by category



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

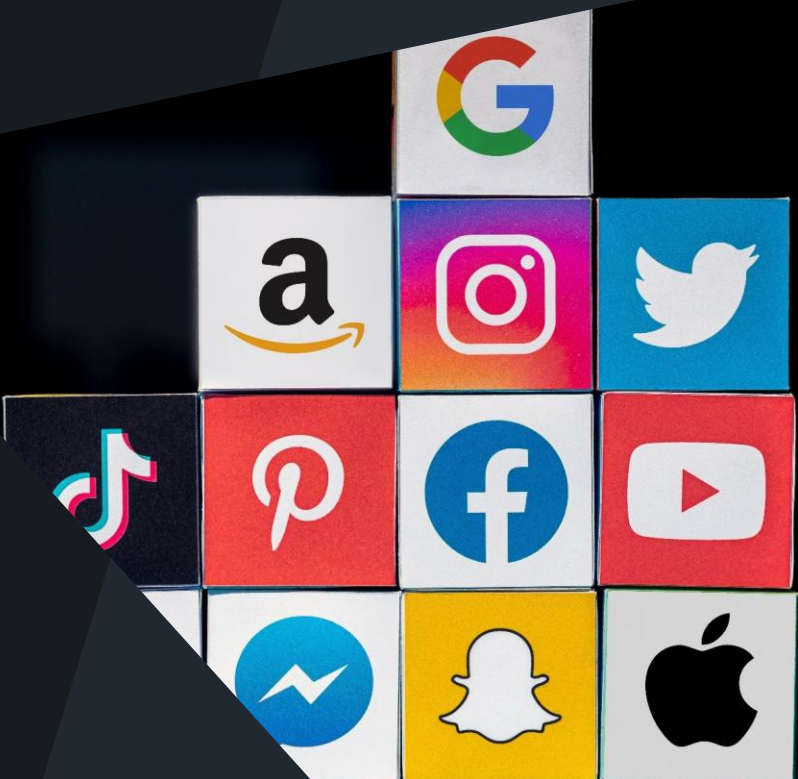


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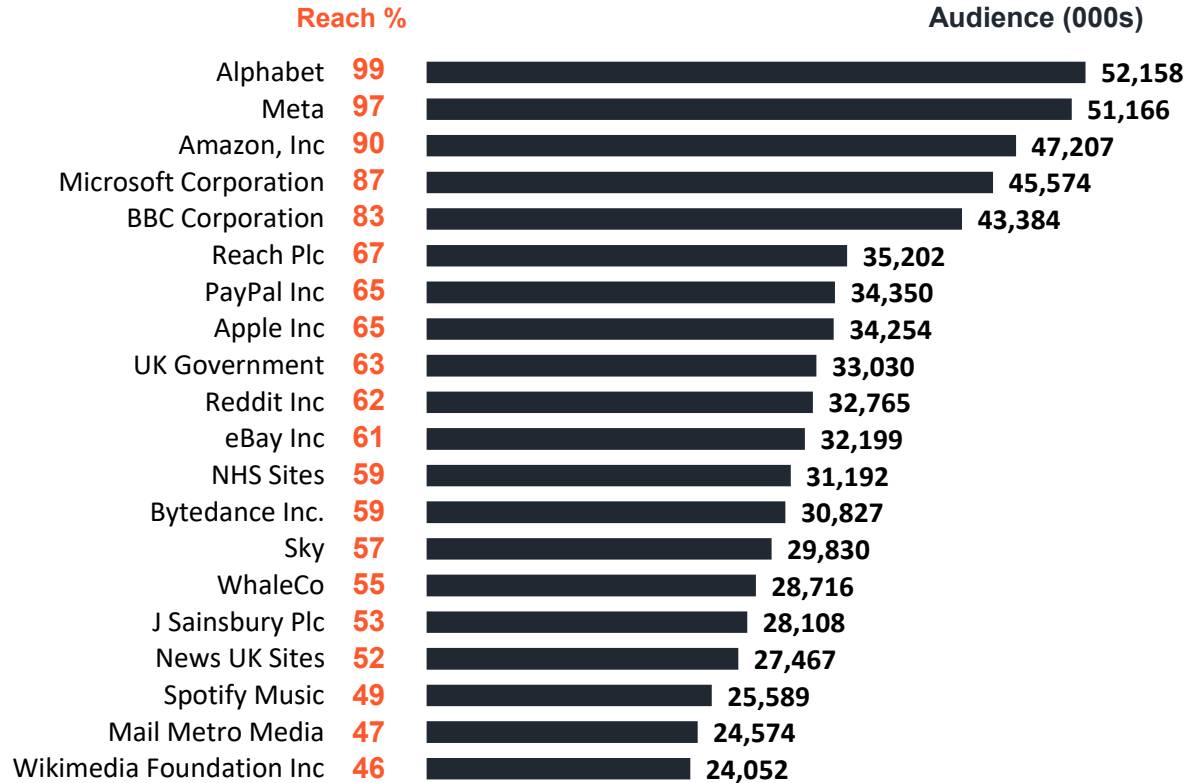
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# Top organisations and brands

