Deloitte.

Together makes progress

Digital Consumer Trends



Dutch Research Edition | 2026



Contents

Digital Consumer Trends, Dutch Research Edition

About Digital Consumer Trends 03
Generative AI 05
Cybersecurity 21
Online 28
Devices 40
Networks 46
Subscriptions 52
Contacts 60



About Deloitte's

Digital Consumer Trends

- Digital Consumer Trends (NL Edition) is conducted by Deloitte's Technology, Media and Telecommunications (TMT) practice.
- Digital Consumer Trends is a study of how individuals engage with and purchase digital products. It spans devices, connectivity, media, and emerging technologies.
- Fieldwork was conducted in August 2026 by Ipsos, an independent research agency. The survey was distributed to 2,000 consumers in the NL aged between 18-75, and weighted for demographics such as age, gender, region and working status.
- Questions cited in this document may be simplified for the sake of visualization.

Throughout this report we compare Digital Consumer Trends across four generations

Gen Z

BORN 1996–2007

Age range 20–31



Millennials

BORN 1980–1995

Age range 32–47



Gen X

BORN 1966–1979

Age range 48–61



Baby Boomers

BORN 1950–1965

Age range 62–77





Generative AI

Digital Consumer Trends, Dutch Research Edition

Key Insights – Generative AI

Executive Summary

- GenAI use is becoming routine: 58% of users engage at least weekly in 2026 (52% in 2025, 24% in 2023), and 25% use it daily (19% in 2025).
- Work use is deepening and formalizing: Analyzing data rose to 38% (27% in 2025) and writing e-mails to 44% (37% in 2025), while free external tools fell to 44% from 53% as employer-paid tools rose to 35% from 26%.
- Greater use could bring greater awareness of GenAI's limits: 56% disagree that GenAI is always accurate (up from 48% in 2025 and 33% in 2023), and just 15% see its responses as unbiased (20% in 2025).
- Exposure keeps rising: 59% saw AI-generated content on social media (51%), and 58% of adults aware of GenAI are less inclined to use AI customer service (59%).

Strategic Implications

- Formalise work use by providing approved tools and clear policies, so the 44% still using free external tools move to secure alternatives.
- Rising use with falling trust makes verifiable answers, source citations and a human fallback in AI customer service a differentiator.
- Social platforms and telcos may see more demand for labelling and content-authenticity tools.

Weekly usage rate
(among consumers that use GenAI)
58%
▲ 6 pp since 2025

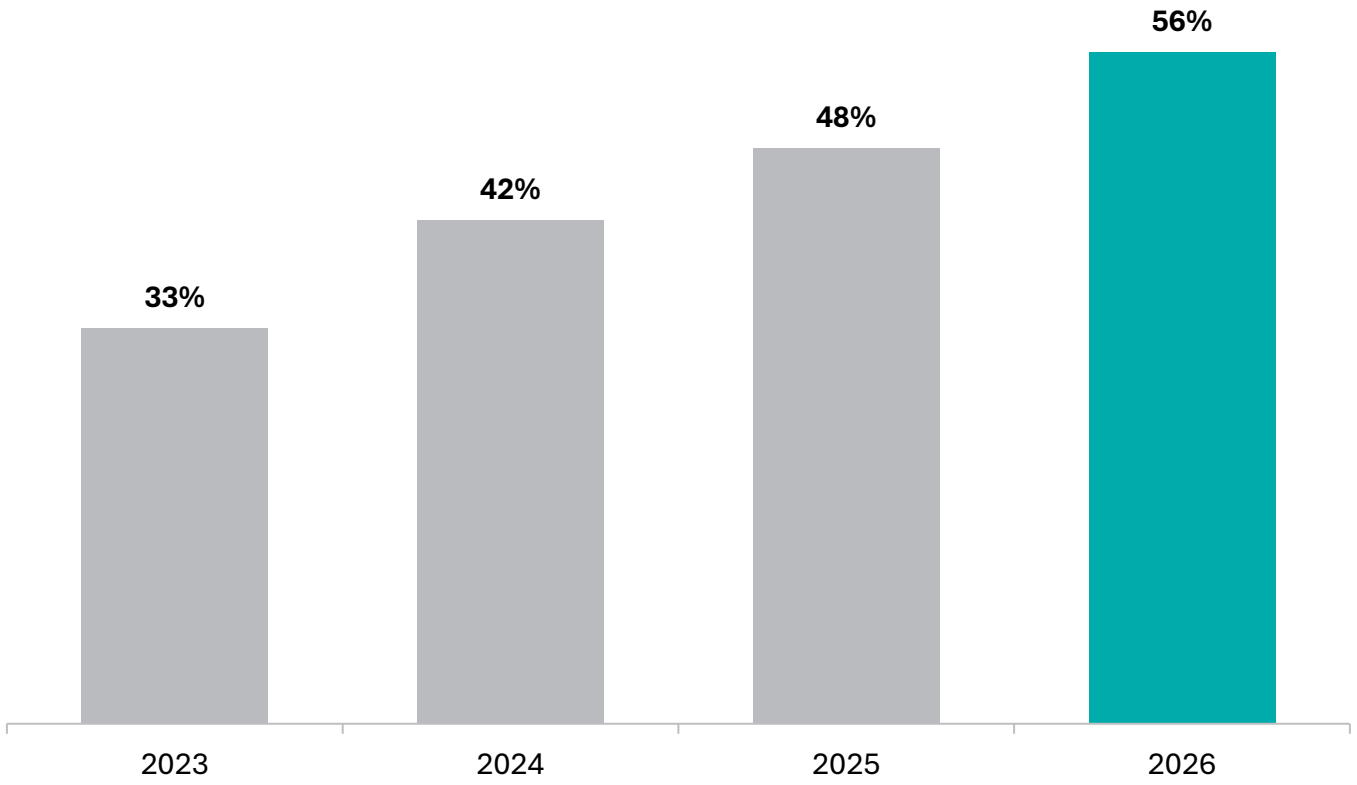
Using free external AI tool for work
(among consumers that use GenAI for work)
44%
▼ 9 pp since 2025

Disagree GenAI is always accurate
(among all consumers)
56%
▲ 8 pp since 2025

Saw AI content on social media
(among all consumers)
59%
▲ 8 pp since 2025

Dutch consumers are increasingly getting aware of Gen AI's limits, 56% disagree that GenAI always produces accurate responses

Belief that GenAI does not produce factually accurate responses



Confidence in accuracy seems to be falling. 56% of Dutch consumers disagree that GenAI always produces factually accurate responses in 2026, up from 48% in 2025, 42% in 2024 and 33% in 2023.

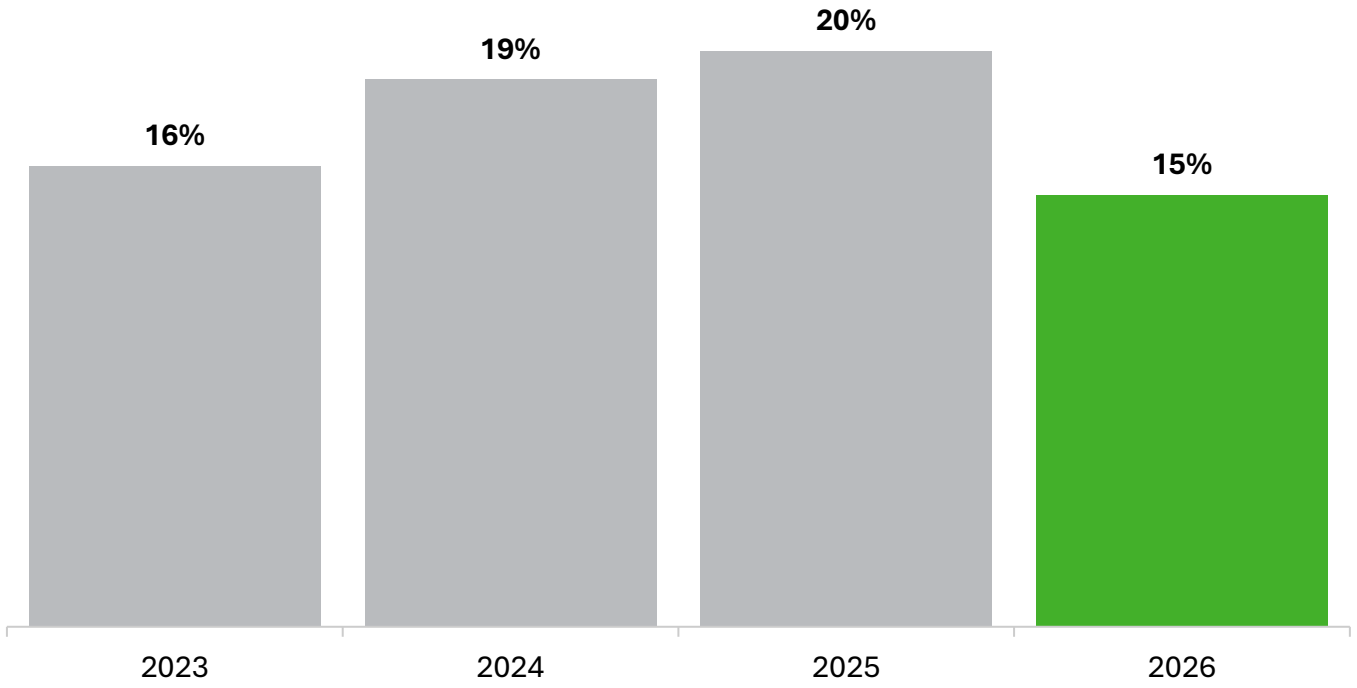
As consumers become more aware of GenAI's capabilities, the sustained rise in disagreement places accuracy at the centre of the user experience.

Question: To what extent do you agree or disagree with the following statements? Generative AI always produces factually accurate responses
Weighted base: all respondents aged 18-75 (2023: 18-70), 2023 (2000), 2024 (2000), 2025 (2000), 2026 (2000)
Source: Deloitte Digital Consumer Trends, NL, 2023-2026

© 2026 Deloitte Netherlands. All rights reserved.

Fewer Dutch consumers believe GenAI responses are unbiased, down from 20% to 15%

Believe that GenAI responses are unbiased



In 2026, 15% of Dutch respondents agreed that GenAI responses are unbiased, down five percentage points from 20% in 2025. Agreement had risen from 16% in 2023 to 20% in 2025.

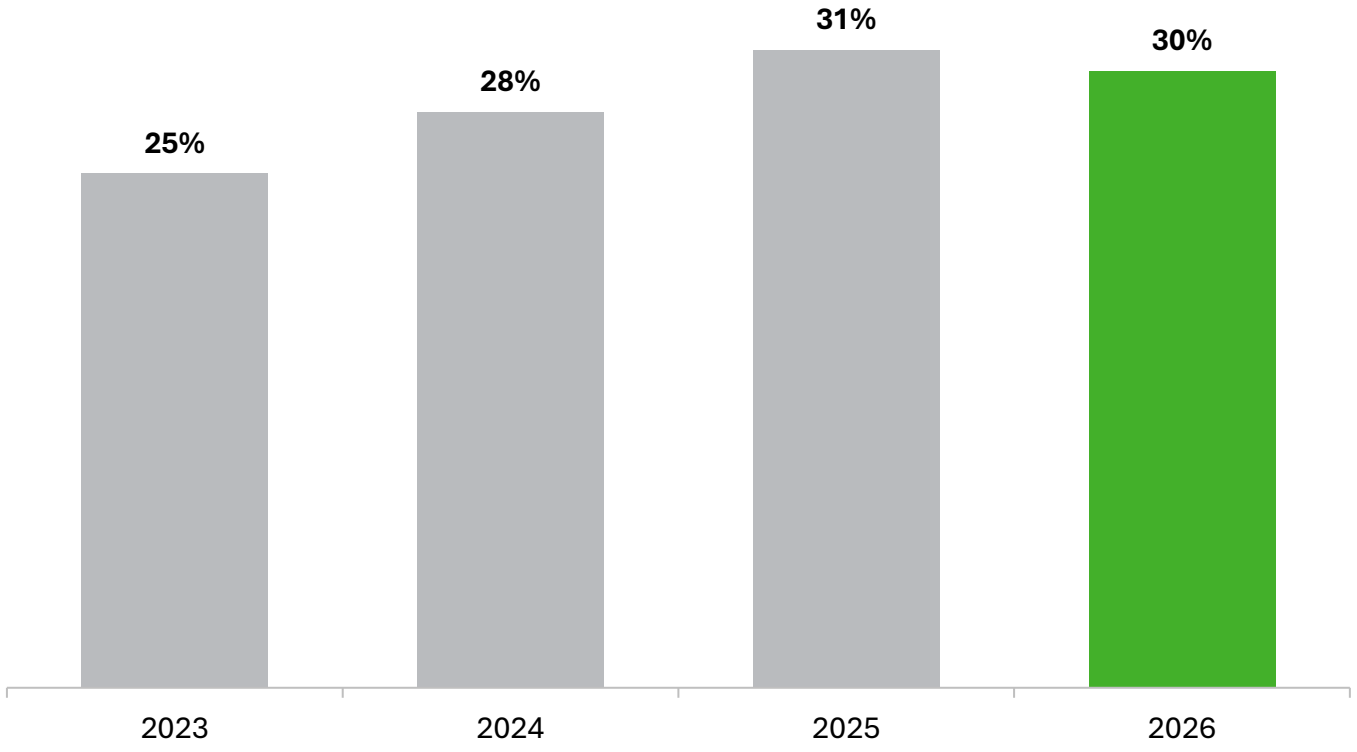
Clear information on how GenAI outputs are produced, checked and challenged is a relevant customer-experience consideration for providers.

Question: To what extent do you agree or disagree with the following statements? Generative AI responses are unbiased
Weighted base: all respondents, 2023 (2000, aged 18-70), 2024 (2000), 2025 (2000), 2026 (2000), aged 18-75 from 2024
Source: Deloitte Digital Consumer Trends, NL, 2023-2026

© 2026 Deloitte Netherlands. All rights reserved.

Concern about GenAI replacing part of one's job has levelled off at 30%

Concerned that GenAI will replace part of my role



About three in ten workers are concerned that GenAI will replace part of their role.

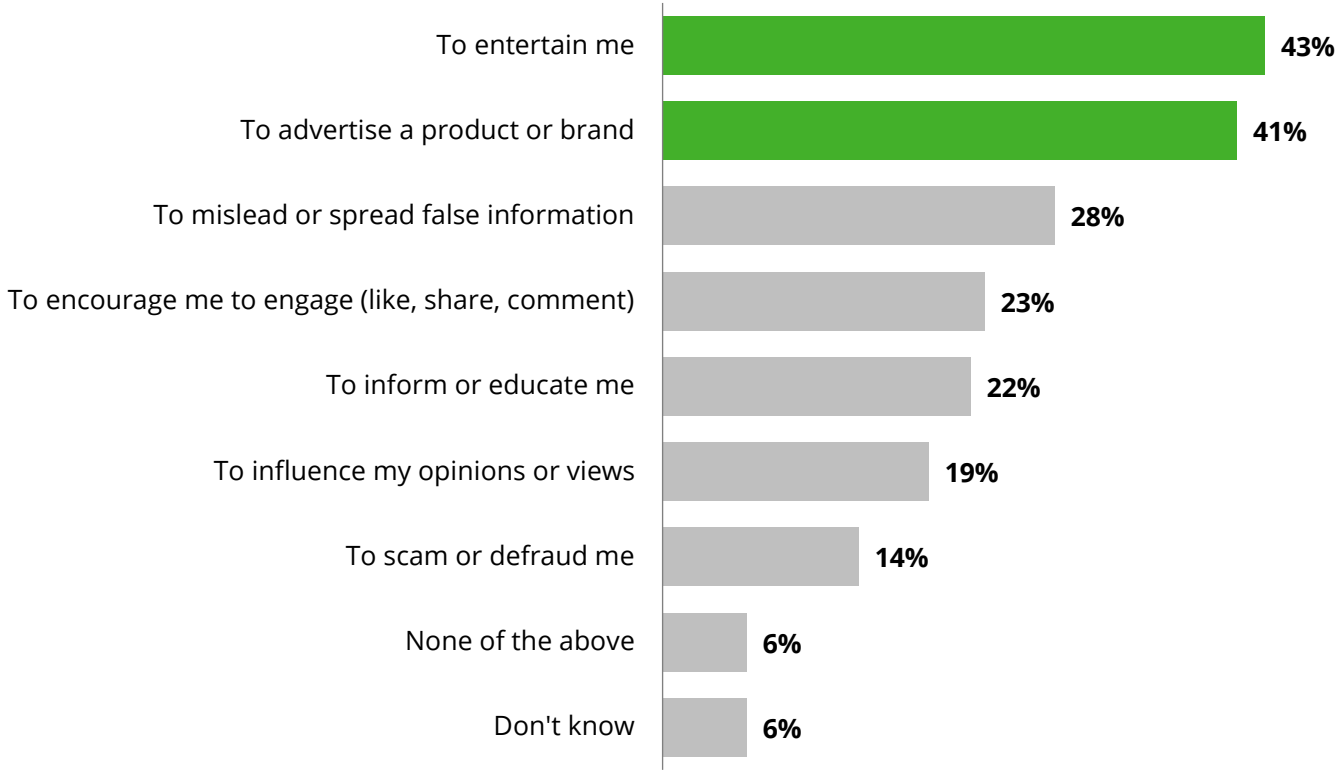
30% of working Dutch consumers agree in 2026, against 31% in 2025, 28% in 2024 and 25% in 2023. After a 6-point climb over two years, 2026 moved by one point.

Question: To what extent do you agree or disagree with the following statements? I am concerned that in the future Generative AI will replace some of my role in the workplace
Weighted base: all working respondents aged 18–75 (2023: aged 18–70); 2023: 1,489; 2024: 1,457; 2025: 1,457; 2026: 1,467
Source: Deloitte Digital Consumer Trends, NL, 2023-2026

© 2026 Deloitte Netherlands. All rights reserved.

Entertainment and advertising are the main purposes of AI content witnessed on social media

Main purpose(s) of AI-generated social media content



Among Dutch adults who have seen AI-generated content on social media, 43% say its main purpose was to entertain them and 41% say it was to advertise a product or brand.

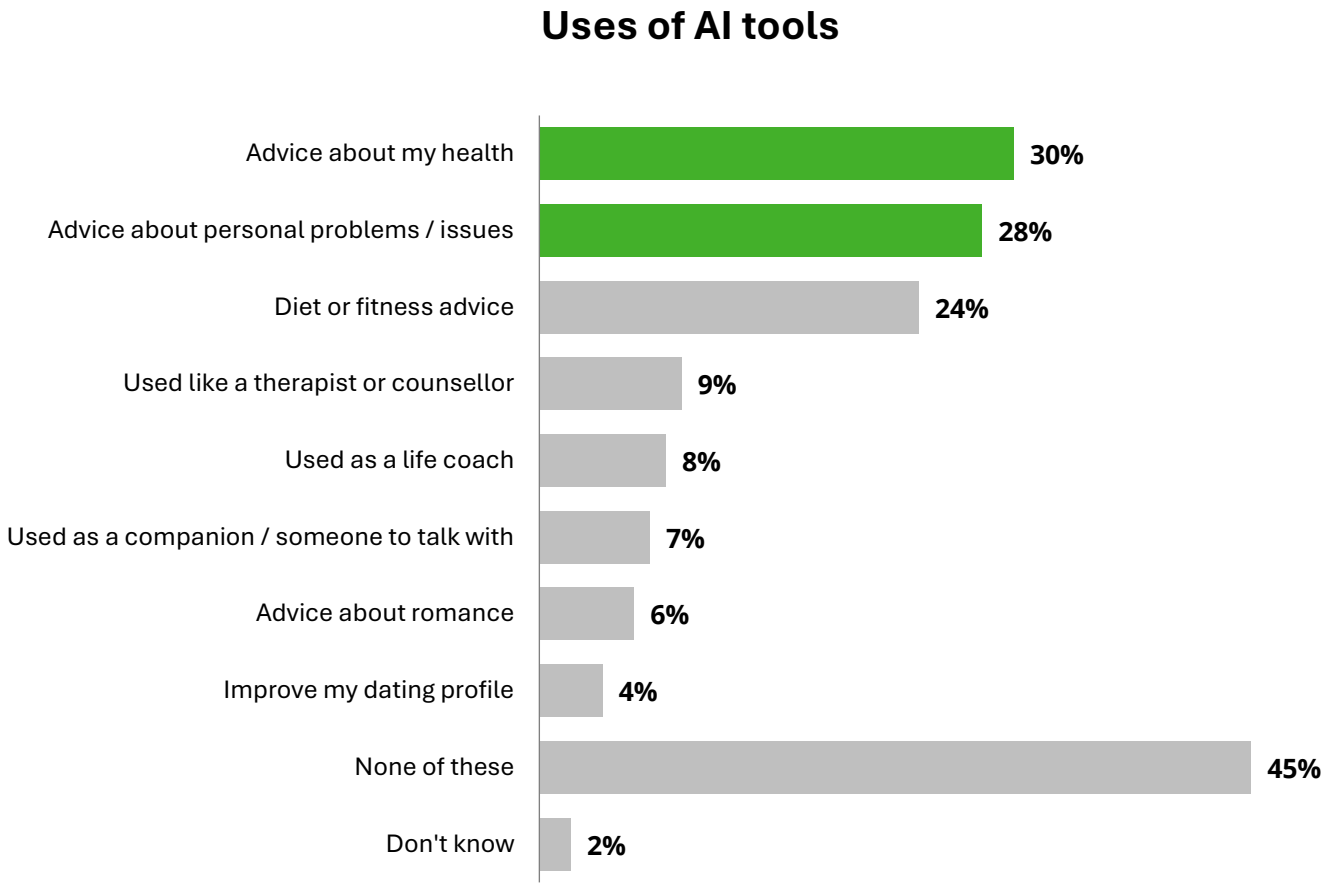
28% believe the content was meant to mislead or spread false information. 14% believe it was meant to scam or defraud them, and 19% believe it was meant to influence their opinions.

Only 22% say it was meant to inform or educate.

Question: In your opinion, which, if any, of the following was the main purposes of the content you have seen?
Weighted base: All respondents aged 18–75 who have seen AI-generated content on social media, 2026 (1185)
Source: Deloitte Digital Consumer Trends, NL, 2026

© 2026 Deloitte Netherlands. All rights reserved.

Advice on health, personal issues and fitness are the leading personal uses of GenAI tools



Among Dutch adults who have used a GenAI tool, 53% have used it for at least one personal purpose. 30% asked for health advice and 28% asked about personal problems. A further 24% asked for diet or fitness advice.

