Digital Consumer Trends 2025, UK Edition

June 2025

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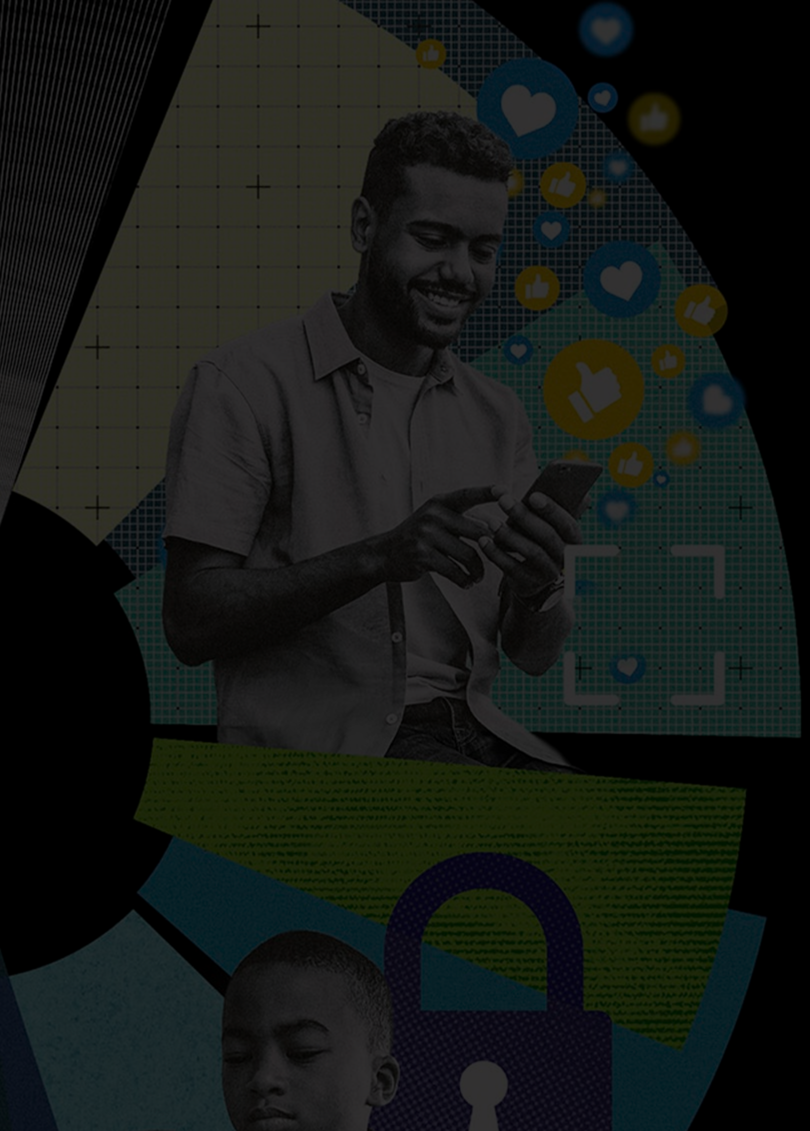

Contents

Digital Consumer Trends 2025, UK Edition

About Deloitte's

Digital Consumer Trends 2025

- Digital Consumer Trends 2025 (UK Edition) is conducted by Deloitte's Technology, Media and Telecommunications (TMT) practice.
- Digital Consumer Trends is a multi-country study of how people engage with and purchase digital products. It spans devices, connectivity, media, and emerging technologies, and is now in its sixteenth year of publication. It was previously known as the Mobile Consumer Survey.
- Fielded in April 2025 by an independent research agency, the survey was asked of 4,150 consumers in the UK between 16-75, and weighted for demographics such as age, gender, region and working status.
- Questions cited in this document may be simplified for the sake of visualisation.

Gen Z
BORN 1996–2009

Age range 16–29

Millennials
BORN 1980–1995

Age range 30–45

Gen X
BORN 1966–1979

Age range 46–59

Boomers
BORN 1950–1965

Age range 60–75

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Generative AI

Digital Consumer Trends 2025, UK Edition

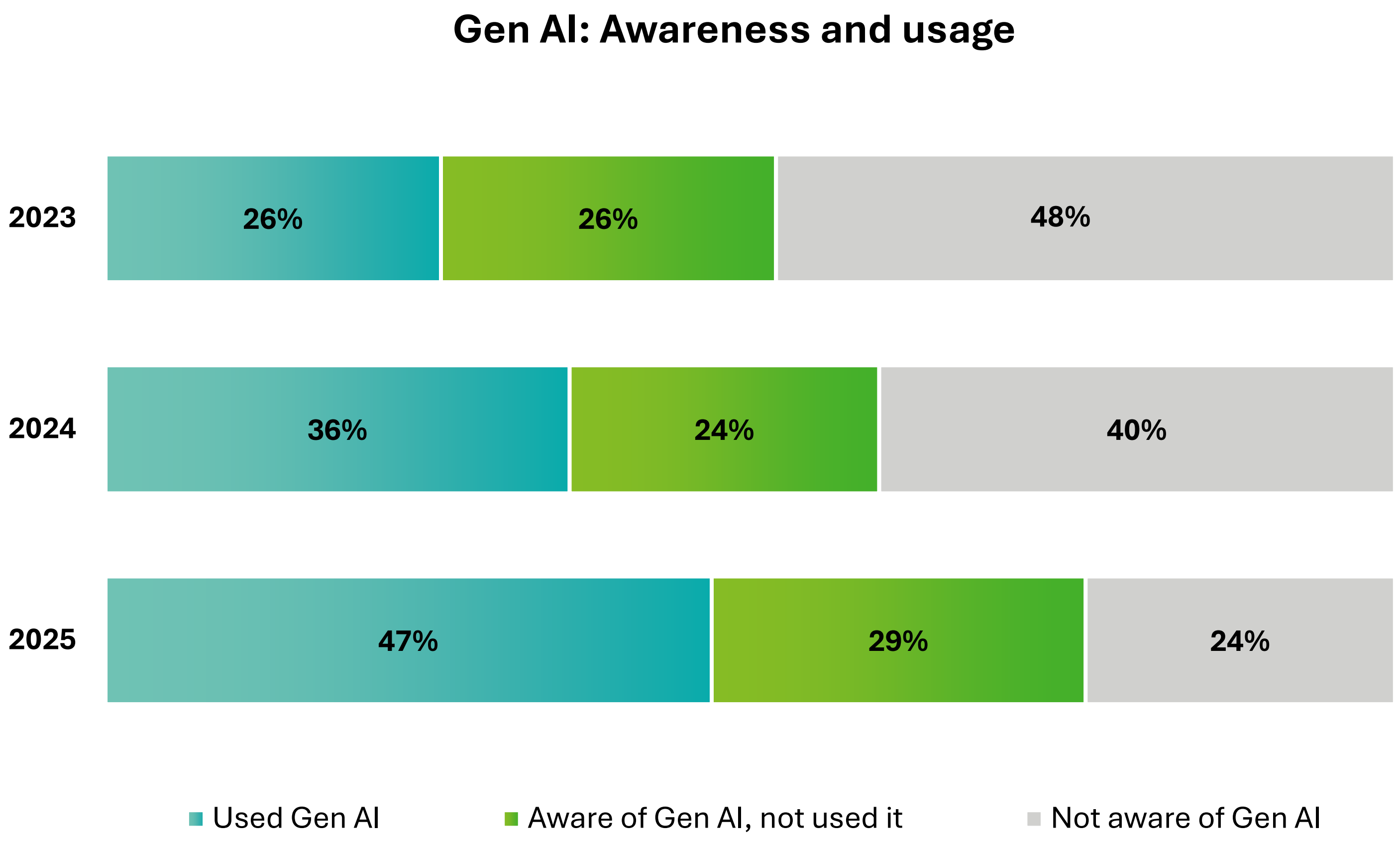
Almost half in the UK (47%) have now knowingly and proactively used a generative AI tool

Almost half of UK citizens (47%) have used a generative AI tool proactively, such as ChatGPT, Google Gemini, or Microsoft Copilot.

This is an 11 percentage-point increase on 2024. This is clear momentum for adoption of Gen AI tools, amid sustained public interest and relentless marketing from major tech companies.