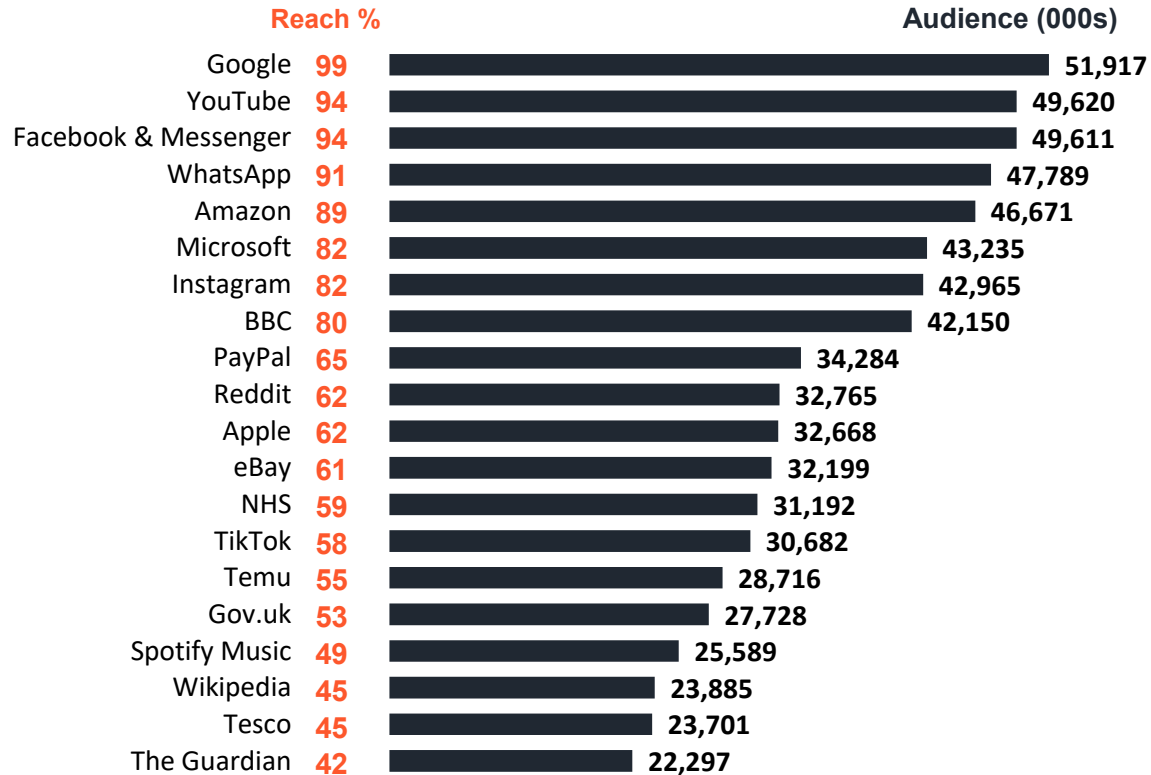
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# Top 20 organisations by audience



