

UKOM

Online Market Overview

Jun 2026



The UK Online Market Overview Mar 2026

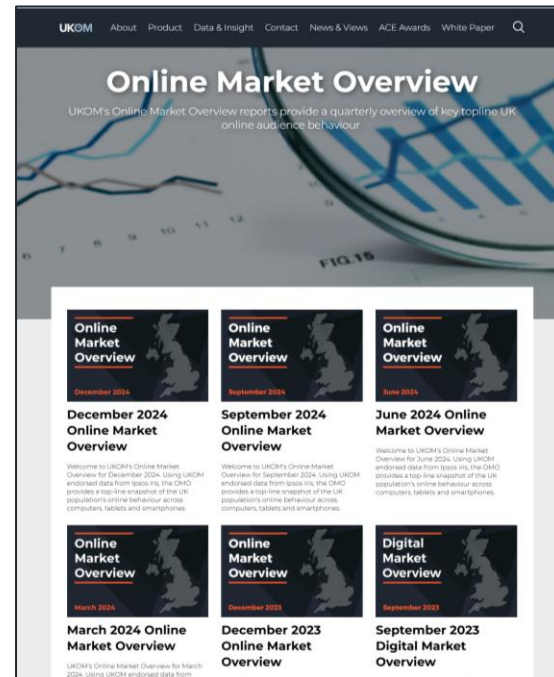


Overview

- This Online Market Overview focuses on the UK online audience on PC/laptop, tablet and smartphone in Jun 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 202 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



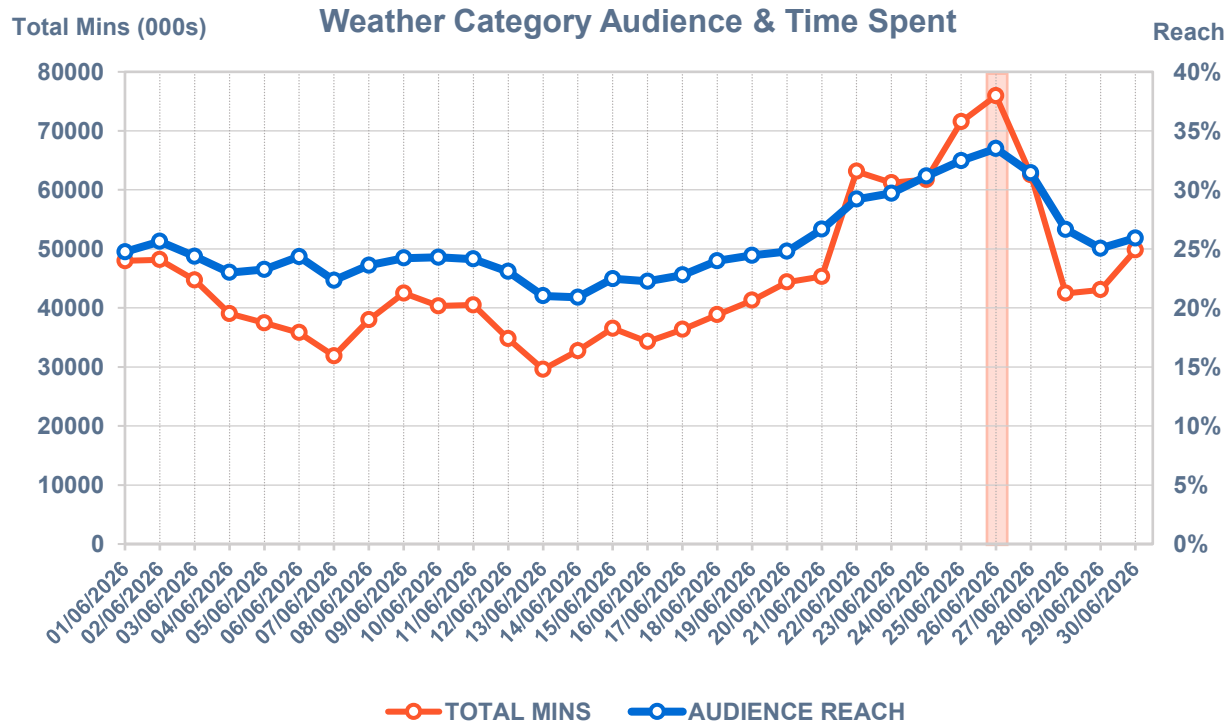
- In the news
- The UK online audience
- Time online
- Top organisations and brands
- Top mobile apps
- Key changes: Mar – Jun 26

In the news

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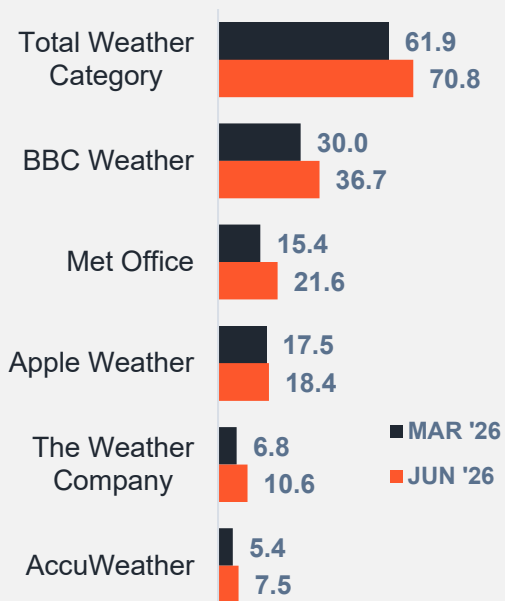
Like the temperature, weather checking soared on 26th June as the mercury hit 37.7 degrees in the UK



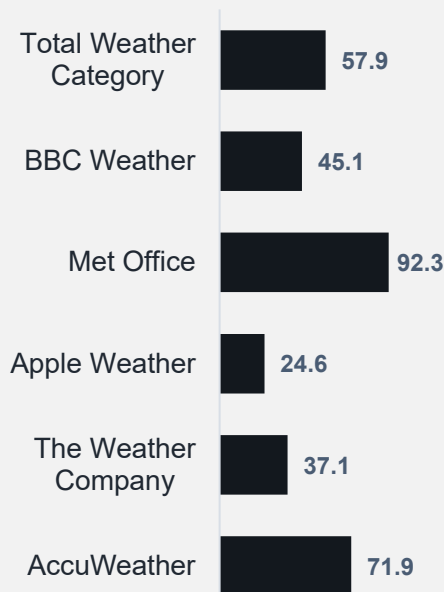
The BBC and Met Office were the top weather sources but reach and minute increased for all major services



Audience Reach (%)



Mins Growth (%) Mar-Jun 26



As temperatures rose, people visited online retailers to buy fans and portable aircon units



Retail brands adding most audience: Mar – Jun 26

	AUDIENCE (000S)			
	Mar '26	Jun '26	Change (%)	Change (abs)
	51,093	51,696	1.18	603
SHEIN	16,023	18,959	18.33	2,937
Argos	18,182	20,277	11.52	2,095
Currys PC World	8,047	9,288	15.42	1,241
Ticketmaster	5,273	6,481	22.91	1,208
Apple	25,660	26,774	4.34	1,114
B&Q	9,961	10,990	10.33	1,029
Screwfix	6,833	7,823	14.48	989
Tesco	20,931	21,903	4.64	972
Joybuy	1,290	2,046	58.62	756

Fans in short supply as next UK heatwave approaches, says Currys

Retailer says sharp rise in fan sales over the latest heatwave weekend left stores scrambling to source stock

Business live - latest updates



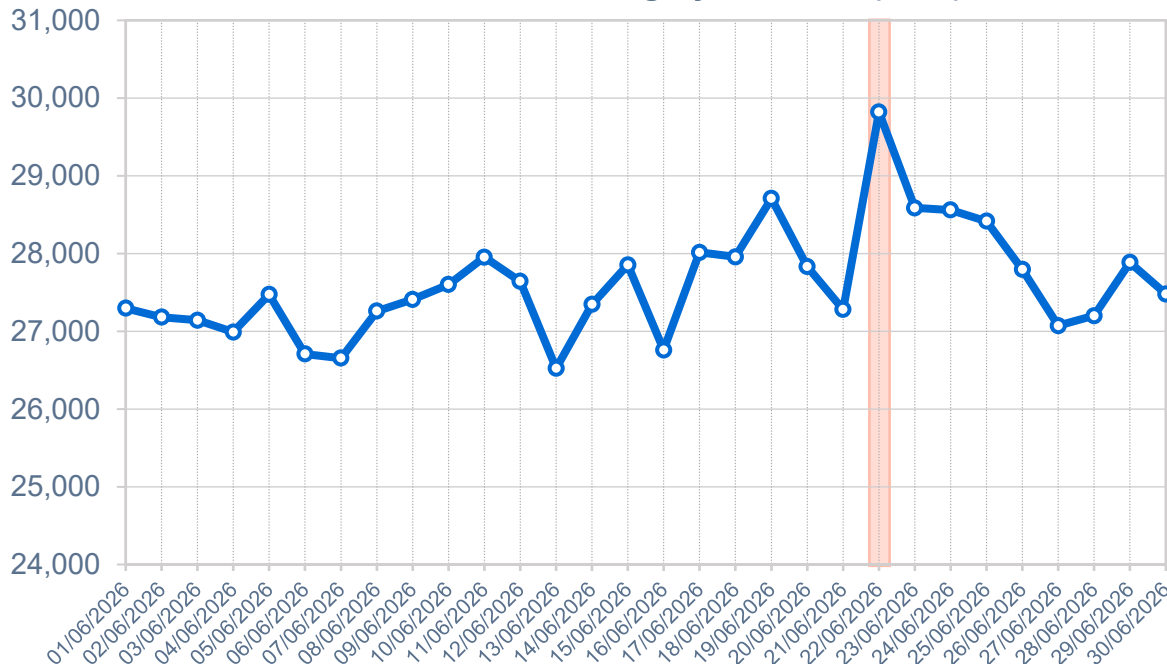
Currys says sales of fans were up nearly 3,000% over the latest heatwave weekend and air conditioners by 330%. Photograph: Joel Goodman/The Guardian

The boss of Currys has said supplies of air conditioning and fans are "tight" ahead of another UK heatwave, expected next week, after a boom in sales sent retailers scrambling to source new stock.

