UKOM

Online Market Overview

Sep 2026

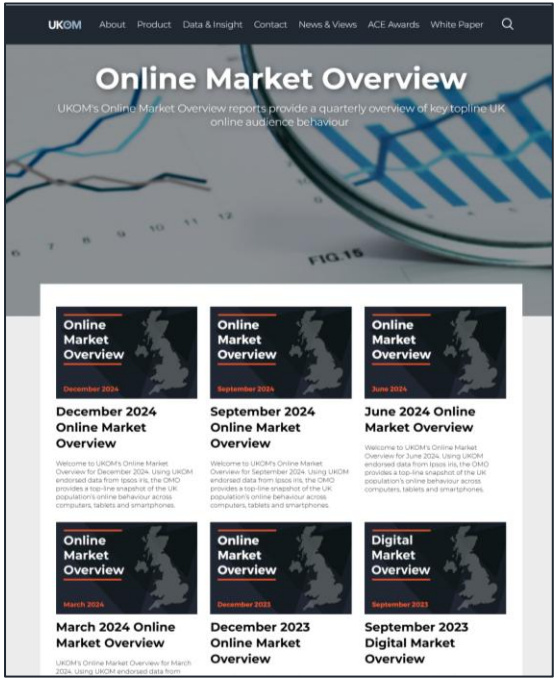


The UK Online Market Overview Sep 2026

Overview

- This Online Market Overview focuses on the UK online audience on PC/laptop, tablet and smartphone in Sep 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 April 2026 to bring it in line with the latest PAMCo survey estimates.

Contents

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



In the news



General news: daily audience Q3 26

Ann Widdecombe's death and the solar eclipse contributed to peak audience news days of 30m




Europe's total solar eclipse: the best place to see it and how to view it safely

Moon is due to pass directly between Earth and sun on Wednesday 12 August. Here's all you need to know

6th July had the most news **minutes**, 23% above July's daily average. This was the day England played Mexico in the World Cup

Source: UKOM-endorsed data for PC, Tablet and Smartphone in Ipsos iris, 1 Jul to 30 Sep 26 (daily). General News (Tier 2) category
Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) on each day. Y axis starts at 25m

Top 10 utility brands: online audience Jun-Sep 26

As the price cap increased so did visitors to energy brands online with Octopus gaining most

		AUDIENCE (000s) (000S)			
		JUN '26	SEP '26	Change (%)	Change (abs)
Rank	Utility Category	23,867	25,968	8.8	2,102
1	Octopus Energy	8,415	9,582	13.9	1,168
2	EE	5,647	5,964	5.6	318
3	BT	3,832	3,888	1.5	56
4	British Gas	3,024	3,546	17.3	522
5	E.ON	3,121	3,449	10.5	328
6	EDF Energy	1,741	2,302	32.2	561
7	Ovoenergy	1,662	1,704	2.5	42
8	Scottish Power	1,445	1,568	8.5	123
9	Thameswater	692	908	31.3	216
10	Fuse Energy	515	826	60.6	312

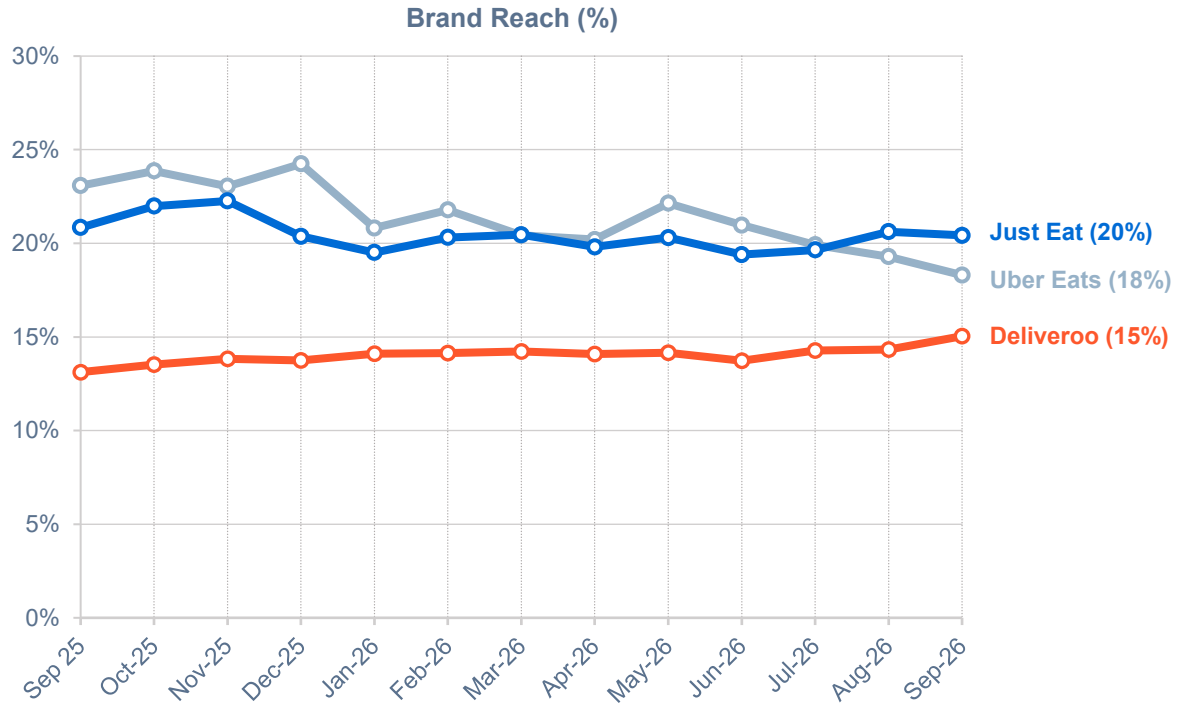


The category's online audience rose by 8.8% between June and September to 26.0m. Octopus Energy drove the increase, adding 1.2m visitors

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

Reach of food delivery services

Deliveroo trails rivals but is growing as Tesco announces nationwide partnership





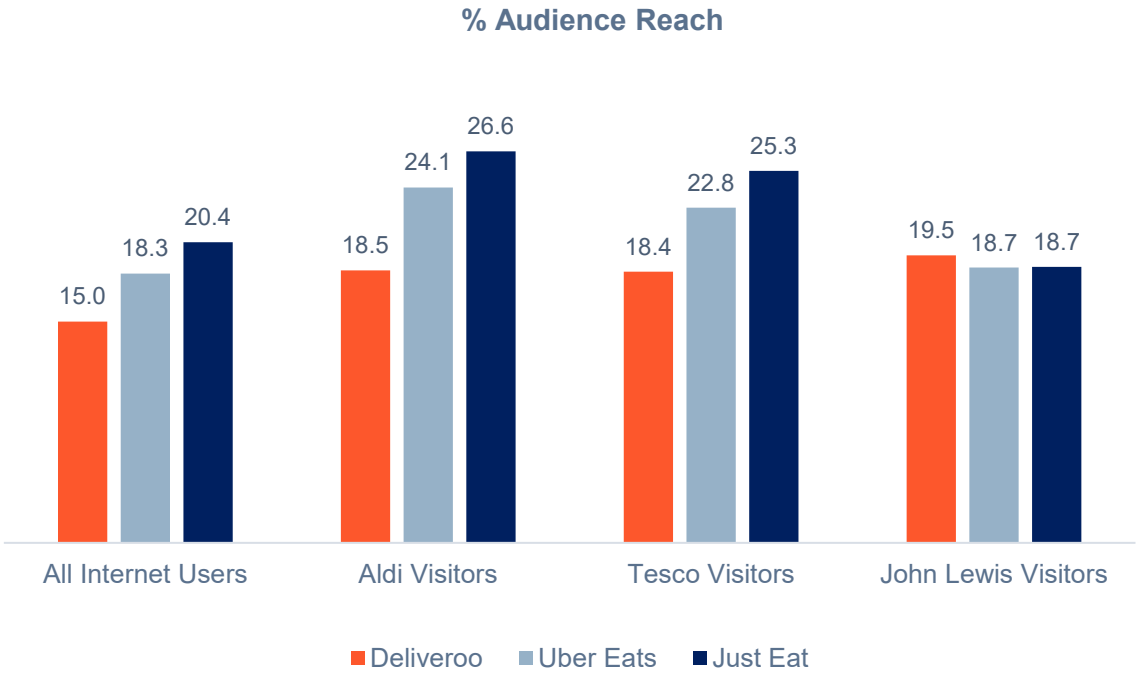
Deliveroo's reach rose from 13.1% to 15.0% in a year, while both rivals fell.