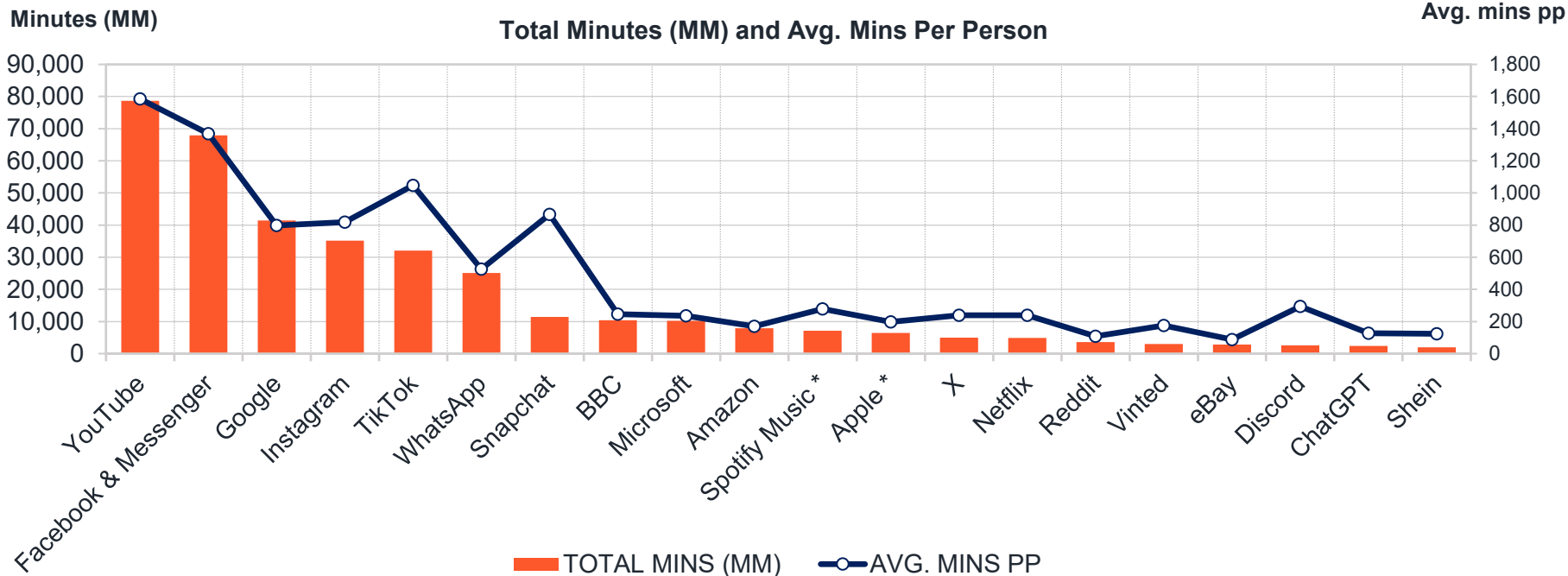
# Top 20 online brands by audience



# Top 20 brands by time spent



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



Source: UKOM endorsed data for PC, Tablet and Smartphone in Ipsos iris, Mar 26

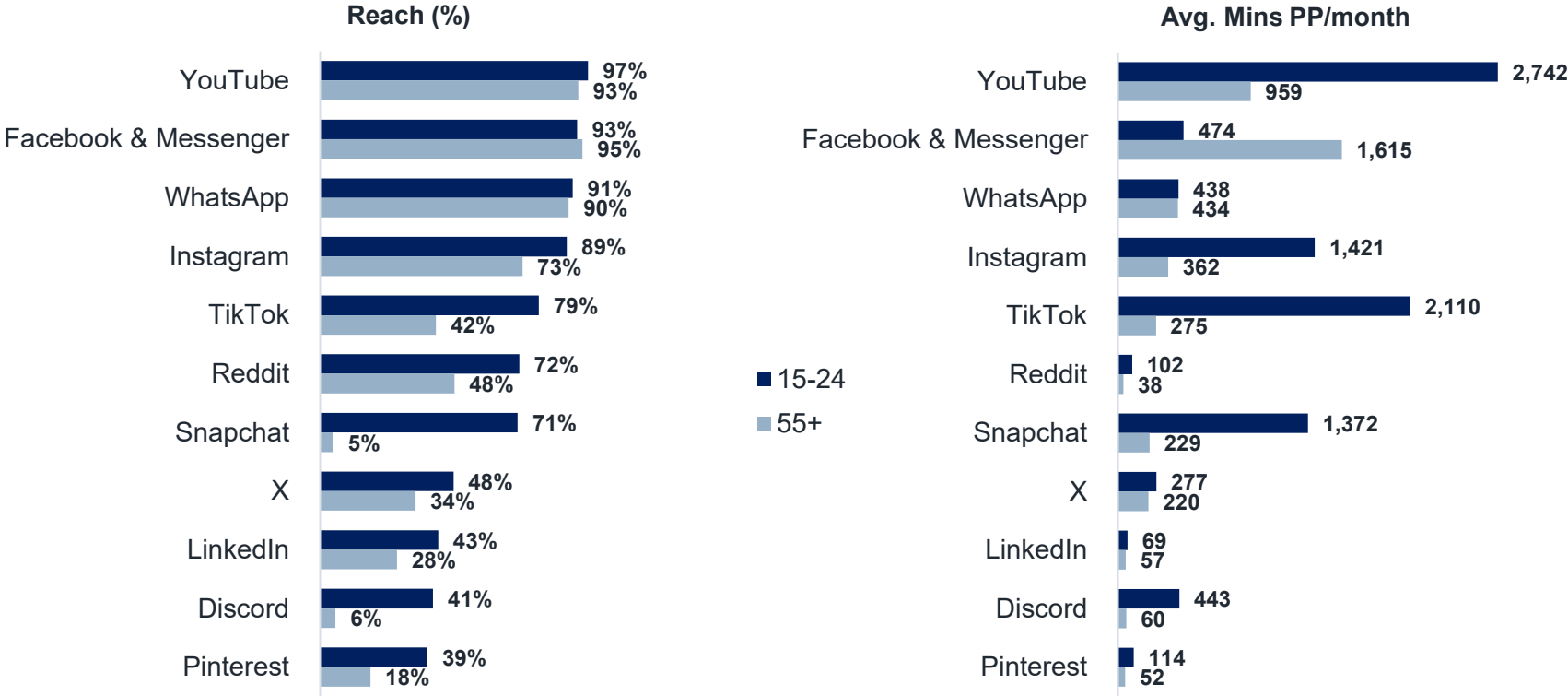
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\*All music apps face challenges when it comes to accurately measuring usage duration so use with caution