The 'general news' category hit its June high on the 22nd - the day Keir Starmer announced he would step down



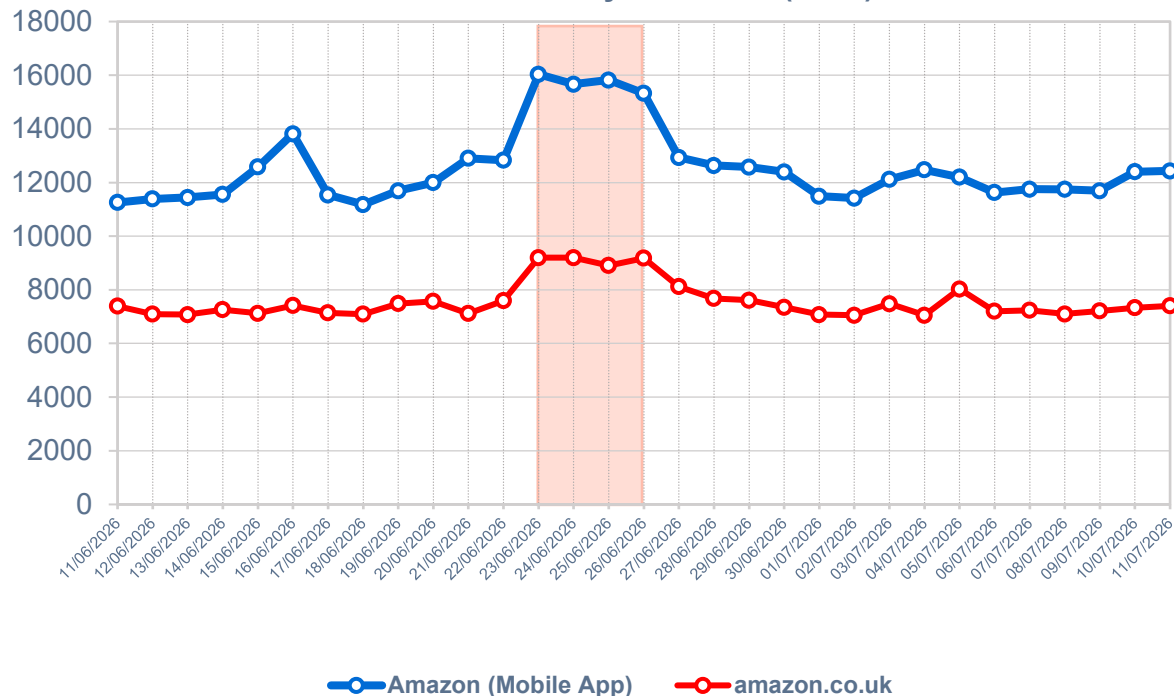
General News Category Audience (000s)



Prime 'day' drove audiences to Amazon between 23rd and 26th June

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Amazon Daily Audience (000s)



Amazon Prime Day 2026: best deals and expert advice

The Amazon Prime Day 2026 sale is here. Which? experts pick out the best Amazon Prime Day UK deals, including offers on Ninja air fryers, Samsung smartphones, Ring video doorbells and more.

26 Jun 2026

 **Yasmine Crossland**
Senior Consumer Writer

Yasmine specialises in shopping advice and finding the best deals during sales events like Black Friday, helping readers get great value for their money.



 Save article

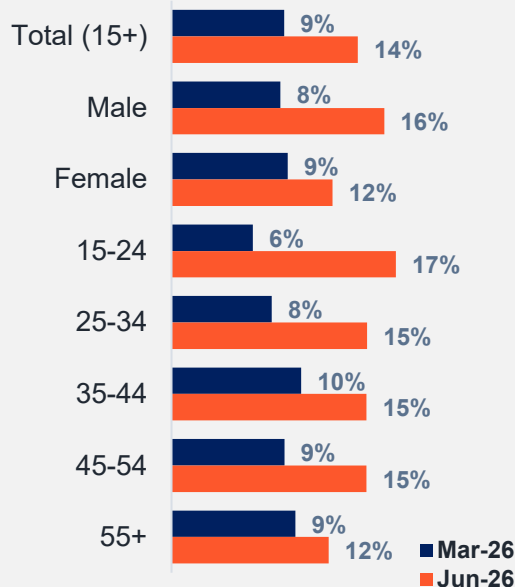
 Set as preferred source

Amazon's Prime Day sale has started, and there are thousands of deals on bestselling products.

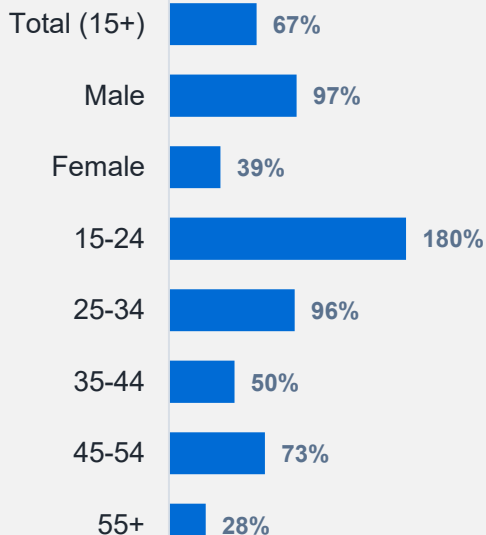
Love Island and The World Cup drove people to the ITVX app - particularly males and 15-24s



ITVX app Audience Reach (%)



ITVX app Audience Growth (%)
Mar-Jun 26



ITVX sees record month driven by World Cup, Love Island

July 2, 2026
By Nik Rosevears



ITV confirms huge streaming figures for July due to World Cup 2026 – and it's breaking records for ITVX

ITVX has reported its strongest month streams milestone for the first time

Spain weren't the only winners from World Cup 2026...



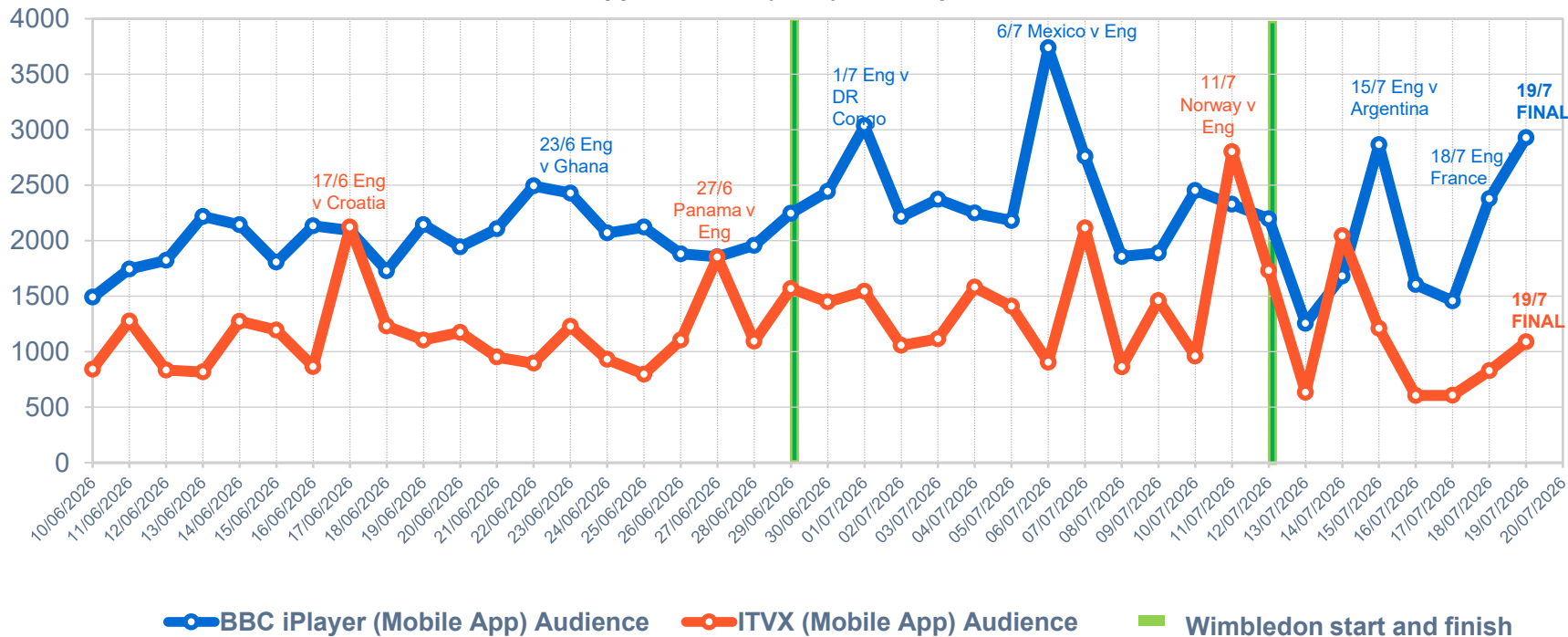
(Photo by Don Mullery/Getty Images)

Impact of The World Cup on broadcaster app audience



The day of the Mexico v England match generated the biggest audience on BBC iPlayer apps