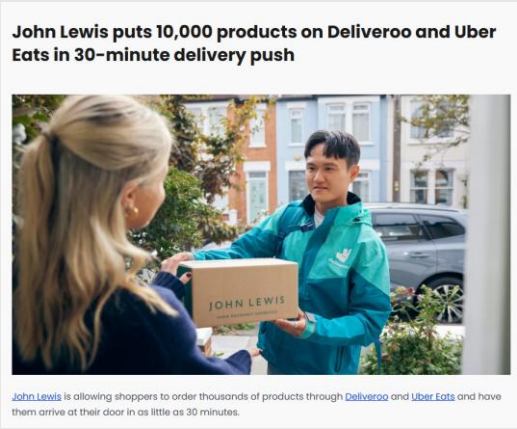
Tesco has just launched and Aldi announced a Deliveroo trial in October.

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

Reach of food delivery services by online retailer audience

Even before its 30-minute delivery deal, John Lewis visitors show a high affinity with Deliveroo




John Lewis puts 10,000 products on Deliveroo and Uber Eats in 30-minute delivery push

John Lewis is allowing shoppers to order thousands of products through Deliveroo and Uber Eats and have them arrive at their door in as little as 30 minutes.

John Lewis visitors are more likely than the UK online population to use Deliveroo (index 130) and less likely to use Just Eat (index 92)

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

Top 10 Automotive brands by online audience

BYD's online audience rank went from 20th to 4th yr-on-yr, overtaking Volkswagen, Tesla & Kia's

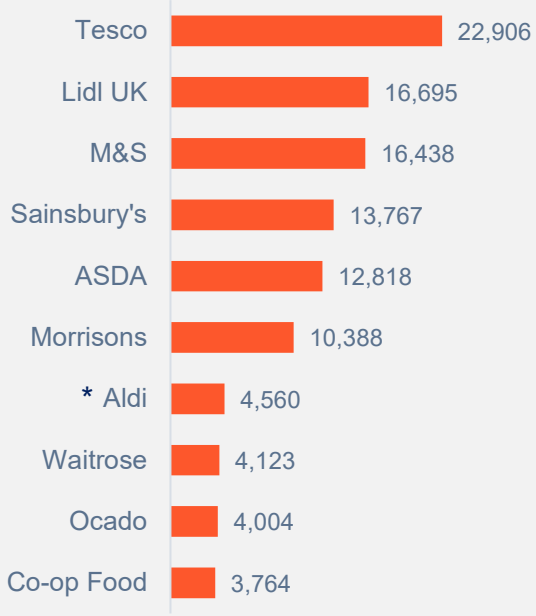
		AUDIENCE (000S)			
		SEP '25	SEP '26	Change (abs)	Rank Change
Rank	All Auto Brands	7,901	9,228	1,327	N/A
1	Ford	1,032	1,087	55	=
2	BMW	882	959	78	▲ 1
3	Toyota	932	843	-89	▼ 1
4	BYD Europe	190	789	599	▲ 16
5	Volkswagen	524	781	256	▲ 1
6	Mini	315	751	435	▲ 10
7	Audi	419	684	265	▲ 5
8	Nissan	475	678	203	▲ 1
9	Tesla	539	626	87	▼ 4
10	Kia	645	604	-41	▼ 6

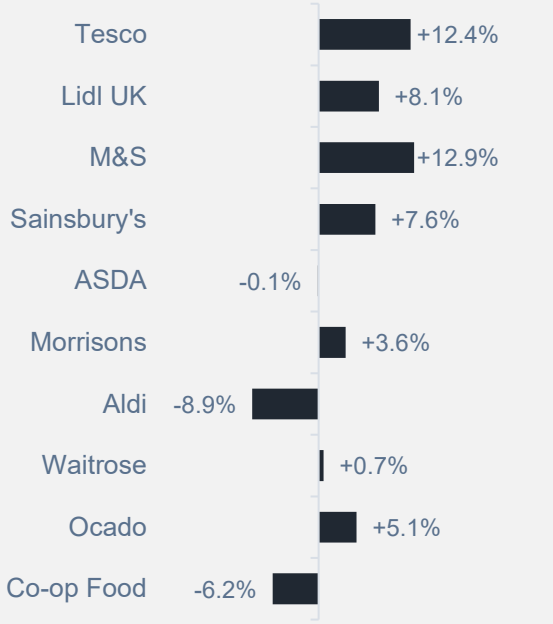


Source: UKOM-endorsed data for PC, Tablet and Smartphone in Ipsos iris, Sep 25 - 26
Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month

Grocery retailers: online audience & yr-on-yr change

Lidl has a strong online audience due to its loyalty programme, 2nd only to Tesco as both extend reach







UK watchdog designates Aldi and Lidl as large grocery retailers

According to the regulator, Aldi and Lidl each place within the top five supermarket chains by market share in the UK food and grocery sector.

Shubhendu Vimal · October 23, 2026

Share

The regulator initiated a consultation on its provisional recommendations in August. Credit: DirkVG / Shutterstock.com.

The UK's Competition and Markets Authority (CMA) has formally classified Aldi and Lidl as "large grocery retailers" following its final decision.

Source: UKOM-endorsed data for PC, Tablet and Smartphone in Ipsos iris, Sep 25 & 26. Retail & Commerce category

Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month. * Aldi app only reports Aldi Android app (currently 625K).