# Social Media Brands: Reach & Ave. Mins pp by age



15-24s spread attention across multiple platforms, whereas 55+s use mainly Facebook and YouTube.



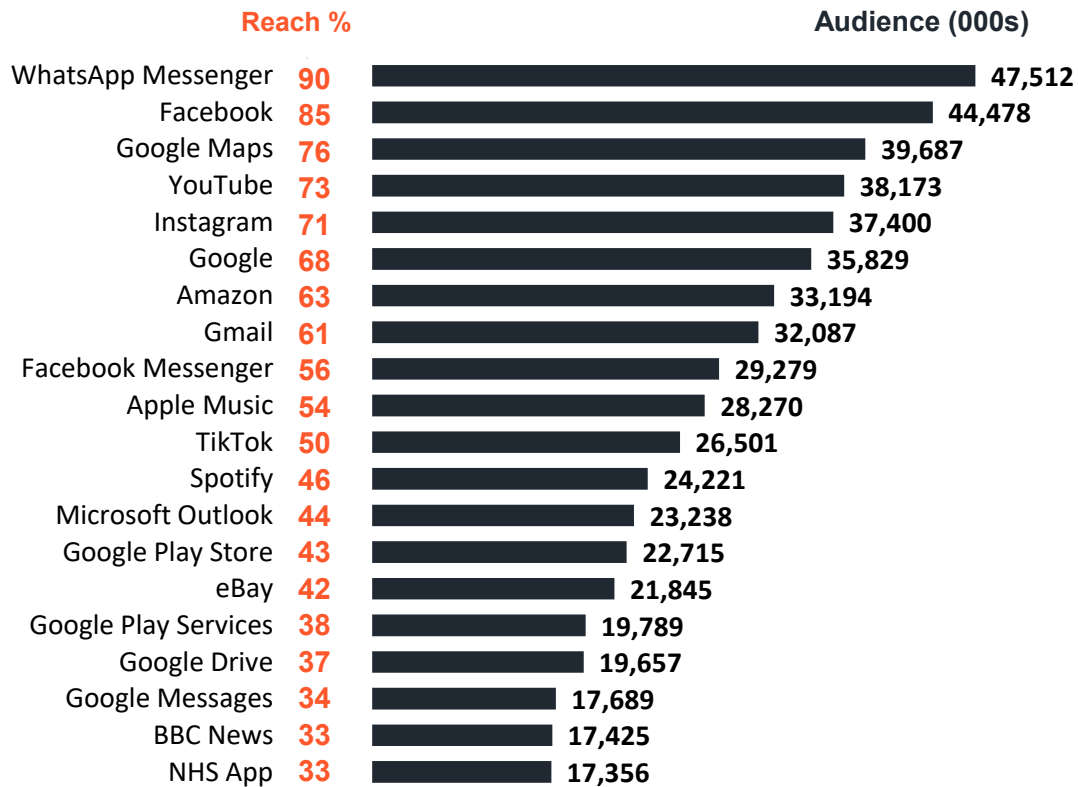
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# Top mobile apps