Total App Audience (000s) - smartphone + tablet



—●— BBC iPlayer (Mobile App) Audience

—●— ITVX (Mobile App) Audience

— Wimbledon start and finish



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



The UK online audience

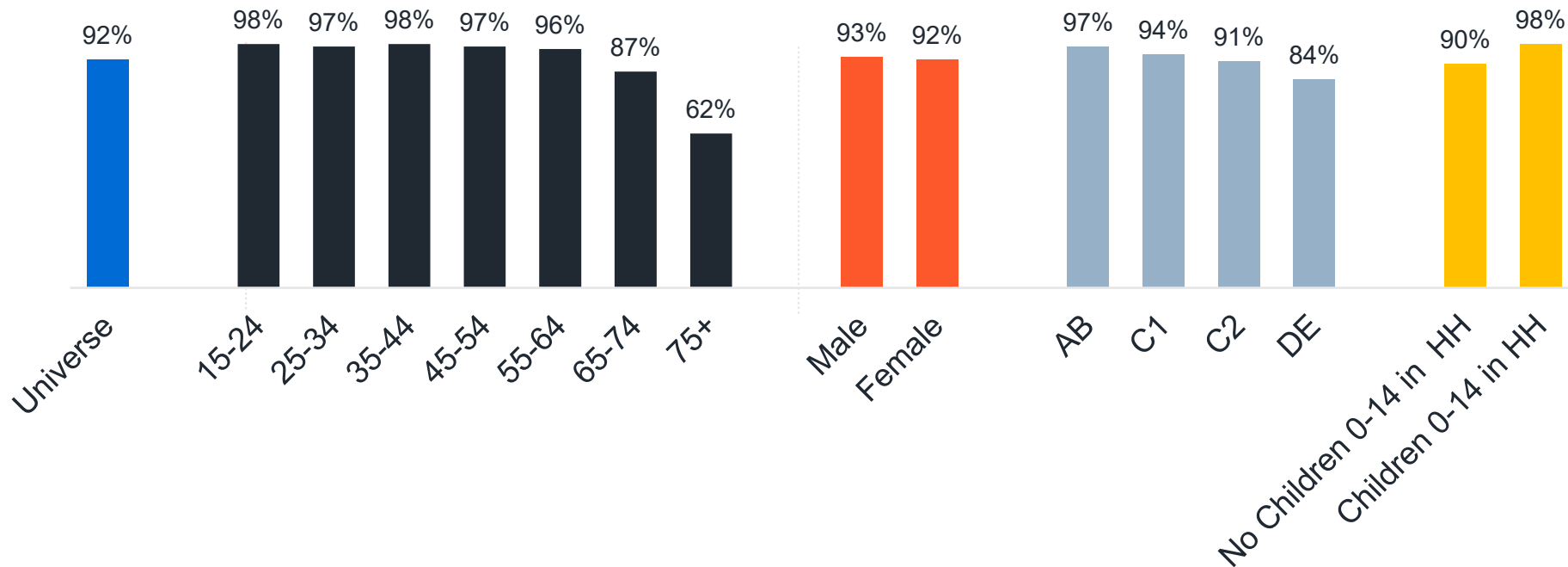


Internet penetration by demographics – Q2 26

Only 62% of those aged 75+ use the internet, compared to 98% of 15-24s



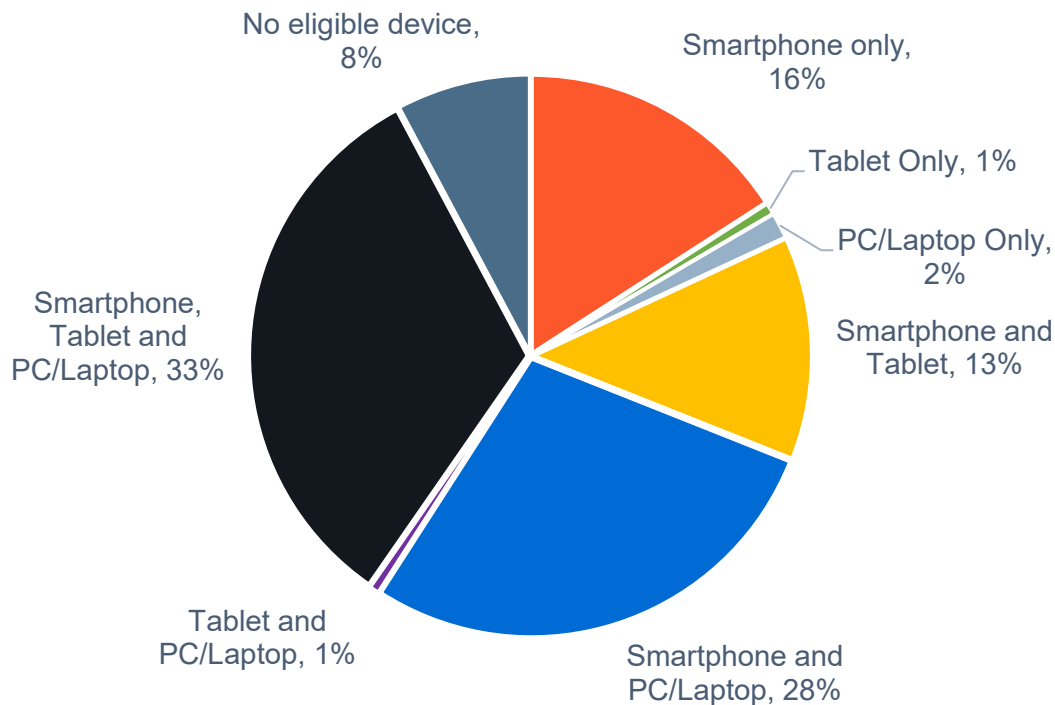
% of UK population who use the internet



Device usage by UK population – Q2 26



9% of the population do not use a smartphone, tablet or PC to go online – that is 4.5m people

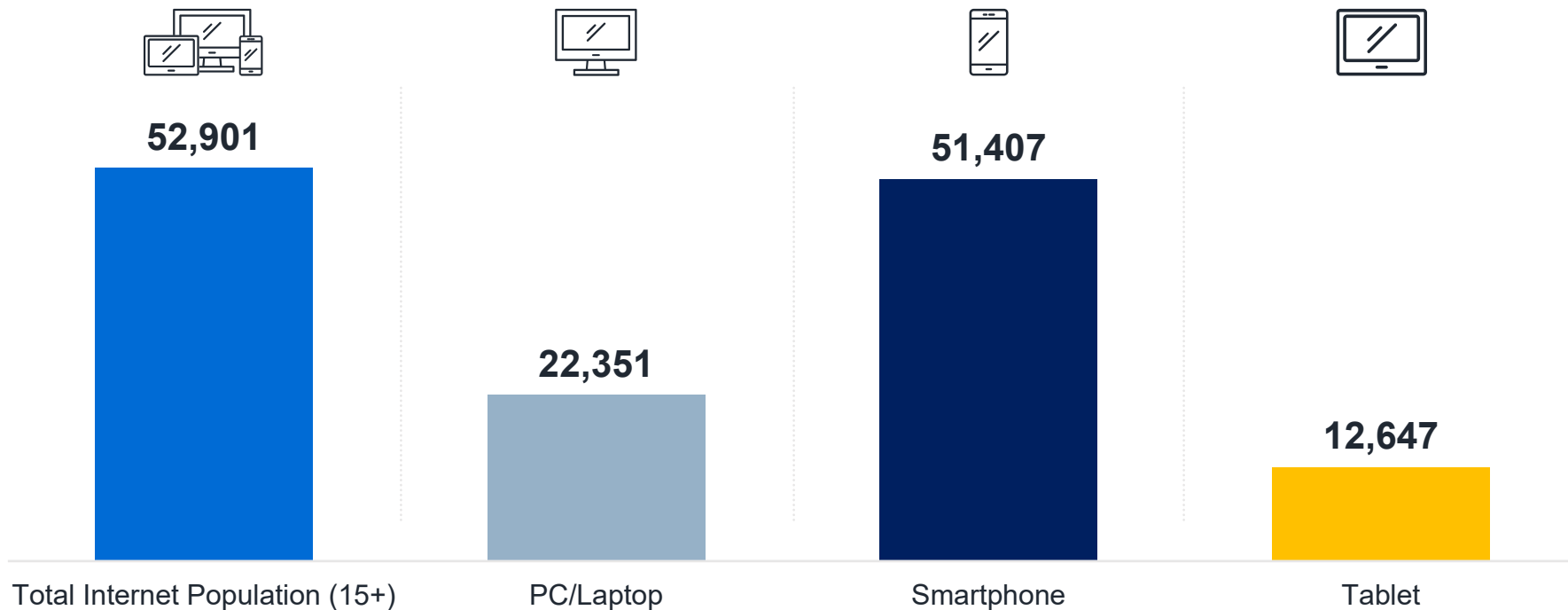


74% of the UK population are multi-device users, with nearly a third using all 3 types of device

89% of the UK online population use a smartphone. 16% are smartphone only

Online audience by devices used (000s)

97% of internet users access online services via smartphones



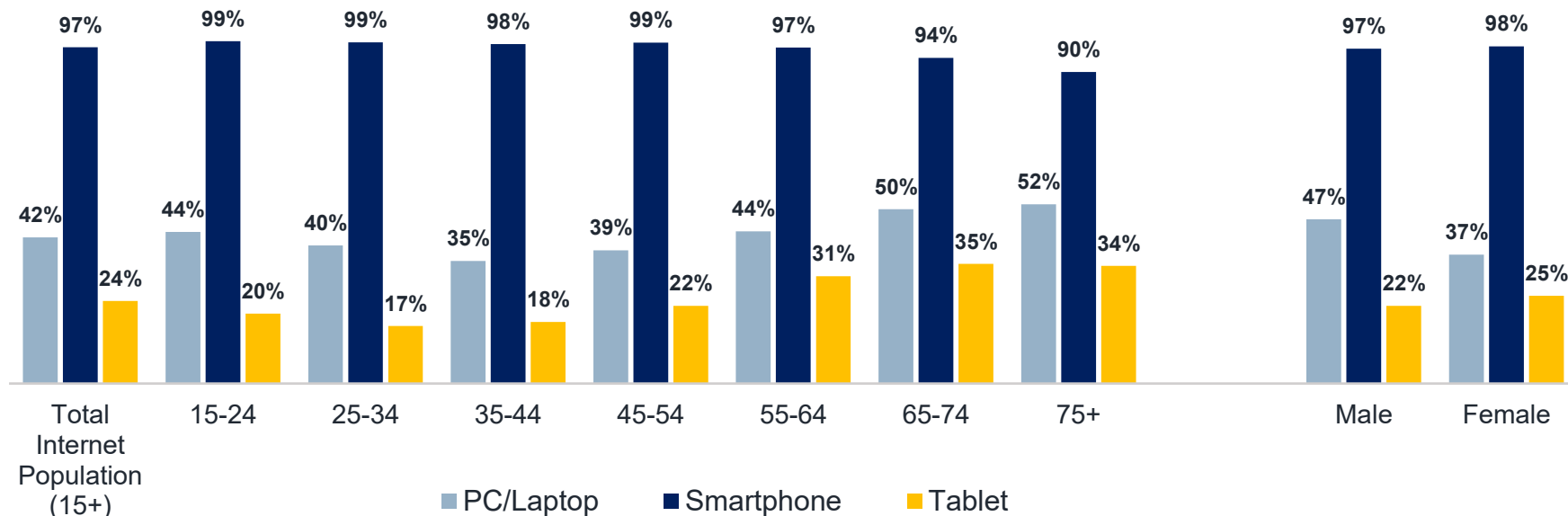
Source: UKOM-endorsed data for PC, Tablet and Smartphone in Ipsos iris, Jun 26
Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month