Top 10 retail brands by reach: Sep 26

Online pure-play retailers take half the top ten places

Amazon reaches 88% of UK internet users, far ahead of any other retailer

5 of 10

top retail online brands are not on the High Street

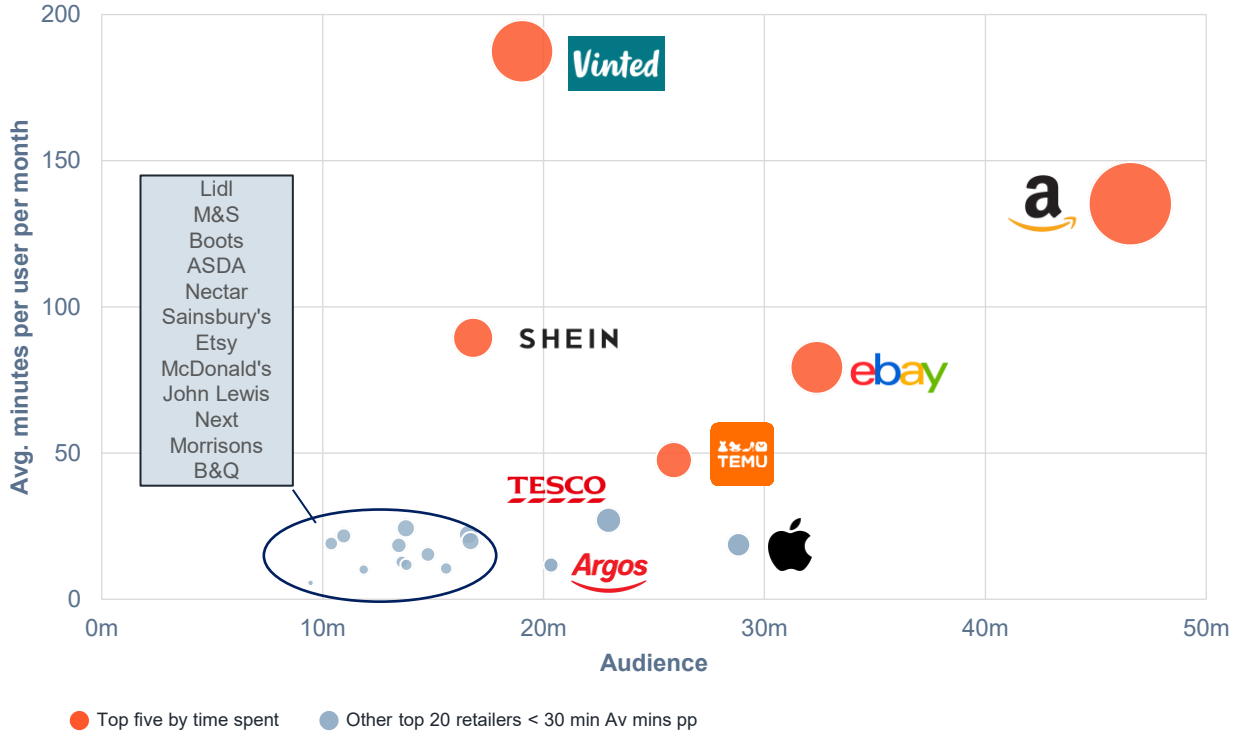
Top 10 retail brands by audience



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

Top 20 online retail brands: audience v time - Sep 26

Just 5 brands account for half of all retail time – all online pure plays



52%

of all time on retail sites and apps went to five brands: Amazon, Vinted, eBay, Shein and Temu

3 hrs 7 mins

a month per Vinted user, the most of any retailer; Amazon users spend 2 hrs 15 mins

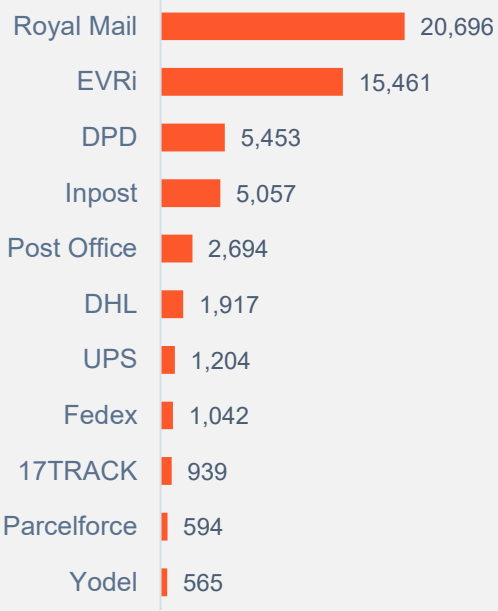
15

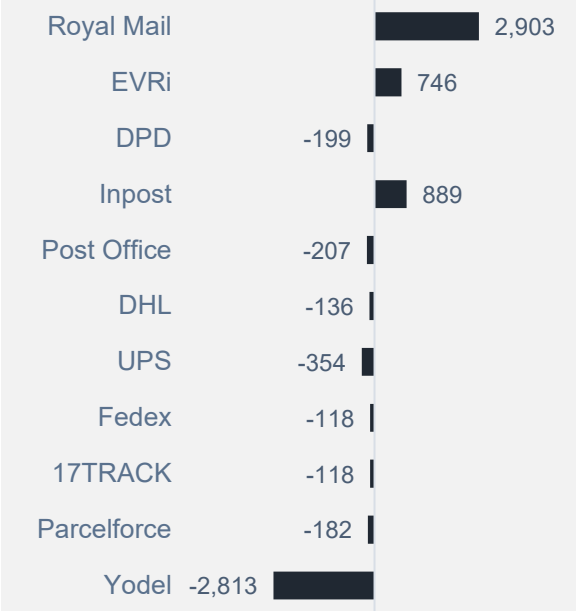
Of the top 20 retailers by audience have an average time per user of less than 30 mins per month

Source: UKOM-endorsed data for PC, Tablet and Smartphone in Ipsos iris, Sep 26. Retail & Commerce category, top 20 retailers by audience. Bubble size = total hrs in Sep
Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.

Shipping services: Jun-Sep

While InPost has benefited from Yodel's transition, Royal Mail has added more audience







Ofcom warns parcel firms: improve customer service or face tougher regulation

Ofcom's survey of delivery firms found Evri and Yodel had the least satisfied customers

Add to preferred sources

RETAIL & CONSUMER By Alistair Houghton Editor, Business Live and Henry Saker-Clark Press Association Deputy Business Editor

13:11, 27 Oct 2026

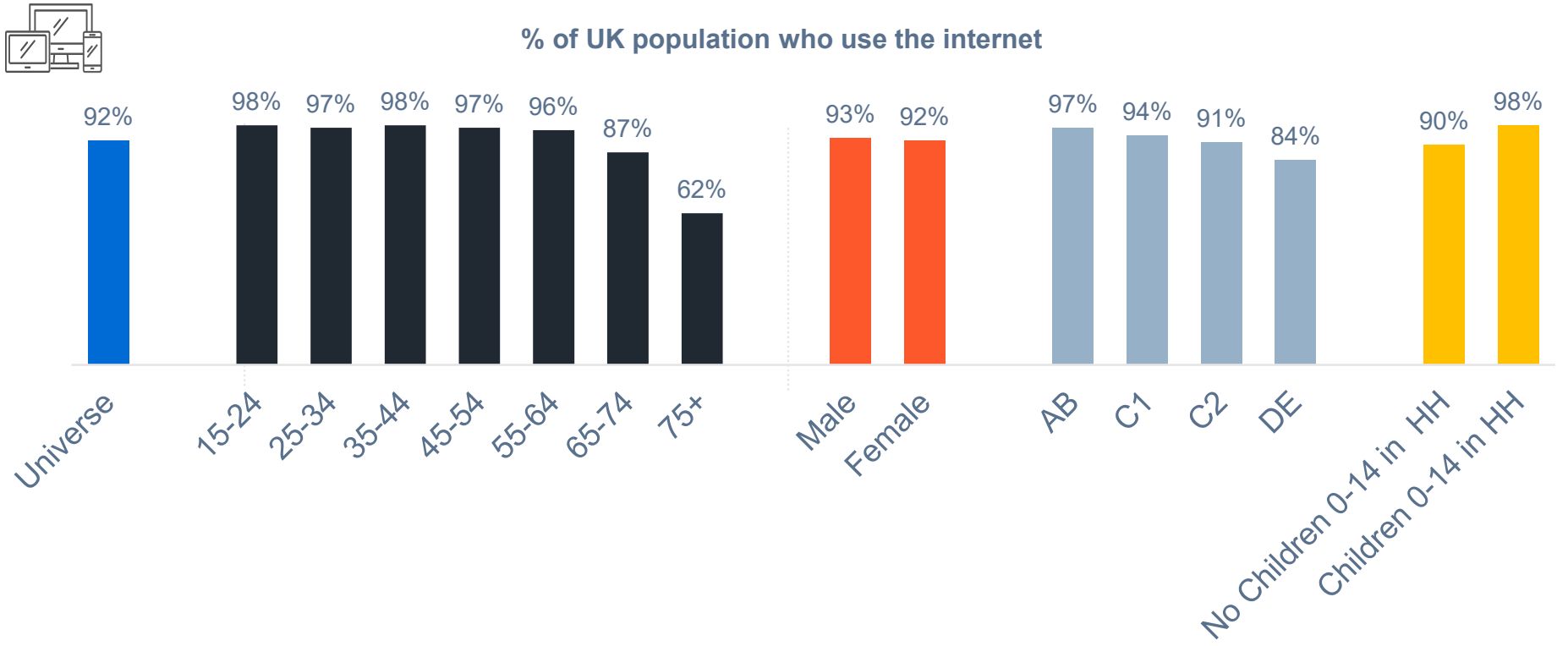
Source: UKOM-endorsed data for PC, Tablet and Smartphone in Ipsos iris, Jun & Sep 26. Shipping & Logistics category
Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.