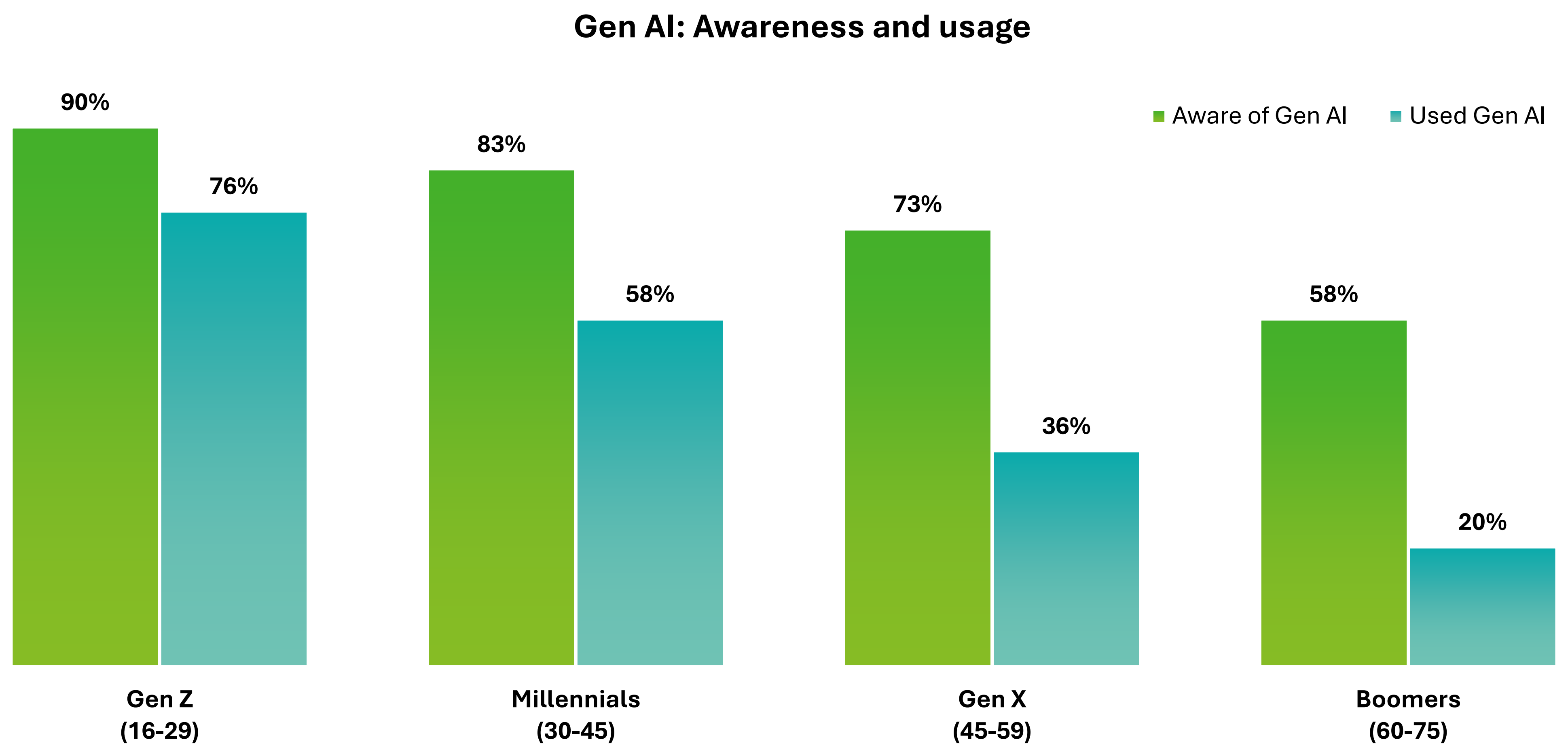
Among 16-75 year olds, the equivalent of 24 million people have now used a tool – at some time.

That said, one in four people still have not heard of any of the major Gen AI tools, and a narrow majority have still not used a Gen AI tool proactively.



Question: Which generative AI tools have you heard of?; Which generative AI tools have you used?; [Choice from a range of tools, plus "Another"]
Weighted base: All respondents aged 16-75 years, 2023 (4,150), 2024 (4,150), 2025 (4,150); Respondents aware of generative AI, who did not know if they had used it were sorted into "Aware of Gen AI, not used it".]
Source: Deloitte Digital Consumer Trends, UK, 2025

Among Gen Z (16-29), three quarters have used a generative AI tool; among boomers (60-75) awareness is 58%, but only a fifth have used it



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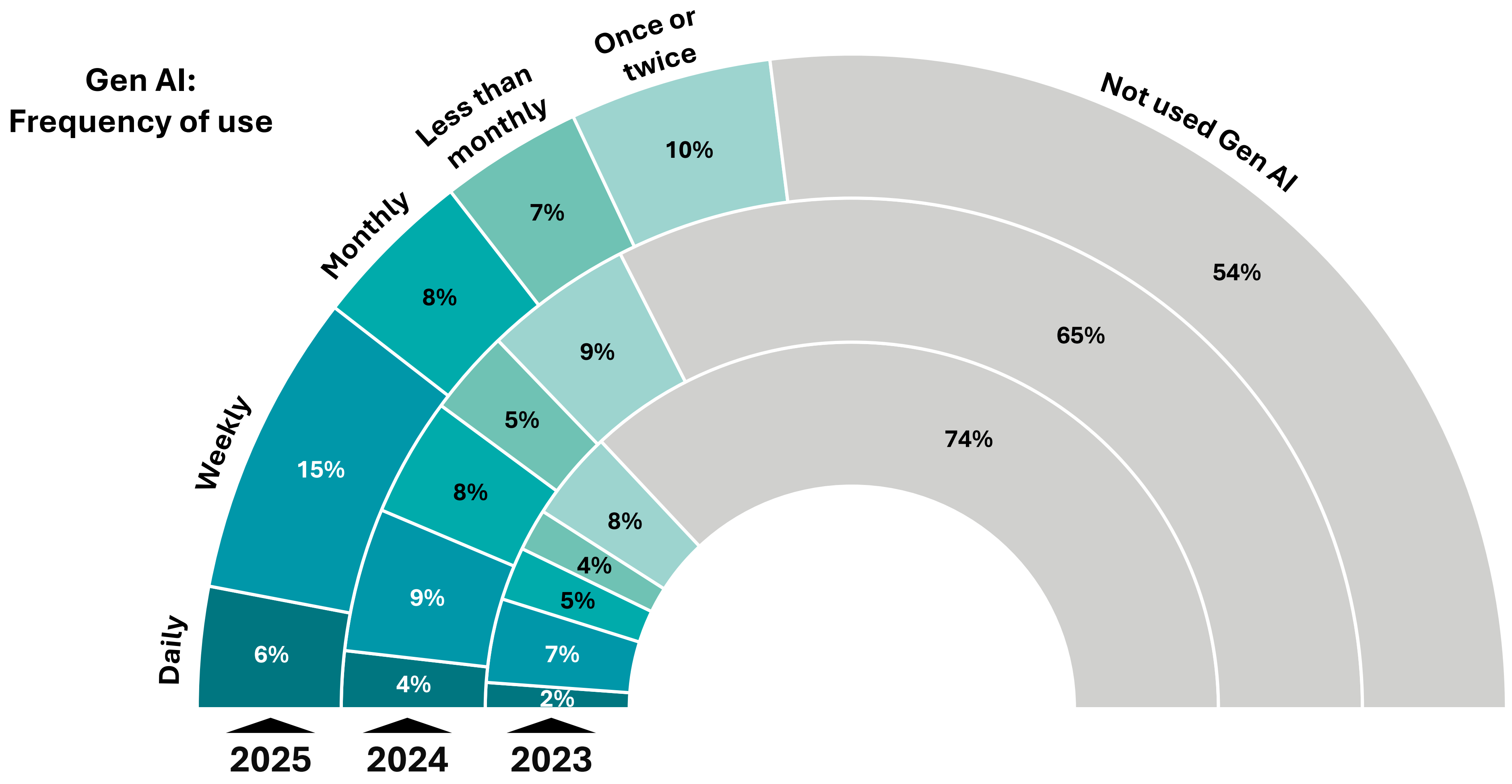
Weighted base: All respondents aged 16-75 years, 2023 (4,150), 2024 (4,150), 2025 (4,150); Respondents aware of generative AI, who did not know if they had used it were sorted into "Aware of Gen AI, not used it".]
Source: Deloitte Digital Consumer Trends, UK, 2025