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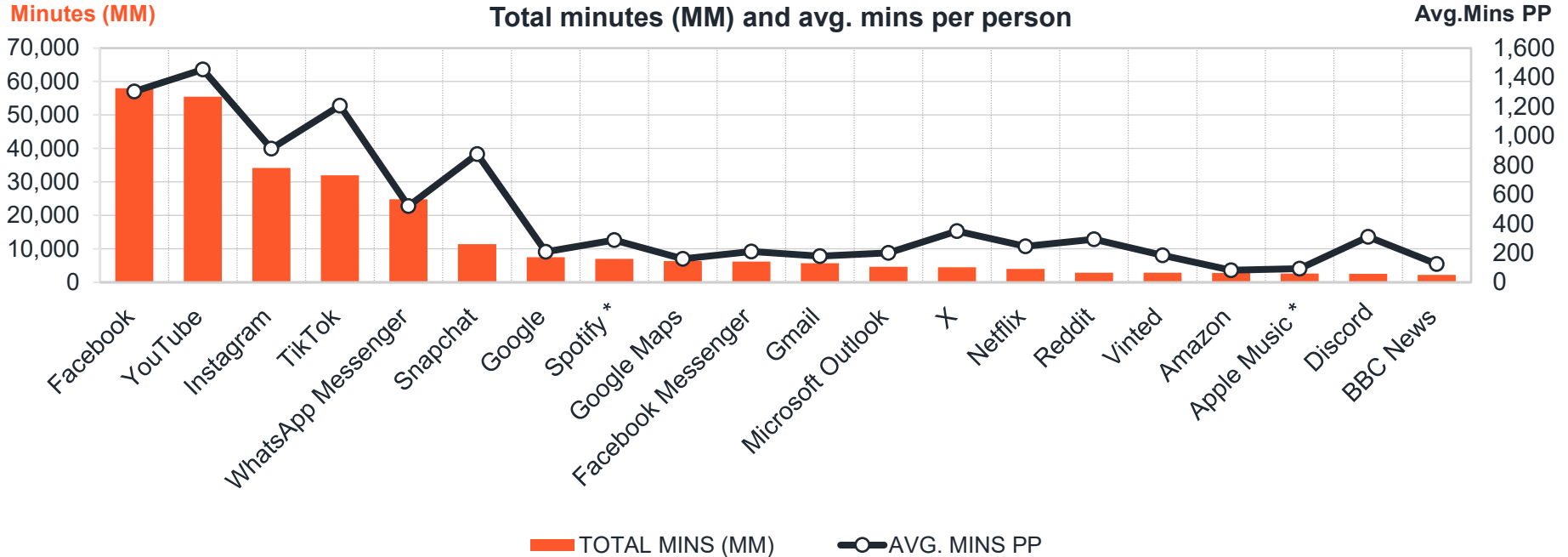
# Top 20 mobile apps by audience



# Top 20 mobile apps by time spent



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



Source: UKOM endorsed data for PC, Tablet and Smartphone in Ipsos iris, Mar 26

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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.



## Smartphone Top 10

	Apps	Total Mins (MM)	Avg. Mins PP
1	Facebook	52,702	1203:48
2	YouTube	42,032	1143:37
3	Instagram	33,065	902:29
4	TikTok	31,047	1205:18
5	WhatsApp Messenger	24,182	511:05
6	Snapchat	10,847	839:27
7	Google	6,668	189:08
8	Spotify*	6,660	279:56
9	Google Maps	6,209	158:30
10	Gmail	4,966	157:53



## Tablet Top 10

	Apps	Total Mins (MM)	Avg. Mins PP
1	YouTube	13,464	2407:57
2	Facebook	5,299	880:37
3	Facebook Messenger	1,885	574:08
4	Netflix	1,680	566:11
5	BBC iPlayer	1,215	544:45
6	Instagram	1,087	353:14
7	TikTok	942	536:25
8	Google	828	182:17
9	Microsoft Outlook	754	359:14
10	Gmail	752	211:09



Source: UKOM endorsed data for PC, Tablet and Smartphone in Ipsos iris, Mar 26

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# Key changes: Dec 25 – Mar 26

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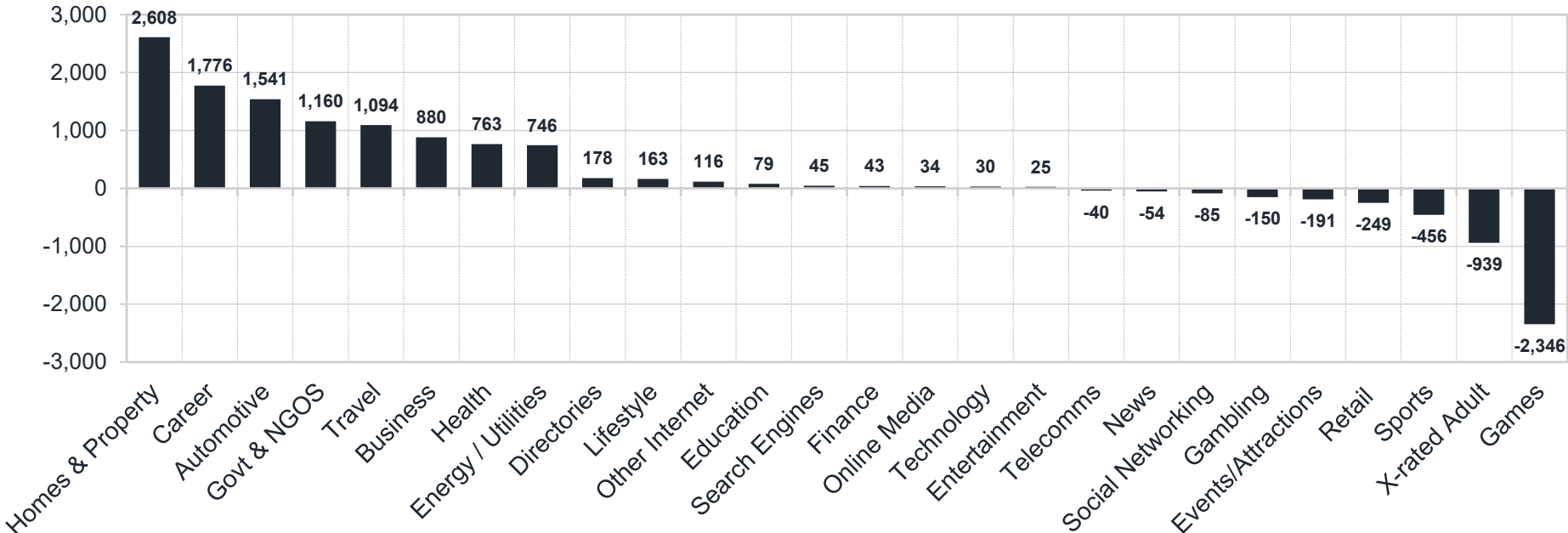