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

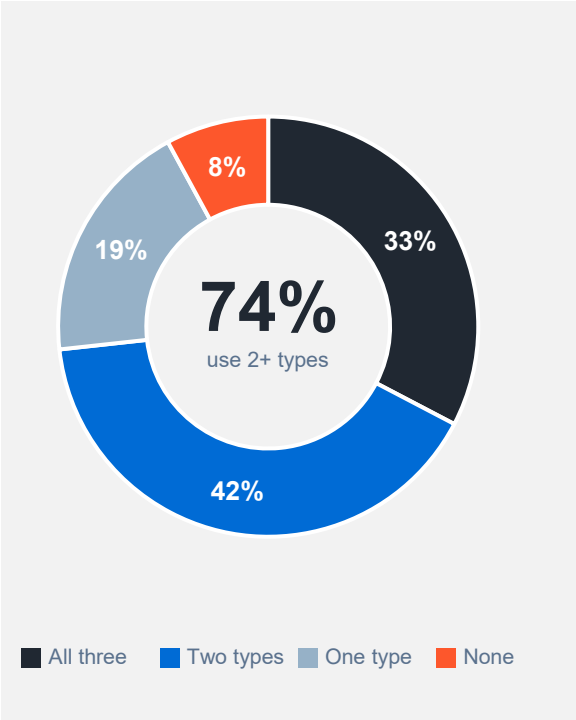


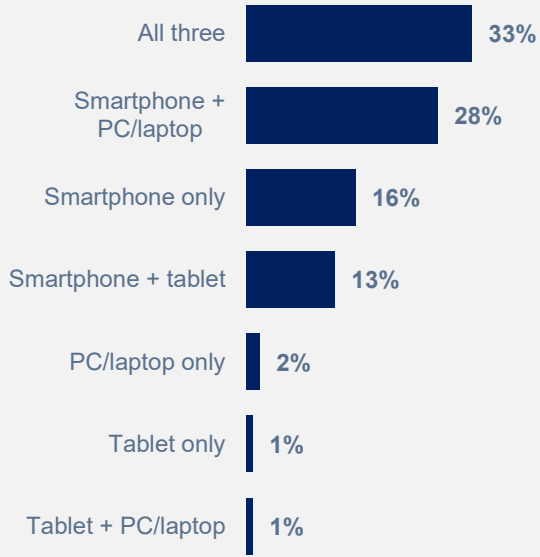
Source: UKOM-endorsed data for PC, Tablet and Smartphone in Ipsos iris, Establishment survey Apr 26 - Sep 26

Base - Total UK Population (15+)

Device usage by UK population - Q2 26

Three in four adults use more than one type of device but 4.5m do not use any





89%

use a smartphone.
16% only use a smartphone

74%

are multi-device users; a third use all three types

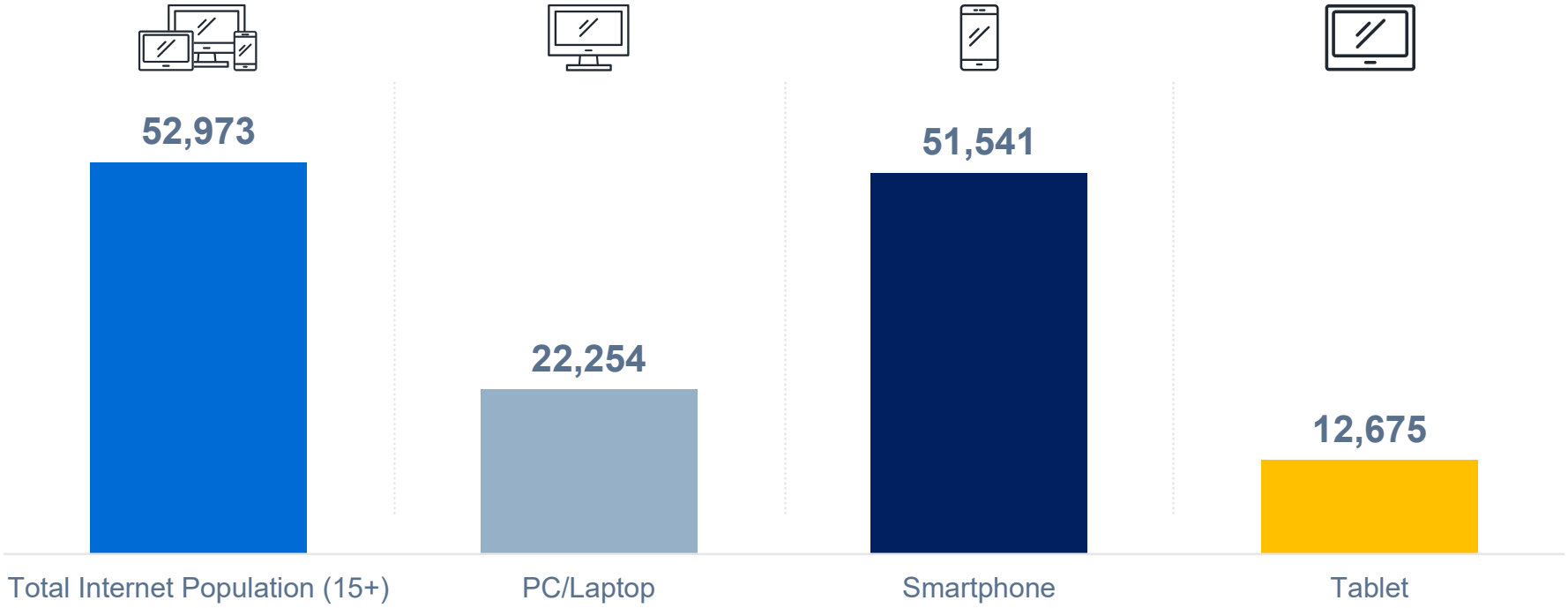
4.5m

people do not use a smartphone, tablet or PC to go online

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

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, Sep 26

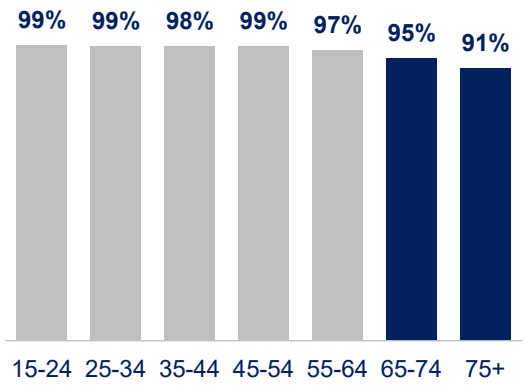
Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month

Devices used to go online by demographics

Most people use smartphones to go online. Tablet use increases with age and men lean towards PCs