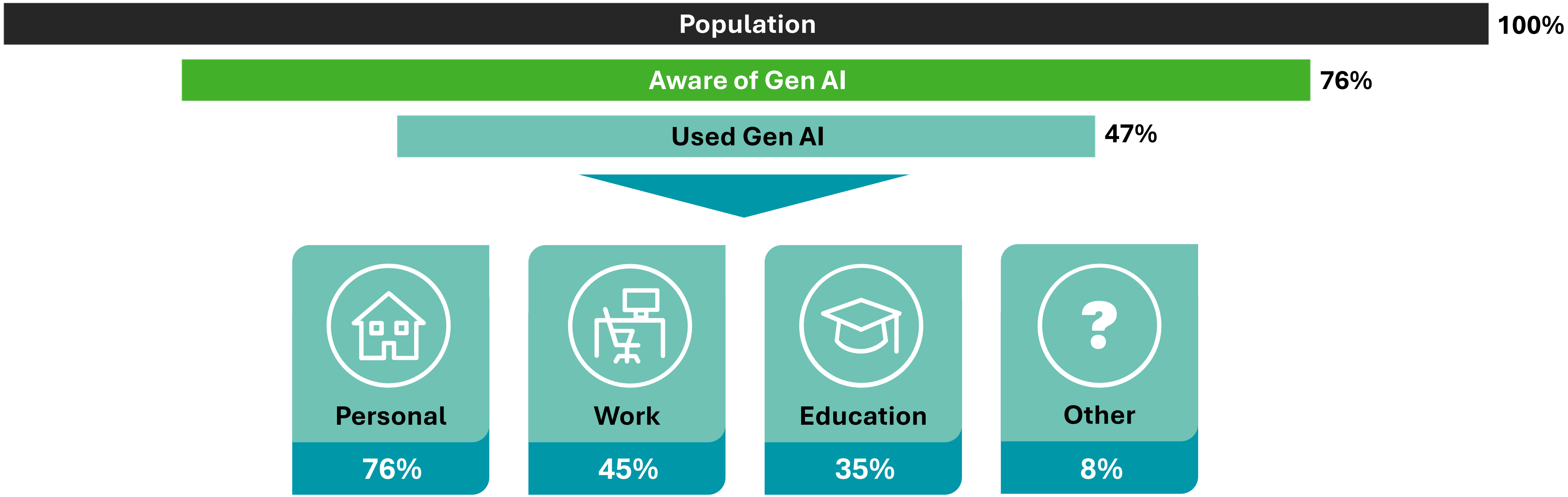
The proportion of Gen AI practitioners who use it at least weekly/daily is now at 21%; this is a 66% year on year increase



Question: Which best describes your use?
Weighted base: All respondents aged 16-75 years, 2023 (4,150), 2024 (4,150), 2025 (4,150)
Source: Deloitte Digital Consumer Trends, UK, 2025

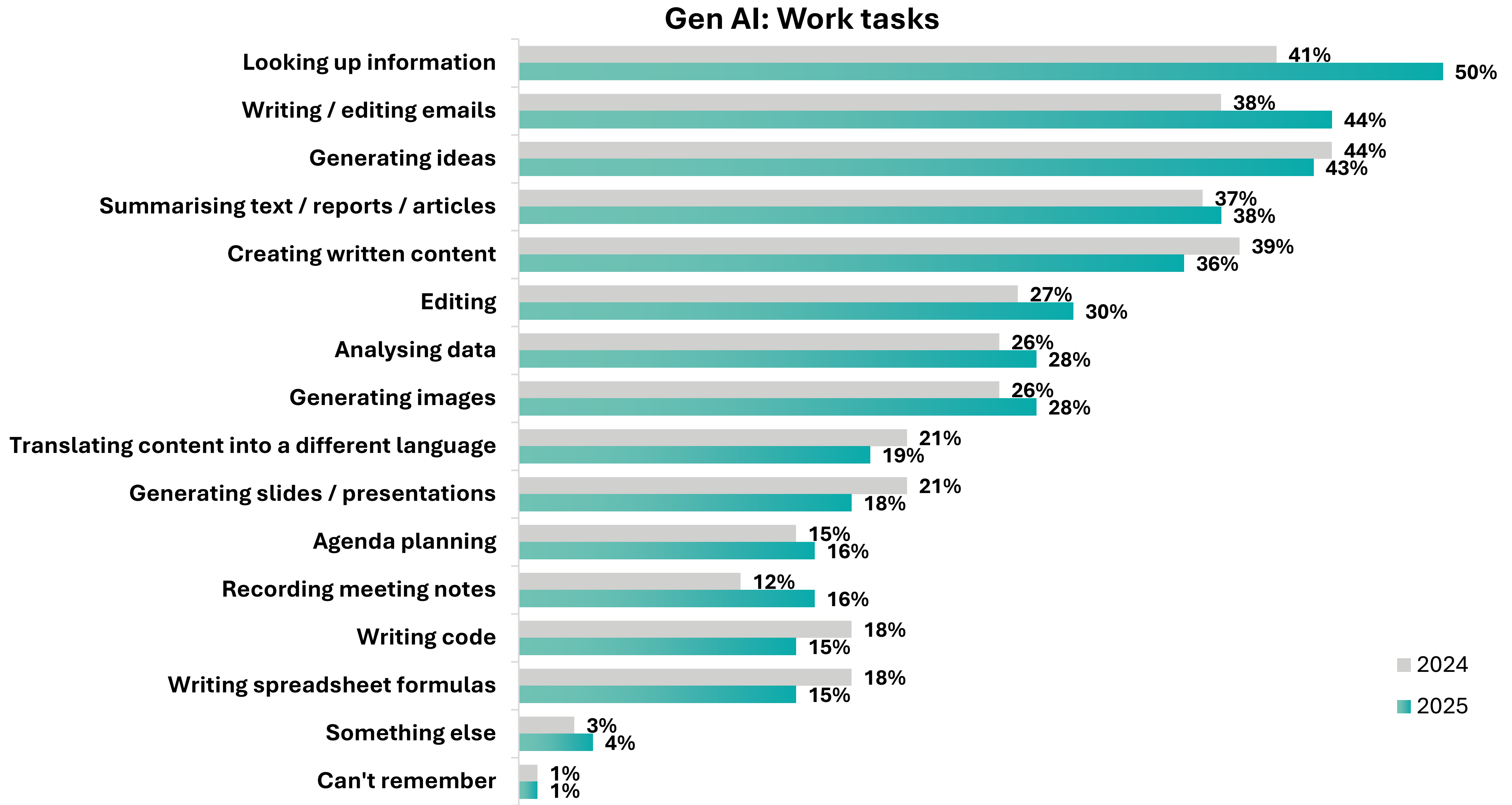
11 million in the UK have now used Gen AI for work, up from 7 million in 2024 and 4 million in 2023; this usage may not have yet fed into measurable productivity growth

Gen AI: Purpose of use



Question: Which generative AI tools have you heard of? Which generative AI tools have you used? [Choice from a range of tools, plus "Another"]; Which of the following purposes have you used any generative AI for?
Weighted base: All respondents aged 16-75 years, 2025 (4,150), who have used generative AI (1,967); Respondents aware of generative AI, who did not know if they had used it were sorted into "Aware of Gen AI, not used it".
Source: Deloitte Digital Consumer Trends, UK, 2025

Search is now the most common use of Gen AI in the workplace, overtaking idea generation



Question: Which of the following work tasks have you used any generative AI tools for?

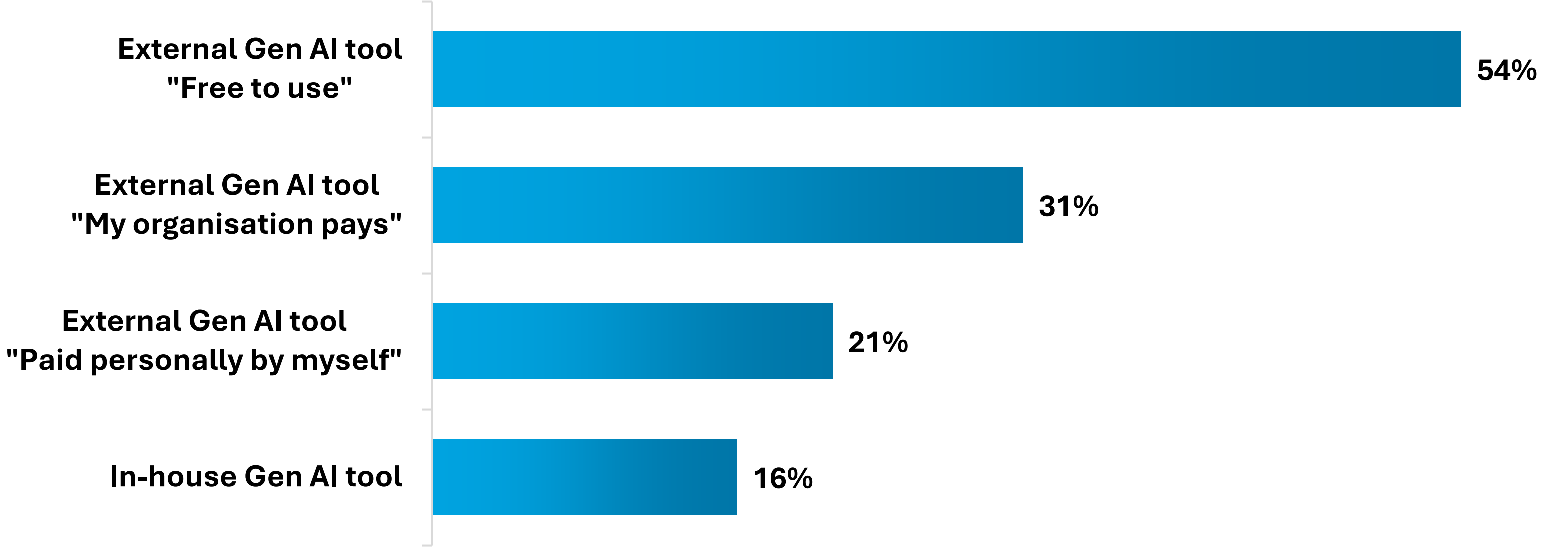
Weighted base: All respondents aged 16-75 years who have used generative AI for work, 2025 (884)