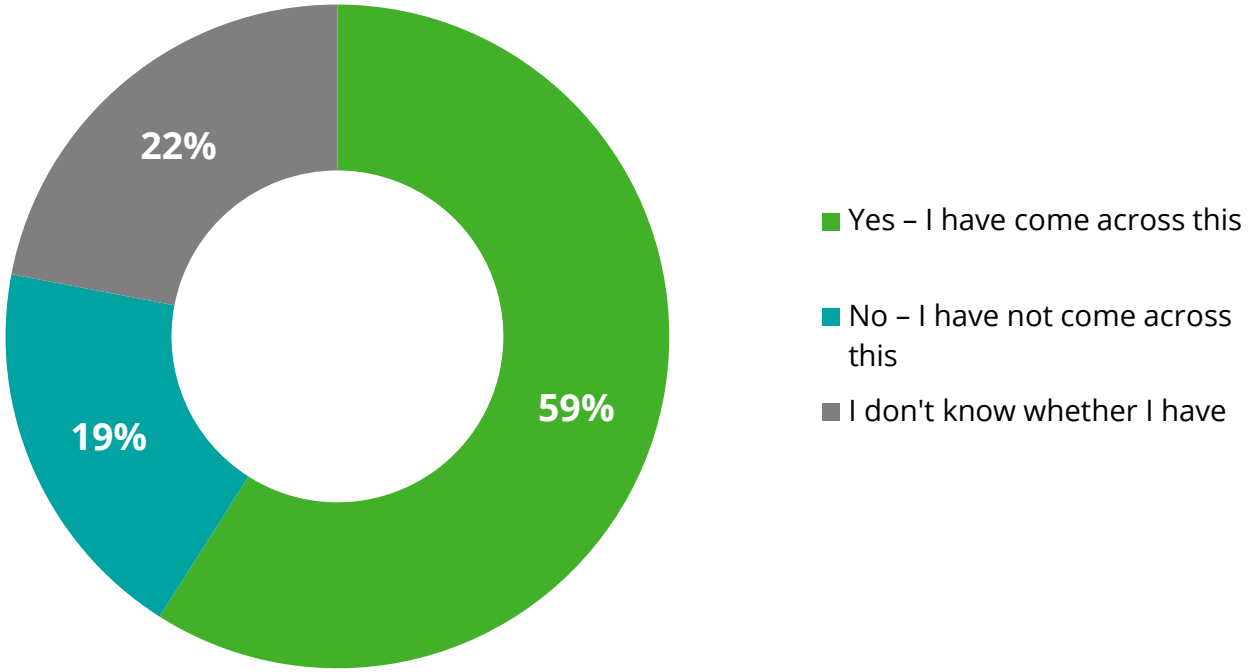
9% have used GenAI like a therapist or counsellor. 8% have used it as a life coach and 7% as a companion to talk with. This is a minority of users, but it covers roughly one in ten.

Question: Which, if any, of the following have you ever used AI tools for?
Weighted base: All respondents aged 18–75 who have used any Generative AI tool, 2026: 1465
Source: Deloitte Digital Consumer Trends, NL, 2026

© 2026 Deloitte Netherlands. All rights reserved.

Almost 60% of consumers have encountered AI content on social media

Encountered AI-generated content on social media



59% of Dutch adults say they came across AI-generated content on social media in the last 12 months, up from 51% in 2025. That is 8 percentage points, or about 16% more people in one year.

The share who are unsure whether they have seen it fell from 27% to 22%, and the share who say no fell from 22% to 19%.

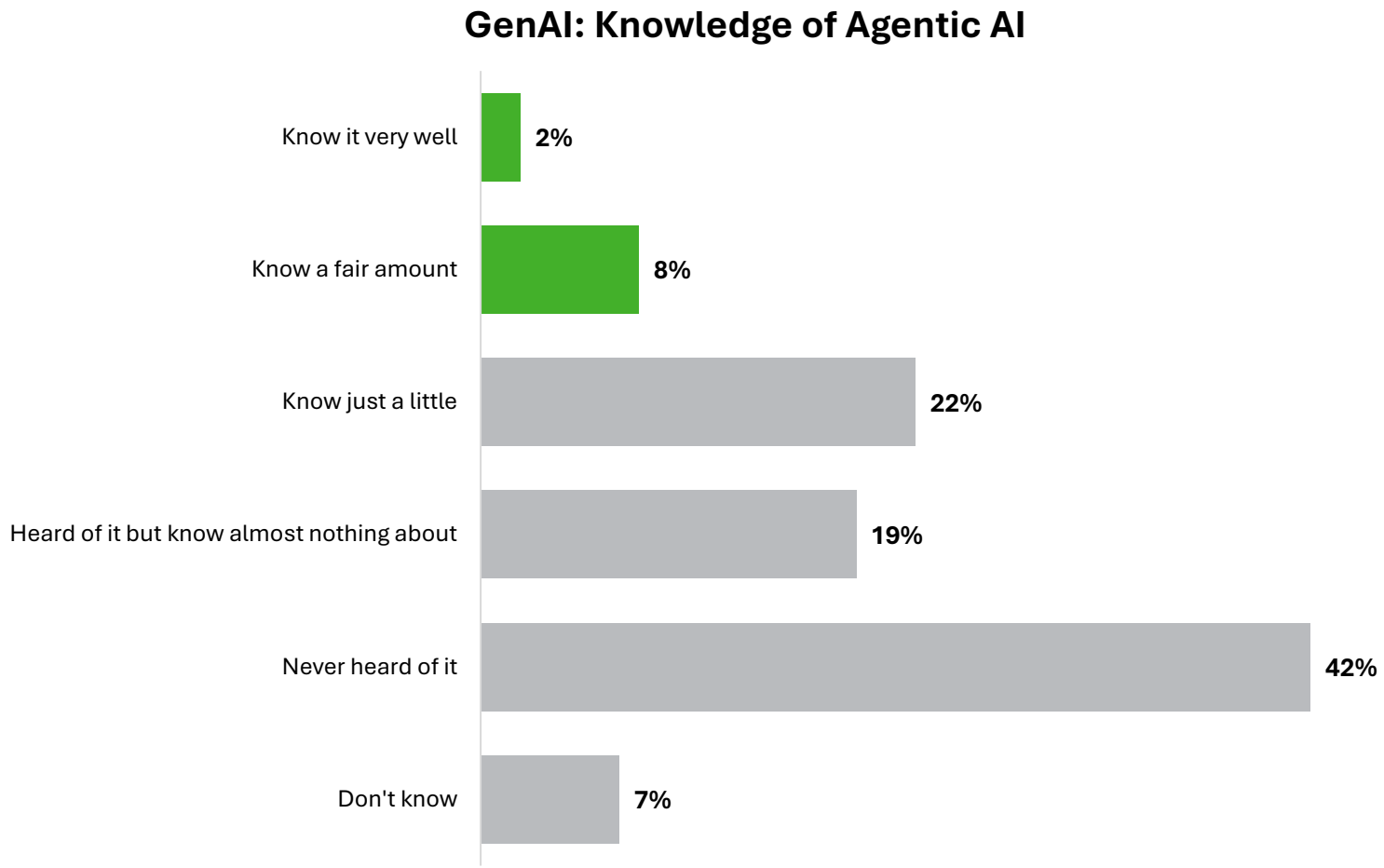
Question: In the last 12 months, have you come across any of these AI features while using your devices or browsing online? – AI-generated content on social media
Weighted base: All respondents aged 18–75, 2026 (2000)
Source: Deloitte Digital Consumer Trends, NL, 2026

© 2026 Deloitte Netherlands. All rights reserved.

Only one in ten Dutch consumers know a fair amount or more about Agentic AI

10% of Dutch consumers said they knew a fair amount or more about Agentic AI: 8% knew a fair amount and 2% knew it very well.

By contrast, 42% had never heard of it, while a further 19% had heard of it but knew almost nothing about it



Question: How much, if anything, would you say you know about 'Agentic AI'?
Weighted base: All respondents aged 18-75 (half sample), 2026 (1,011)
Source: Deloitte Digital Consumer Trends, NL, 2026

© 2026 Deloitte Netherlands. All rights reserved.

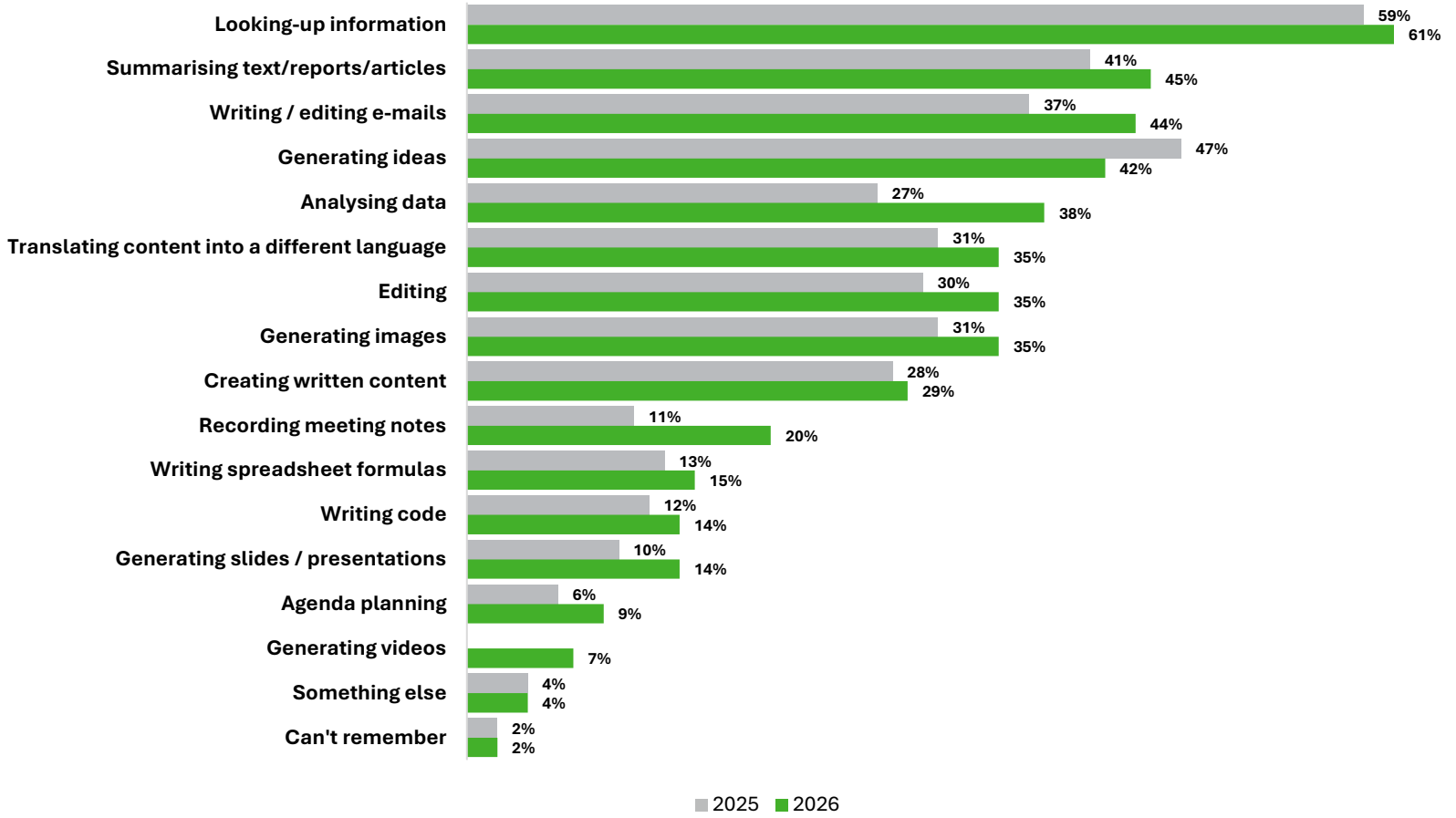
At work, AI is mostly used to look up information

Looking up information was the most common listed work task in 2026 (61%, up from 59% in 2025).

Other uses also increased: summarizing text from 41% to 45%, writing or editing emails from 37% to 44%, and analyzing data from 27% to 38%.

Generating videos was only asked in 2026 (7%).

GenAI: Work tasks performed with GenAI

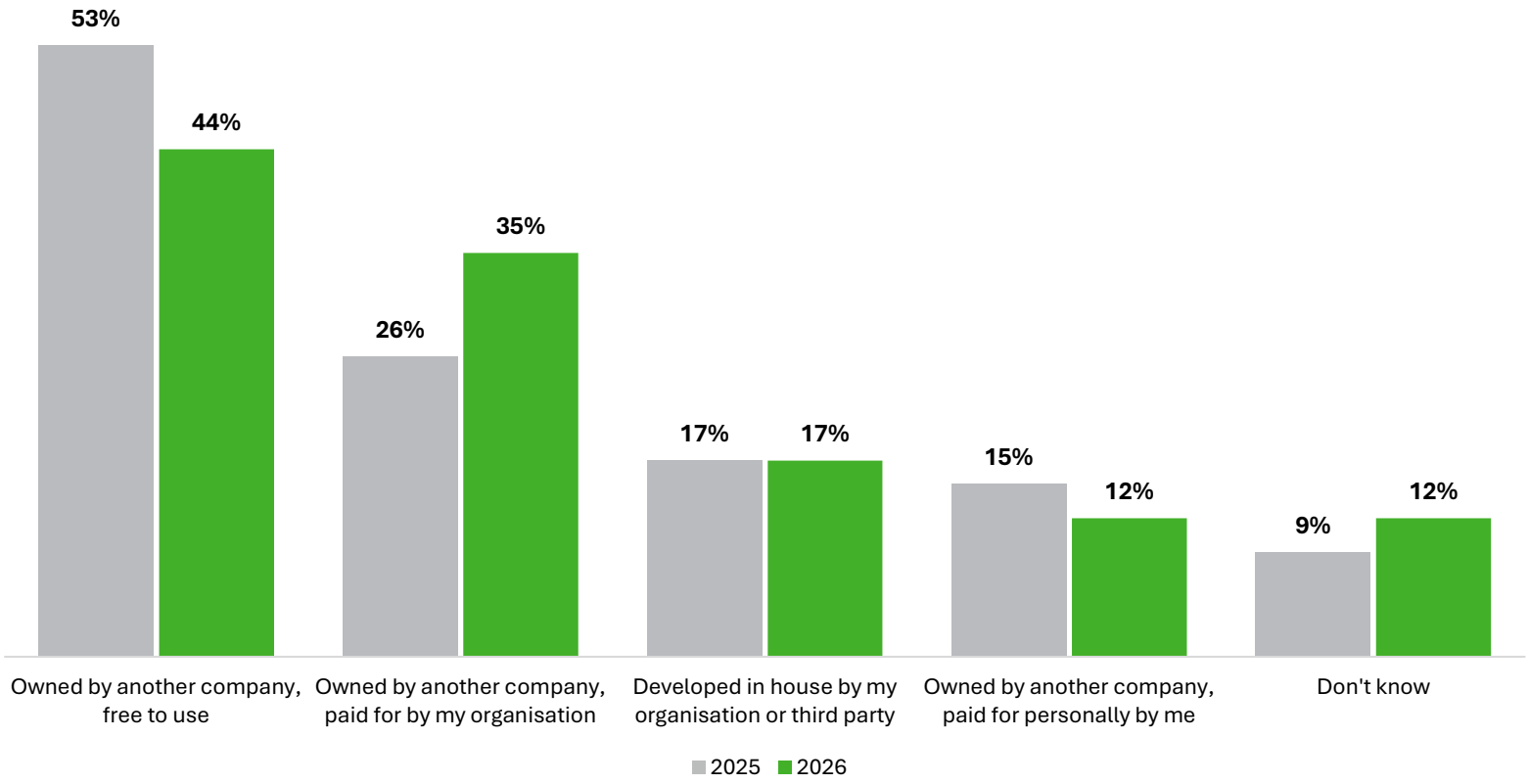


Question: Which work tasks do you use Generative AI tools for?
Weighted base: All respondents aged 18-75 who have used a Generative AI tool for work, 2026 (770), 2025 (632)
Source: Deloitte Digital Consumer Trends, NL, 2026; Deloitte Digital Consumer Trends, NL, 2025

© 2026 Deloitte Netherlands. All rights reserved.

Free external tools are still the most selected work models down from 53% in 2025 to 44% 2026

GenAI: Types of GenAI tools used for work



44% selected free external tools in 2026, down from 53% in 2025.

Over the same period, employer-paid external tools increased from 26% to 35%, in-house tools remained stable at 17%, and personally paid tools declined from 15% to 12%.

Question: Which statements describe the Generative AI tools you use for work?
Weighted base: All respondents aged 18-75 who have used a Generative AI tool for work, 2026 (770), 2025 (632)
Source: Deloitte Digital Consumer Trends, NL, 2026; Deloitte Digital Consumer Trends, NL, 2025

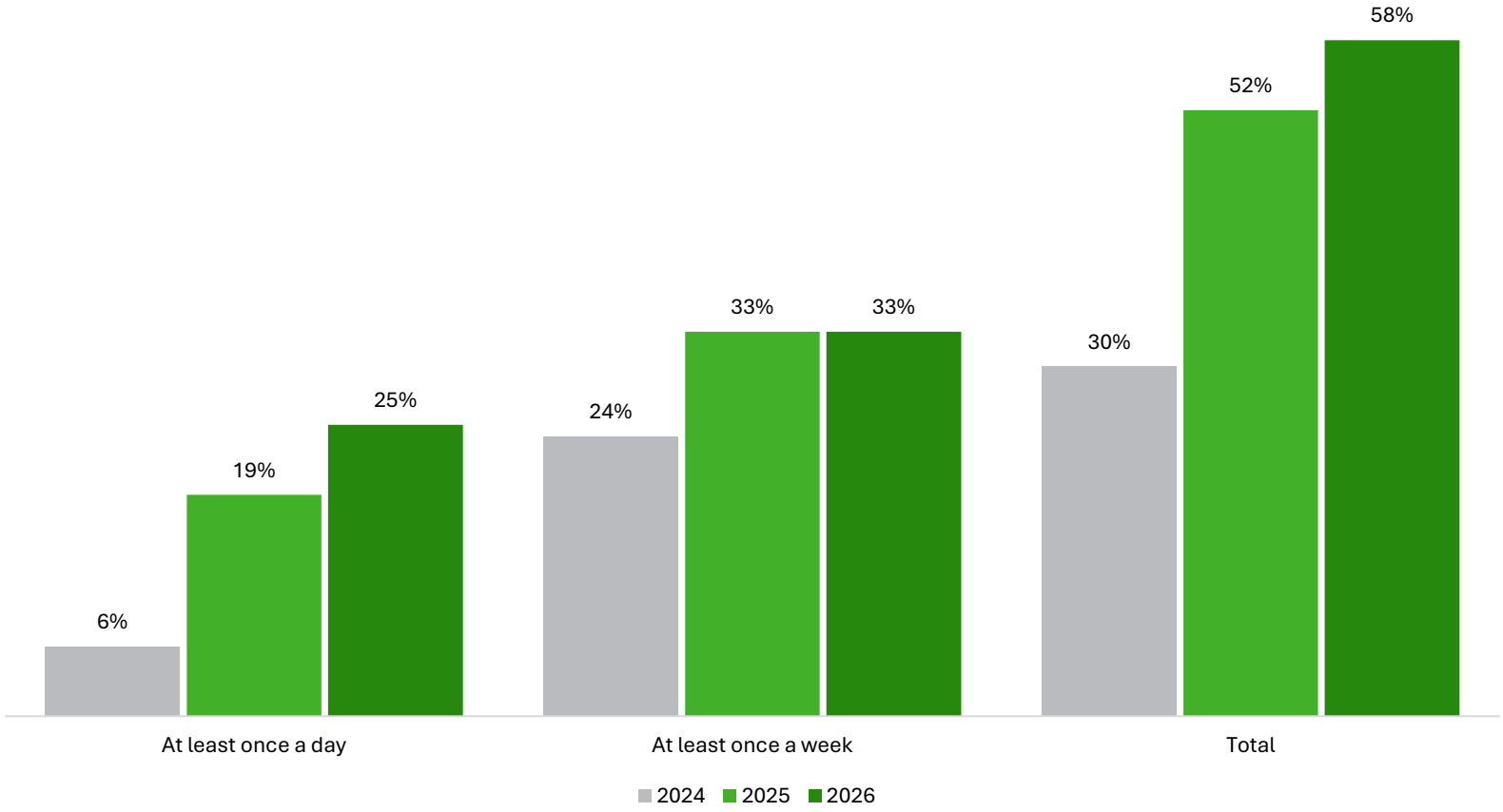
© 2026 Deloitte Netherlands. All rights reserved.

About 58% Dutch consumers use GenAI at least weekly, up from 30% in 2024

GenAI usage intensity has accelerated sharply, with 58% of Dutch users engaging at least weekly in 2026—almost doubling from 30% in 2024.

Daily use rose from 6% in 2024 to 25% in 2026, signaling a fundamental shift from experimental dabbling to embedded routine.

GenAI: % respondents who used Generative AI at least once a week

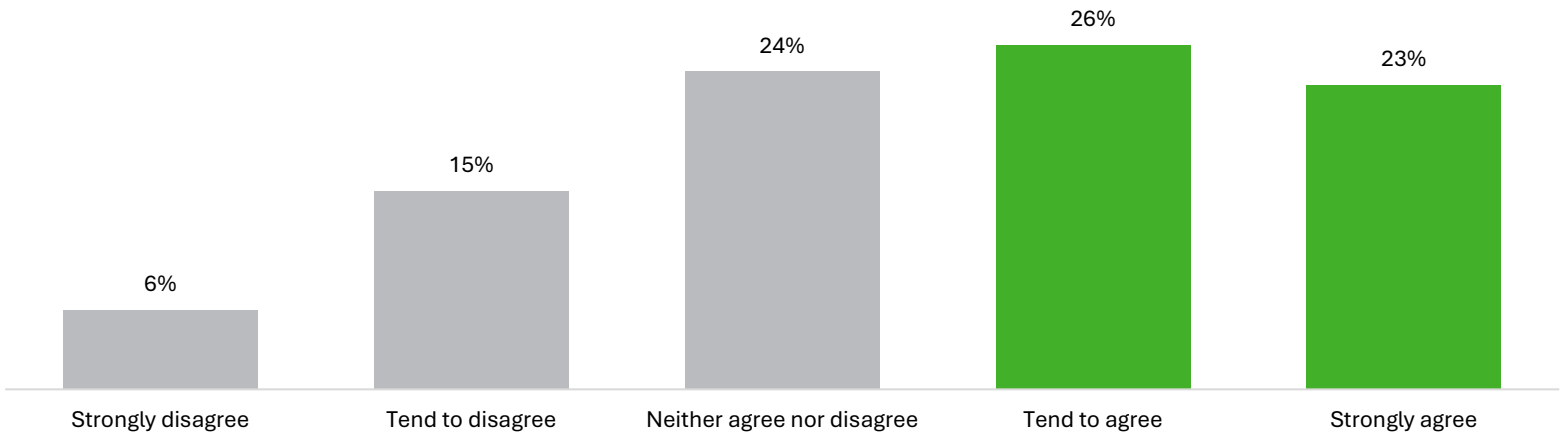


Question: You mentioned you have used Generative AI. Which of the following best describes your use? At least once a week (inc. at least once a day)
Weighted base: All adults 18-75 who have used any Generative AI tool, 2024 (839), 2025 (1221), 2026 (1465)
Source: Deloitte Digital Consumer Trends, NL, 2024-2026

© 2026 Deloitte Netherlands. All rights reserved.