SMARTPHONE 97% of online adults

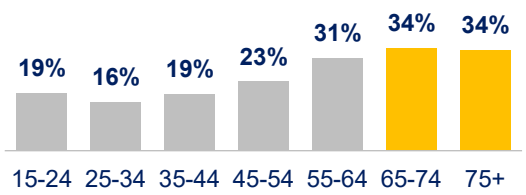
Highest reach device for all ages



Men **97%** v women **98%**

TABLET 24% of online adults

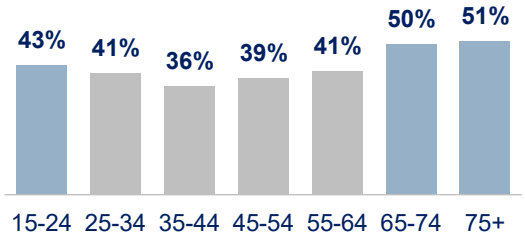
Higher reach among 55+



Men **23%** v women **25%**

PC/LAPTOP 42% of online adults

Dips in mid-life, then climbs



Men **47%** v women **37%**

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

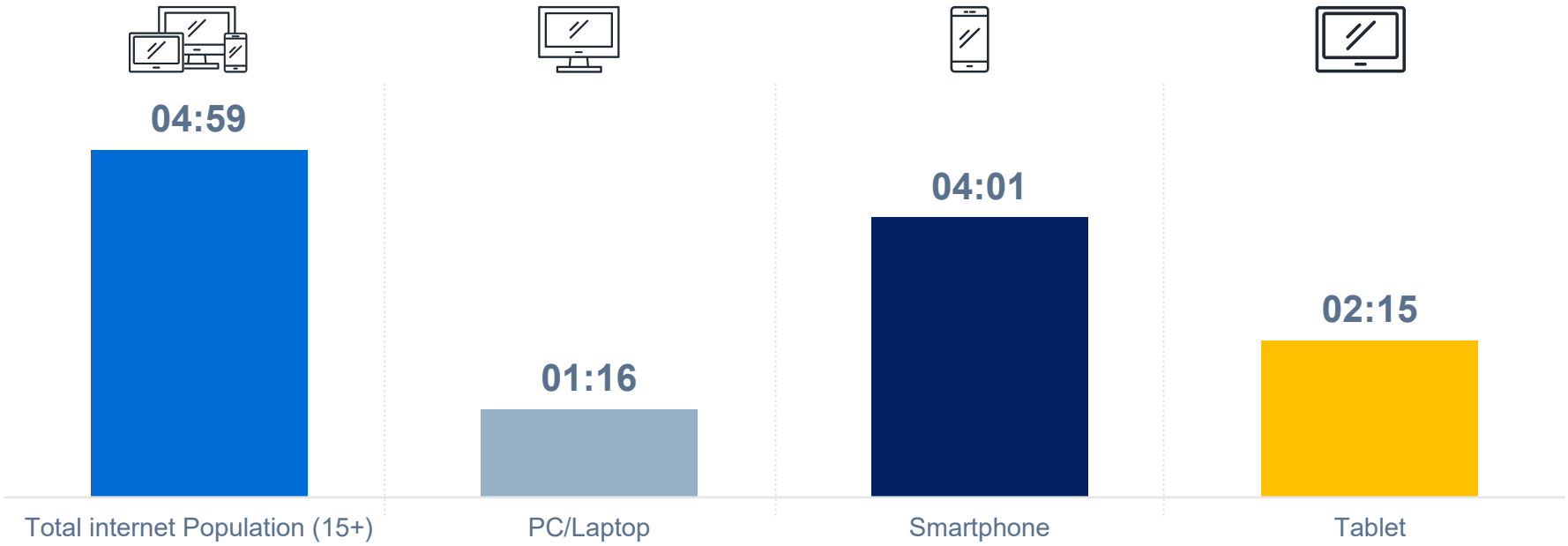
Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month

Time online



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

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

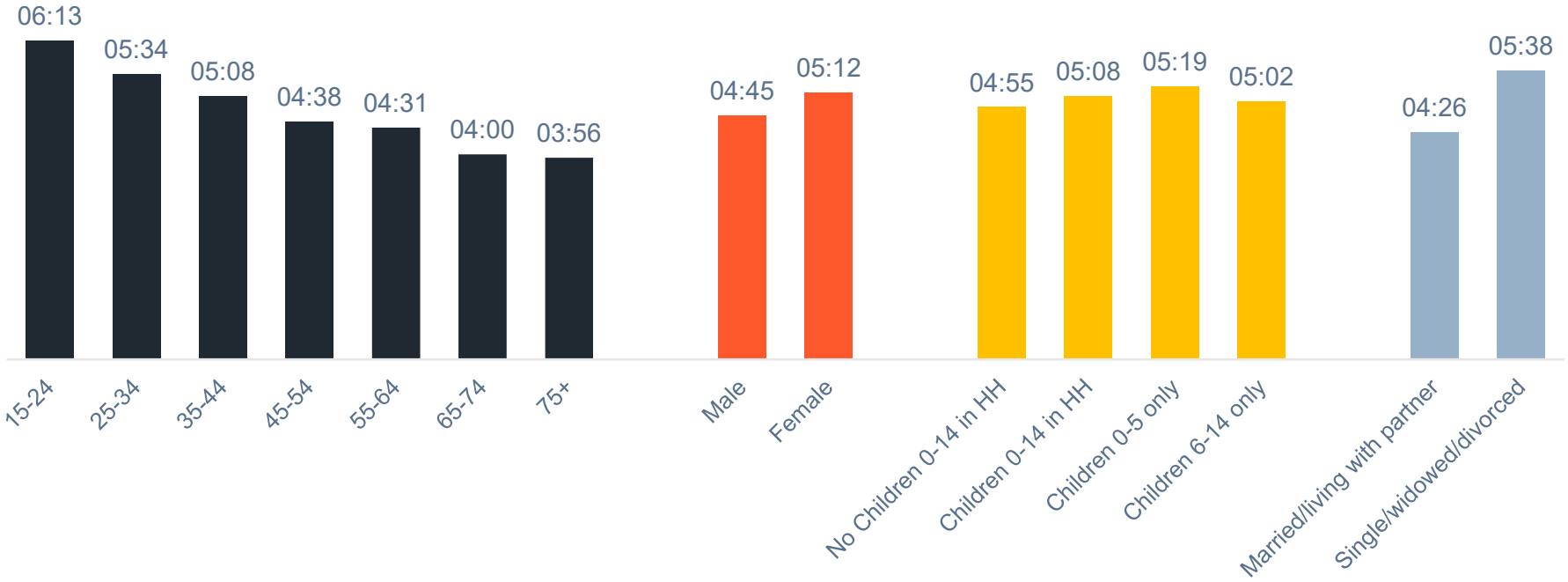


Source: UKOM-endorsed data for PC, Tablet and Smartphone in Ipsos iris, Sep 26

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 spent online per day by demographics

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



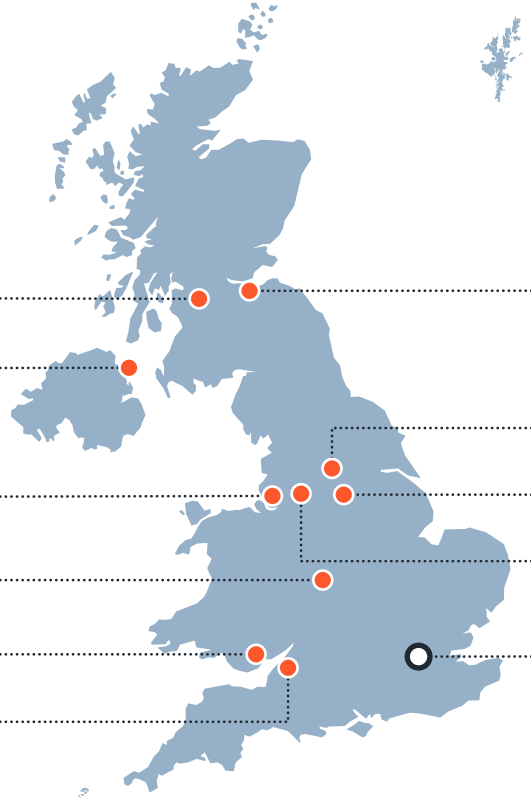
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Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month. NB Duration not measured for sites or apps running in device background/'out of focus'

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

Of the major UK cities, residents of Cardiff spent most time online per day in September