Source: Deloitte Digital Consumer Trends, UK, 2025

One in five (21%, equivalent to over 2 million) Gen AI workers pays for their own tool, possibly without official agreement or awareness

11m people in the UK have used Gen AI for work

Gen AI at work: Who pays?



Question: Which of the following describe the generative AI tools you have used for work?
Weighted base: All respondents aged 16-75 years who have used a generative AI tool for work, 2025 (884)
Source: Deloitte Digital Consumer Trends, UK, 2025

Of those using Gen AI for work, some may not have permission.

Around half (54%) are using a "free to use" tool, which may be a consumer-grade Gen AI application where the default is for any data to be accessible to the AI platform.

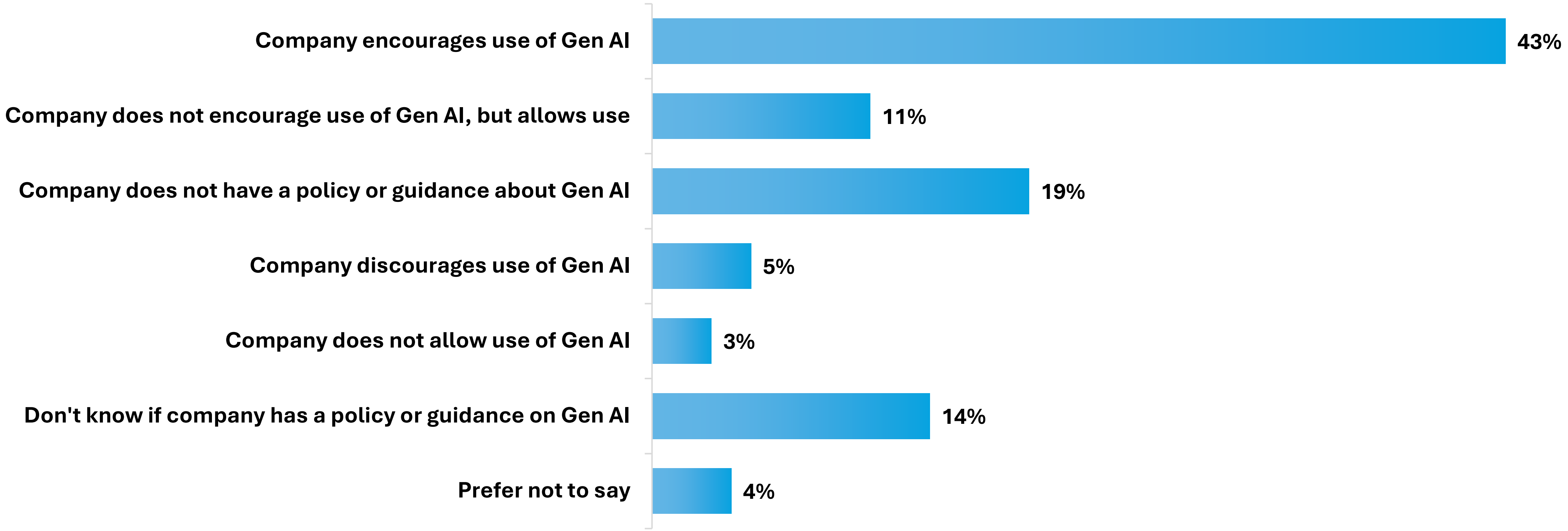
One in five (21%) AI workers pay for a Gen AI tool out of their own pocket.

It is possible that the employee's IT, Legal and HR teams cannot control and oversee the use of this tool. Employees may do this if they are not given access to Gen AI tools by their employer, or if they consider their employers' tools to be worse than alternatives in the market – given how fast the frontier is moving.

Just over half of those using Gen AI for work (54%) are encouraged or allowed to do so

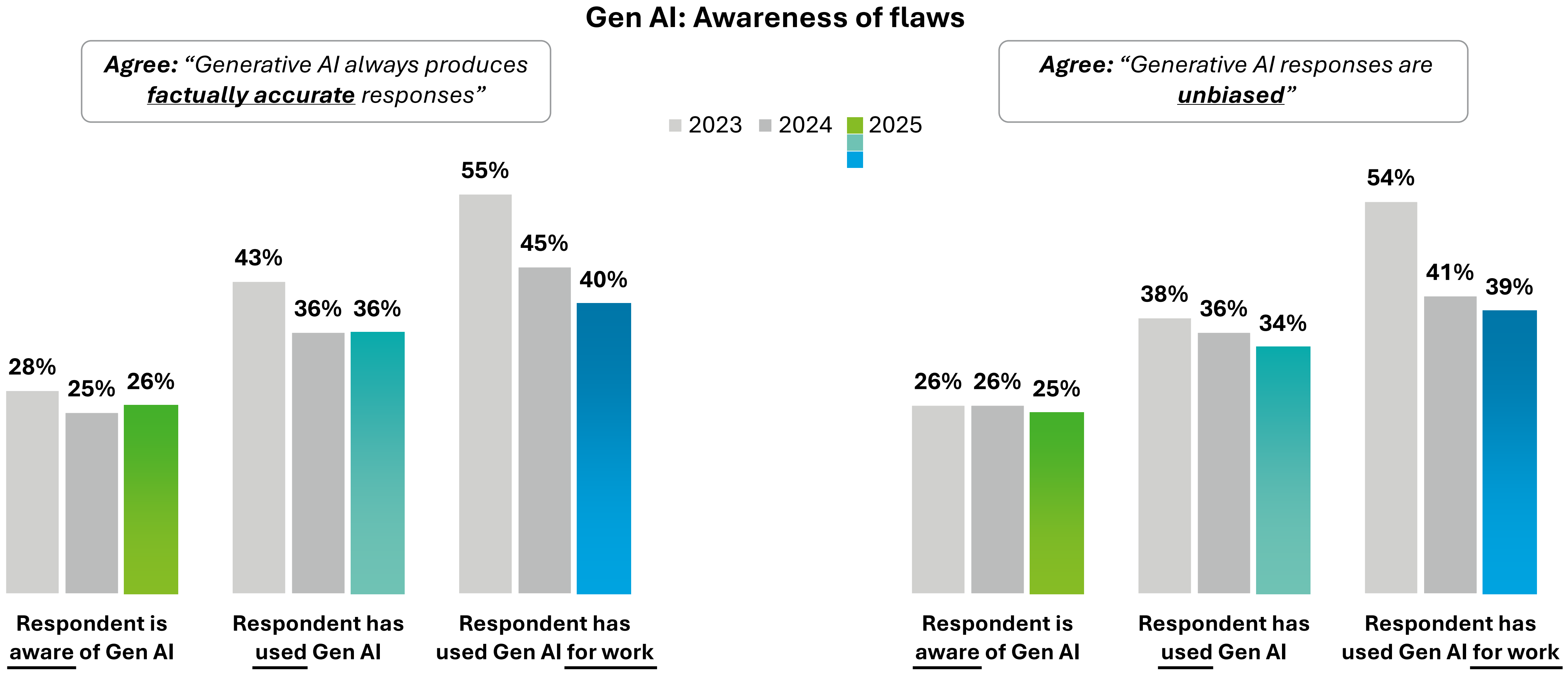
Gen AI at work: Encouraged or discouraged?

Of the 21% of respondents (11 million people between 16-75) who have knowingly used Gen AI for work...