Nearly half of Dutch consumers are less inclined to watch GenAI-created films or TV

GenAI: % respondents less inclined to watch a film or TV show if I knew it was created using Generative AI



Nearly half of Dutch adults (49%) are reluctant to watch GenAI-created films or TV, with 26% tending to agree and 23% strongly agreeing they'd be less inclined to view such content in 2026.

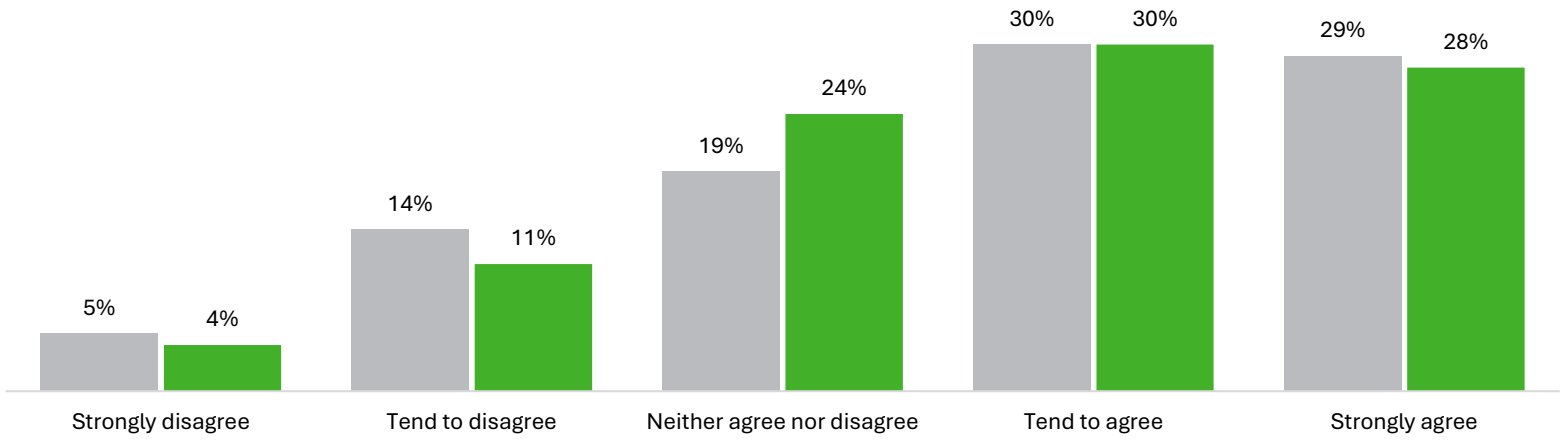
Only 21% actively disagree, while 24% remain neutral—indicating GenAI-generated entertainment faces significant consumer resistance..

Question: To what extent do you agree or disagree with the following statements? - I would be less inclined to watch a film or TV show if I knew it was created using Generative AI
Weighted base: All adults 18-75 (2000)
Source: Deloitte Digital Consumer Trends, NL, 2026

© 2026 Deloitte Netherlands. All rights reserved.

58% of Dutch consumers are less inclined to use GenAI customer service

GenAI: % of respondents less inclined to use Generative AI customer service assistant



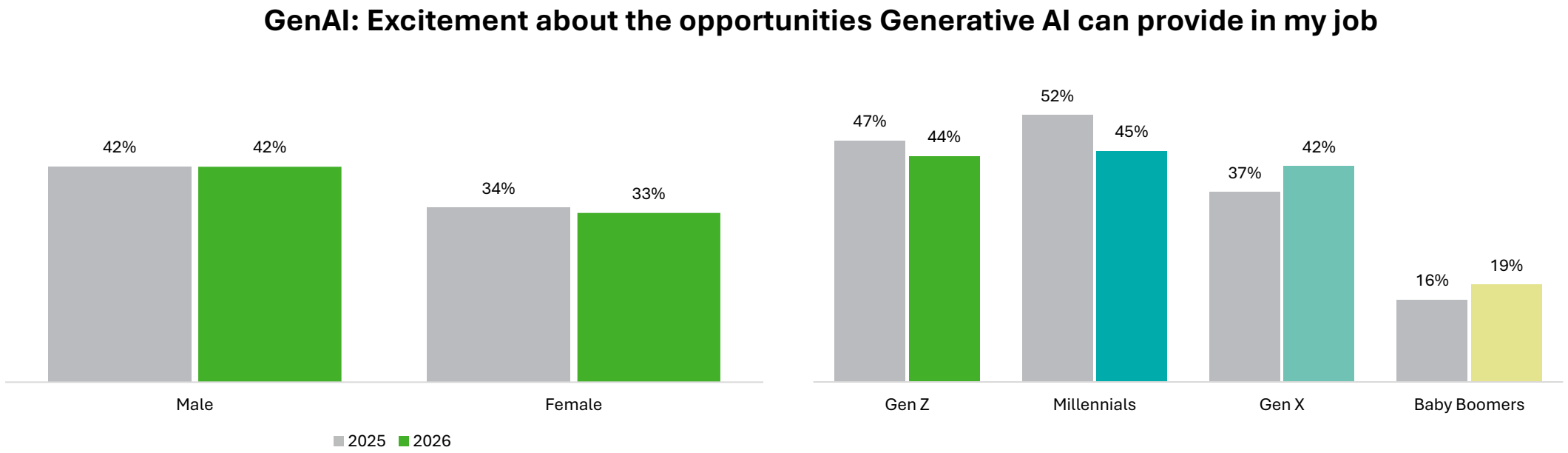
More than half of Dutch adults (58%) are reluctant to engage with GenAI customer service, with 30% tending to agree and 28% strongly agreeing they'd be less inclined to use it in 2026. Only 15% actively disagree — signalling persistent consumer distrust of automated support.

Notably, this resistance has been stable year-on-year: strong agreement has held steady at 28–29%, while weak disagreement has fallen from 14% to 11%.

Question: To what extent do you agree or disagree with the following statements? - I would be less inclined to use customer services if I knew I was conversing with a Generative AI assistant
Weighted base: All adults 18-75 aware of any Generative AI tool, 2025: 1565, 2026: 1727
Source: Deloitte Digital Consumer Trends, NL, 2025-2026

© 2026 Deloitte Netherlands. All rights reserved.

Gen X grows more excited about GenAI at work, while enthusiasm falls among younger adults



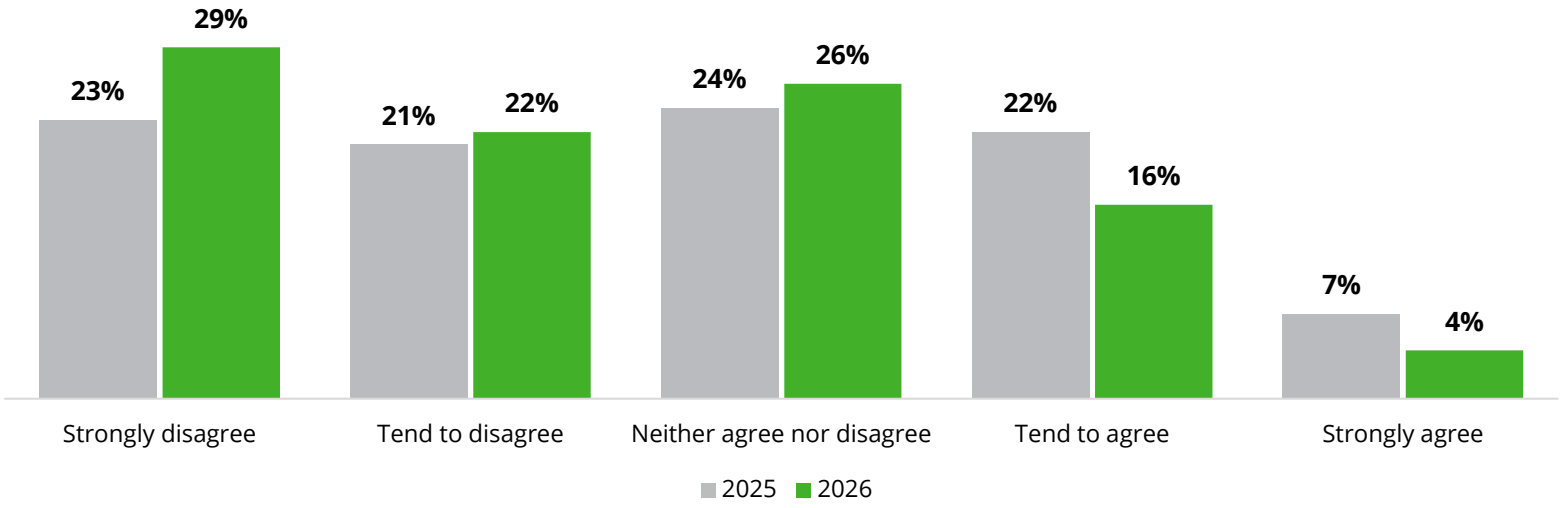
42% of Gen X respondents agreed they were excited, up from 37% in 2025. Enthusiasm remained higher among Millennials (45%) and Gen Z (44%), but fell from 52% and 47% respectively in 2025. Baby Boomers rose from 16% to 19%. The gender gap persisted: 42% of men expressed excitement in 2026, unchanged from 2025, compared with 33% of women, down from 34%.

Question: To what extent do you agree or disagree with the following statements? - I am excited about the opportunities Generative AI can provide in my job
Weighted base: All adults 18-75, 2025: Male (994), Female (994), 2026: Male (998), Female (995), 2025: : Gen Z (403), Millennials (565), Gen X (514), Baby Boomers (517), 2026: Gen Z (428), Millennials (582), Gen X (498), Baby Boomers (492)
Source: Deloitte Digital Consumer Trends, NL, 2025-2026

© 2026 Deloitte Netherlands. All rights reserved.

Only 20% of Dutch consumers would not mind journalists using GenAI to write news articles

GenAI: Openness for Generative AI-supported journalism



Fewer Dutch consumers accept AI-written news: 20% in 2026, down from 29% in 2025. Disagreement rose from 44% to 51%.

In 2026 a quarter remain neutral, but the directional trend is unmistakable: resistance has intensified year-on-year.

Question: To what extent do you agree or disagree with the following statements? - I would not mind journalists using Generative AI to write news articles that I may read
Weighted base: All adults 18-75 who have used any Generative AI tool; 2025: 1,565, 2026: 1,727
Source: Deloitte Digital Consumer Trends, NL, 2025-2026

© 2026 Deloitte Netherlands. All rights reserved.



Cybersecurity

Digital Consumer Trends, Dutch Research Edition

Key Insights – Cybersecurity

Executive Summary

- Phishing is near-universal. 67% were targeted in the past 12 months, 20 points ahead of data access breaches (47%); 43% are targeted at least monthly and 22% every week.
- Newer threats hit the young hardest. 44% of Gen Z have experienced deepfake fraud against 15% of Baby Boomers, while 29% of all consumers report malware or ransomware and 24% deepfake fraud.
- Habit comes before technology. Strong passwords and caution with unsolicited messages lead at 55% each; multi-factor authentication (40%), antivirus (39%) and updates (38%) follow, and 9% take no measure.
- Protection falls where exposure is highest. Baby Boomers out-protect Gen Z on caution with messages (69% vs 35%), antivirus (54% vs 24%) and updates (48% vs 18%); only multi-factor authentication favours Gen Z (36% vs 31%)

Strategic Implications

- Gen Z faces the newest threats with the thinnest protection. There is an opportunity for Telcos and security providers to bundle scam filtering, deepfake alerts and multi-factor onboarding for younger users, and simple security-hygiene services for older ones.
- Verified sender channels and in-app alerts help customers recognize genuine messages and protect brand trust.

Experienced phishing in past 12 months
(among all consumers)
67%

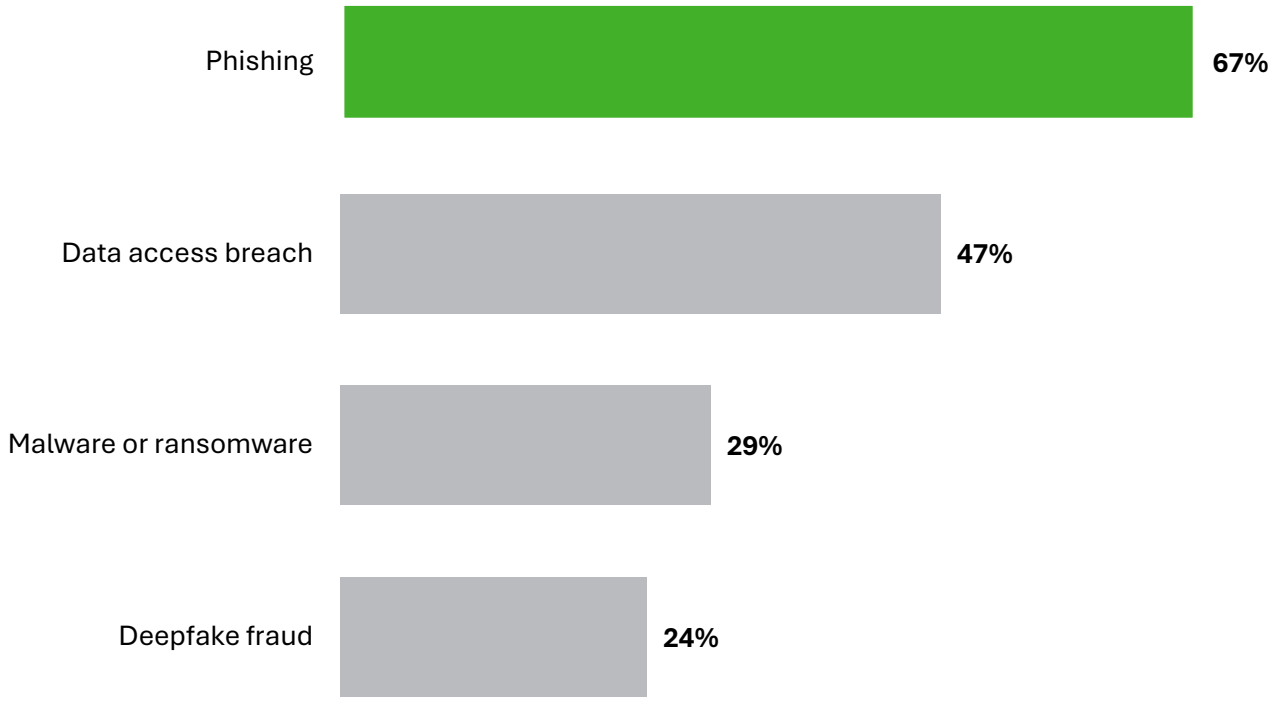
Gen Z hit by deepfake fraud
(among Gen Z consumers)
44%

Use strong Passwords
(among all consumers)
55%

Use multi-factor Authentication
(among all consumers)
40%

Phishing is the most commonly reported cyber incident with 67% experienced it

Cybersecurity: Incidents experienced in the past 12 months



Phishing is the most common incident (67%), 20 percentage points ahead of data access breaches (47%).

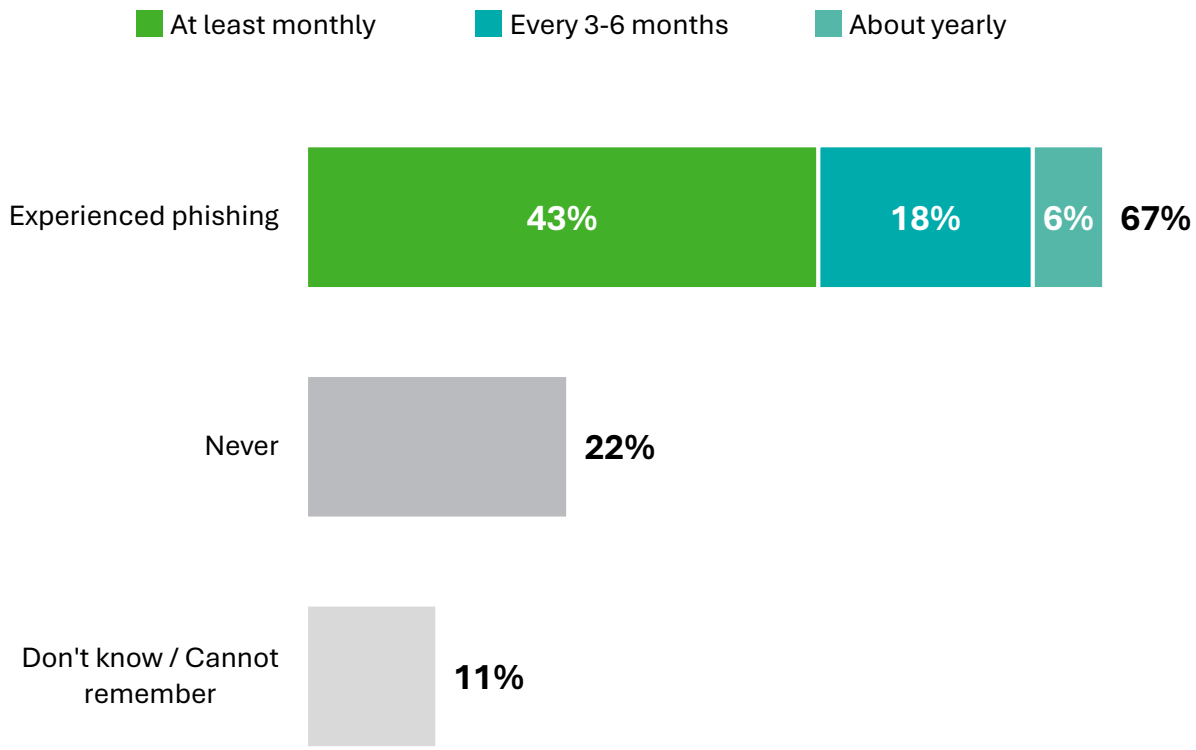
Malware or ransomware (29%) and deepfake fraud (24%) follow, affecting almost three in ten and roughly one in four consumers respectively.

Question: How often, if at all, have you personally experienced any of the following cybersecurity incidents, in the past 12 months?
Weighted base: All respondents aged 18-75 (half sample), 2026 (989)
Source: Deloitte Digital Consumer Trends, NL, 2026

© 2026 Deloitte Netherlands. All rights reserved.

Repeated phishing is common among Dutch consumers with 43% experiencing it monthly and 67% at least yearly

Cybersecurity: Phishing frequency in the past 12 months



Phishing is part of everyday life: 43% of Dutch consumers are targeted at least monthly (22% weekly, 8% fortnightly, 13% monthly).

Another 18% are targeted every three or six months (11% and 7%), taking the share to 61%. With the 6% targeted once a year, two in three consumers (67%) were reached by phishing in the past 12 months.

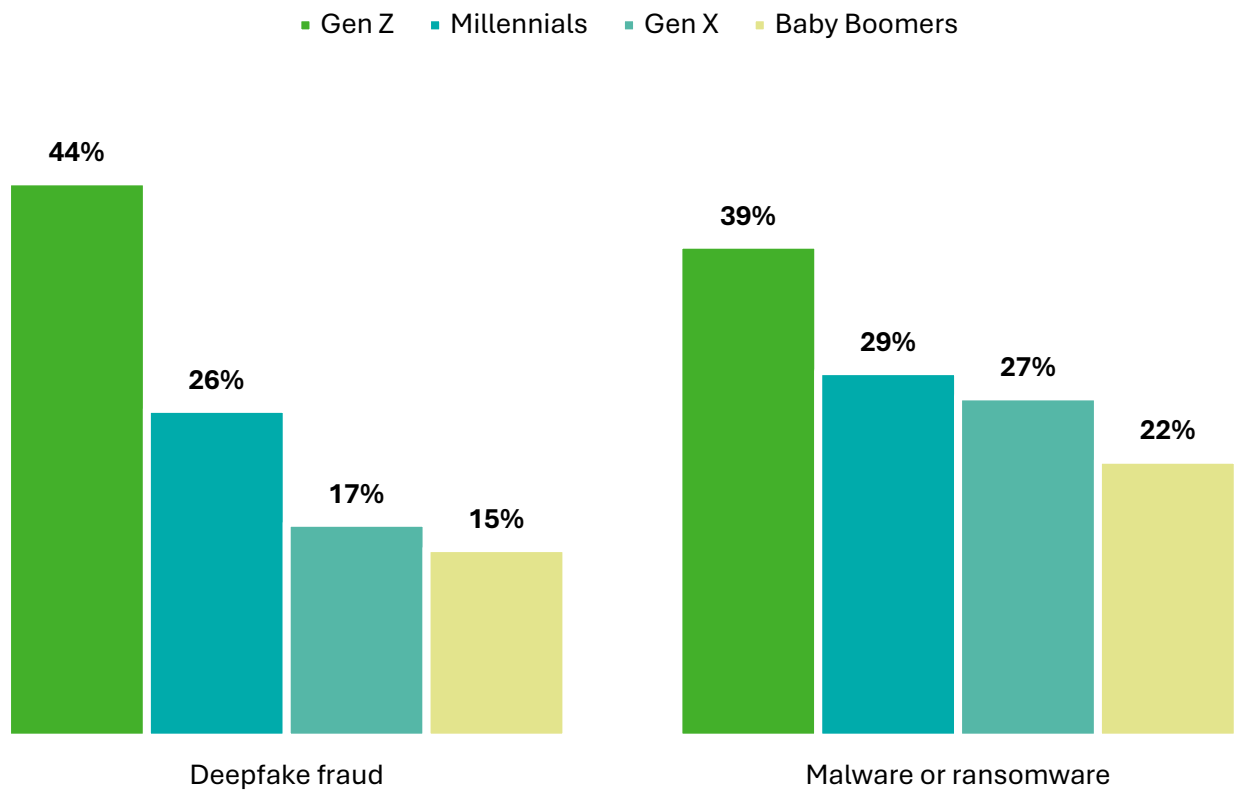
Only 22% were never targeted, as many as are targeted every week.

Question: How often, if at all, have you personally experienced any of the following cybersecurity incidents, in the past 12 months? (Phishing)
Weighted base: All respondents aged 18-75 (half sample), 2026 (989)
Source: Deloitte Digital Consumer Trends, NL, 2026

© 2026 Deloitte Netherlands. All rights reserved.

Gen Z experiences almost three times as much deepfake fraud as Baby Boomers

Cybersecurity: Incidents experienced, by generation



Deepfake fraud hits younger consumers hardest: 44% of Gen Z have experienced it against 15% of Baby Boomers, and the share drops with each older generation (Millennials 26%, Gen X 17%).