UK = 4hr 59 mins



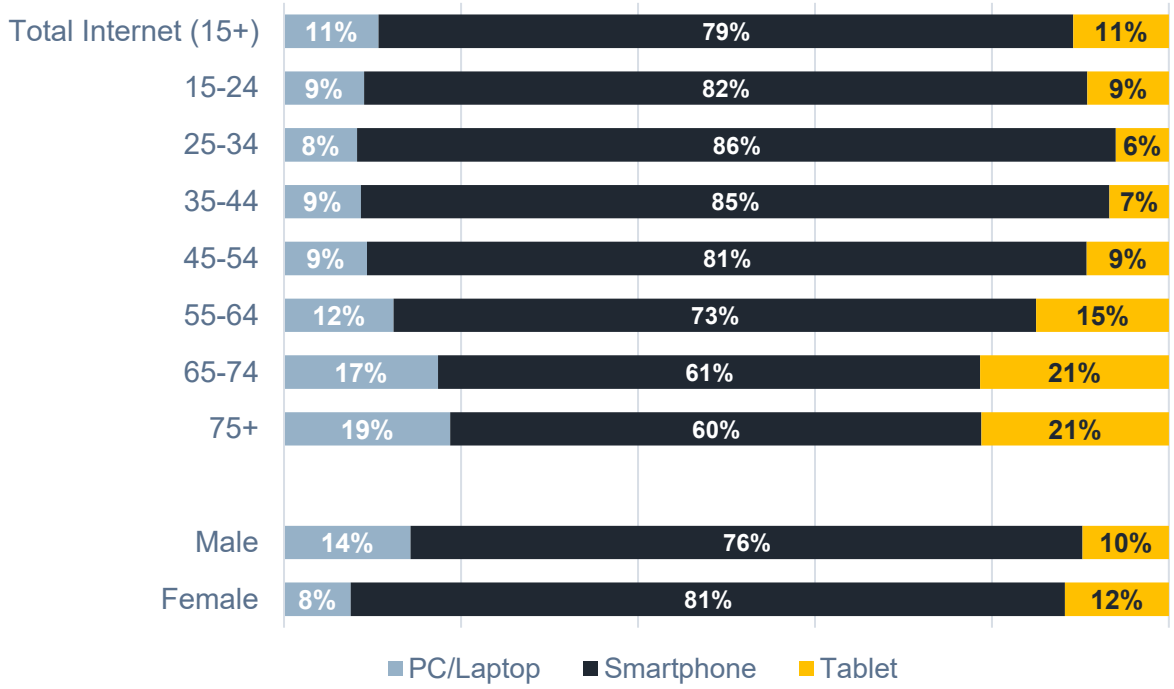
- Glasgow – 5hr 17m
- Belfast – 4hr 56m
- Liverpool – 5hr 29m
- Birmingham – 4hr 44m
- Cardiff – 5hr 42m
- Bristol – 4hr 32m
- Edinburgh – 5hr 03m
- Leeds – 4hr 40m
- Sheffield – 4hr 40m
- Manchester – 5hr 05m
- London – 5hr 14m

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

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

1.9x

Males' PC/laptop share of time is almost double females' (14% vs 8%)

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

Share of minutes (%) by device by category

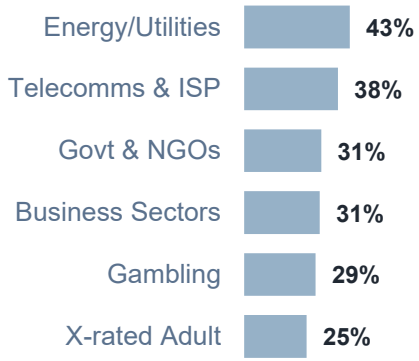
PCs and laptops matter most for utilities and telecoms, tablets for entertainment and games

11%
PC / LAPTOP
of all time spent online

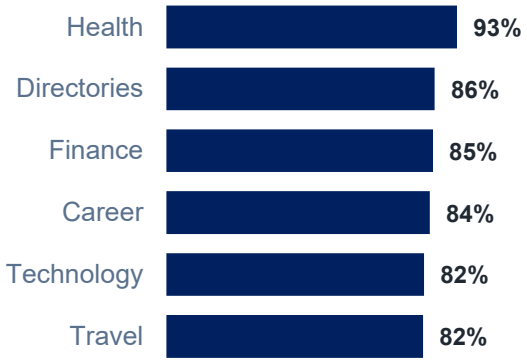
79%
SMARTPHONE
of all time spent online

11%
TABLET
of all time spent online

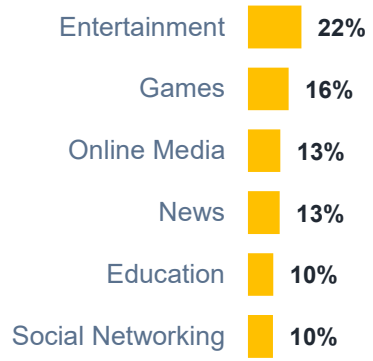
Top 6 categories by share of time



Top 6 categories by share of time



Top 6 categories by share of time

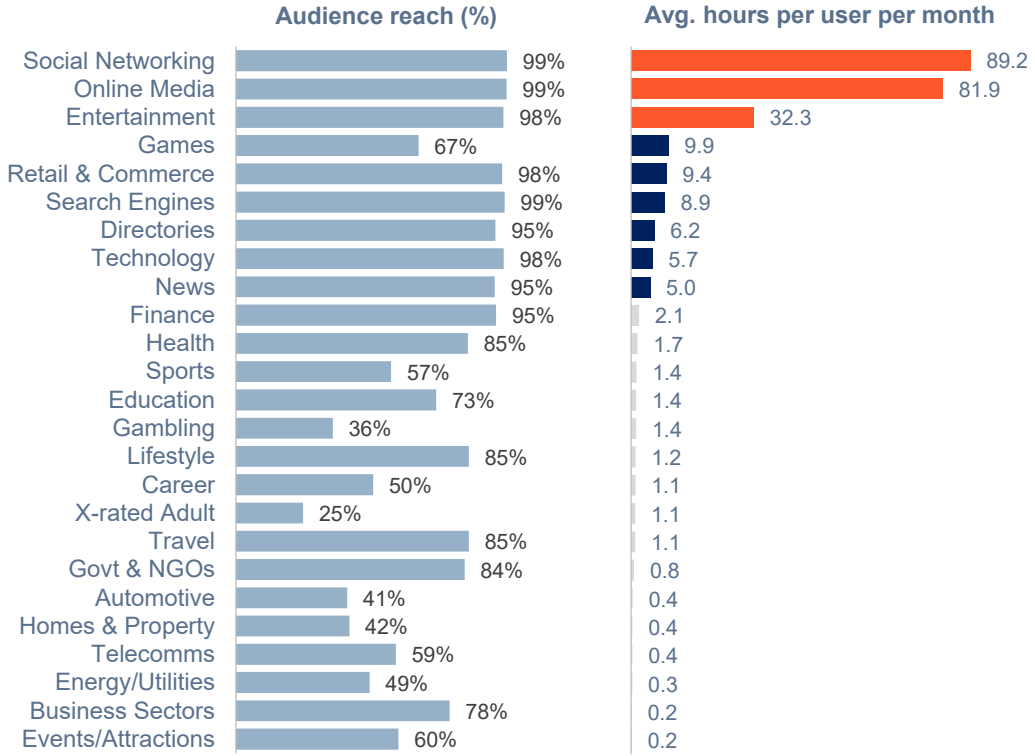


Source: UKOM-endorsed data for PC, Tablet and Smartphone in Ipsos iris, Sep 26

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'

Categories visited online: reach and time spent - Sep 26

Social networking, media and entertainment dominate the time people spend online



> 1 hr a day

spent on average by users **for social networking, media and entertainment** categories

5-10 hrs

a month for **gaming, retail, search, directories, technology** and **news**

< 2 hrs/mth

a month for majority of online categories even those with higher reach like travel, education and gvt

Source: UKOM-endorsed data for PC, Tablet and Smartphone in Ipsos iris, Sep 26. Time spent is based on users of each category; categories overlap

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 organisations and brands



Top 20 organisations by audience



	Reach %	Audience (000s)
Alphabet	99	52,523
Meta	97	51,610
Amazon, Inc	90	47,862
Microsoft Corporation	87	45,910
BBC Corporation	80	42,190
PayPal Inc	67	35,279
Apple Inc	66	35,049
Bytedance Inc.	61	32,499
NHS Sites	61	32,389
eBay Inc	61	32,371
UK Government	61	32,149
Reach Plc	60	31,980
Reddit Inc	58	30,503
J Sainsbury Plc	56	29,538
Sky	52	27,807
WhaleCo	49	25,897
News UK Sites	49	25,828
Spotify Music	48	25,442
Tesco Plc	48	25,349
Wikimedia Foundation Inc	46	24,538