Question: Which of the following statements applies to your company about the use of generative AI tools for work purposes?
Weighted base: All respondents aged 16-75 years who have used a generative AI tool for work, 2025 (884)
Source: Deloitte Digital Consumer Trends, UK, 2025

Awareness of Gen AI's innate limitations, including hallucination, is only slowly improving, despite notices indicating that outputs may include mistakes



Question: To what extent do you agree or disagree with the following statements?

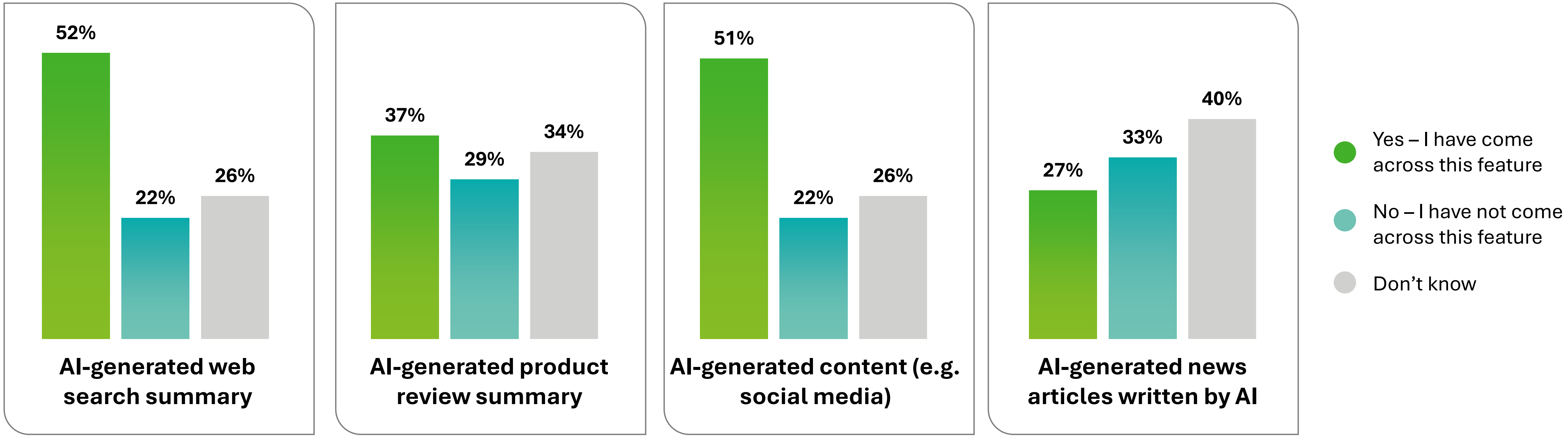
Weighted base: All respondents aged 16-75 years, 2023/2024/2025 (4,150/4,150/4,150), who are aware of any generative AI tool (2,178/2,476/3,157), who have used any generative AI tool (1,096/1,473/1,967), for work (347/571/884)

Source: Deloitte Digital Consumer Trends, UK, 2025

70% of people may have "passively" consumed Gen AI capabilities embedded into popular applications including search, e-commerce, social media and online news

Generative AI has quickly become embedded in applications people have used for decades, such as web-search or e-commerce. People using these applications may not be explicitly looking for Gen AI, but may interface with it anyway in the organic use of such applications. Over half of people (52%) claim to have been served an AI-generated web-search summary – which is a larger amount than those who have knowingly, deliberately used a Gen AI tool.

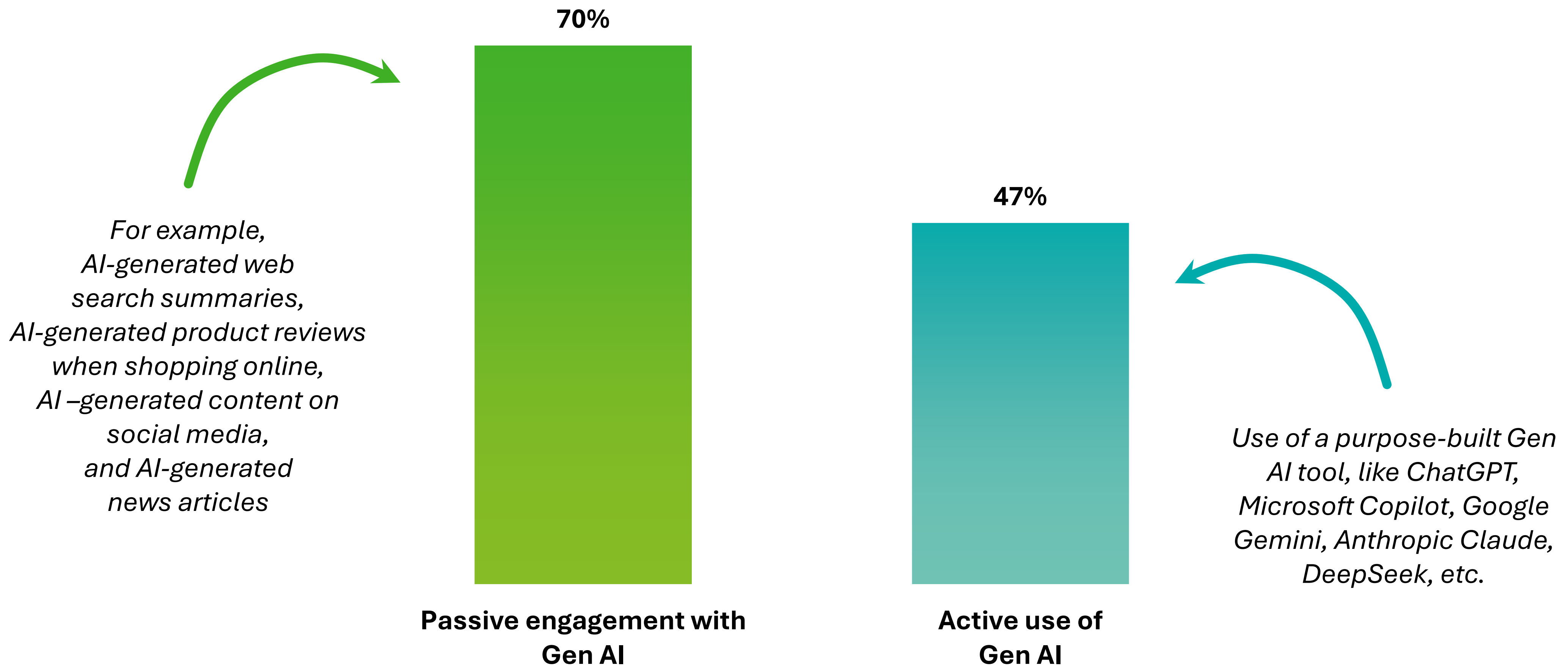
"Passive" Gen AI: Features noticed while browsing online



Question: In the last 12 months, have you come across any of these AI features while using your devices or browsing online?
Weighted base: All respondents aged 16-75 years, 2025 (4,150)
Source: Deloitte Digital Consumer Trends, UK, 2025

More people have passively engaged with Gen AI through everyday applications and online habits, than have actively used a purpose-built Gen AI tool