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



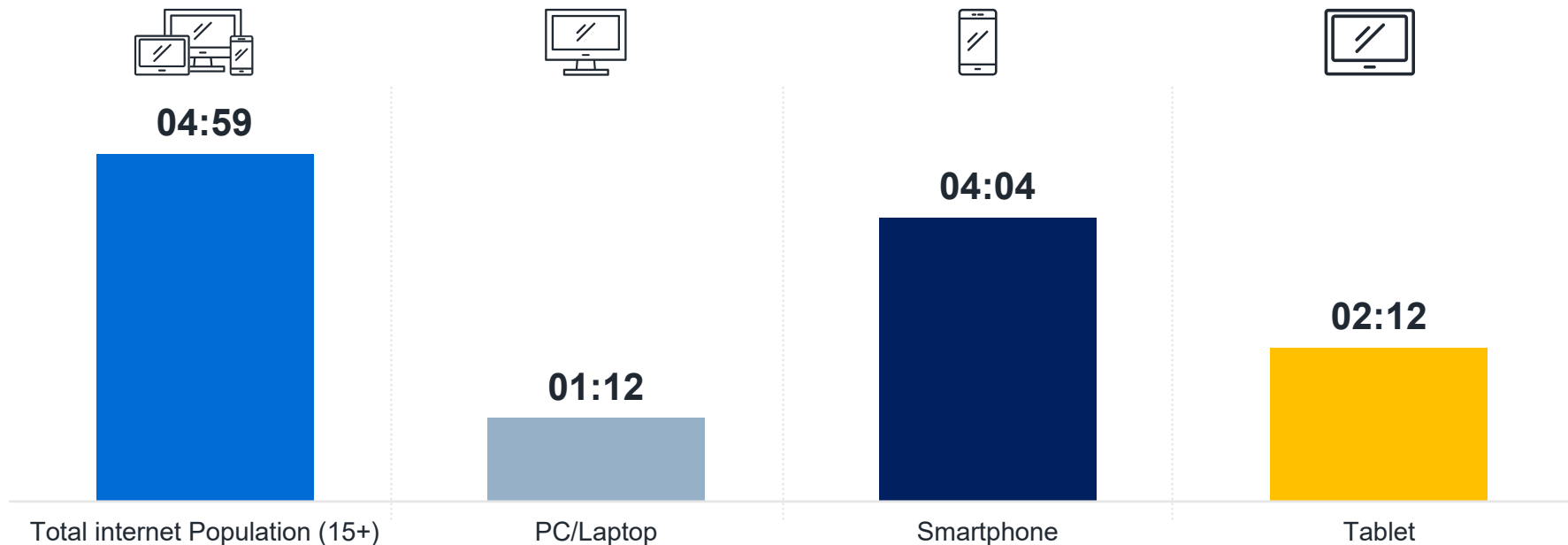
Time online



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



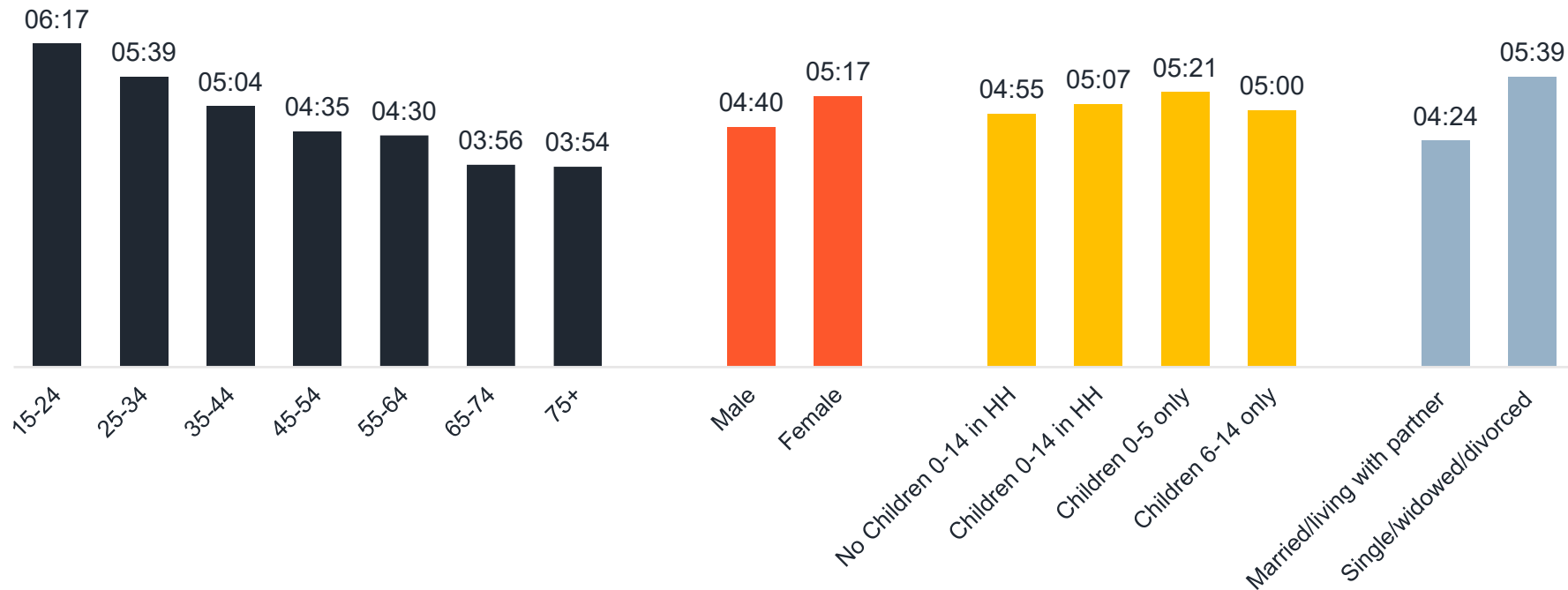
The UK internet population's average daily time online in June was 4hrs 59 mins



Average time spent online per day by demographics



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

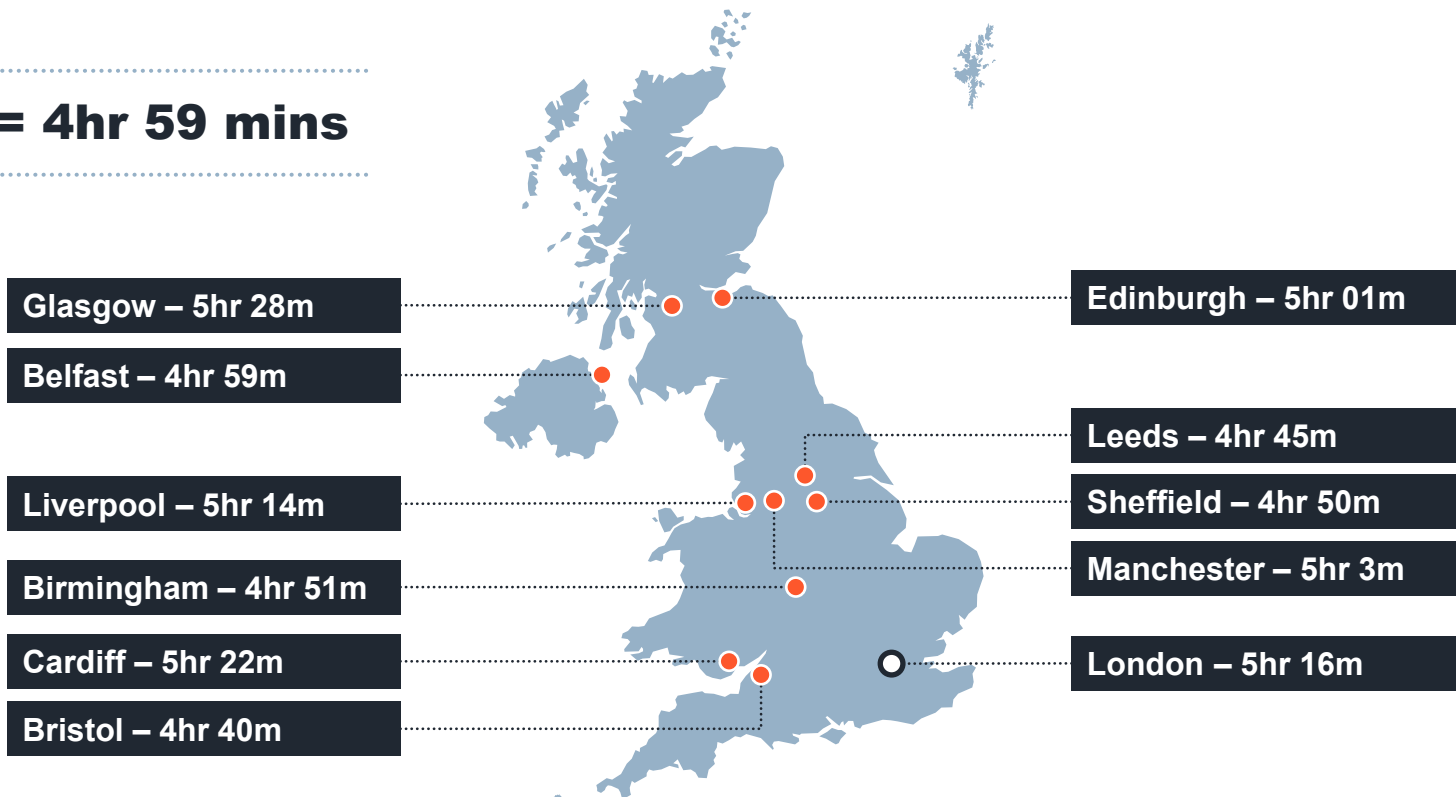


Average time online per day by city (hh:mm)