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

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

Top 20 online brands by audience

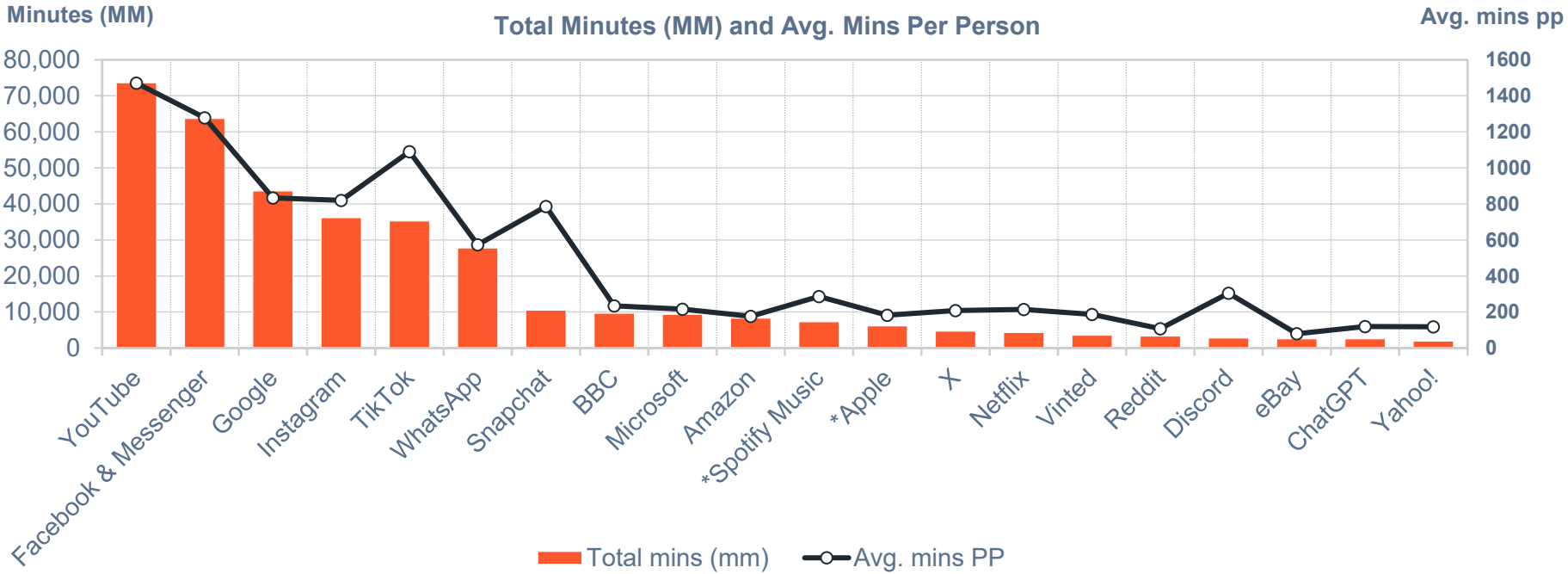


	Reach %	Audience (000s)
Google	99	52,306
YouTube	94	50,062
Facebook & Messenger	94	49,822
WhatsApp	91	48,372
Amazon	89	47,209
Instagram	83	44,113
Microsoft	82	43,345
BBC	78	41,233
PayPal	66	35,202
Apple	63	33,493
NHS	61	32,386
eBay	61	32,371
TikTok	61	32,340
Reddit	58	30,503
Gov.uk	49	26,044
Temu	49	25,897
Spotify Music	48	25,442
Tesco	48	25,349
Wikipedia	45	23,908
X	43	22,533

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



Source: UKOM-endorsed data for PC, Tablet and Smartphone in Ipsos iris, Sep 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 mobile apps



Top 20 mobile apps by audience

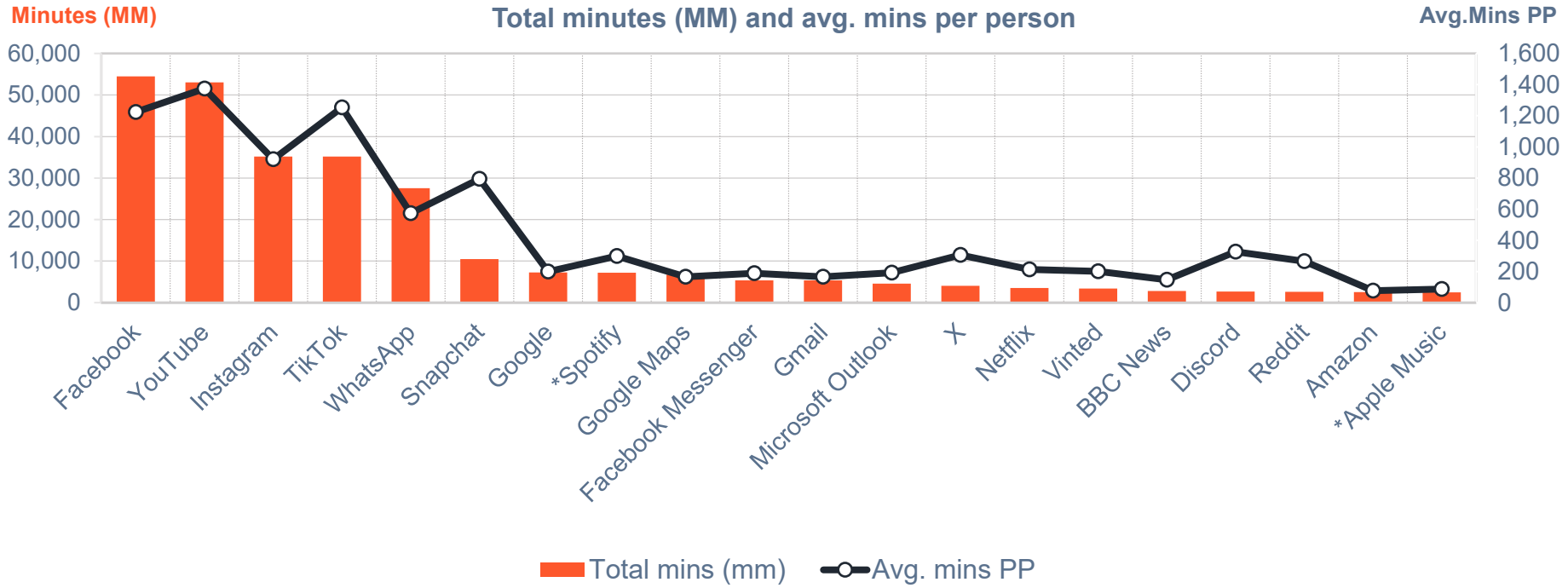


	Reach %	Audience (000s)
WhatsApp Messenger	91	48,064
Facebook	84	44,524
Google Maps	77	40,653
YouTube	73	38,597
Instagram	72	38,252
Google	69	36,573
Amazon	63	33,410
Gmail	61	32,549
Facebook Messenger	54	28,477
Apple Music	54	28,389
TikTok	53	28,054
Spotify	46	24,150
Microsoft Outlook	45	23,771
Google Play Store	43	22,855
eBay	41	21,903
Google Play Services	37	19,733
NHS App	36	19,318
BBC News	36	19,161
Google Gemini	35	18,794
Tesco Grocery & Clubcard	35	18,748

Source: UKOM-endorsed data for PC, Tablet and Smartphone in Ipsos iris, Sep 26
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-endorsed data for PC, Tablet and Smartphone in Ipsos iris, Sep 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	48,365	1103:43
2	YouTube	39,411	1061:42
3	Instagram	33,926	903:51
4	TikTok	33,177	1217:31
5	WhatsApp Messenger	26,584	555:13
6	Snapchat	9,815	751:08
7	Google Maps	6,652	165:28
8	Google	6,569	182:46
9	*Spotify	6,362	268:35
10	Facebook Messenger	4,922	175:58

Tablet Top 10

	Apps	Total Mins (MM)	Avg. Mins PP
1	YouTube	13,621	2372:39
2	Facebook	6,093	1023:49
3	TikTok	1,994	858:06
4	**Netflix**	**1,537**	**476:34**
5	Instagram	1,279	414:39
6	**BBC iPlayer**	**1,159**	**455:51**
7	WhatsApp Messenger	1,006	357:58
8	*Spotify	840	536:20
9	Microsoft Outlook	768	376:48
10	Google	694	163:07