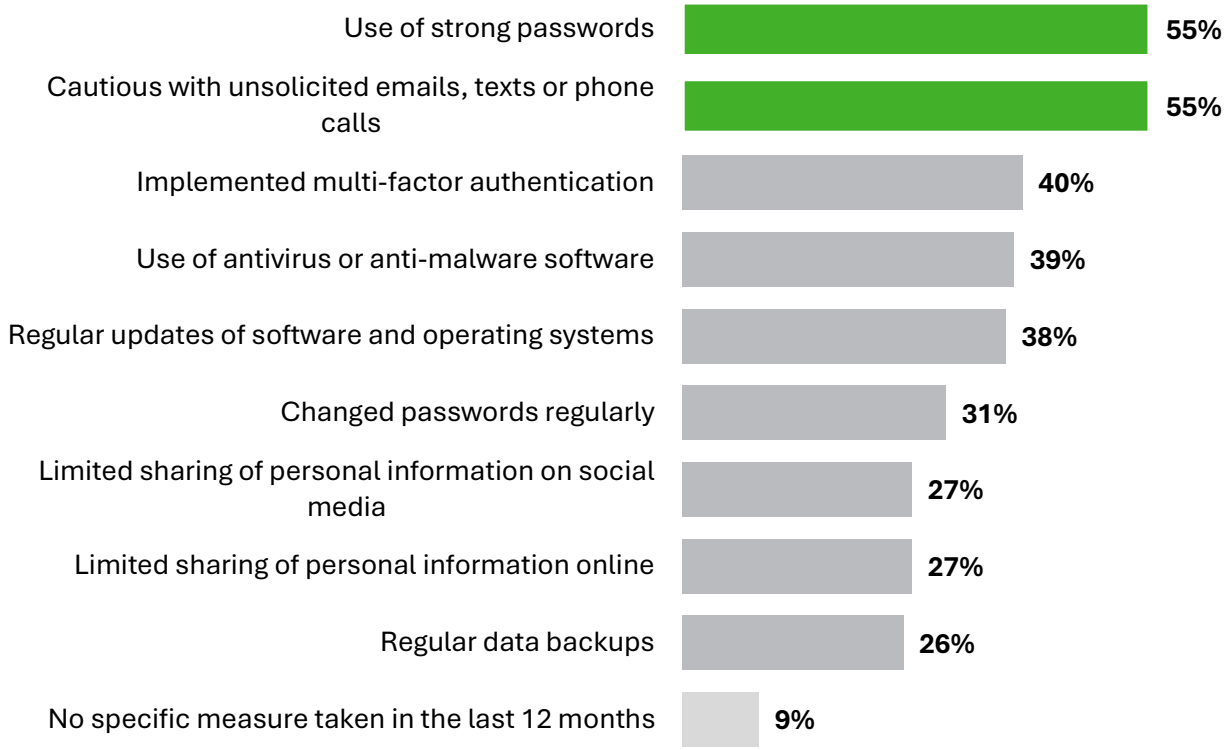
Malware or ransomware is more evenly spread (39% of Gen Z, 22% of Baby Boomers) and is more common than deepfake fraud in every generation except Gen Z.

Question: How often, if at all, have you personally experienced any of the following cybersecurity incidents, in the past 12 months?
Weighted base: Gen Z (209); Millennials (280); Gen X (256); Baby Boomers (244), respondents aged 18-75, 2026
Source: Deloitte Digital Consumer Trends, NL, 2026

© 2026 Deloitte Netherlands. All rights reserved.

Strong passwords and caution with unsolicited messages or calls are the leading protective measures

Cybersecurity: Protective measures taken



Consumers lean on habits before technology: the two most-used measures, strong passwords and caution with unsolicited messages, are both behavioural (55% each).

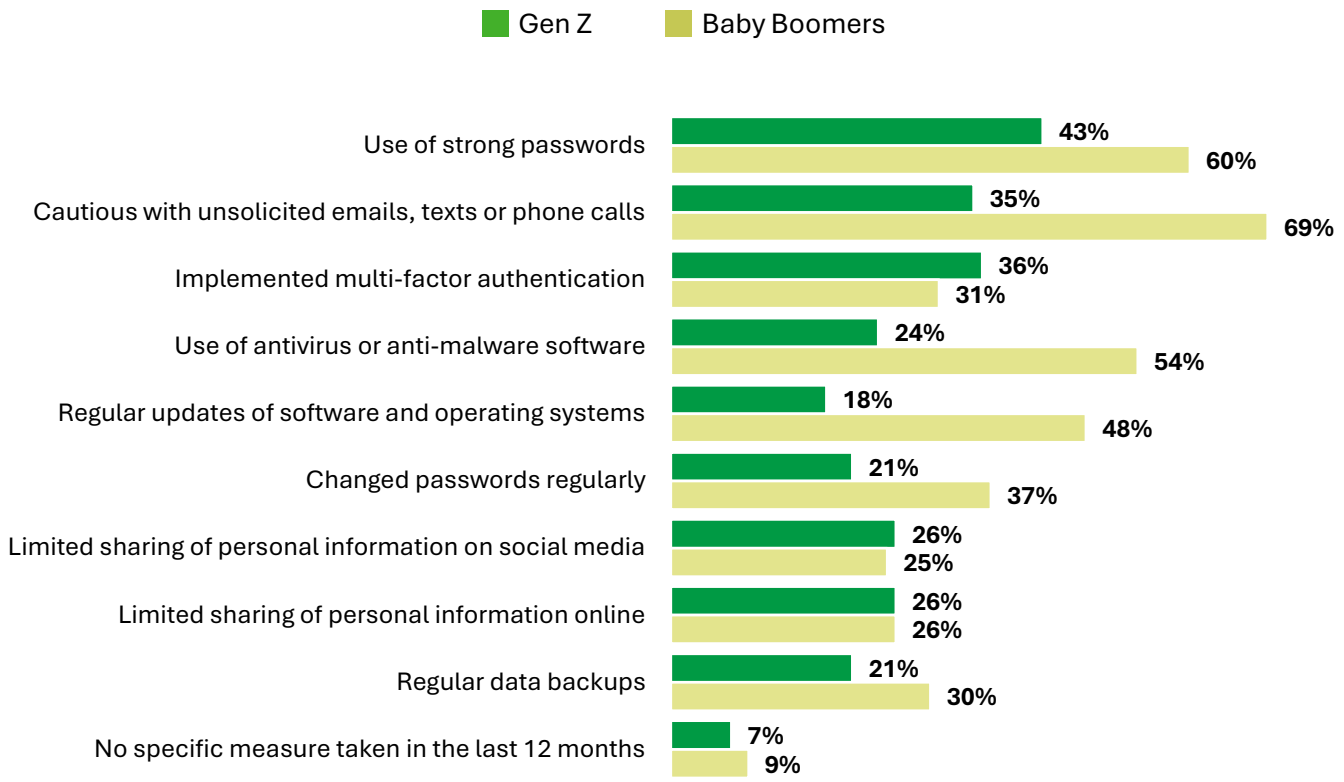
Technical protection follows at around four in ten: multi-factor authentication (40%), antivirus (39%) and software updates (38%). Around one in ten (9%) takes no specific measure.

Question: Which of the following measures, if any, have you personally taken to try and protect against cyber threats, in the last 12 months?
Weighted base: All respondents aged 18-75 (half sample), 2026 (989)
Source: Deloitte Digital Consumer Trends, NL, 2026

© 2026 Deloitte Netherlands. All rights reserved.

Baby Boomers report more use of protective measures than Gen Z

Cybersecurity: Protective measures taken, by generation



The gap is widest for caution with unsolicited messages (69% vs 35%), antivirus (54% vs 24%) and software updates (48% vs 18%).

Gen Z is slightly ahead on multi-factor authentication (36% vs 31%). Limiting data sharing online (26% vs 26%) and on social media (26% vs 25%) is practically equal.

Question: Which of the following measures, if any, have you personally taken to try and protect against cyber threats, in the last 12 months?
Weighted base: Gen Z (209); Baby Boomers (244), respondents aged 18-75, 2026
Source: Deloitte Digital Consumer Trends, NL, 2026

© 2026 Deloitte Netherlands. All rights reserved.



Online

Digital Consumer Trends, Dutch Research Edition

Key Insights – Online

Executive Summary

- Support for protecting minors has grown: 70% favor a social media ban for under-16s (62% in 2025) and 80% favor usage limits for under-18s (76%).
- Gen Z is the outlier: 53% back the under-16 ban, against 78% of Millennials and 76% of Baby Boomers, and 68% back under-18 limits (Millennials 85%).
- Consumers are taking back control of their use. 46% are trying to reduce time on social media and 44% spend more time than they intend (58% of Gen Z, 24% of Baby Boomers)
- Value and harm coexist. 33% report mental health harm (Gen Z 45%, Baby Boomers 17%), yet 48% value social media for connection and 47% for learning (Gen Z 66%).

Strategic Implications

- Age assurance, usage controls and wellbeing tools are becoming trust-building services that telcos and media owners can bundle into plans; time-management and mental-health features for younger users, and trusted, well-moderated environments for older audiences.

Favour social media ban below 16 years old
(among consumers with a smartphone)
70%
▲ 8 pp since 2025

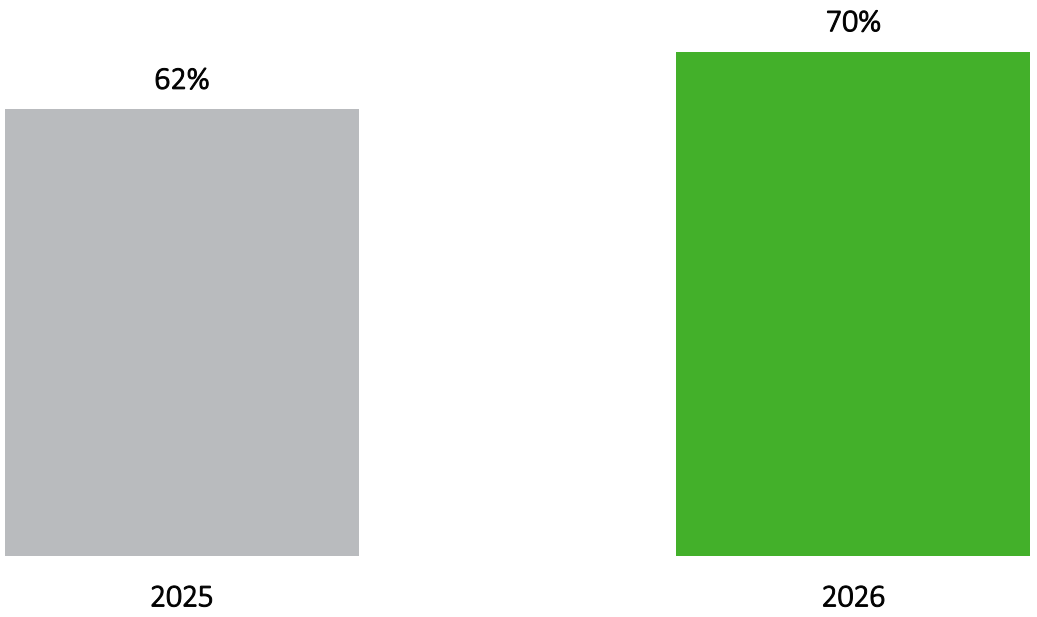
Favour usage limits for under-18s
(among consumers with a smartphone)
80%
▲ 4 pp since 2025

Trying to reduce time on social media
(among all consumers)
46%

Say social media harms their mental health
(among all consumers)
33%

Support for banning social media for under-16s increased from 62% in 2025 to 70% in 2026

In favour of a social media ban for people younger than 16



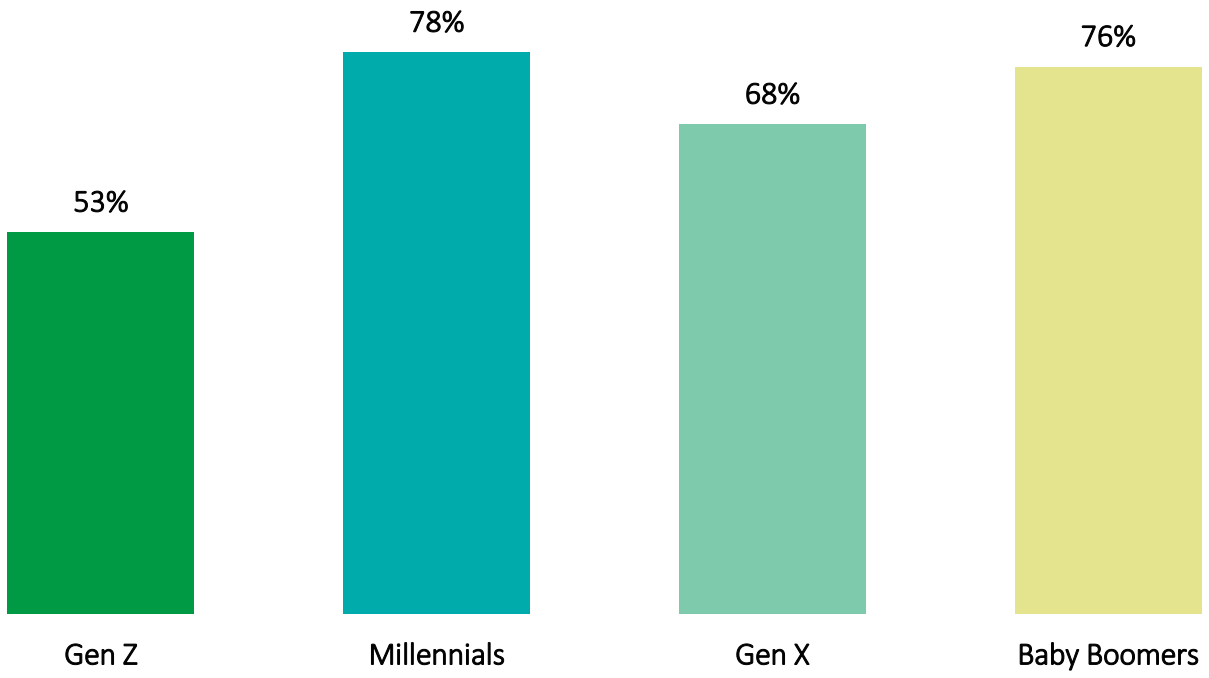
The support for banning social media for people younger than 16 years showed an increase from 62% in 2025 to 70% in 2026.

Question: To what extent would you favour or oppose the implementation of each of the following? Banning social media usage for people younger than 16 years old
Weighted base: All adults aged 18-75 years who have a phone or smartphone, 2025 (1,944), 2026 (1,953)
Source: Deloitte Digital Consumer Trends, NL, 2025-2026

© 2026 Deloitte Netherlands. All rights reserved.

Gen Z support for an under-16 social media ban is lower than in older generations

In favour of a social media ban for people younger than 16, by generation



The support for banning social media for people younger than 16 years is lowest among Gen Z, with 53%.

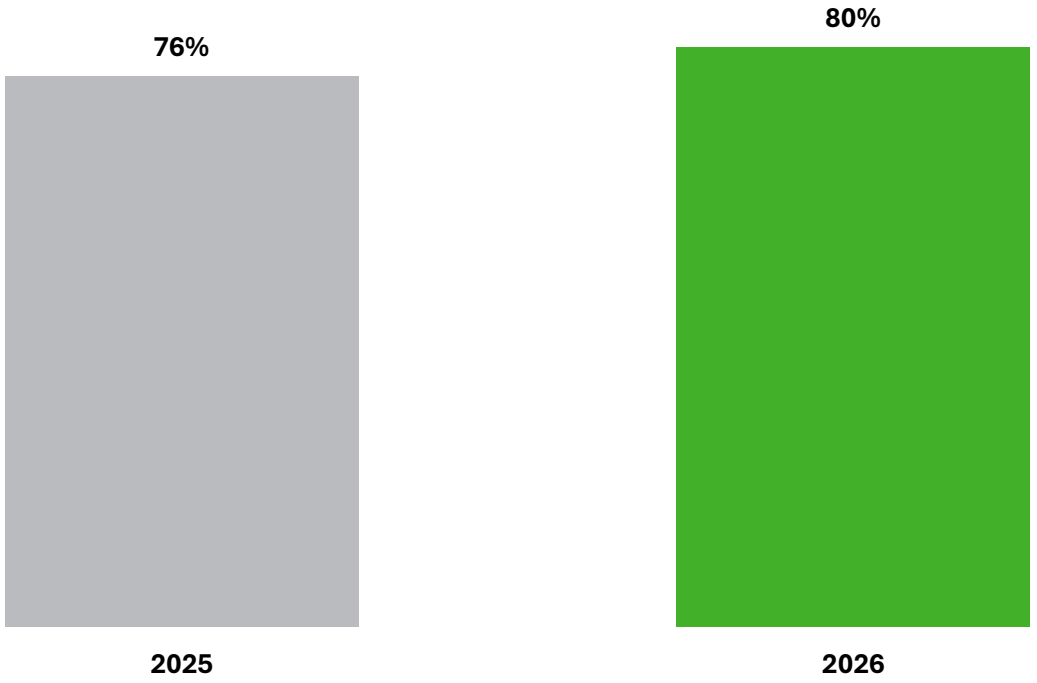
Support among other generations is higher, with Millennials showing highest support at 78%, Gen X at 68% and Baby Boomers at 76%.

Question: To what extent would you favour or oppose the implementation of each of the following? Banning social media usage for people younger than 16 years old
Weighted base: All adults aged 18-75 who have a phone or smartphone, 2026 (1,953). Gen Z (412), Millennials (564), Gen X (491), Baby Boomers (486).
Source: Deloitte Digital Consumer Trends, NL, 2026

© 2026 Deloitte Netherlands. All rights reserved.

Increased support for social media usage limits for under-18s with 80% of consumers in favour

In favour of usage limitations for people under 18



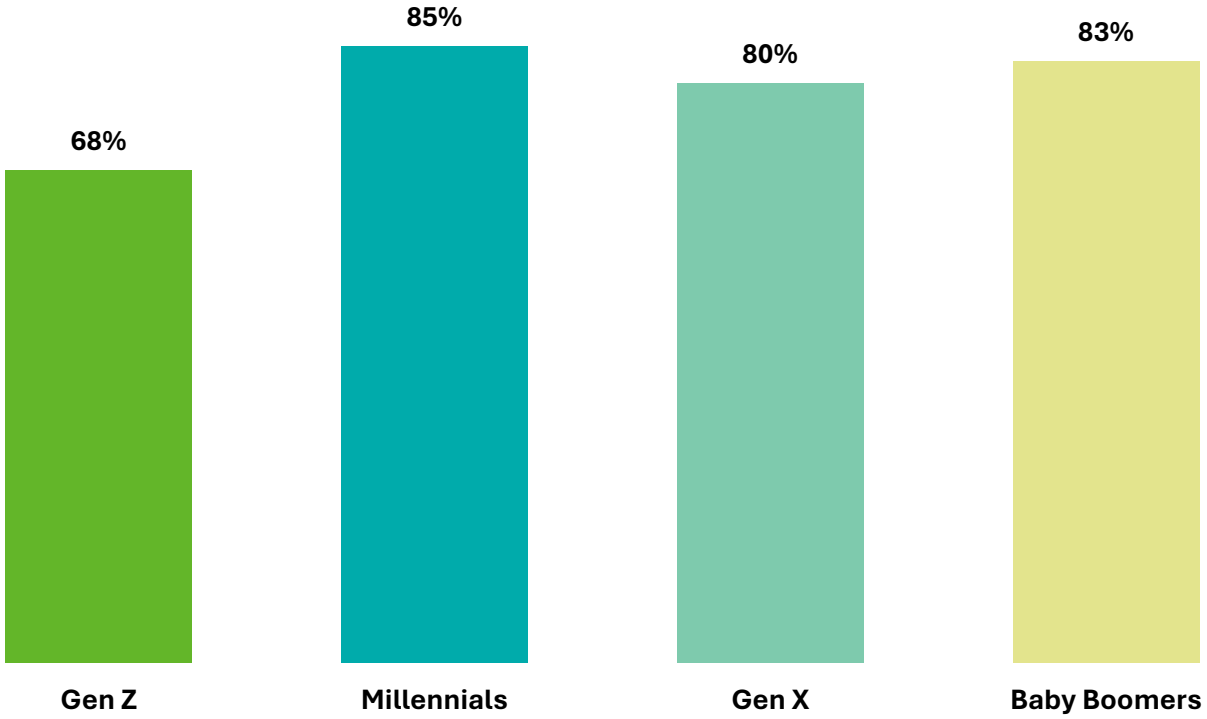
The support for social media usage limits for people under the age of 18 increased from 76% in 2025 to 80% in 2026.

Question: To what extent would you favour or oppose the implementation of each of the following? Social media platforms introducing usage limitations for people under the age of 18
Weighted base: All adults aged 18-75 years who have a phone or smartphone, 2025 (1,944), 2026 (1,953)
Source: Deloitte Digital Consumer Trends, NL, 2025-2026

© 2026 Deloitte Netherlands. All rights reserved.

Millennials lead support for under-18 social media usage limits, while Gen Z is least supportive

In favour of usage limitations for people under 18, by generation



In 2026, 85% of Millennials favoured limits, followed by 83% of Baby Boomers and 80% of Gen X. Gen Z support was 68%, 17 percentage points below Millennials.