# Major Category audience change (000s): Dec 25 – Mar 26



Biggest audience increases for property, career and automotive categories

Audience increase/decrease (000s)



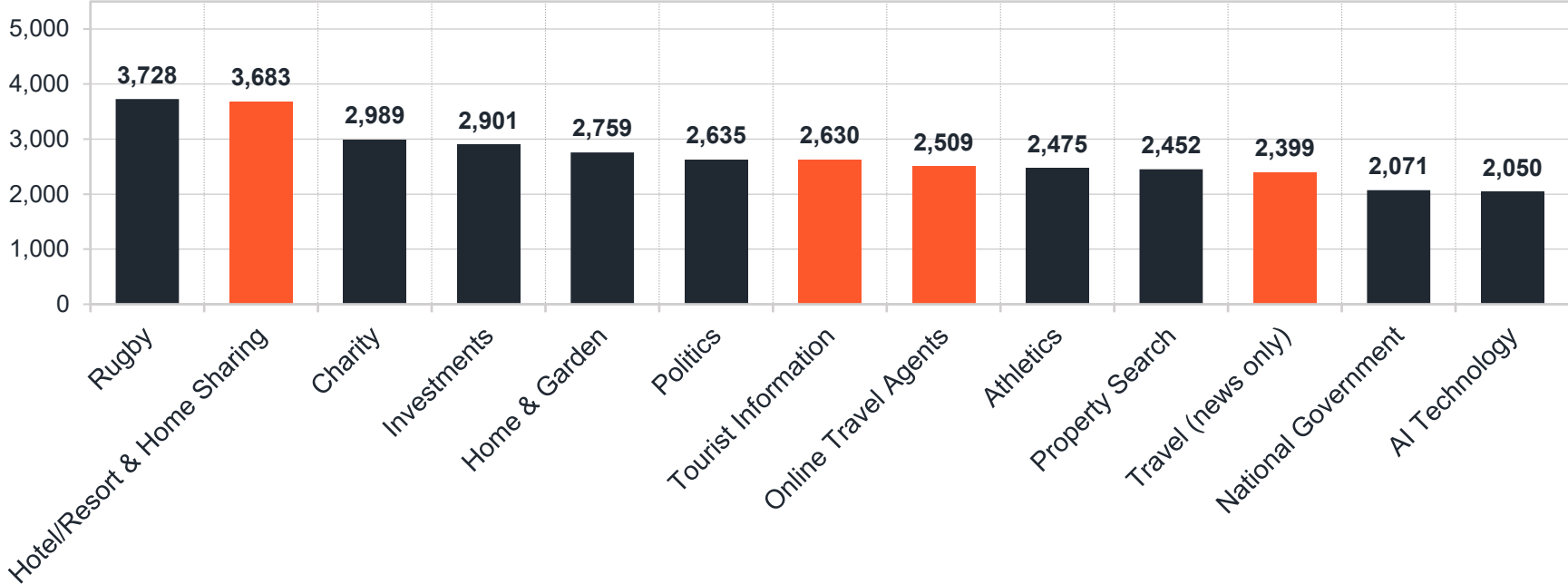
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# Tier 2 Categories adding > 2m audience: Dec 25 – Mar 26



People's attention turned to travel in March while the World Indoor Athletics Championships and Six nations drove up audiences to sports categories

Audience Gain (000s)