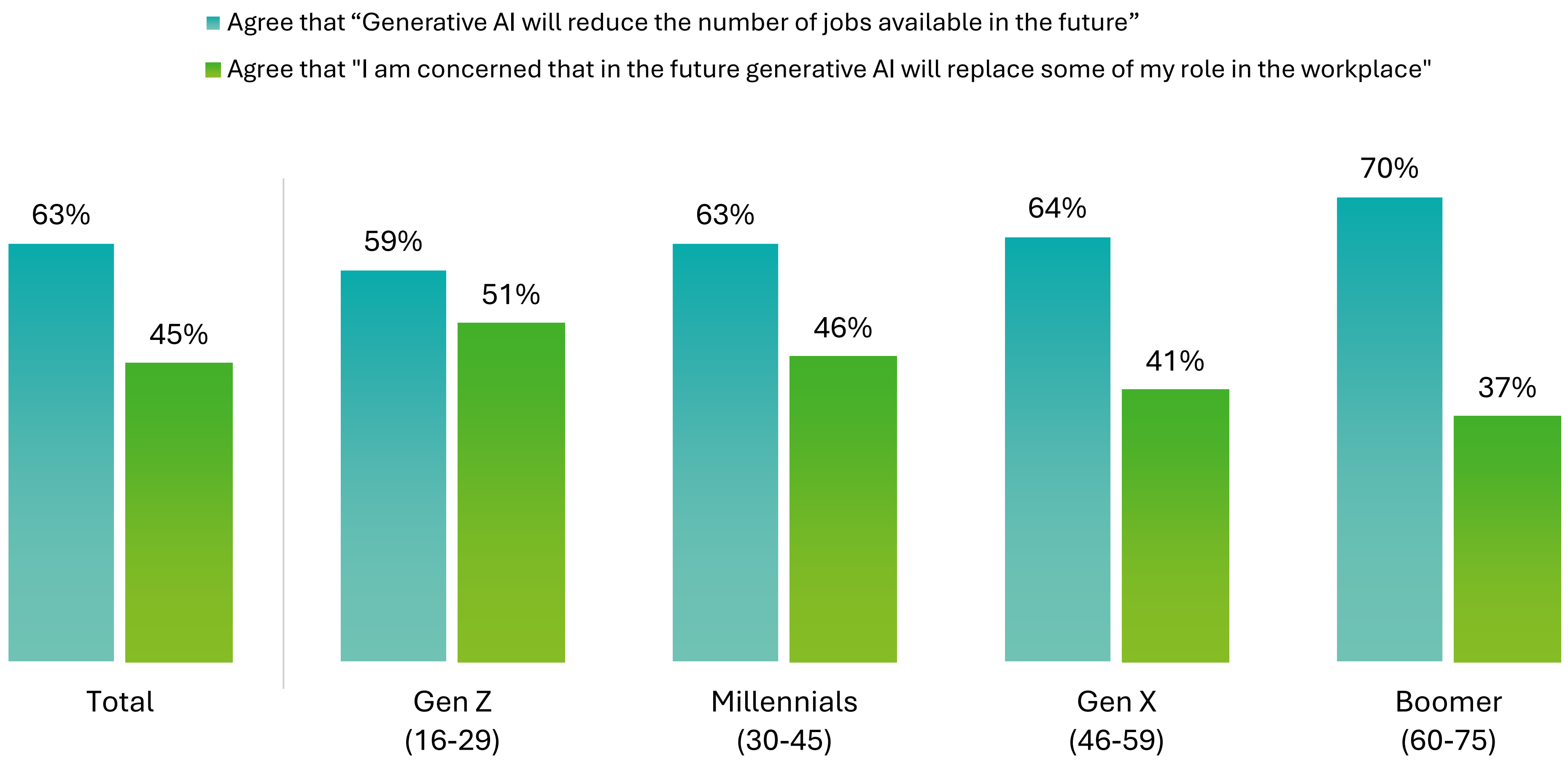
Gen AI: Passive engagement vs active use



Question: In the last 12 months, have you come across any of these AI features while using your devices or browsing online?; Which, if any, generative AI tools have you used?
Weighted base: All respondents aged 16-75 years, 2025, (4,150)
Source: Deloitte Digital Consumer Trends, UK, 2025

Boomers are more likely to believe Gen AI will displace human work – but not *their* role

Gen AI: Views on future of work



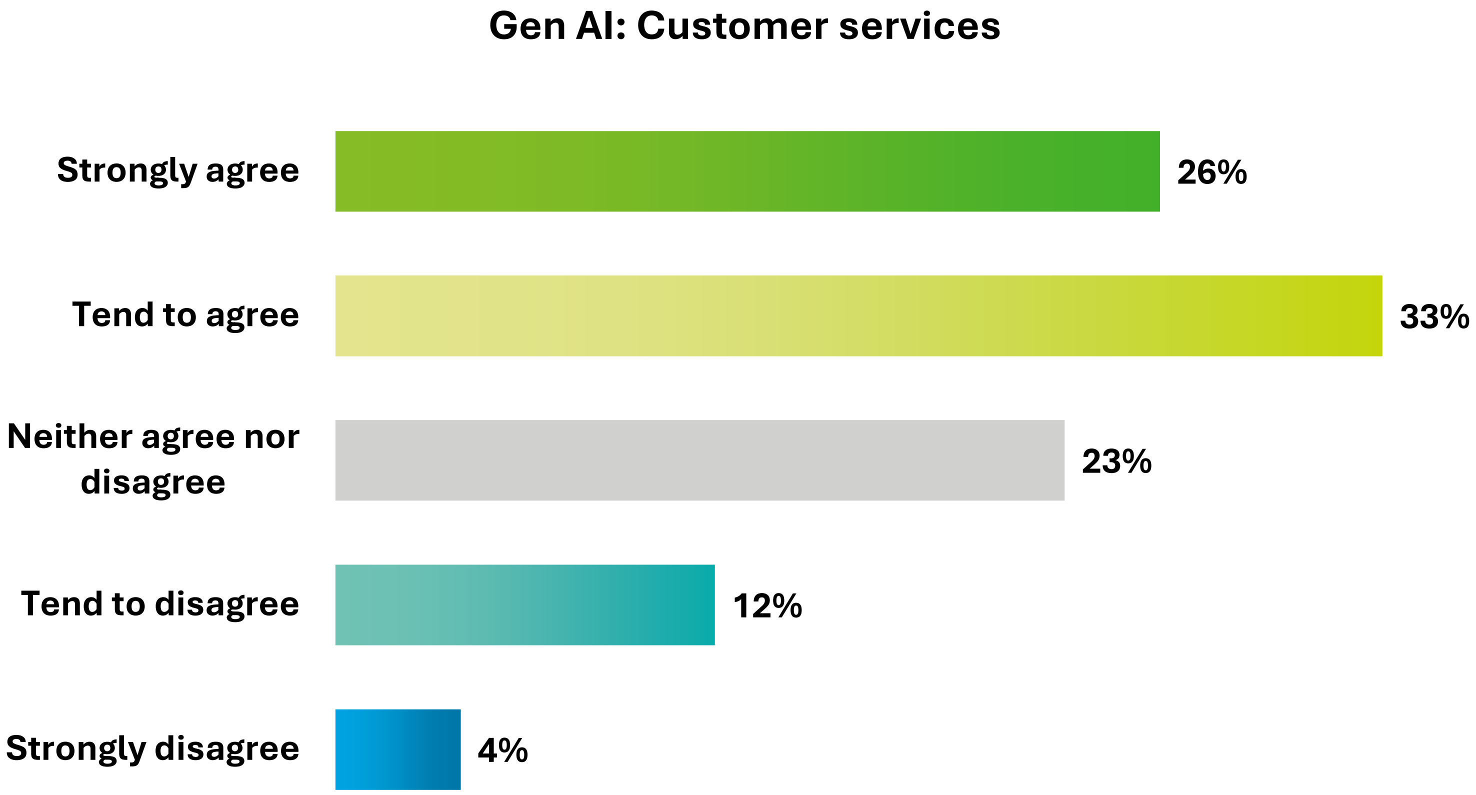
Question: To what extent do you agree or disagree with the following statements?

Weighted base: All respondents aged 16-75 years, 2025, who are aware of any generative AI tool (3,157), working and aware of any generative AI tool (2,200)

Source: Deloitte Digital Consumer Trends, UK, 2025

Consumers remain hesitant to use Gen AI-based customer services; possibly owing to poor historical experience of customer service automation

"I would be **less inclined to use customer services** if I knew I was conversing with a generative AI assistant"



Question: To what extent do you agree or disagree with the following statements?
Weighted base: All respondents aged 16-75 years, 2025, who are aware of any generative AI tool (3,157)
Source: Deloitte Digital Consumer Trends, UK, 2025

Devices

Digital Consumer Trends 2025, UK Edition

Adoption of most devices remains at a multi-year plateau, which is likely to persist in the short term – there are currently no new mainstream form factors on the horizon