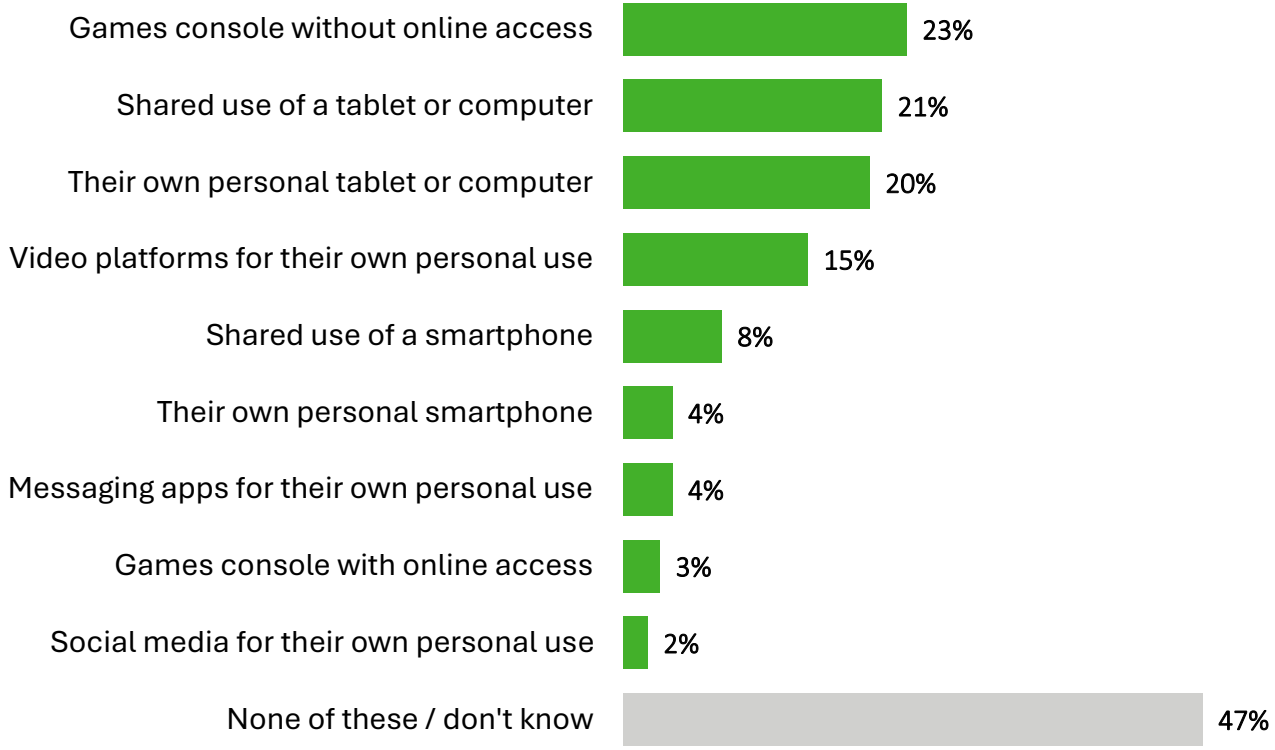
Even among the least supportive generation, more than two-thirds favored limits.

Question: To what extent would you favour or oppose the implementation of each of the following? Social media platforms introducing usage limitations for people under the age of 18
Weighted base: All adults aged 18-75 who have a phone or smartphone, 2026: Gen Z (412), Millennials (564), Gen X (491), Baby Boomers (486).
Source: Deloitte Digital Consumer Trends, NL, 2026

© 2026 Deloitte Netherlands. All rights reserved.

For children under 7, access to offline games and tablets is more common than access to social media

Devices and platforms children under 7 have access to



Parents with children under 7 years old provide their children with various types of device access. The most access is given to games without online access (23%) and tablets or computers (21% for shared use, 20% for own use).

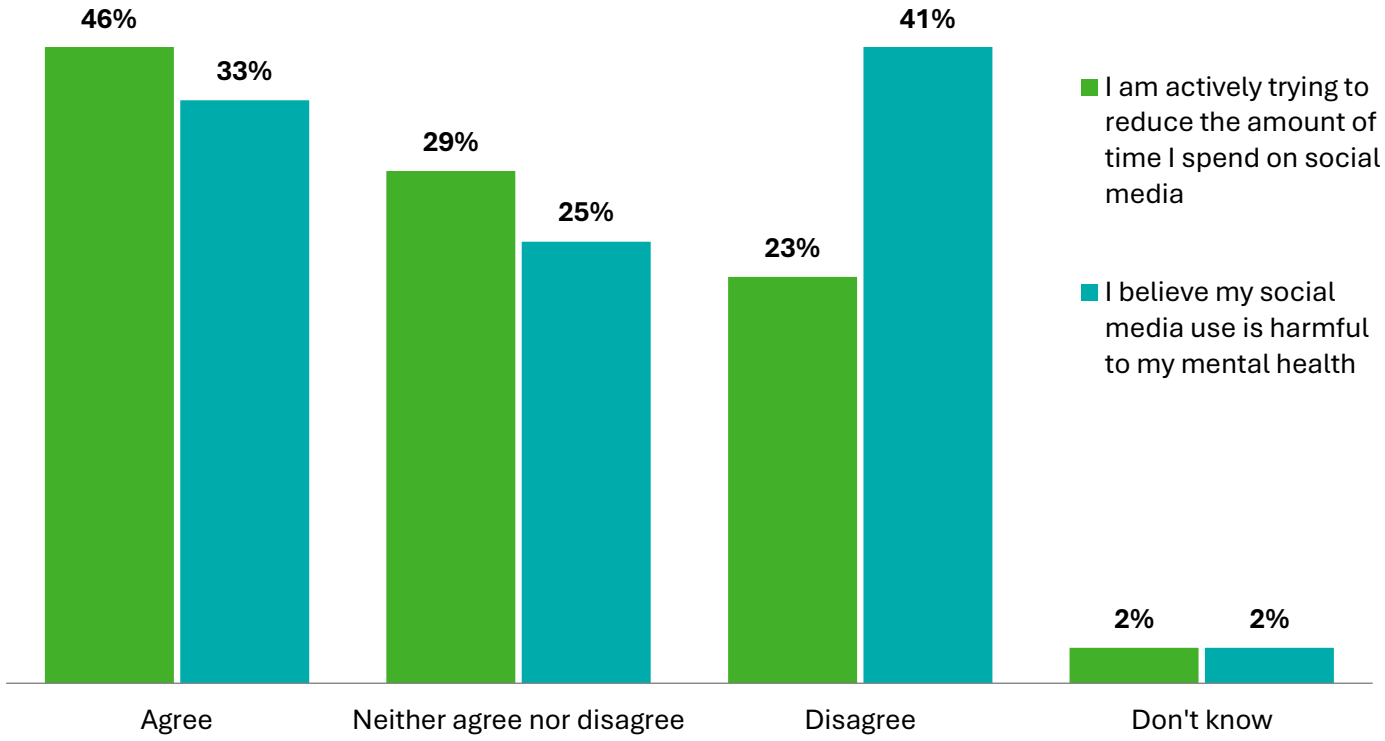
Few access is given to social media (2%) and games with online access (3%). For providers, the distinction between offline, shared and connected experiences is more useful than treating young children's device access as a single category.

Question: Which, if any, of the following devices or online platforms do your children have access to? (Younger than 7 years old)
Weighted base: All adults aged 18-75 years with access to a mobile phone and children under 18 in the household, parents with children younger than 7 (205)
Source: Deloitte Digital Consumer Trends, NL, 2026

© 2026 Deloitte Netherlands. All rights reserved.

Nearly half of Dutch consumers are trying to cut back on social media, but fewer report mental health harm

Reducing social media use vs. perceived mental health harm



46% of Dutch adults agreed that they were actively trying to reduce the time they spend on social media, while 33% agreed that their social media use was harmful to their mental health.

Conversely, 41% disagreed that it was harmful, compared with 23% who disagreed that they were trying to cut back.

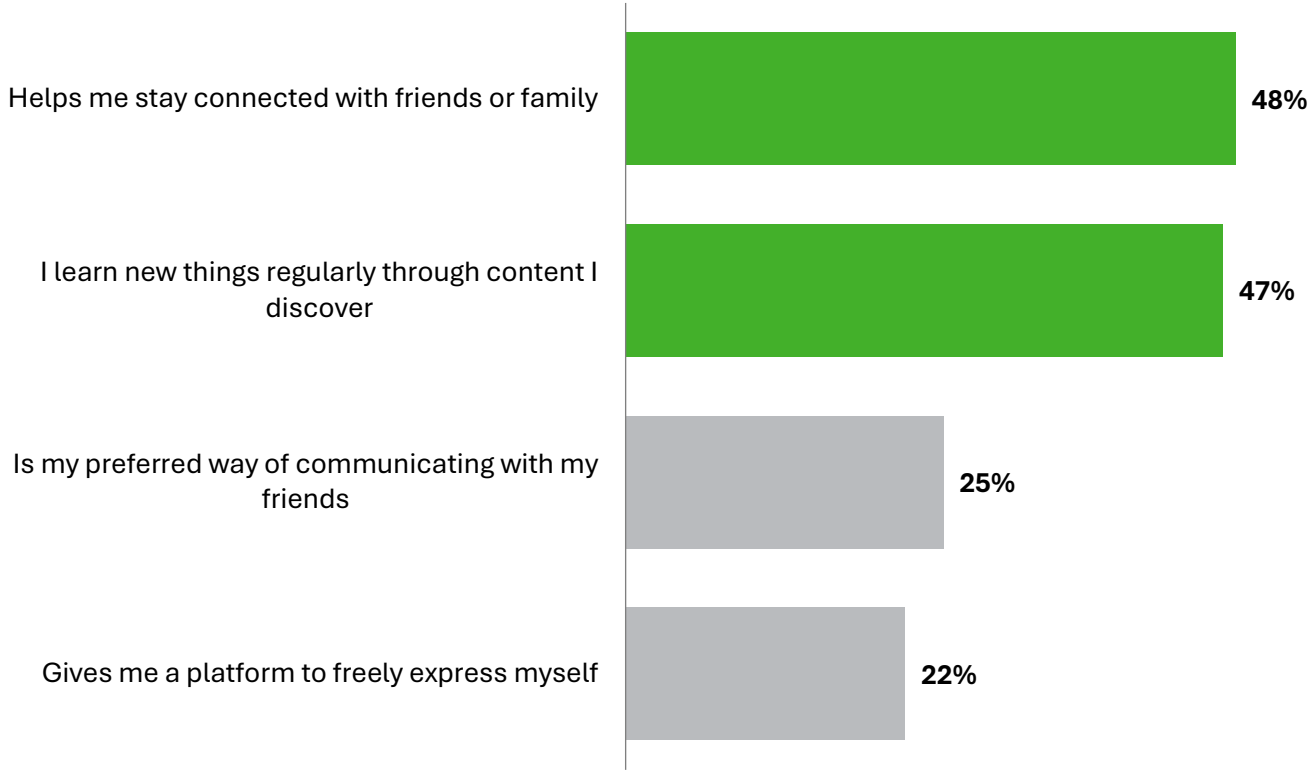
The contrast shows that efforts to reduce use extend beyond those who report mental health harm.

Question: To what extent do you agree, or disagree, with the following statements? – I am actively trying to reduce the amount of time I spend on social media; I believe my social media use is harmful to my mental health
Weighted base: All respondents aged 18–75, 2026 (2000)
Source: Deloitte Digital Consumer Trends, NL, 2026

© 2026 Deloitte Netherlands. All rights reserved.

Dutch consumers value social media more for staying connected and learning than for self-expression

Perceived value of social media



48% say social media helps them stay connected with friends or family and 47% say they learn new things regularly through content they discover.

Only 25% call it their preferred way of communicating with friends and 22% say it gives them a platform to express themselves freely. About half as many name it their preferred channel as value it for staying connected.

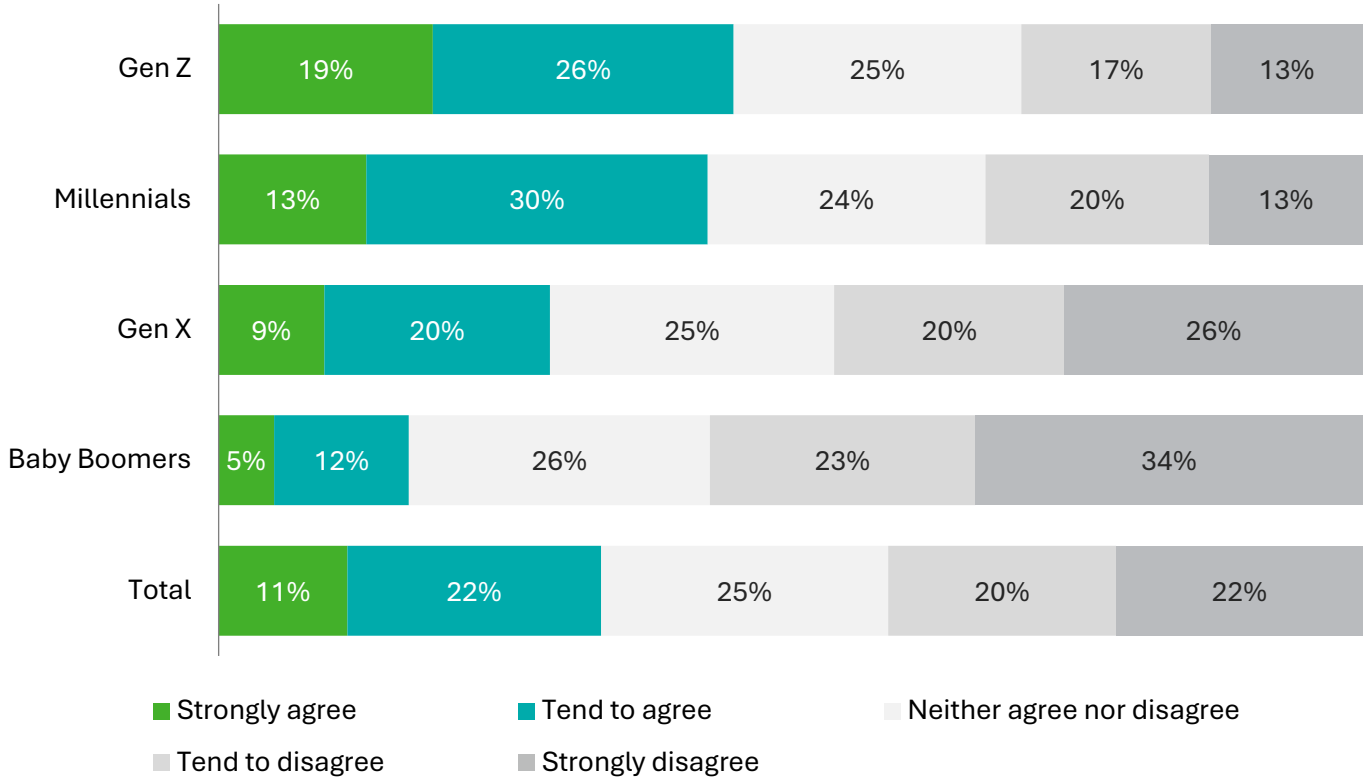
Social media is valued mainly as a utility for staying in touch and learning.

Question: To what extent do you agree, or disagree, with the following statements? – Social media helps me stay connected with friends or family; I learn new things regularly through content I discover on social media; Social media is my preferred way of communicating with my friends; Social media gives me a platform to freely express myself
Weighted base: All respondents aged 18–75, 2026 (2000)
Source: Deloitte Digital Consumer Trends, NL, 2026

© 2026 Deloitte Netherlands. All rights reserved.

Gen Z is more than two and a half times as likely as Baby Boomers to report social media harms their mental health

Social media use is harmful to my mental health



45% of Gen Z and 43% of Millennials agree that their social media use is harmful to their mental health, against 29% of Gen X and 17% of Baby Boomers. The total is 33%.

The intensity differs too: 19% of Gen Z strongly agree, versus 5% of Baby Boomers. Among Baby Boomers 57% disagree, compared with 30% of Gen Z.

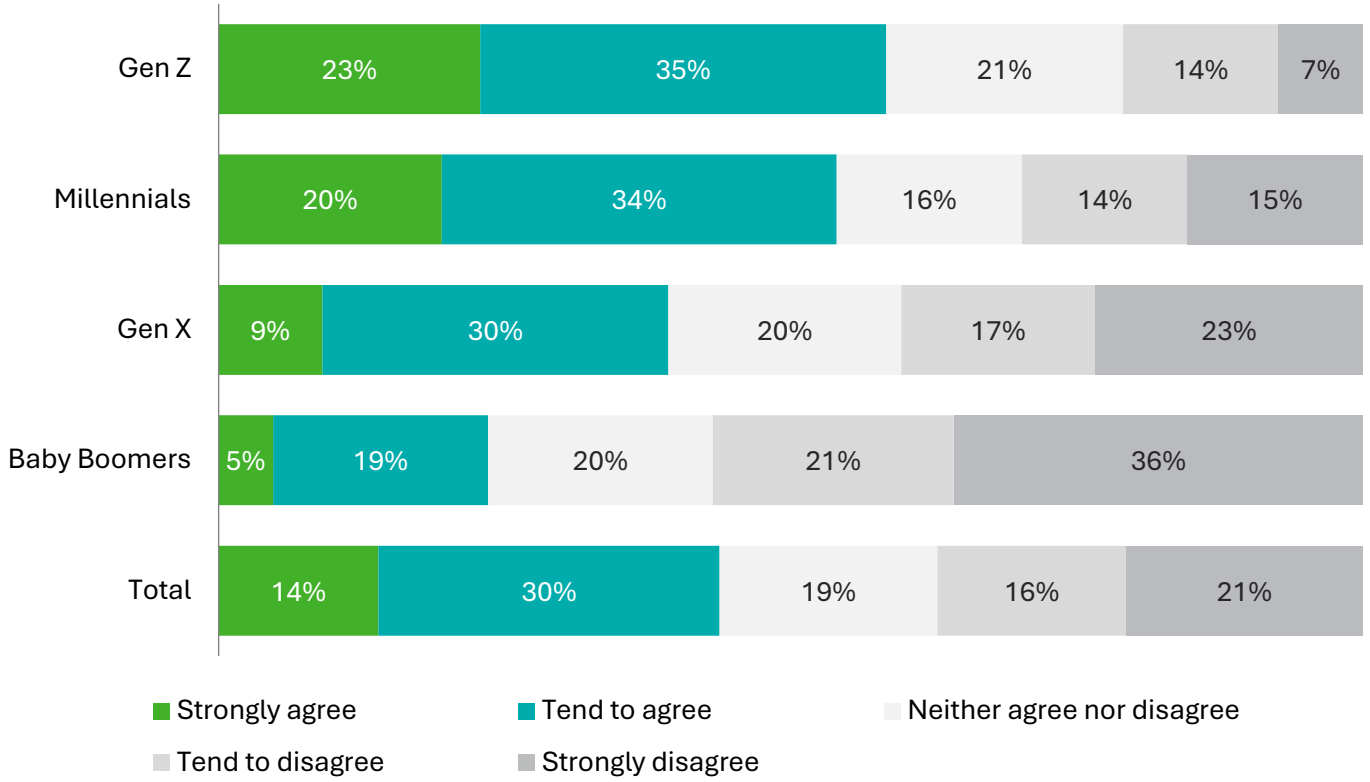
Perceived harm is concentrated in the two youngest generations.

Question: To what extent do you agree, or disagree, with the following statements? – I believe my social media use is harmful to my mental health
Weighted base: All respondents aged 18–75, 2026: Gen Z (428), Millennials (582), Gen X (498), Baby Boomers (492), Total (2000)
Source: Deloitte Digital Consumer Trends, NL, 2026

© 2026 Deloitte Netherlands. All rights reserved.

Most Gen Z and Millennials spend more time on social media than they intend to

I often spend more time on social media than I intend to



58% of Gen Z and 54% of Millennials agree that they often spend more time on social media than they intend to, compared with 39% of Gen X and 24% of Baby Boomers. The total is 44%.

23% of Gen Z strongly agree, against 5% of Baby Boomers, while 57% of Baby Boomers disagree against 21% of Gen Z.

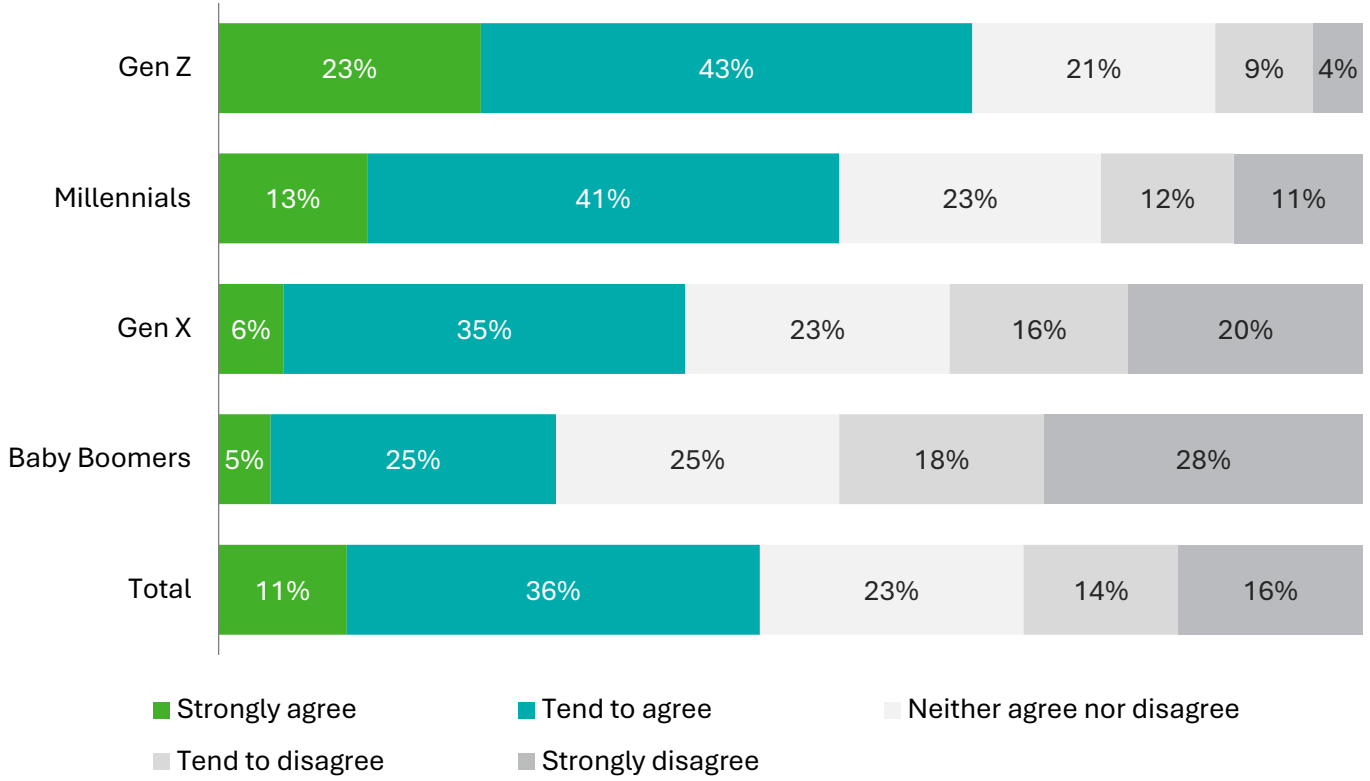
Unintended use is a majority experience for Gen Z and Millennials.

Question: To what extent do you agree, or disagree, with the following statements? – I often spend more time on social media than I intend to
Weighted base: All respondents aged 18–75, 2026: Gen Z (428), Millennials (582), Gen X (498), Baby Boomers (492), Total (2000)
Source: Deloitte Digital Consumer Trends, NL, 2026

© 2026 Deloitte Netherlands. All rights reserved.

Two-thirds of Gen Z regularly learn through content they discover on social media

I learn new things regularly through content I discover on social media



66% of Gen Z agree that they regularly learn new things through content they discover on social media, followed by 54% of Millennials, 41% of Gen X and 30% of Baby Boomers. The total is 47%.