Of the major UK cities, residents of Glasgow spent most time online per day in June

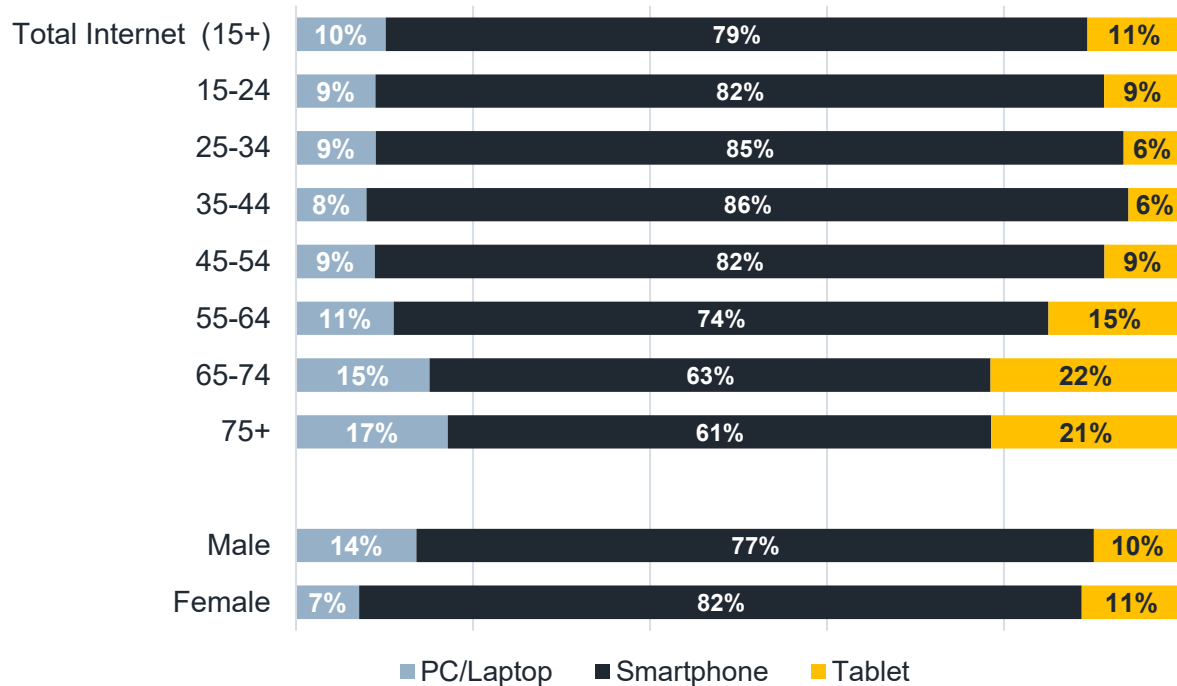


UK = 4hr 59 mins



Device share of minutes by age and gender

Older audiences spend a greater share of their time using devices with bigger screens



2x

65+ Tablet share is double the internet average as older people spend a greater share of time using larger screens

2x

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

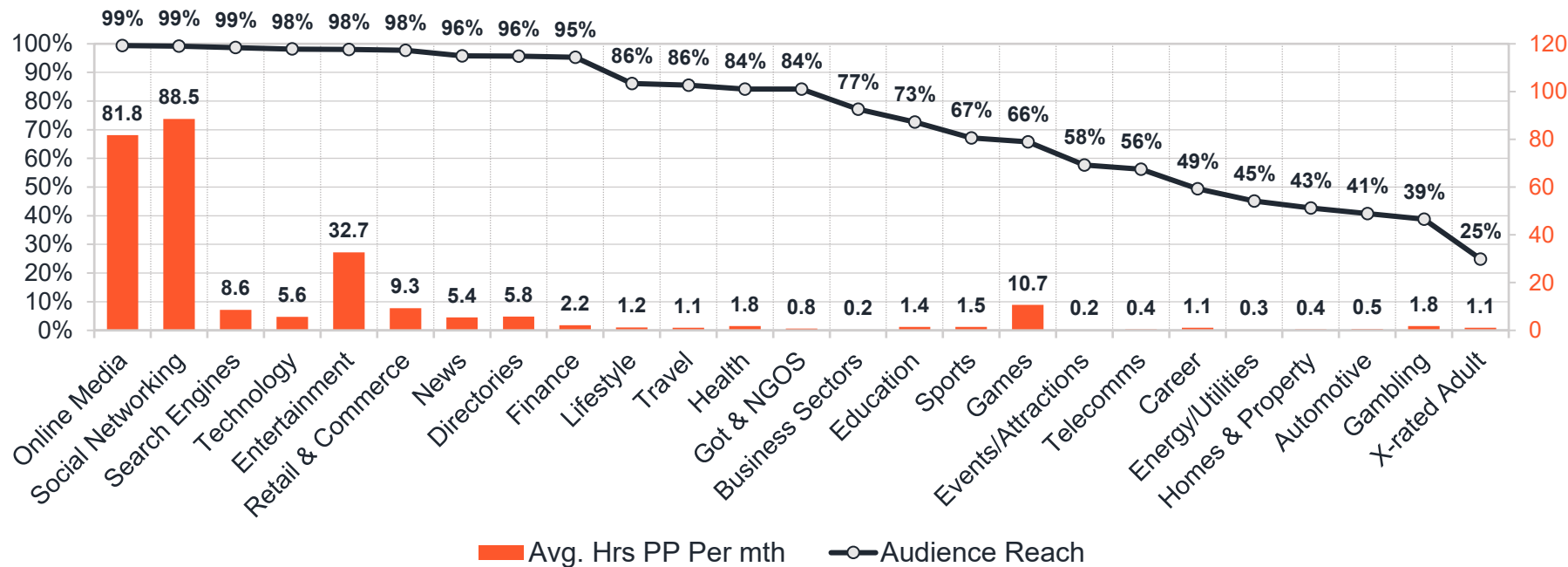
Categories visited online: reach and time spent

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



Audience
Reach

Avg. hr PP
per month



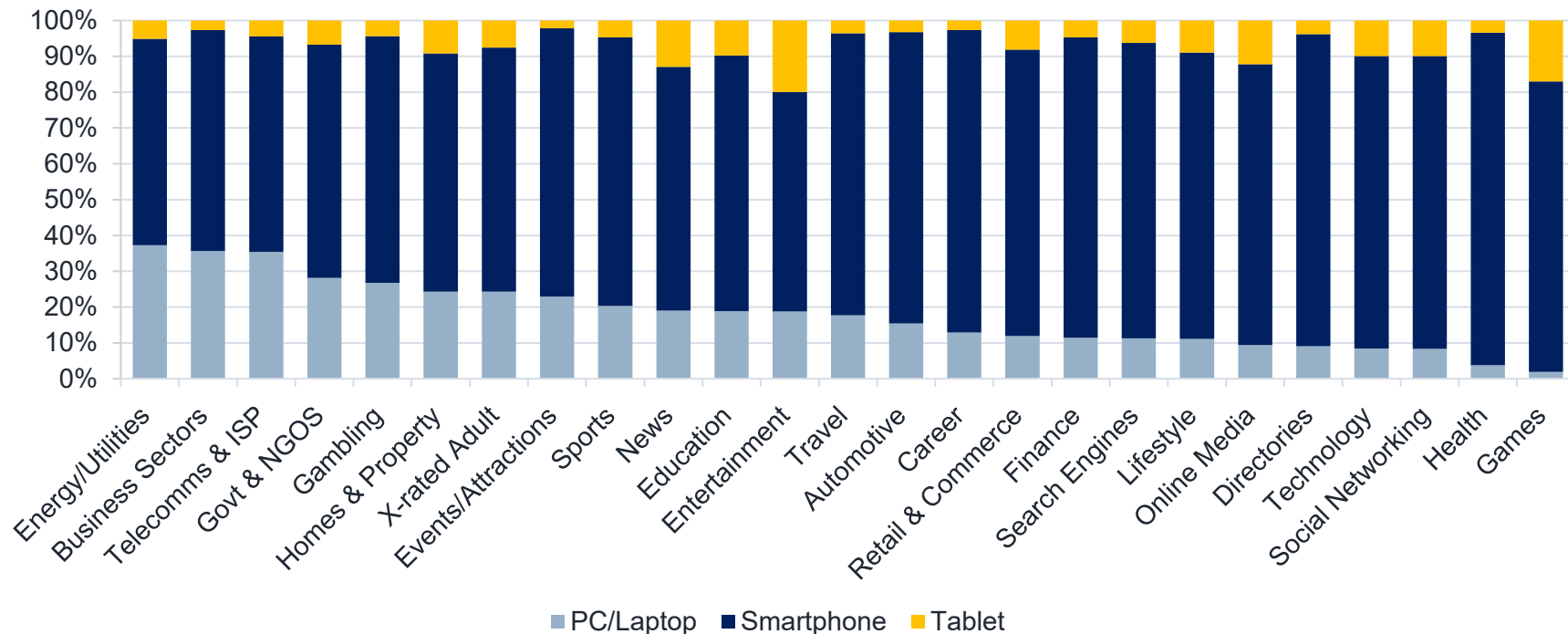
Source: UKOM-endorsed data for PC, Tablet and Smartphone in Ipsos iris, Jun 26

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'. Time spent is based on users of each category.