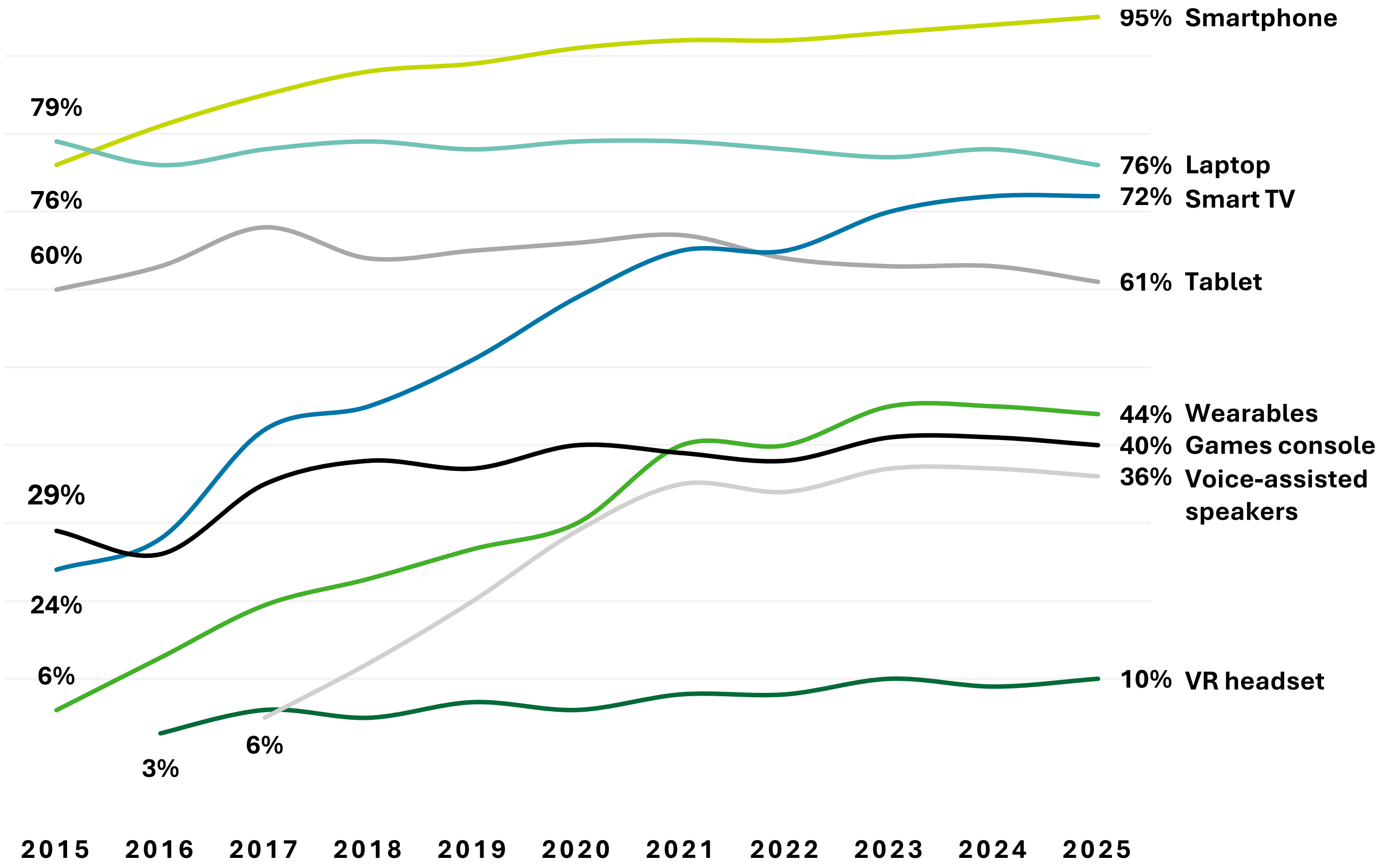
All major consumer electronics devices may have reached a plateau, and no new form factors have emerged in the 2020s.

Smartphone (95%) remains a goldilocks device with exceptional utility in and outside of the home.

However, access to tablets and laptops seems on a downward trajectory. Consumer needs for productivity and entertainment may already be met with a combination of smartphone and smart TV.

Within wearables, the mix of smart watch to basic fitness band is improving. Smart watch access has risen from 28% in 2023 to 33% in 2025.

Devices: Adoption

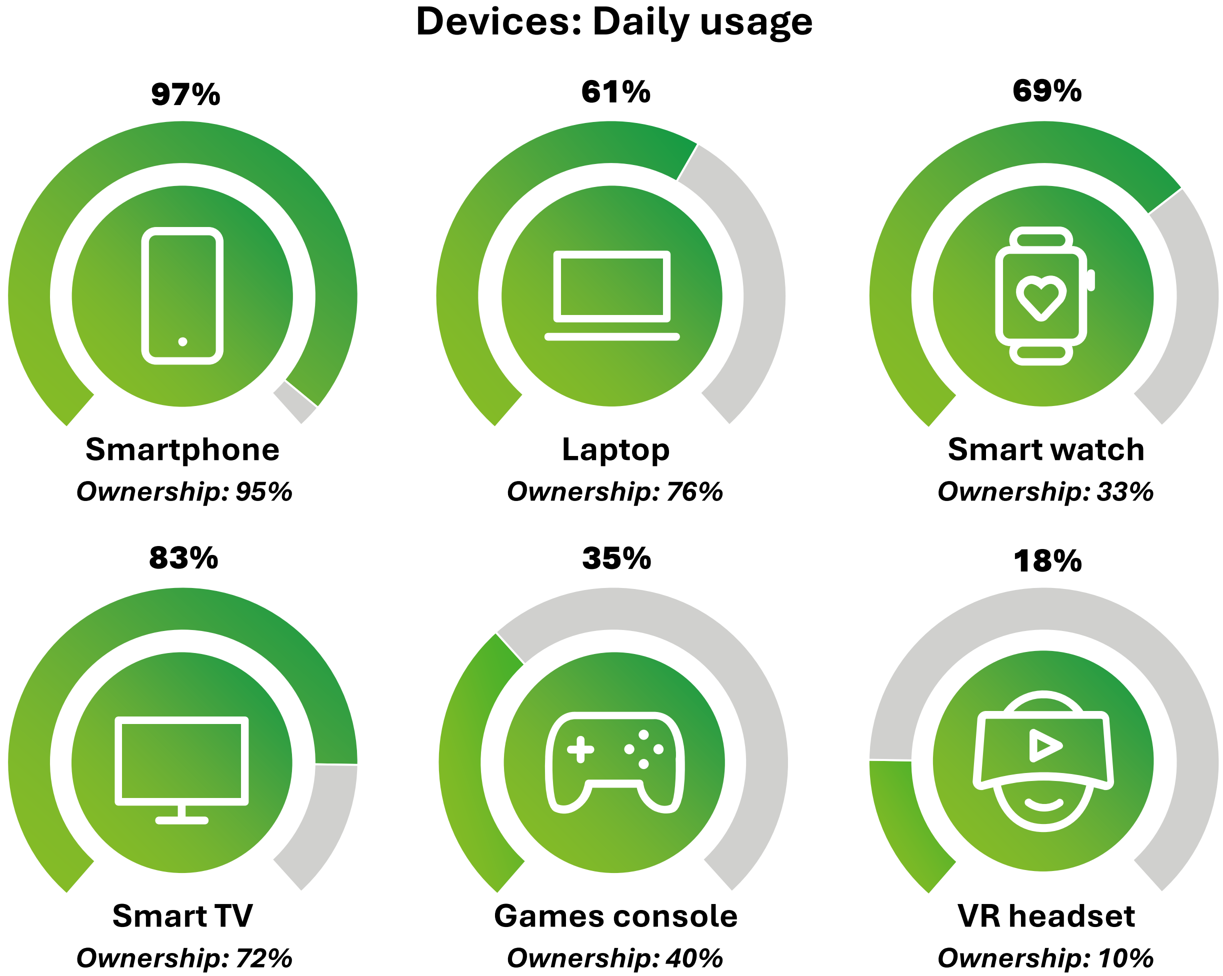


Question: Which, if any, of the following devices do you own or have ready access to?

Weighted base: All respondents aged 18-75 years, 2015 (4,000), 2016 (4,003), 2017 (4,002), 2018 (4,000), aged 16-75 years, 2019 (4,150), 2020 (4,150), 2021 (4,160), 2022 (4,161), 2023 (4,150), 2024 (4,150), 2025 (4,150)

Source: Deloitte Digital Consumer Trends, UK, 2015-2025

Daily usage rate – a measure of utility – varies markedly by device, with the smartphone remaining the leader by this metric