23% of Gen Z strongly agree versus 5% of Baby Boomers, while 46% of Baby Boomers disagree against 13% of Gen Z.

Question: To what extent do you agree, or disagree, with the following statements? – I learn new things regularly through content I discover on social media
Weighted base: All respondents aged 18–75, 2026: Gen Z (428), Millennials (582), Gen X (498), Baby Boomers (492), Total (2000)
Source: Deloitte Digital Consumer Trends, NL, 2026

© 2026 Deloitte Netherlands. All rights reserved.



Devices

Digital Consumer Trends, Dutch Research Edition

Key Insights – Devices

Executive Summary

- Core devices have plateaued at high levels. Smartphone ownership is 96% and laptop 84% in 2026. Both are stable compared with 2025.
- Smartwatches have overtaken desktops. Smartwatch ownership reached 39%, against 37% for desktop/tower computers, a small but notable crossover.
- Generations differ on device mix, not computer access. Computer access ranges only from 91% (Gen Z) to 94% (Gen X). Portable games players are at 40% for Gen Z against 5% for Baby Boomers, while e-readers are at 20% against 34%.
- Baby Boomers are catching up in wireless audio. Access rose from 48% to 51%, while Gen Z held at 81% (82% in 2025). The gap narrowed from 34 to 30 percentage points.
- Phone replacement is steady. About 72% of phone owners got their phone in the survey year or the two years before, in both 2025 and 2026. The share who got it a year earlier rose from 28% to 31%.

Strategic Implications

- With ownership plateauing, growth comes from services around the existing device: wearable-linked plans, bundles and upgrade offers that fit the steady replacement cycle.
- Device mix differs by generation, so offers can be targeted. Examples are gaming and wearable bundles for Gen Z and Millennials, and audio and reading-device offers for Baby Boomers.

Smartphone access
(among all consumers)
96%
▲ 1 pp since 2025

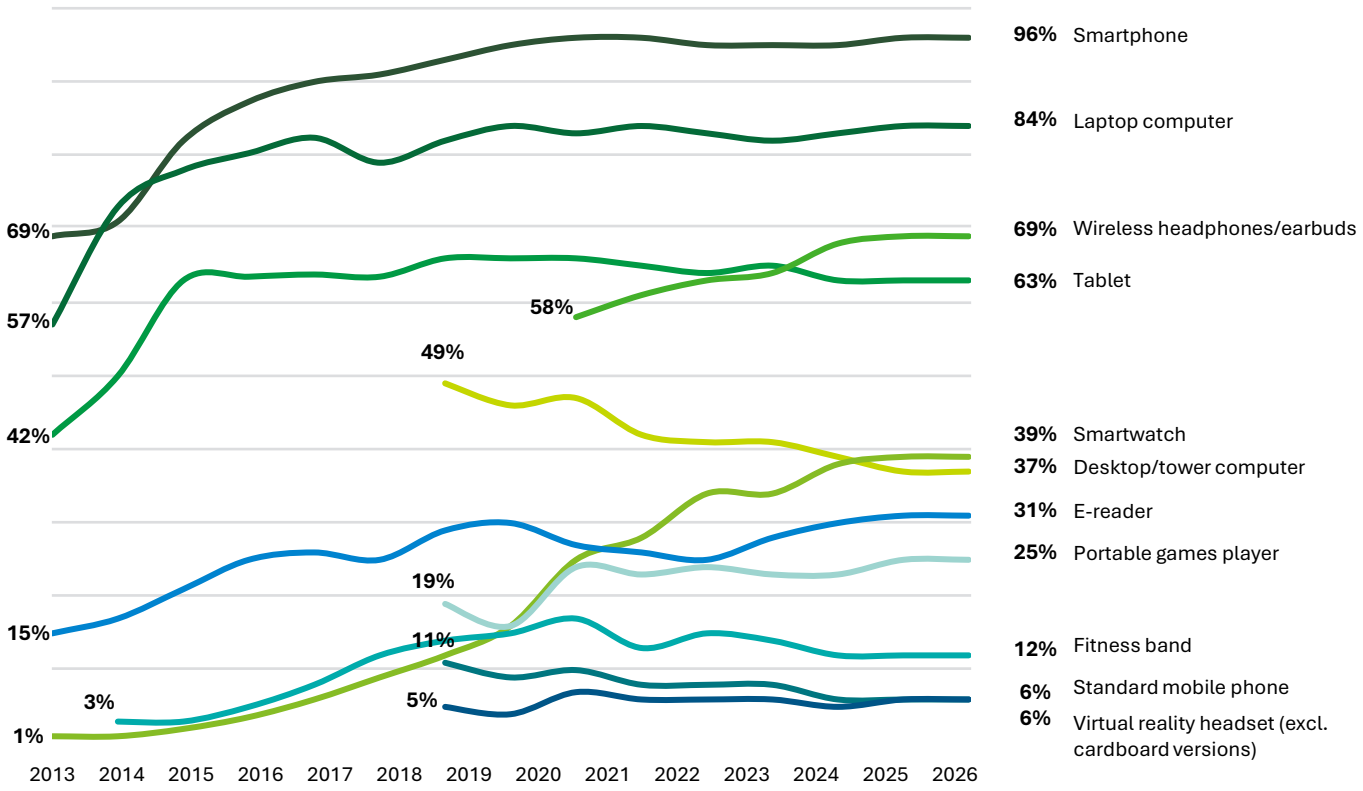
Smartwatch access
(among all consumers)
39%
▲ 1 pp since 2025

Desktop computer ownership
(among all consumers)
37%
▼ 2 pp since 2025

Phone received in last three years
(among phone owners)
72%
▶ 0 pp since 2025

Smartwatches now edge ahead of desktop computers, while core device access holds steady

Devices: Access[1]



In 2026, access to smartphones (96%) and laptops (84%) remains high, while wireless headphones and earbuds have levelled off at 69%.

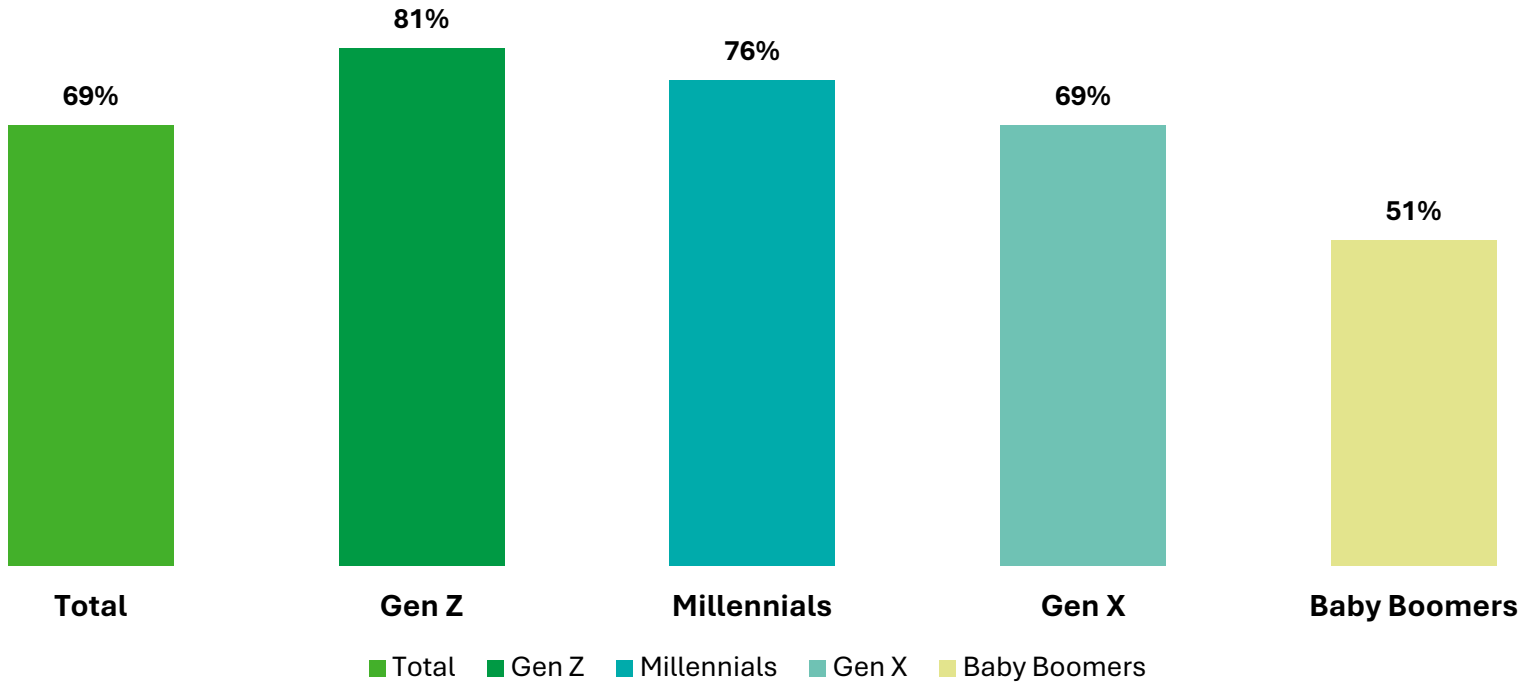
Smartwatch access has reached 39%, just ahead of desktop computers at 37%, a small but notable crossover in the longer-running device trend.

Question: Which, if any, of the following devices do you own or have ready access to?
Weighted base: All respondents aged 18-75 years, 2019 (2,000), 2020 (2,000), 2021 (2,000), 2022 (2,000), 2023 (2,000), 2024 (2,000), 2025 (2,000), 2026 (2,000)
[1] Over the years the questionnaire question scope has broadened. Hence why certain devices have only limited historically data
Source: Deloitte Digital Consumer Trends, NL, 2013-2026

© 2026 Deloitte Netherlands. All rights reserved.

Wireless audio access edges up among Baby Boomers as overall growth levels off

Wireless headphones and earbuds: access by generation



Wireless-headphone and earbud access reached 69% in 2026, barely above 68% in 2025.

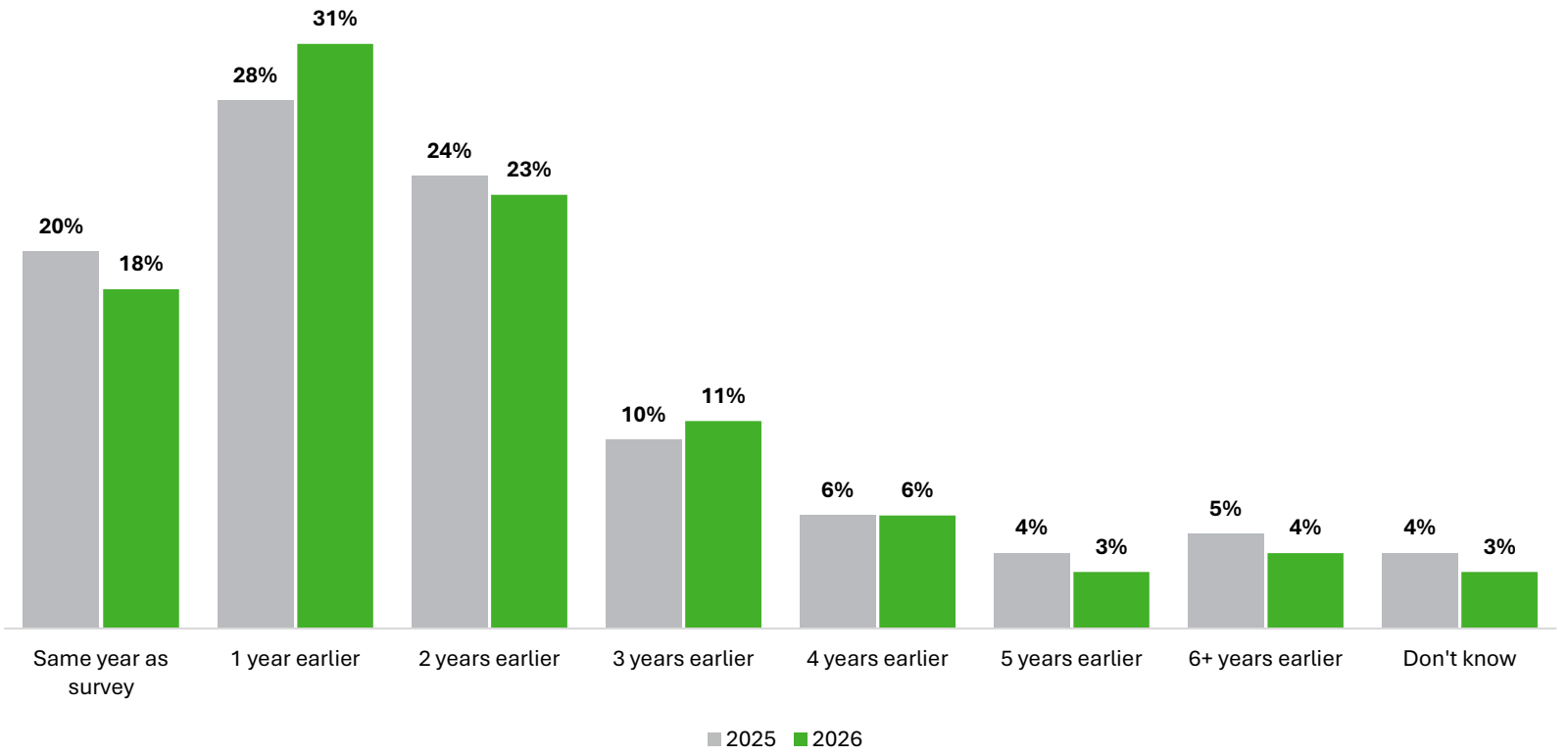
Among Baby Boomers, access edged up from 48% to 51%, while Gen Z remained much higher at 81% (82% in 2025), narrowing the generational gap from 34 to 30 percentage points.

Question: Which, if any, of the following devices do you own or have ready access to?
Weighted base: All respondents aged 18–75: 2026 (2,000), 2025 (2,000). Gen Z: 2026 (428), 2025 (403); Baby Boomers: 2026 (492), 2025 (517).
Source: Deloitte Digital Consumer Trends, NL, 2025-2026

© 2026 Deloitte Netherlands. All rights reserved.

Phone replacement stays steady: seven in ten received theirs within three years

Devices: Year current phone was received (relative to survey year)



In both the 2025 and 2026 surveys, around 72% of respondents with a phone said they bought or received their current phone in the survey year or the preceding two calendar years.

The mix shifted slightly: 18% reported getting their phone in 2026, compared with 20% reporting the survey year in the 2025 survey, while the share reporting the preceding year rose from 28% to 31%.

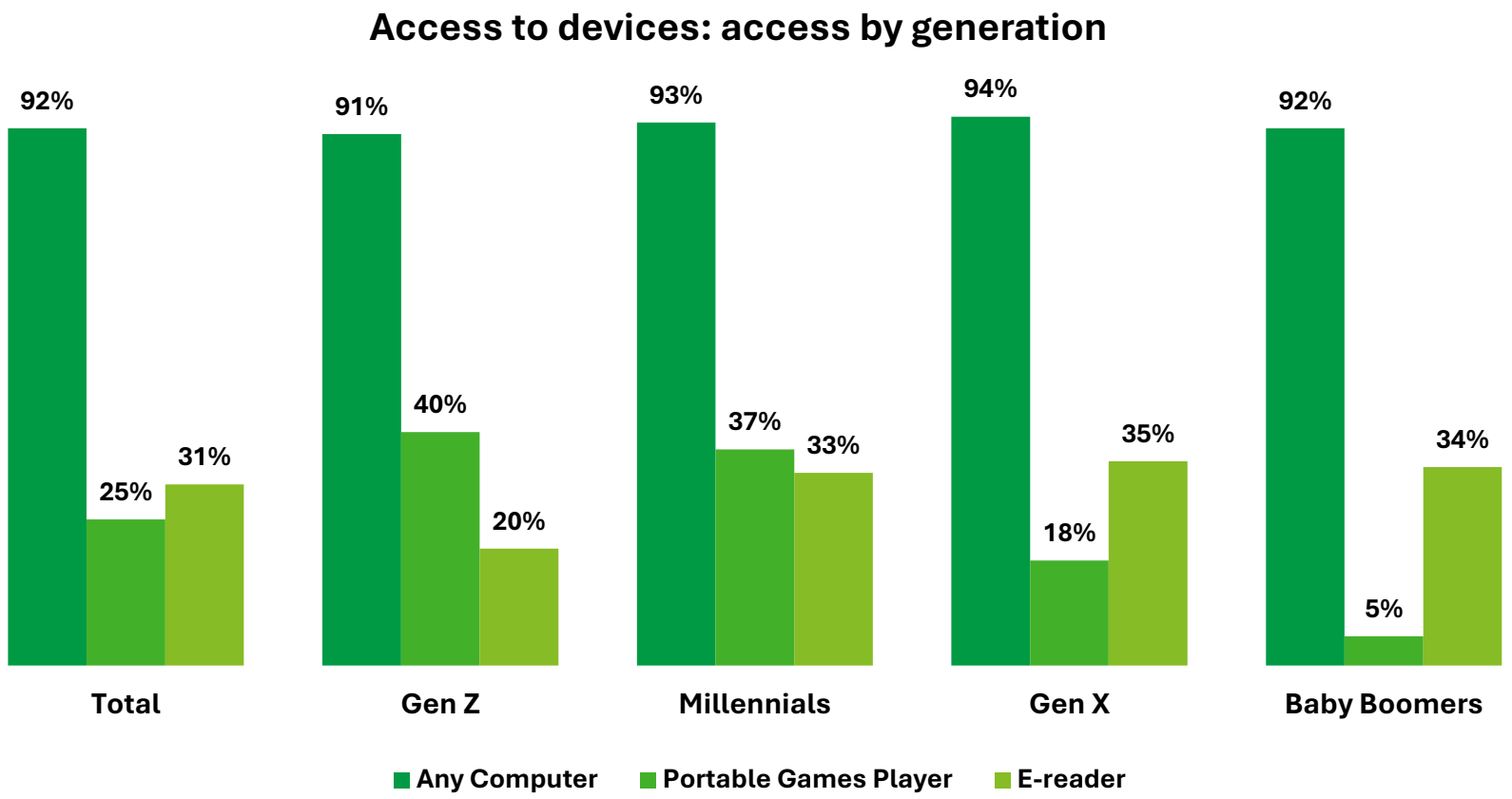
Question: When did you buy or receive your current phone?
Weighted base: All respondents aged 18-75 with a phone or smartphone 2025 (976), 2026 (986)
Source: Deloitte Digital Consumer Trends, NL, 2025-2026

© 2026 Deloitte Netherlands. All rights reserved.

Computer access spans generations, but device preferences diverge

In 2026, access to a computer is similar across generations, ranging from 91% of Gen Z to 94% of Gen X.

The wider differences sit in the device mix: 40% of Gen Z has access to a portable games player versus 5% of Baby Boomers, while e-reader access is 20% for Gen Z versus 34% for Baby Boomers, respectively.



Question: Which, if any, of the following devices do you own or have ready access to?
Weighted base: All respondents aged 18–75, 2026 (2,000); Gen Z (428); Millennials (582); Gen X (498); Baby Boomers (492)
Source: Deloitte Digital Consumer Trends, NL, 2026.

© 2026 Deloitte Netherlands. All rights reserved.



Networks

Digital Consumer Trends, Dutch Research Edition

Key Insights – Networks

Executive Summary

- Home internet satisfaction is stable at 85% (84% in 2025), but sentiment is firmer. Very satisfied rose to 42% from 38%, while fairly satisfied slipped to 43% from 46%. Dissatisfaction stays at 5%.
- More than a third of home internet users don't know the speed they pay for. 36% could not state their advertised speed, the same as in 2025, even as satisfaction deepened.
- Loyalty rewards remain the top incentive to switch mobile provider. 24% select rewards, unchanged from 2025, ahead of flexible plans (18%) and higher speeds (16%). 34% say none of the listed incentives would make them switch (33% in 2025).
- Speed is the incentive that matters most to young adults. 36% of Gen Z choose higher speeds, up from 28% in 2025, against 16% of all phone users in both years.

Strategic Implications

- With satisfaction high and switching incentives unchanged, mobile providers compete mainly on loyalty rewards and flexible plans. Faster speeds are a targeted lever for younger generations, and clearer speed communication gives broadband providers a way to turn satisfied customers into engaged ones.

Don't know broadband speed
(among consumers with home internet)
36%
▶ 0 pp since 2025

Broadband satisfaction
(among consumers with home internet)
85%
▲ 1 pp since 2025

Very satisfied with home internet
(among consumers with home internet)
42%
▲ 4 pp since 2025

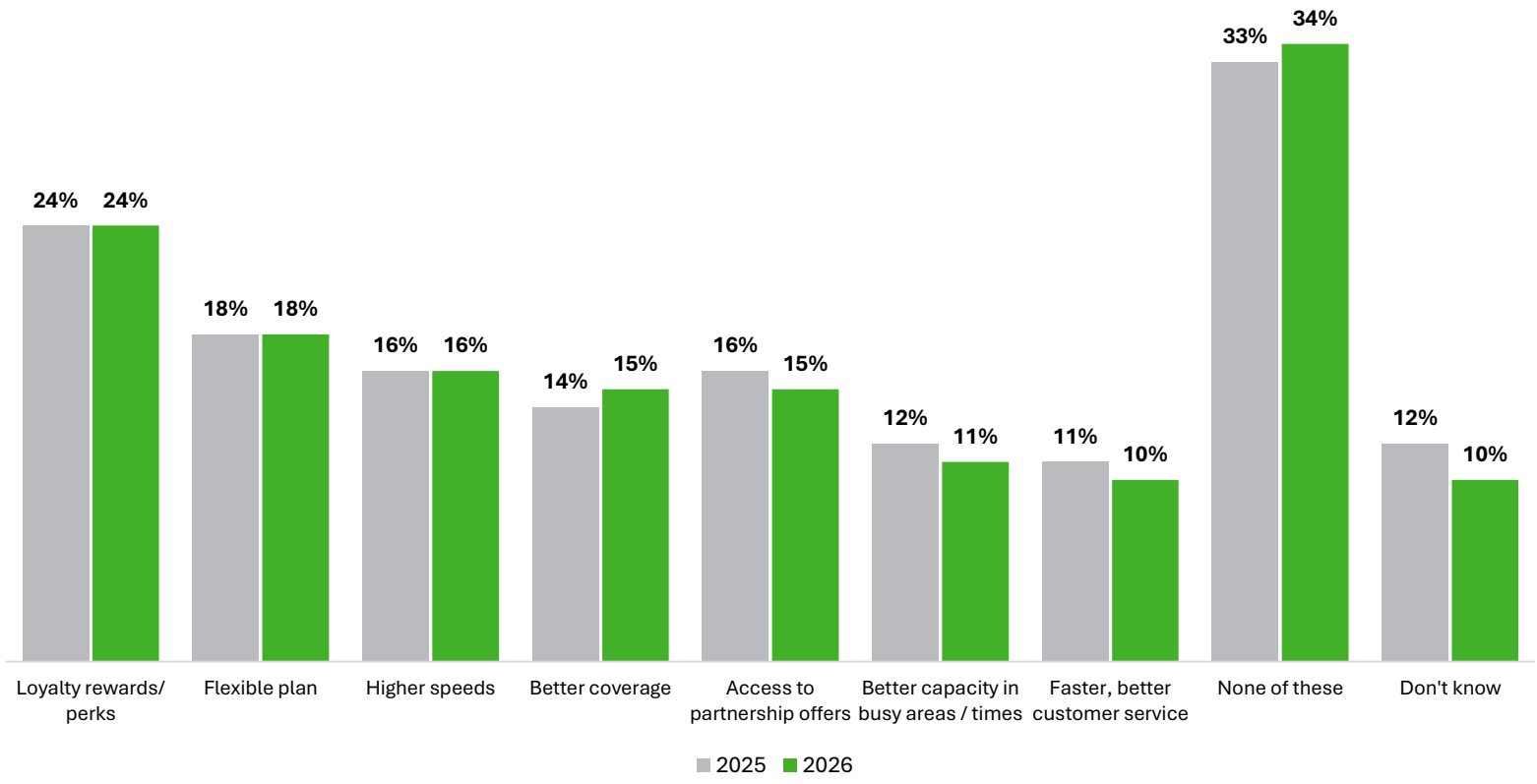
Gen Z choosing higher speed to switch
(among Gen Z phone users)
36%
▲ 8 pp since 2025

Rewards remain the top listed incentive to switch mobile provider 24%

24% select loyalty rewards/perks in 2026, the same share as in 2025. Flexible plans: 18% in both years; higher speeds: 16% in both years.