Share of minutes (%) by device by category



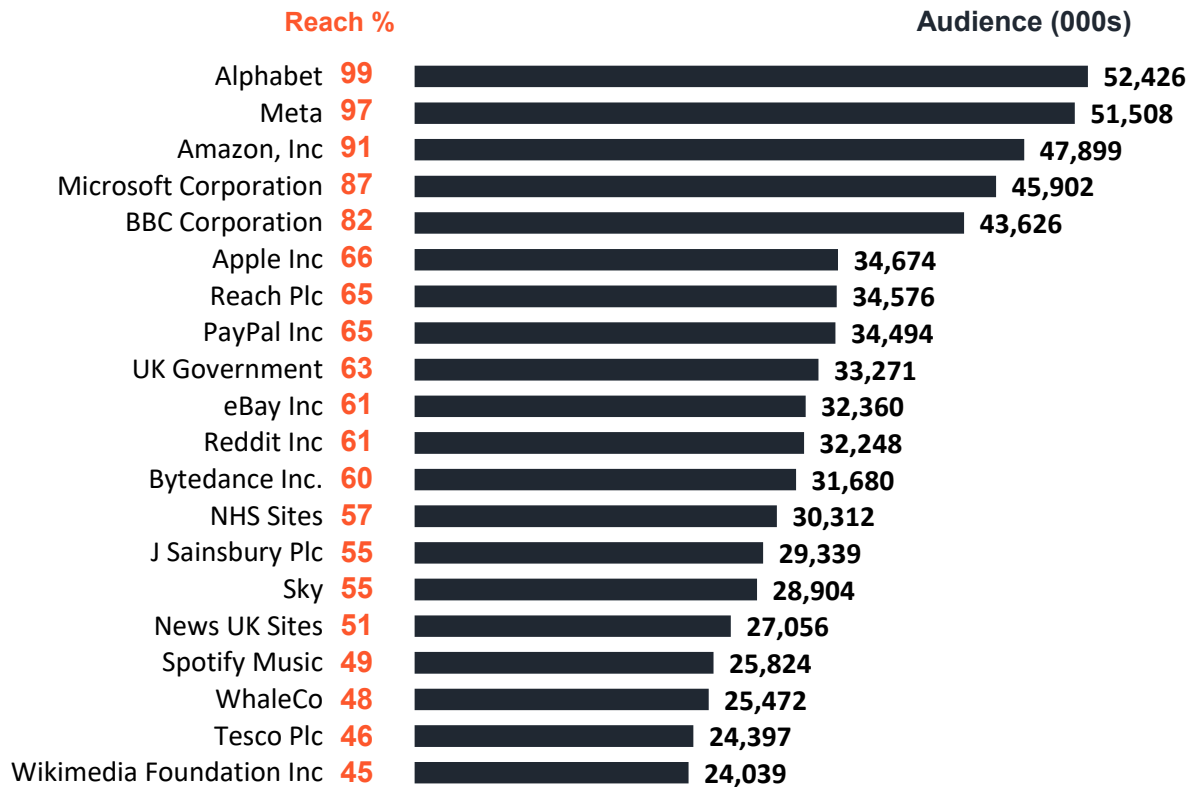
For time spent, smartphones are now the dominant device for all categories.



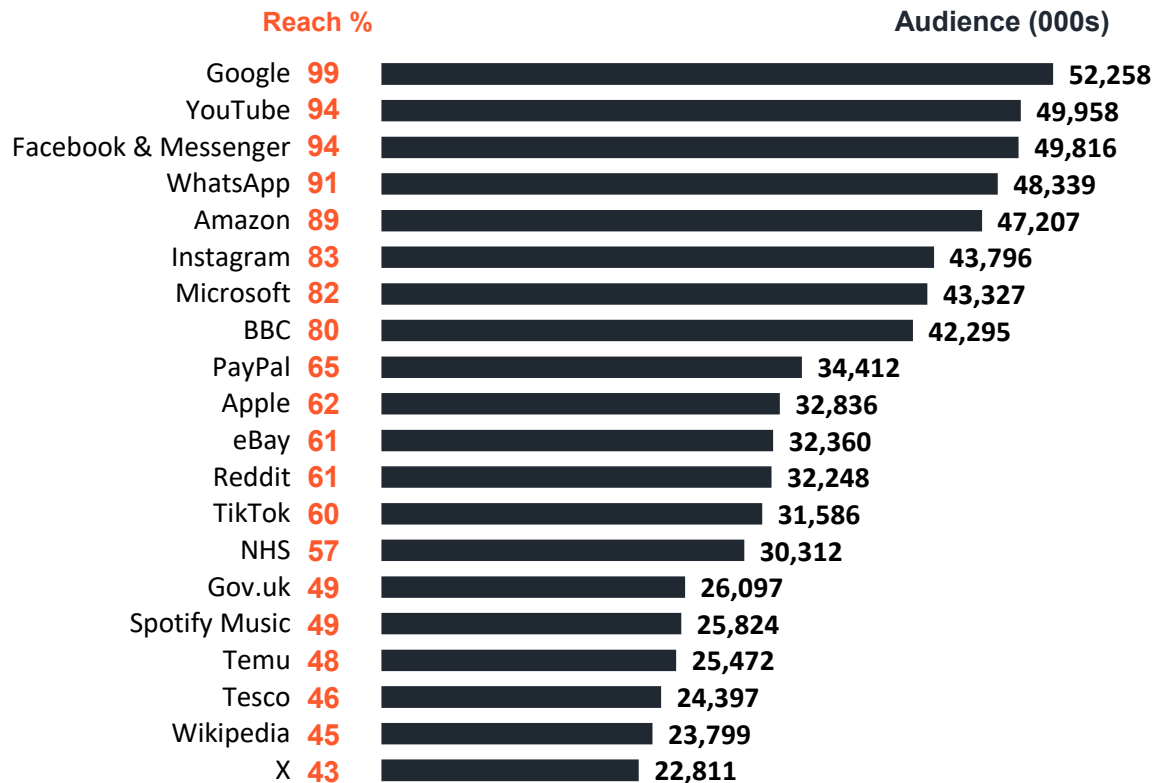
Top organisations and brands



Top 20 organisations by audience

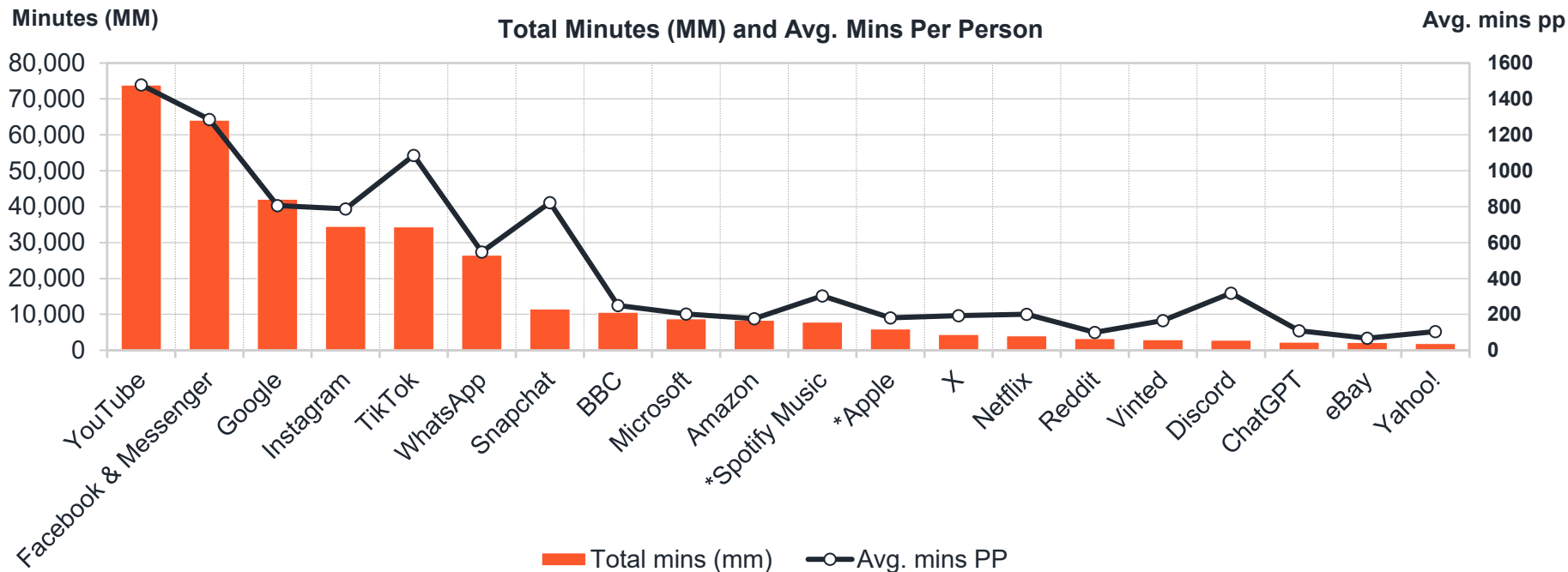


Top 20 online brands by audience



Top 20 brands by time spent

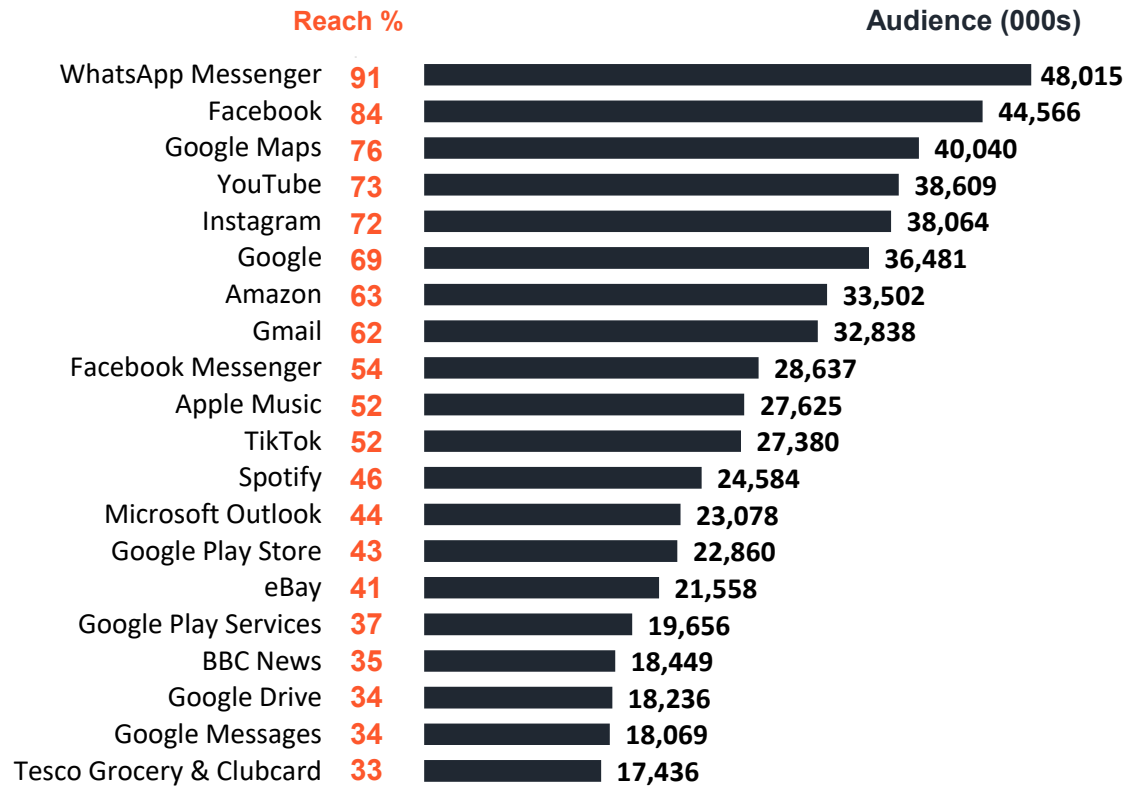
Social media brands dominate the top 10 for time online, driven by high average minutes per person.