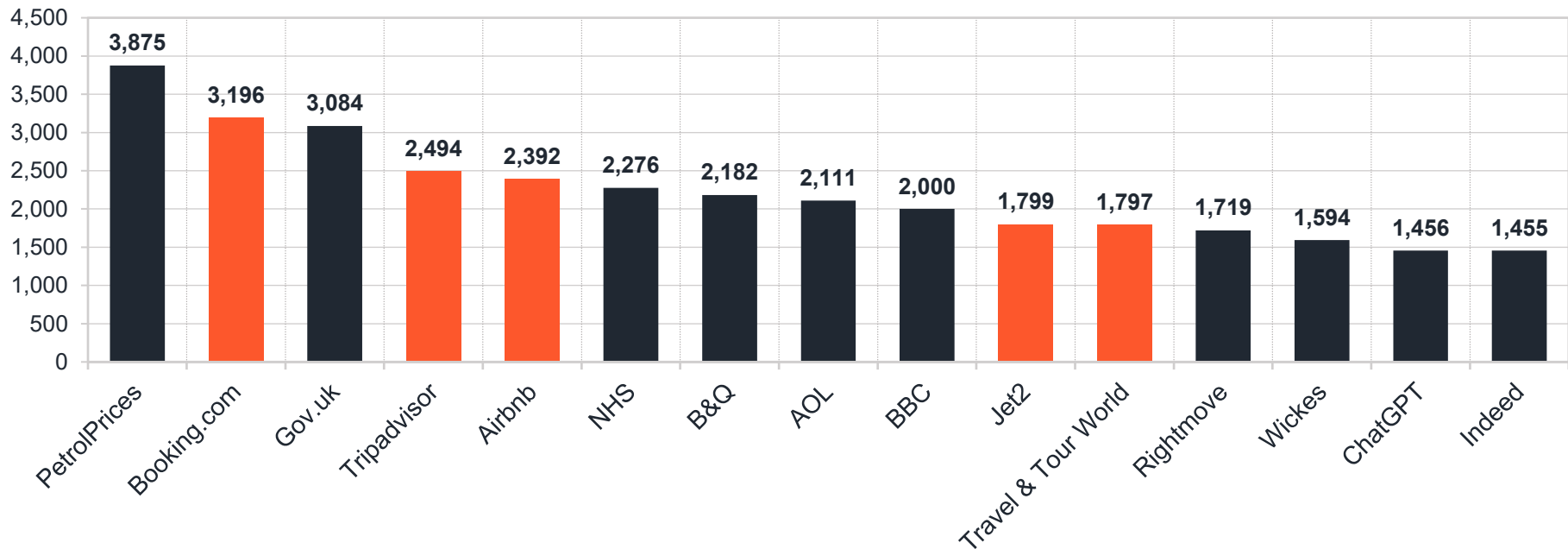
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# Brands adding most audience: Dec 25 – Mar 26



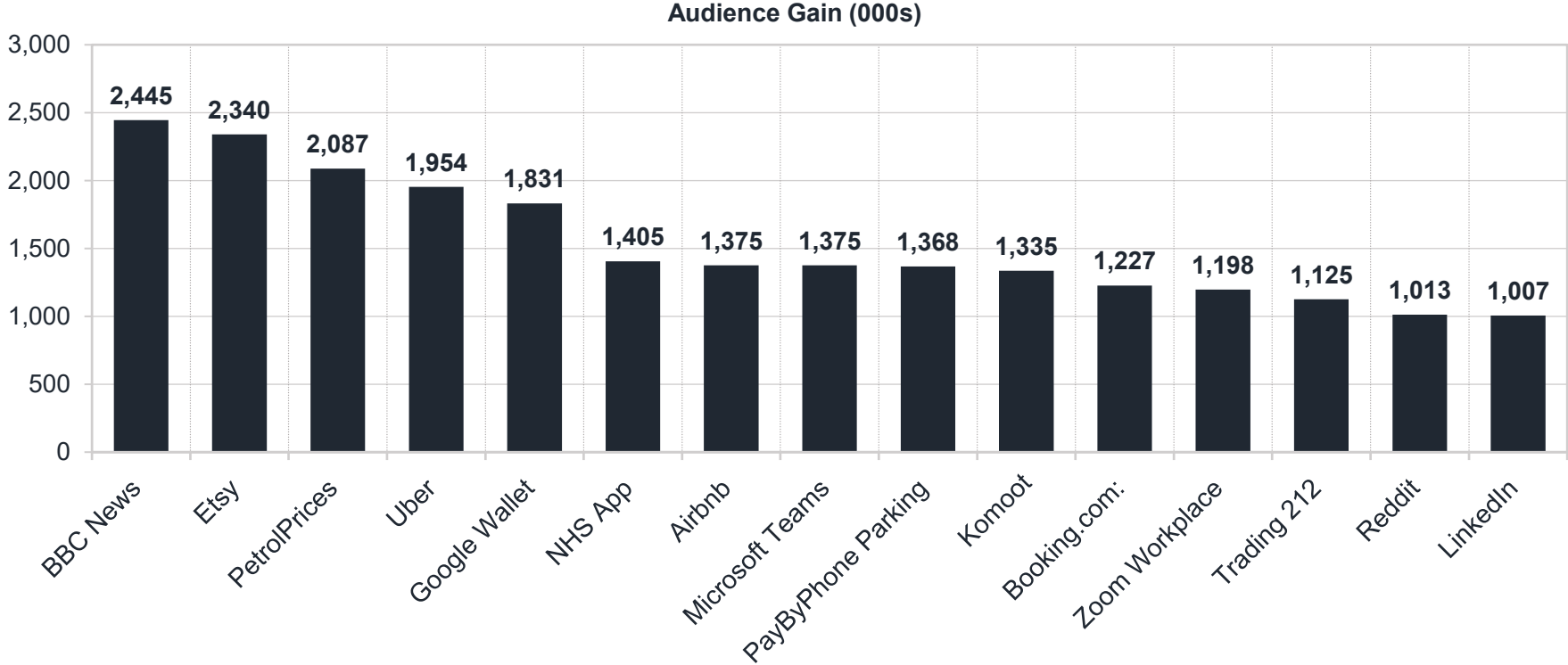
The war on fuel drove people to petrolprices.com and travel brands also saw audience uplifts