Partnership offers: 15% (2026) vs 16% (2025); better coverage: 15% vs 14%; none of these: 34% vs 33%.

Networks: Incentives to switch mobile network provider

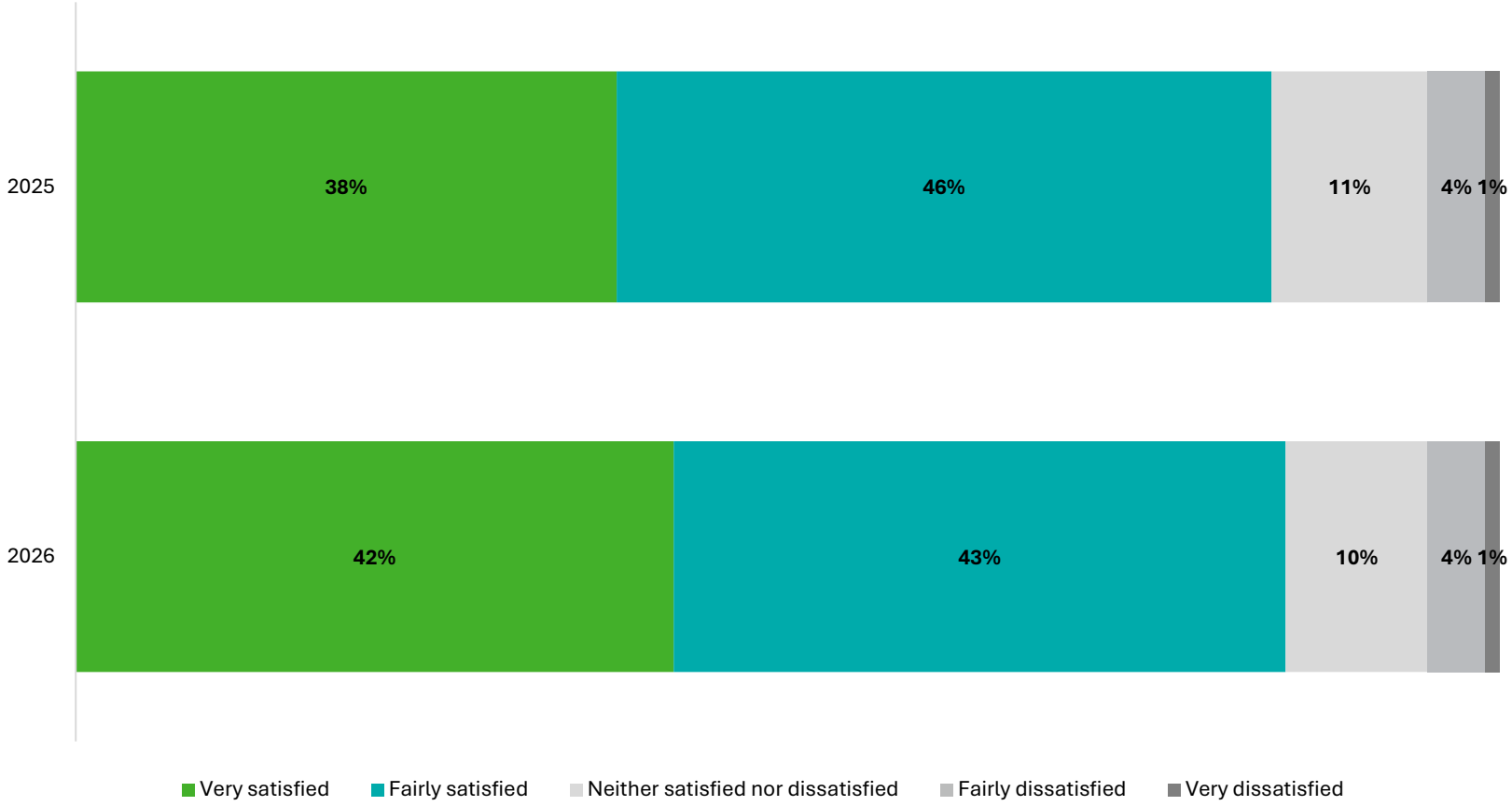


Question: Which, if any, of the following would encourage you to switch mobile network provider?
Weighted base: All respondents aged 18-75 who have a phone or smartphone, 2026 (1,953), 2025 (1,908)
Source: Deloitte Digital Consumer Trends, NL, 2025-2026

© 2026 Deloitte Netherlands. All rights reserved.

More Dutch consumers are very satisfied with their home internet, while overall satisfaction stays steady

Networks: Satisfaction with home internet connection



85% were satisfied in 2026 compared with 84% in 2025 (+1 percentage point).

The clearer shift is in intensity: 42% were very satisfied, up from 38% (+4 points), while fairly satisfied moved from 46% to 43%.

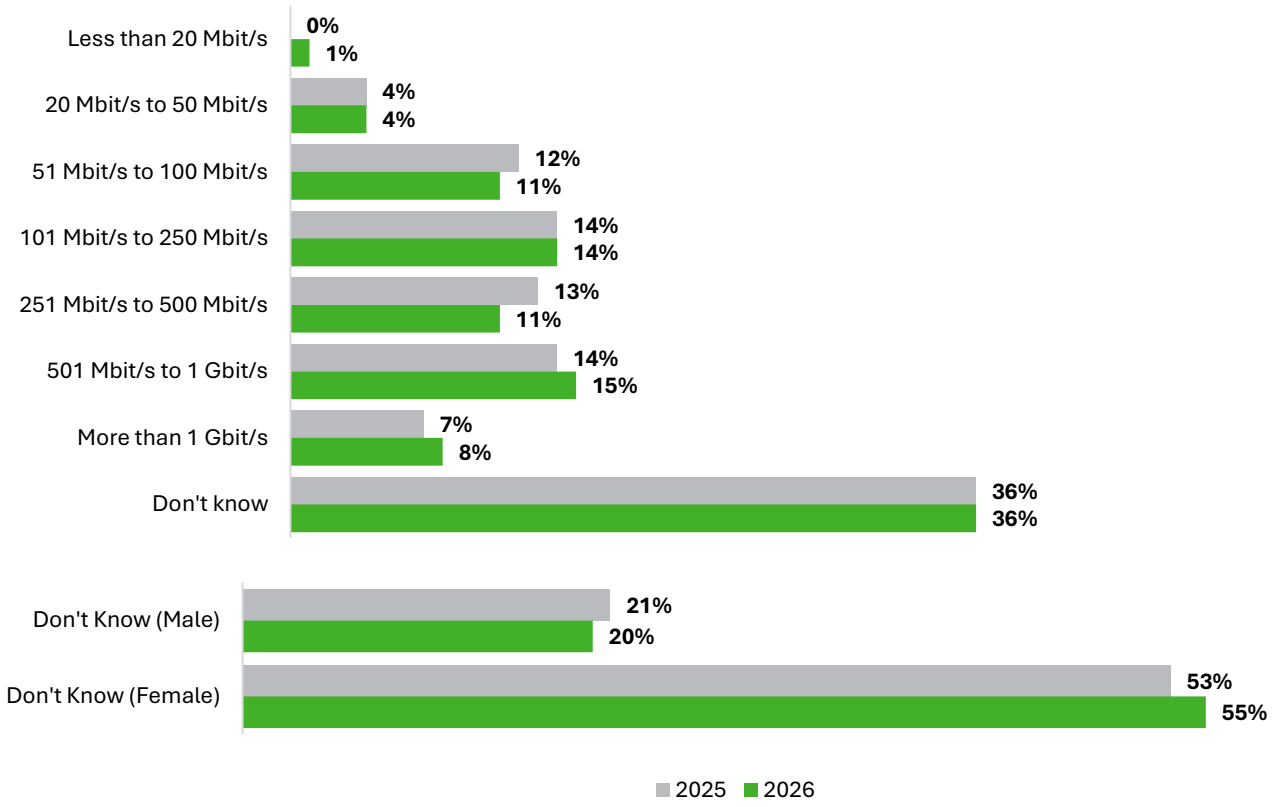
Dissatisfaction is unchanged at 5%

Question: On balance, how satisfied or dissatisfied are you with your home internet connection overall?
Weighted base: All respondents aged 18-75 who have internet access at home, 2026 (1,496), 2025 (1,537)
Source: Deloitte Digital Consumer Trends, NL, 2025-2026

© 2026 Deloitte Netherlands. All rights reserved.

Consumers remain unsure what broadband speed they pay for, despite stronger satisfaction

Networks: Home internet speeds



36% did not know their advertised home internet speed in both 2026 and 2025. Among women, the figure was 55% in 2026, compared with 53% in 2025.

This contrasts with the rise in respondents reporting that they are very satisfied with their connection; it does not, on its own, establish that speed is unimportant to them.

Question: How fast is the home internet connection you currently have? Please think about the speed as advertised, rather than the speed you actually get.
Weighted base: All respondents aged 18-75 who have internet access at home, 2026 (1,496), 2025 (1,537); men 2026 (805), 2025 (811); women 2026 (686), 2025 (719)
Source: Deloitte Digital Consumer Trends, NL, 2025-2026

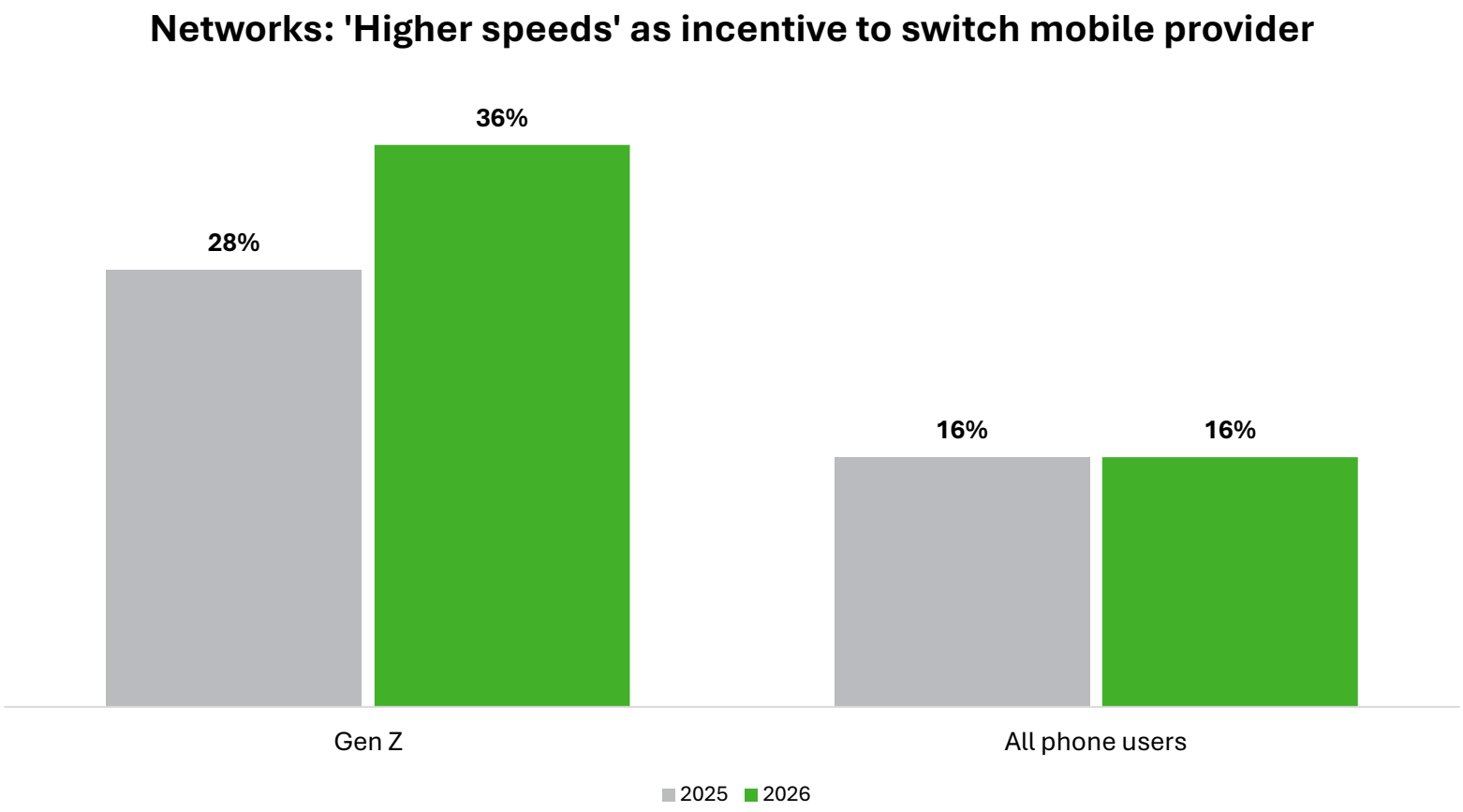
© 2026 Deloitte Netherlands. All rights reserved.

Young adults are more likely to pick higher speeds as a reason to switch

36% of Gen Z selected higher speeds in 2026, up from 28% in 2025 (+8 percentage points).

Across all phone users the figure was 16% in both years.

The shift is concentrated in the youngest age group rather than the overall market.



Question: Which, if any, of the following would encourage you to switch mobile network provider?
Weighted base: All respondents aged 18-75 who have a phone or smartphone: ages 18–24, 2026 (233), 2025 (227); all phone users, 2026 (1,953), 2025 (1,908)
Source: Deloitte Digital Consumer Trends, NL, 2025-2026

© 2026 Deloitte Netherlands. All rights reserved.



Subscriptions

Digital Consumer Trends, Dutch Research Edition

Key Insights – Subscriptions

Executive Summary

- Streaming growth has stalled for the first time in the first four-year series. Video access is flat at 73% and music eased to 50% (52% in 2025). Sports broadcast access fell to 15% (20%).
- Younger consumers churn most. 27% of Gen Z cancelled a video streaming service in the past 12 months, against 8% of Baby Boomers (Gen Z was 33% in 2025).
- Cost has overtaken low usage as the top reason to cancel.
- 33% cite an expensive subscription (27% in 2025), ahead of low usage at 30%, while 'nothing to watch' fell to 14% from 19%.
- Access splits by age. Gen Z reaches 88% for video and 78% for music streaming, against 54% and 24% for Baby Boomers.

Strategic Implications

- With growth stalled and cost driving churn, bundling and price tiers become the route to growth. Offers that help Gen Z and Millenials keep subscriptions they actively use, and partnerships that make a provider the anchor service for value-seeking households, address the two main reasons for cancelling.

Video streaming access
(among all consumers)
73%
▶ 0 pp since 2025

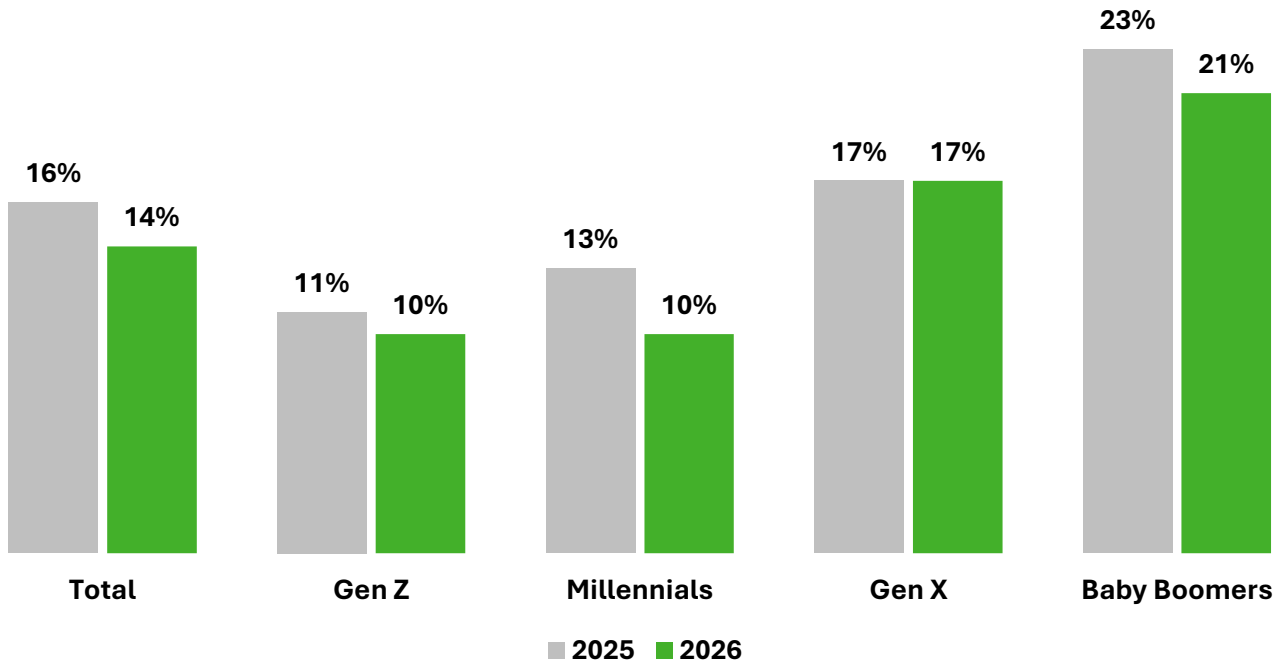
Music streaming access
(among all consumers)
50%
▼ 2 pp since 2025

Sports broadcast access
(among all consumers)
15%
▼ 5 pp since 2025

Canceled video streaming as too expensive
(among consumers that canceled)
33%
▲ 6 pp since 2025

Older generations drive news subscriptions: Baby Boomers at 21%, Gen Z and Millennials at 10%

Access to online news subscriptions, by generation



News subscription access slipped from 16% in 2025 to 14% in 2026.

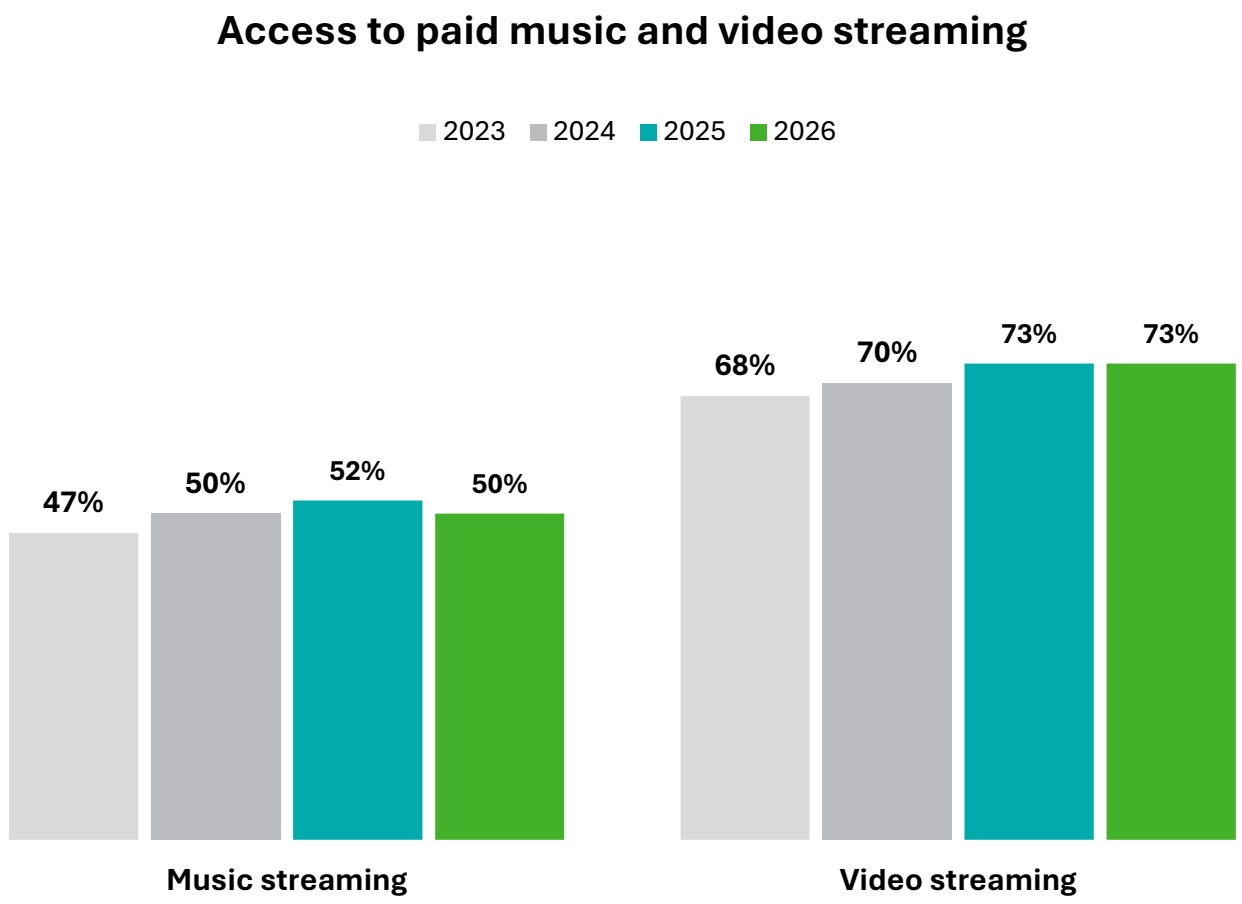
Baby Boomers remain the most likely to subscribe at 21%, down from 23% in 2025. Gen X holds steady at 17%.