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



Tier 1 category audience change: Jun 26 - Sep 26

Sport lost 5.4m as the World Cup & Wimbledon ended while energy suppliers gained most

Biggest risers

+2.1m +9%
Energy/Utilities

+1.3m +4%
Telecomms

+1.1m +3%
Events & Attractions

Biggest fallers

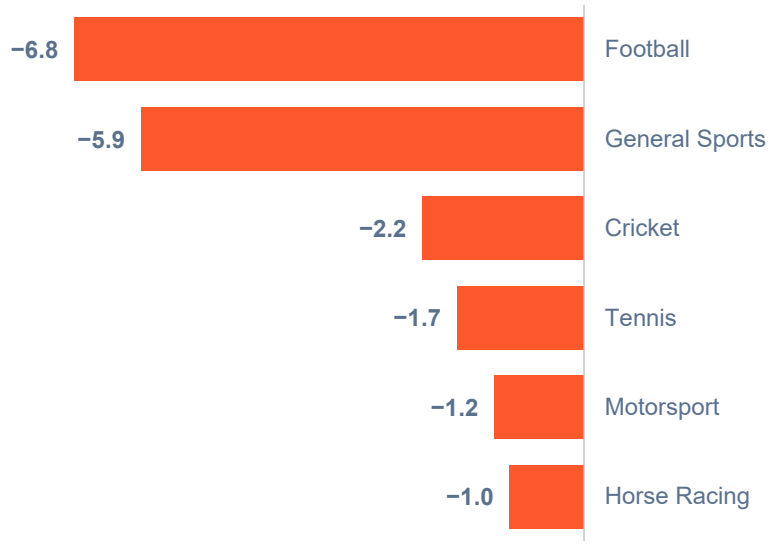
−5.4m -15%
Sports

−1.7m -8%
Gambling

−0.6m -3%
Homes & Property

18 of 25
categories moved by less than 2%

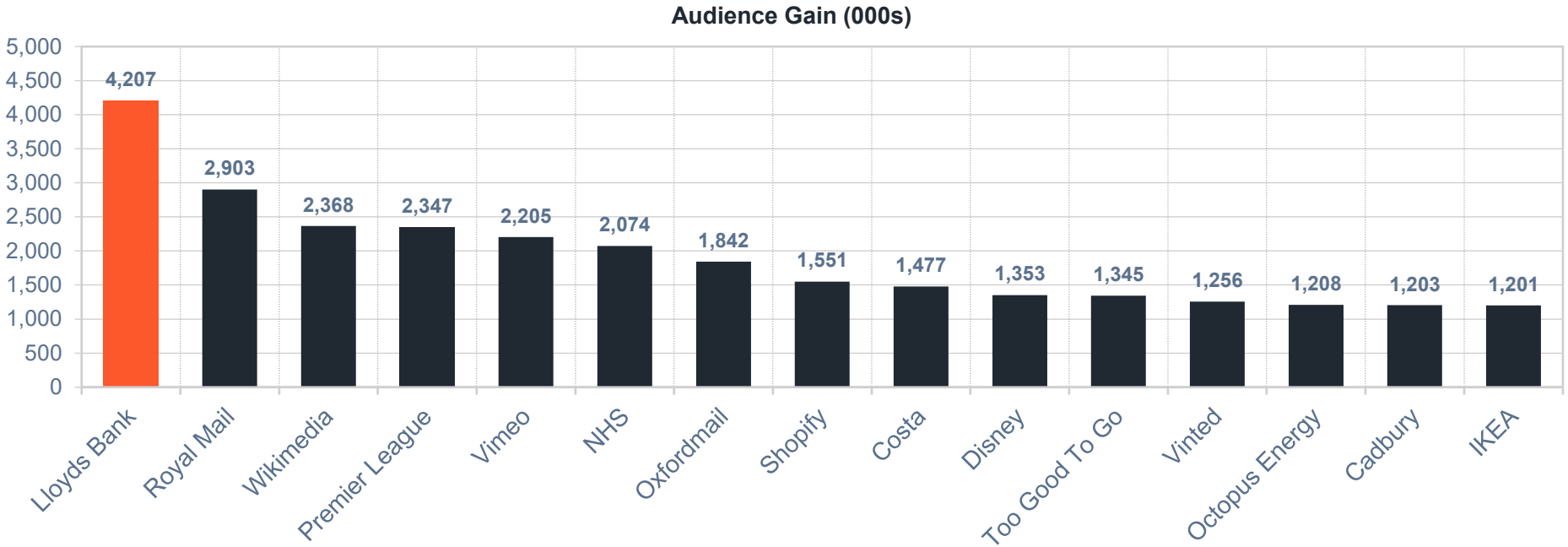
Sports Category: biggest drops (m)



Source: UKOM-endorsed data for PC, Tablet and Smartphone in Ipsos iris, Jun 26 - Sep 26
Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month. Sport sub-categories overlap, so they add up to more than the Sports total

Brands adding most audience: Jun 26 - Sep 26

Lloyds Bank added 4.2m due to re-brand of Halifax bank.



Source: UKOM-endorsed data for PC, Tablet and Smartphone in Ipsos iris, Jun 26 - Sep 26. Custom list excludes B2B brands
Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.

Questions?

Find out more at:
http://www.ukom.uk.net/

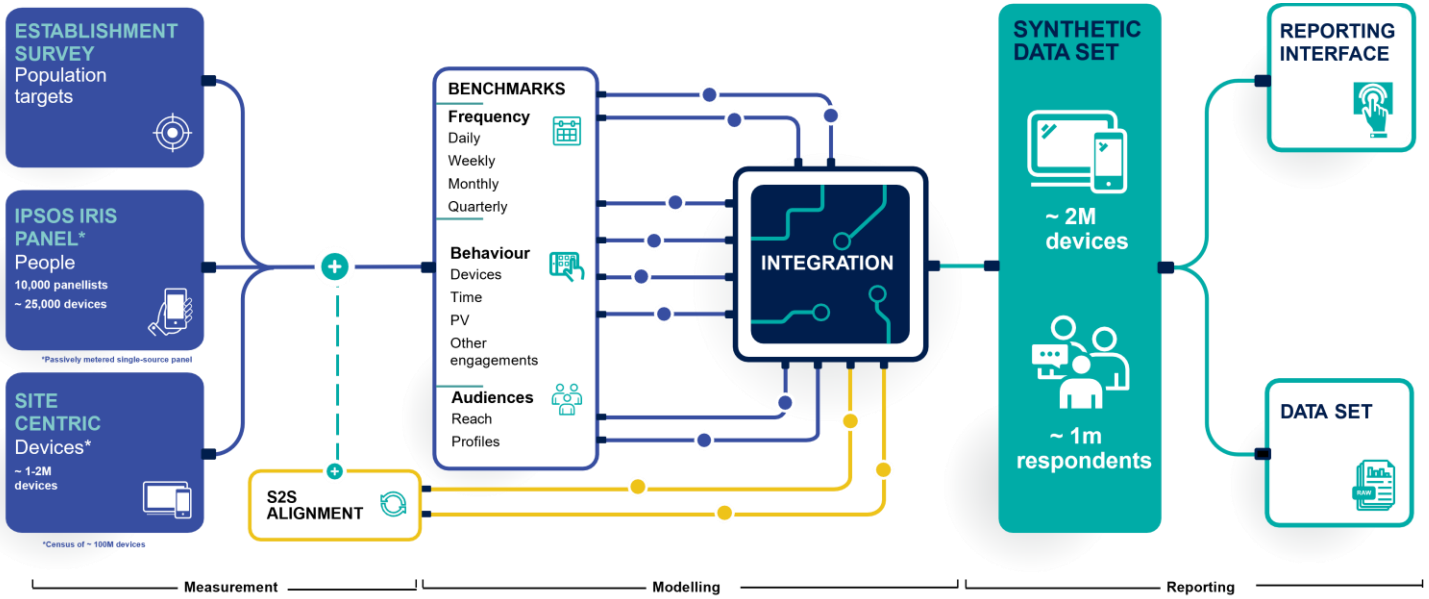
Email us at:
insights@ukom.uk.net

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