Audience Gain (000s)



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

# Mobile apps adding >1 million audience: Dec 25 – Mar 26



Source: UKOM endorsed data for PC, Tablet and Smartphone in Ipsos iris, Dec 25 – Mar 26  
Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month



# Questions?

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Find out more at:

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

Email us at:

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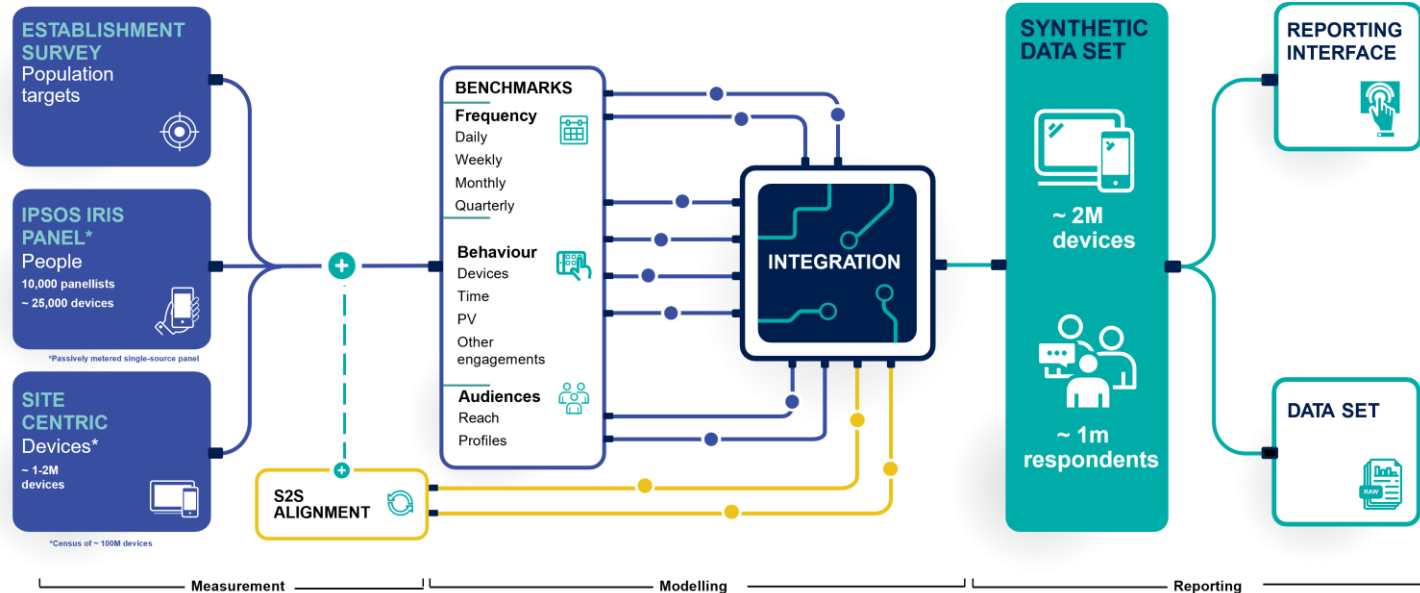
# Methodology



## 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](http://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/](http://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>