Gen Z and Millennials are joint-lowest at 10%. Millennials recorded the sharpest fall, from 13% in 2025, while Gen Z edged down from 11%.

Question: Thinking now about PAID services or subscriptions, which, if any, of the following do you have access to?
Weighted base: All adults aged 18–75 years, Total: 2025 (2,000), 2026 (2,000); Gen Z: 2025 (403), 2026 (428); Millennials: 2025 (565), 2026 (582); Gen X: 2025 (514), 2026 (498); Baby Boomers: 2025 (517), 2026 (492)
Source: Deloitte Digital Consumer Trends, NL, 2025-2026

© 2026 Deloitte Netherlands. All rights reserved.

For the first time in four years, streaming access stops growing: video flat at 73%, music down to 50%



2026 is the first year in our four-year tracking without growth in streaming access. Video held at 73%, after rising from 68% in 2023. Music declined to 50% from 52% in 2025.

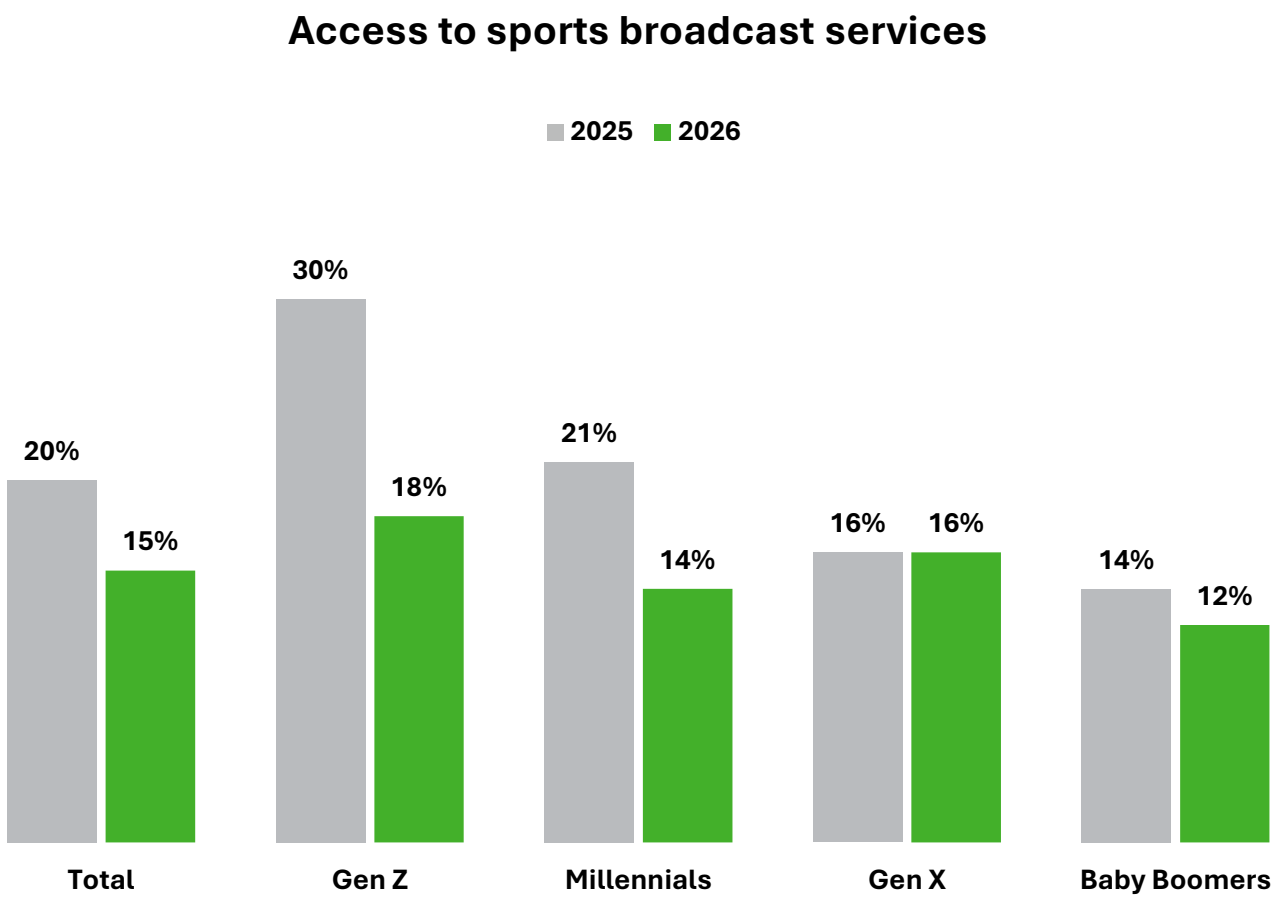
Video is close to saturation among Gen Z at 88%, against 54% of Baby Boomers. Gen X slipped from 71% to 68%.

Music shows the widest generational gap: 78% of Gen Z have access, against 24% of Baby Boomers.

Question: Thinking now about PAID services or subscriptions, which, if any, of the following do you have access to?
Weighted base: All adults aged 18-75 years, Total: 2023 (2,000), 2024 (2,000), 2025 (2,000), 2026 (2,000); Gen Z: 2025 (403), 2026 (428); Millennials: 2025 (565), 2026 (582); Gen X: 2025 (514), 2026 (498); Baby Boomers: 2025 (517), 2026 (492)
Source: Deloitte Digital Consumer Trends, NL, 2023-2026.

© 2026 Deloitte Netherlands. All rights reserved.

Sports broadcast subscriptions fell from 20% to 15% in 2026, driven by Gen Z and Millennials



Access to sports broadcast services fell from 20% in 2025 to 15% in 2026, a drop of 5 points.

Gen Z saw the steepest fall, from 30% to 18% (−12 points), followed by Millennials, from 21% to 14% (−7 points). Gen Z remains the most likely to subscribe.

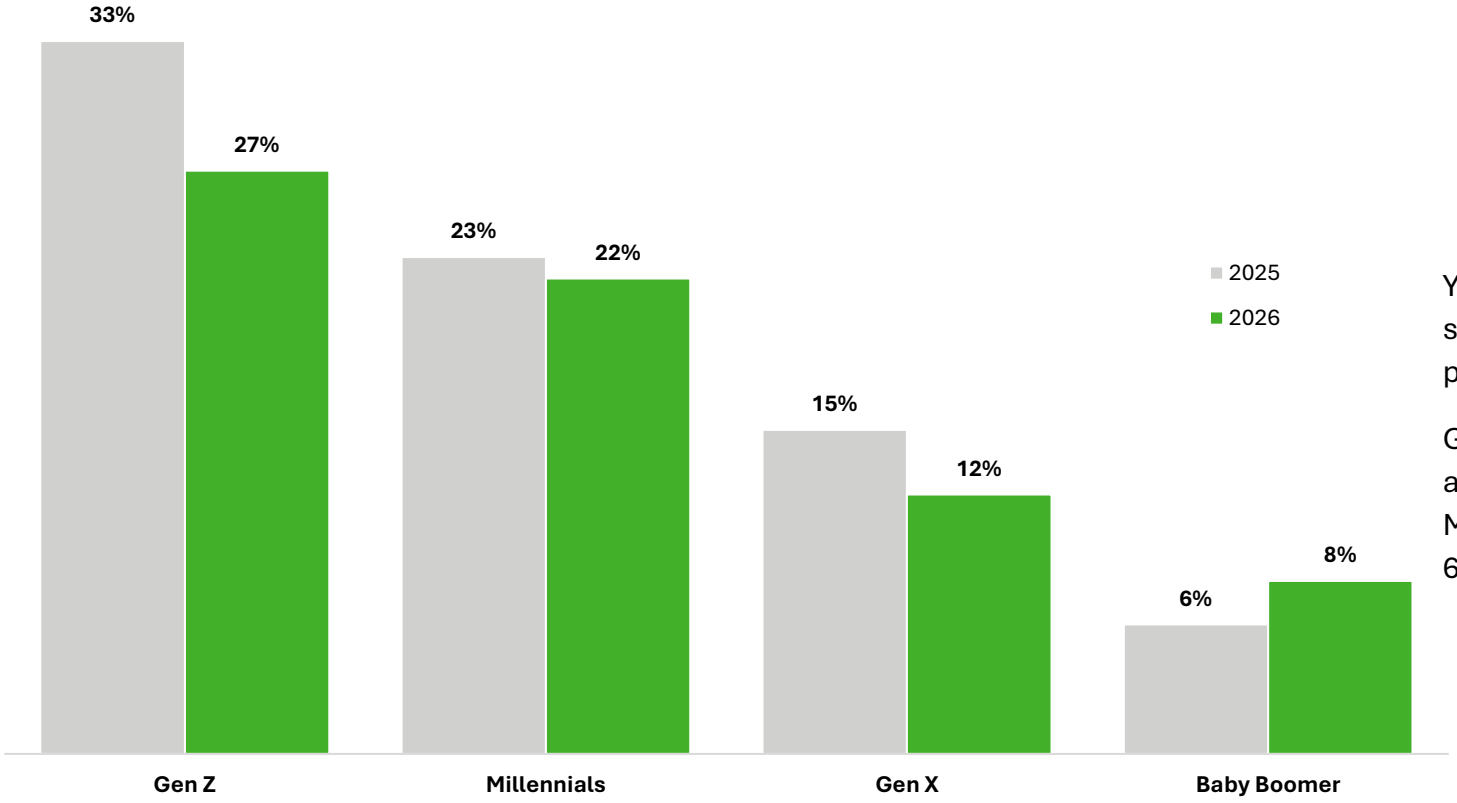
Gen X held at 16%, and Baby Boomers edged down from 14% to 12%.

Question: Thinking now about PAID services or subscriptions, which, if any, of the following do you have access to?
Weighted base: All adults aged 18-75 years, Total: 2025 (2,000), 2026 (2,000); Gen Z: 2025 (403), 2026 (428); Millennials: 2025 (565), 2026 (582); Gen X: 2025 (514), 2026 (498); Baby Boomers: 2025 (517), 2026 (492)
Source: Deloitte Digital Consumer Trends, NL, 2025-2026

© 2026 Deloitte Netherlands. All rights reserved.

Gen Z cancels video streaming services at more than three times the rate of Baby Boomers: 27% against 8% in 2026

Respondents who have cancelled a video streaming service in the past 12 months



Younger generations are far more likely to cancel a video streaming service. In 2026, 27% of Gen Z cancelled one in the past 12 months, against 8% of Baby Boomers.

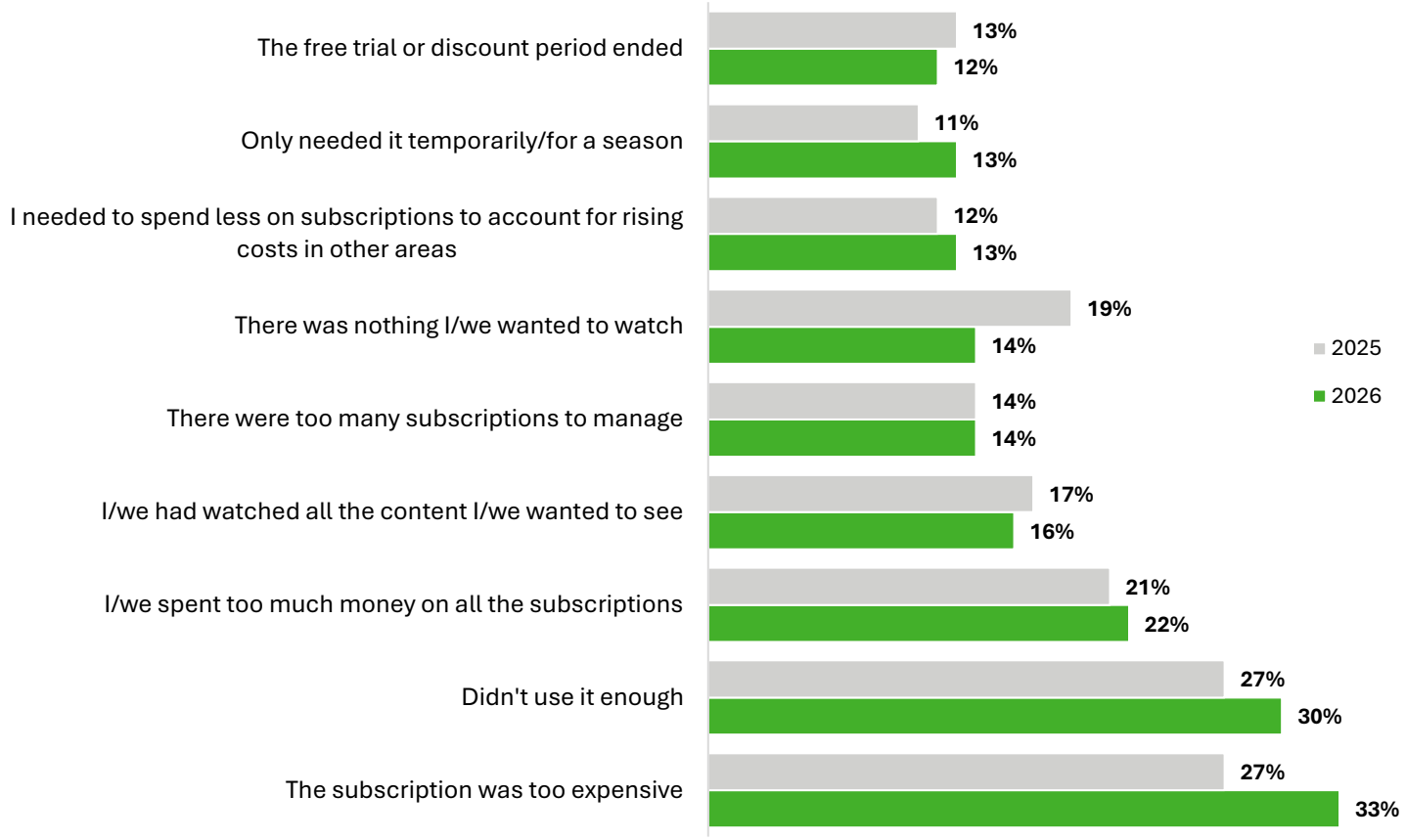
Gen Z cancellations fell from 33% in 2025, the steepest drop of any generation (−6 points). Gen X fell from 15% to 12%, and Millennials held at 22% (23% in 2025). Baby Boomers moved from 6% to 8%.

Question: In the last 12 months, have you or someone else in your household subscribed to any paid subscriptions for a video streaming service (e.g. Netflix, Disney+), or cancelled any existing ones?
Weighted base: All adults aged 18-75 years, Total: 2025 (2,000), 2026 (2,000); Gen Z: 2025 (403), 2026 (428); Millennials: 2025 (565), 2026 (582); Gen X: 2025 (514), 2026 (498); Baby Boomers: 2025 (517), 2026 (492)
Source: Deloitte Digital Consumer Trends, NL, 2025-2026.

© 2026 Deloitte Netherlands. All rights reserved.

Cost is the leading reason for cancelling a video streaming service, cited by 33% in 2026 (up from 27%)

% of respondents who have cancelled a video streaming service in the past 12 months



Cost is the leading reason for cancelling a video streaming service: 33% cited an expensive subscription in 2026, up from 27% in 2025, moving ahead of low usage.

"Didn't use it enough" follows closely at 30% (27% in 2025). Spending too much across all subscriptions also rose, from 21% to 22%, and needing to spend less because of rising costs elsewhere from 12% to 13%.

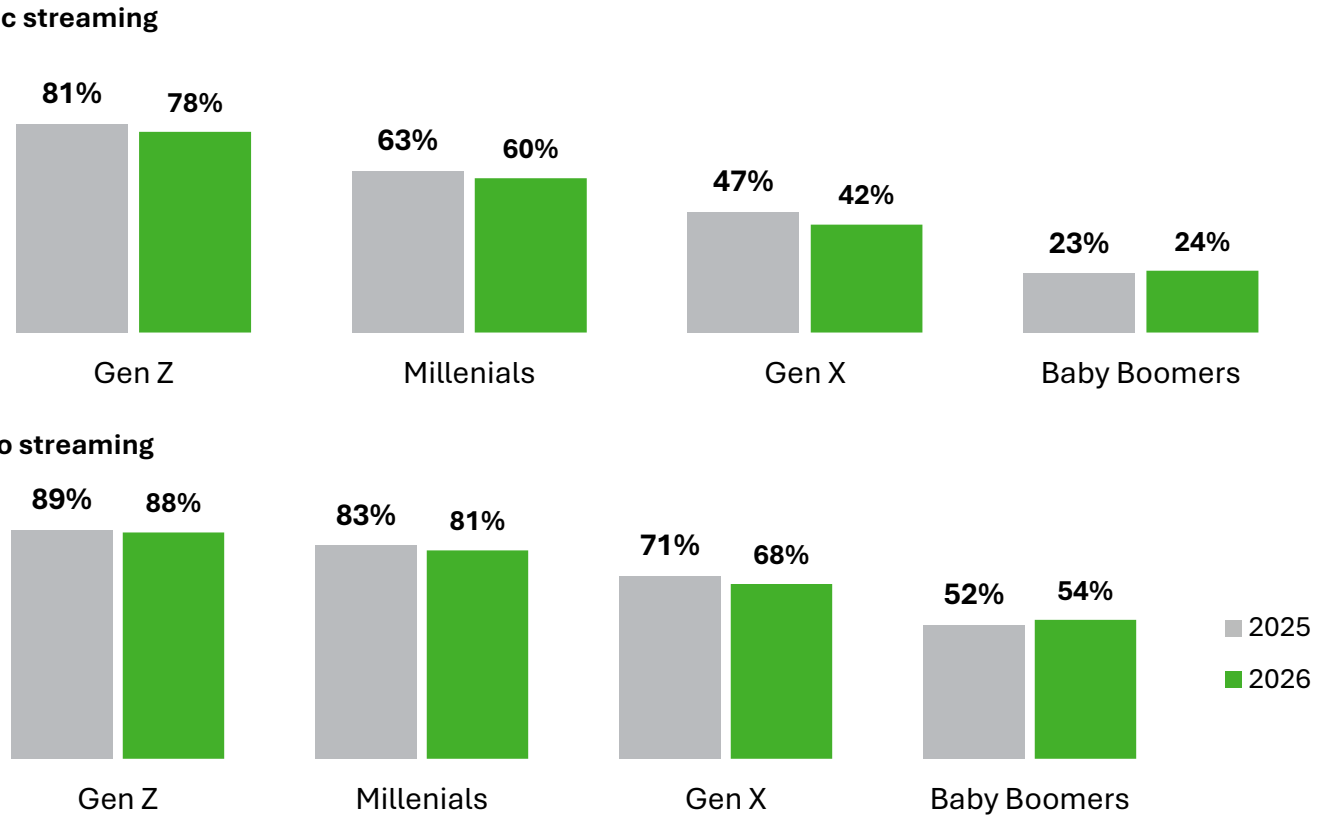
Content-related reasons are fading: "nothing I/we wanted to watch" fell from 19% to 14%, and "had watched all the content" from 17% to 16%.

Question: You mentioned you have cancelled a paid subscription for a video streaming service in the last 12 months, why did you cancel? (multiple answers possible)
Weighted base: All respondents aged 18-75 who have cancelled a video streaming subscription service, 2025 (506), 2026 (468)
Source: Deloitte Digital Consumer Trends, NL, 2025-2026.

© 2026 Deloitte Netherlands. All rights reserved.

Streaming access falls with age: Gen Z leads at 78% for music and 88% for video, Baby Boomers trail at 24% and 54%

Access to music & video streaming, by generation



Streaming access falls steadily with age. In 2026, 78% of Gen Z have paid music streaming, against 24% of Baby Boomers, and 88% have video streaming, against 54%.

The gap is widest for music (54 points, against 34 for video). Millennials (60% music, 81% video) and Gen X (42% music, 68% video) sit between the two.

Baby Boomers are the only generation that gained: music rose from 23% to 24% and video from 52% to 54%, while all other generations slipped.

Question: Which, if any, of the following paid digital subscription services do you have access to?
Weighted base: All adults aged 18-75 years, Total: 2025 (2,000), 2026 (2,000). Gen Z: 2025 (403), 2026 (428); Millennials: 2025 (565), 2026 (582); Gen X: 2025 (514), 2026 (498); Baby Boomers: 2025 (517), 2026 (492).
Source: Deloitte Digital Consumer Trends, NL, 2025- 2026

© 2026 Deloitte Netherlands. All rights reserved.



Digital Consumer Trends, Dutch Edition

For more information on the Deloitte Digital Consumer Trends, visit our DCT page. Here you can find full-length reports on key topics, and materials from previous years.

Contacts

Jan-Piet Nelissen
Partner
jnelissen@deloitte.nl

Jens Groot
Director
jgroot@deloitte.nl

Victor Fraguas
Manager
vfraguasgarcia@deloitte.nl

Research Team

Utkarsh Telang
Manager
utelang@deloitte.nl

Simone van Hooft
Senior Consultant
svanhooft@deloitte.nl

Henry Haas
Senior Consultant
hehaas@deloitte.nl

Shivam Singh
Consultant
ssingh35@deloitte.nl

Sam Feijen
Analyst
sfeijen@deloitte.nl

Bart Aarts
Analyst
baarts@deloitte.nl

Fleur van Vugt
Analyst
flvanvugt@deloitte.nl

Deloitte.

Together makes progress

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited (“DTTL”), its global network of member firms, and their related entities (collectively, the “Deloitte organization”). DTTL (also referred to as “Deloitte Global”) and each of its member firms and related entities are legally separate and independent entities, which cannot obligate or bind each other in respect of third parties. DTTL and each DTTL member firm and related entity is liable only for its own acts and omissions, and not those of each other. DTTL does not provide services to clients. Please see www.deloitte.com/about to learn more.

Deloitte provides industry-leading audit and assurance, tax and legal, consulting, financial advisory, and risk advisory services to nearly 90% of the Fortune Global 500® and thousands of private companies. Our professionals deliver measurable and lasting results that help reinforce public trust in capital markets, enable clients to transform and thrive, and lead the way toward a stronger economy, a more equitable society and a sustainable world. Building on its 175-plus year history, Deloitte spans more than 150 countries and territories. Learn how Deloitte’s more than 415,000 people worldwide make an impact that matters at www.deloitte.com.

This communication contains general information only, and none of DTTL, its global network of member firms or their related entities is, by means of this communication, rendering professional advice or services. Before making any decision or taking any action that may affect your finances or your business, you should consult a qualified professional adviser. No entity in the Deloitte organization shall be responsible for any loss whatsoever sustained by any person who relies on this communication.

© 2026. For information, contact Deloitte Netherlands.