Top mobile apps



Top 20 mobile apps by audience



Top 20 mobile apps by time spent

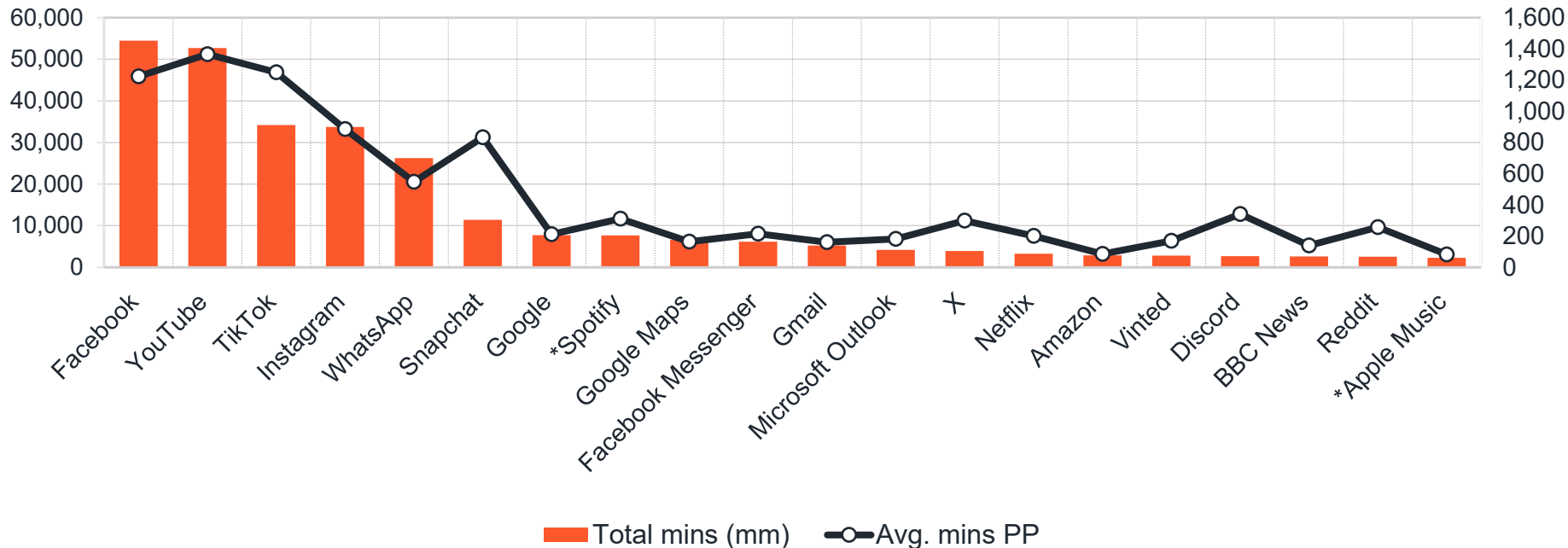
Video, social media and music dominate time spent on mobile apps



Minutes (MM)

Total minutes (MM) and avg. mins per person

Avg.Mins PP



Source: UKOM-endorsed data for PC, Tablet and Smartphone in Ipsos iris, Jun 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'.

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

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	48,522	1105:02
2	YouTube	39,445	1060:42
3	TikTok	32,880	1238:22
4	Instagram	32,584	871:39
5	WhatsApp Messenger	25,446	532:09
6	Snapchat	10,964	805:26
7	*Spotify	7,068	294:48
8	Google	6,866	191:33
9	Google Maps	6,466	163:16
10	Facebook Messenger	5,301	189:25



Tablet Top 10

*	Apps	Total Mins (MM)	Avg. Mins PP
1	YouTube	13,286	2255:08
2	Facebook	5,961	968:24
3	TikTok	1,342	584:32
4	Netflix	1,257	397:39
5	BBC iPlayer	1,167	445:01
6	Instagram	1,125	349:25
7	Google	847	181:55
8	Facebook Messenger	830	311:12
9	WhatsApp Messenger	814	271:13
10	Microsoft Outlook	747	340:02



Source: UKOM-endorsed data for PC, Tablet and Smartphone in Ipsos iris, Jun 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'.

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



Key changes: Mar 26 – Jun 26

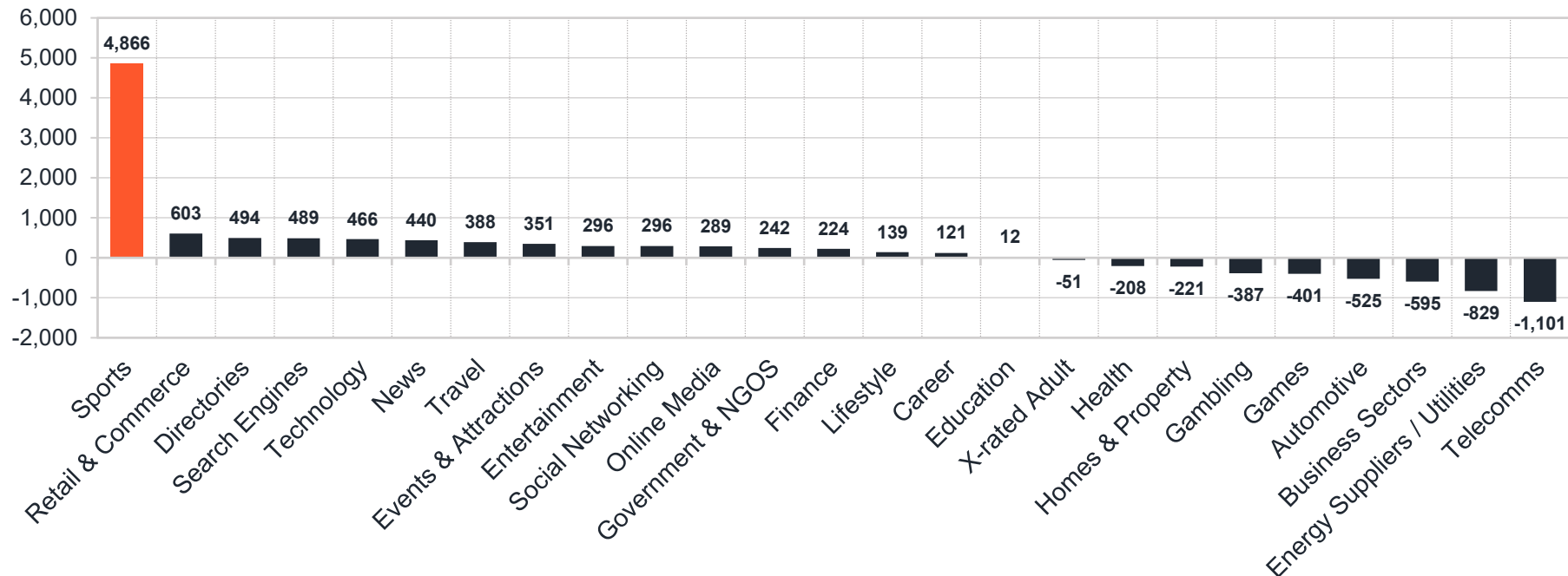


Tier 1 Category audience change (000s): Mar 26 – Jun 26



Beyond sport which added nearly 5m, growth was minor for the tier 1 categories

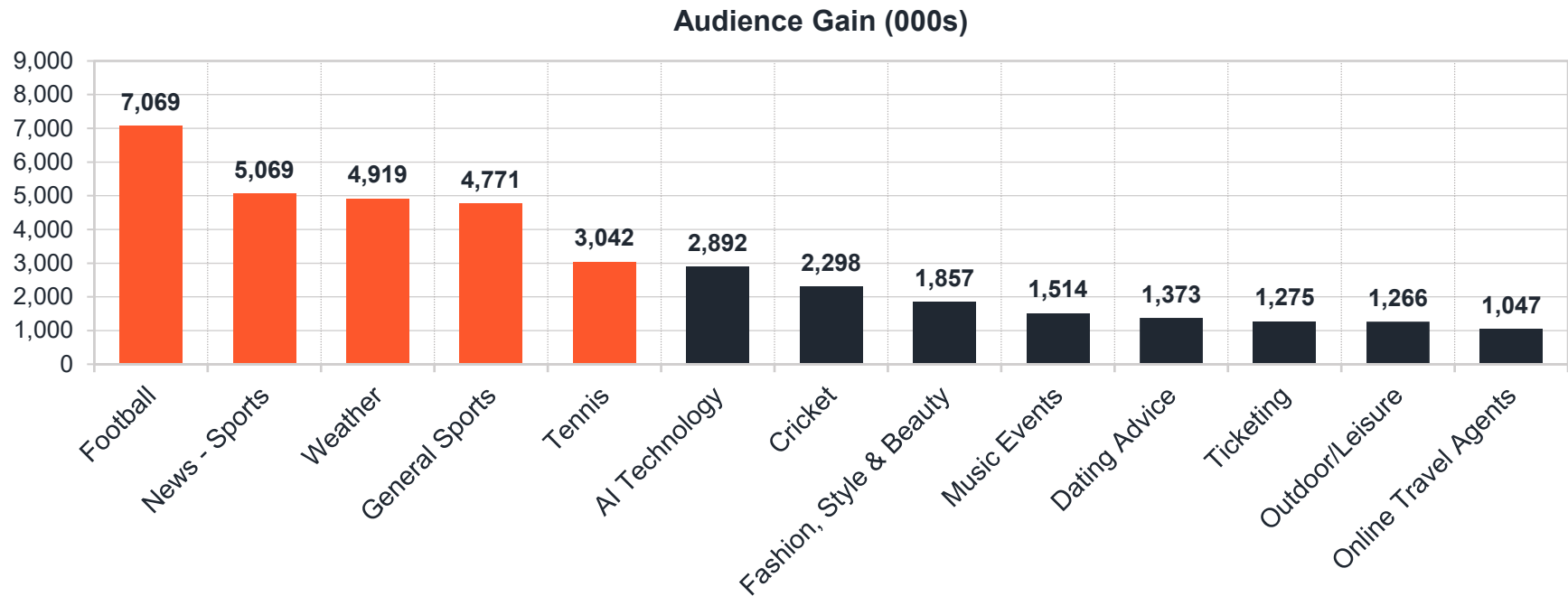
Audience increase/decrease (000s)



Tier 2 Categories adding > 1m audience: Mar 26 – Jun 26



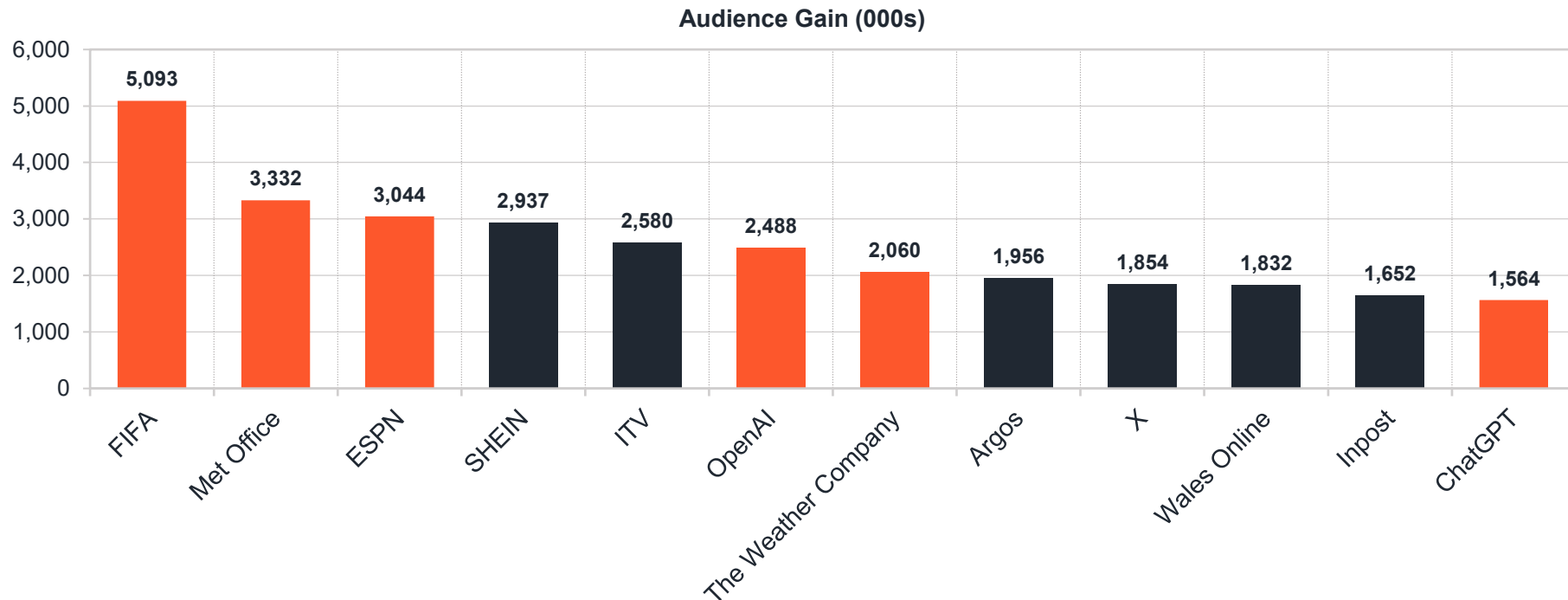
The top 5 growth categories were boosted by the World Cup, heat wave and Wimbledon



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

Brands adding most audience: Mar 26 – Jun 26

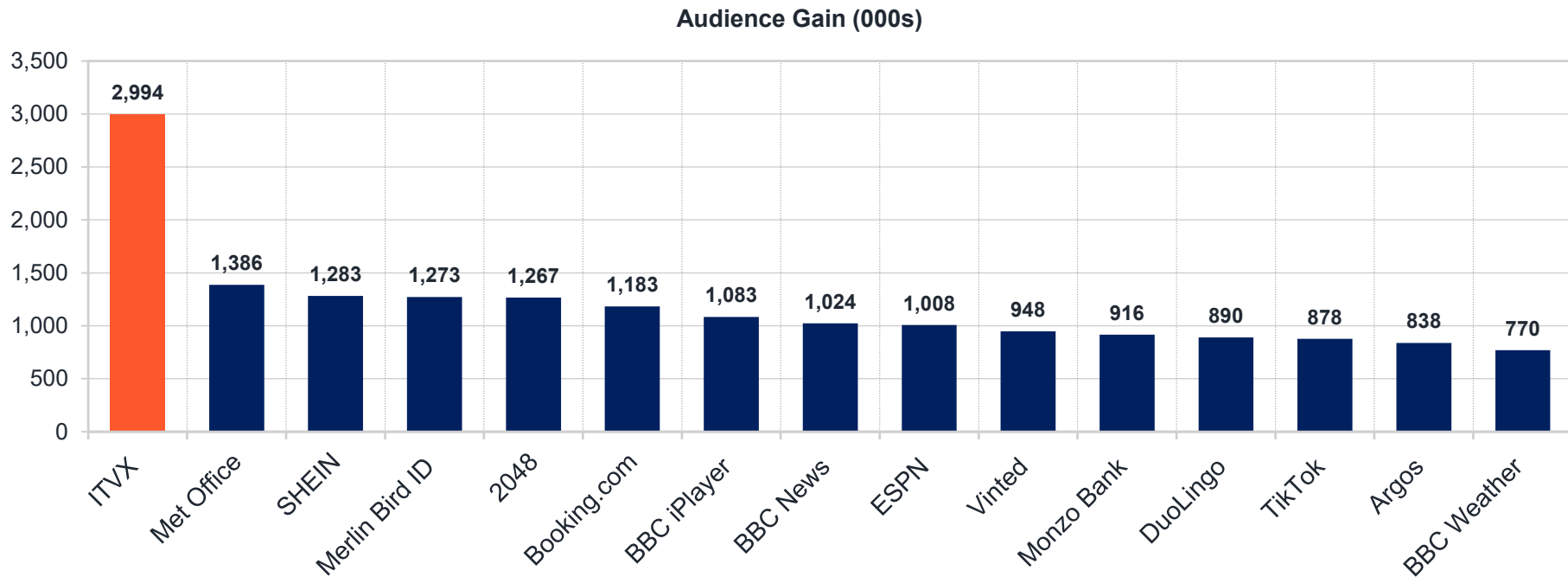
The biggest gains came from weather, sport and AI brands



Apps adding most audience: Mar – Jun 26



Love Island and The World Cup drove people to the ITVX app which grew audience by 3m





Questions?

Find out more at:

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

Email us at:

insights@ukom.uk.net

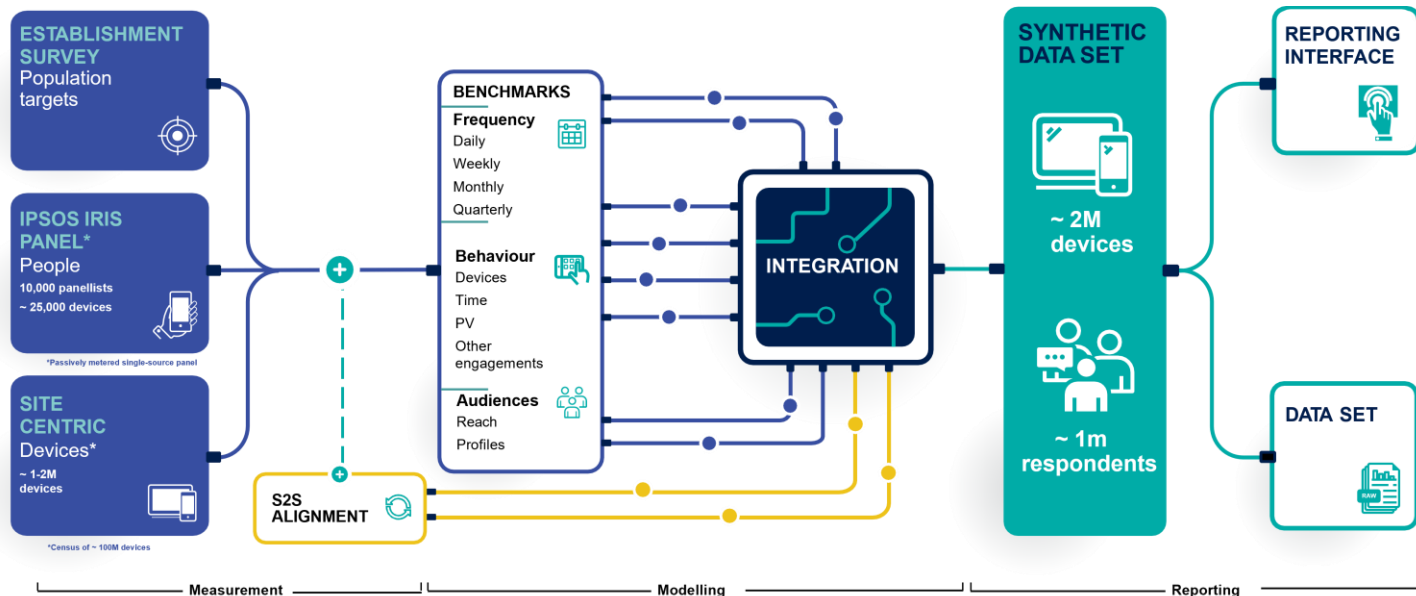
Methodology



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 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, singlesource, 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>