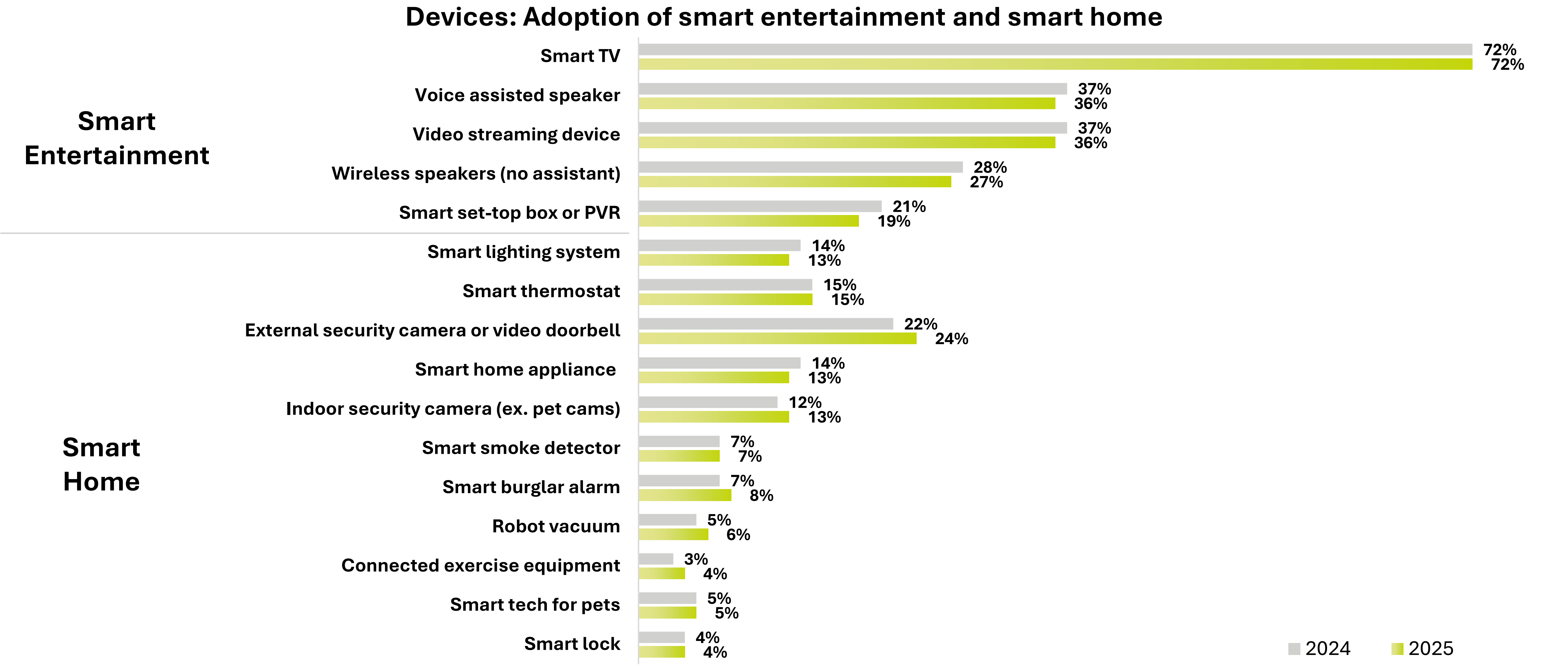
The rate of daily usage varies significantly between devices.

For example, while 97% of those with a smartphone use it every day, just 18% of those with a VR headset claim to use it daily.

Overall utility of a device can be one way in which consumers justify a more expensive purchase. A £1,000 smartphone costs less than £1 per day, if used daily over a three-year (1,095 days) period.

Question: When was the last time you used any of these devices. Was it within the...? [Last day]
Weighted base: All respondents aged 16-75 years, 2025, with a smartphone (3,945), laptop (3,148), smart watch (1,377), smart TV (2,992), games console (1,654), VR headset (407)
Source: Deloitte Digital Consumer Trends, UK, 2025

Smart home adoption continues to grow slowly; and it's no longer because of affordability, so it's likely down to perceived utility



Question: Which, if any, of the following connected devices do you own or have ready access to?

Weighted base: All respondents aged 16-75 years, 2024 (4,150), 2025 (4,150)

Source: Deloitte Digital Consumer Trends, UK, 2025

Purchase intent across a basket of devices has declined year on year. Purchase intent has only increased for wireless headphones, and fallen for 7 of 12 form factors

Devices: Planned purchase in next twelve months

Smartphone
24%
25% in 2024

Tablet
11%
11% in 2024

Laptop
14%
15% in 2024

Desktop
6%
6% in 2024

Smart watch
12%
13% in 2024

Fitness band
8%
9% in 2024

Smart TV
14%
16% in 2024

Wireless headphones
12%
11% in 2024

Portable games player
5%
5% in 2024

Games console
10%
11% in 2024

VR headset
5%
6% in 2024

Voice-assisted speaker
6%
6% in 2024

35%

of consumers **do not** plan to purchase a device in the next 12 months

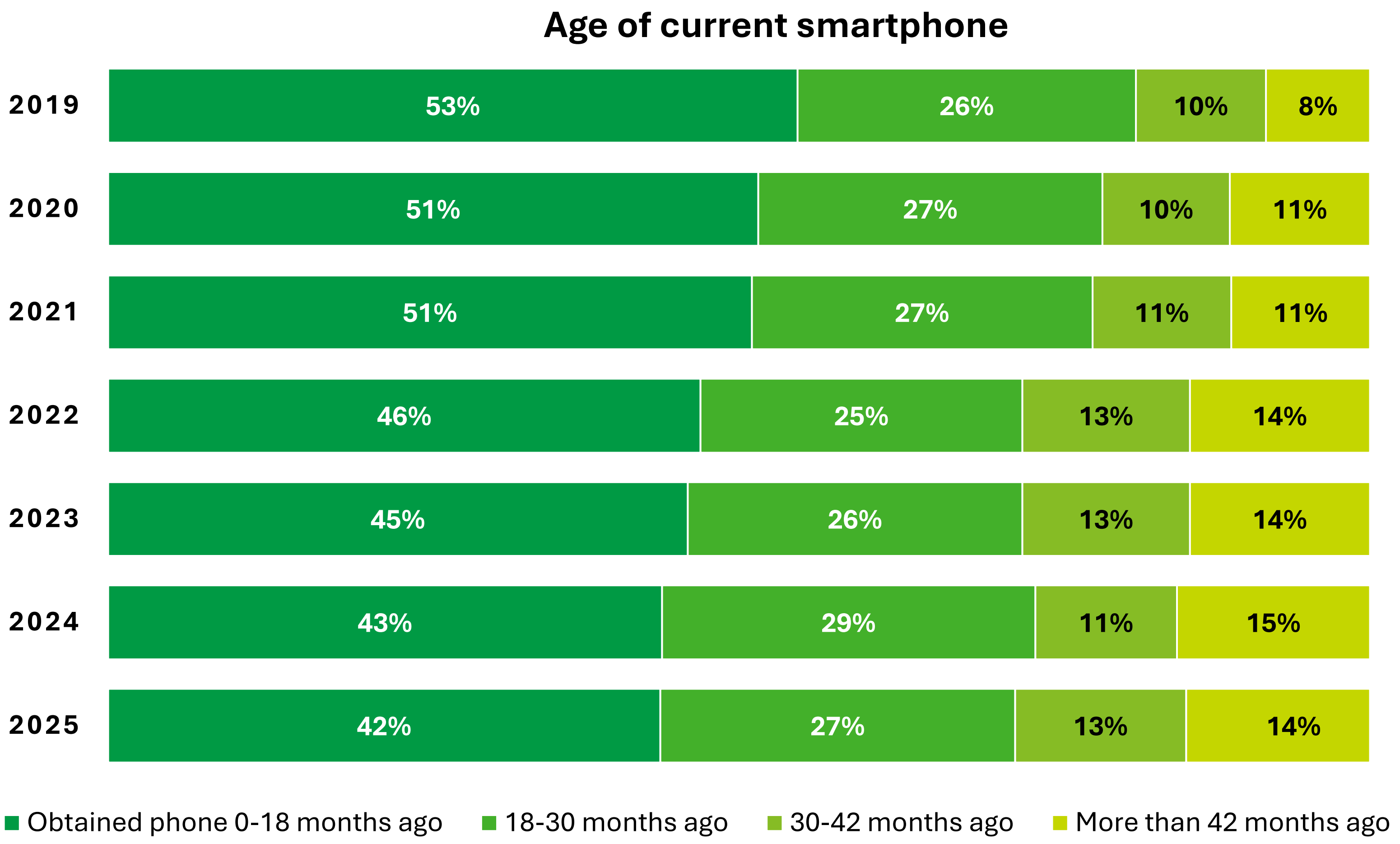
In 2024 this was 33%

Question: Which, if any, of the following devices do you intend to purchase in the next 12 months?
Weighted base: All respondents aged 16-75 years, 2025, (4,150)
Source: Deloitte Digital Consumer Trends, UK, 2025

Smartphone lifetime may be reaching new equilibrium where replacement is driven by breakage and degradation, rather than new features

In 2025, over half (54%) smartphones are at least 18 months old. The refresh cycle for smartphones continues to slow, but may be nearing a new equilibrium. Smartphones will always eventually need to be replaced due to wear and tear, battery degradation, loss, etc.

New features such as on-device AI for image manipulation, text creation, and language translation seem to have had limited impact on a consumer's propensity to upgrade their phone early.



Question: When did you buy or receive your current phone?
Weighted base: All respondents aged 16-75 years, who have a phone or smartphone, 2019 (3,952); (half sample - sample A) 2020 (1,985); 2021 (1,992); 2022 (2,000); 2023 (2,024); 2024 (2,003), 2025 (2,006); "Don't Know" not shown
Source: Deloitte Digital Consumer Trends, UK, 2019-2025

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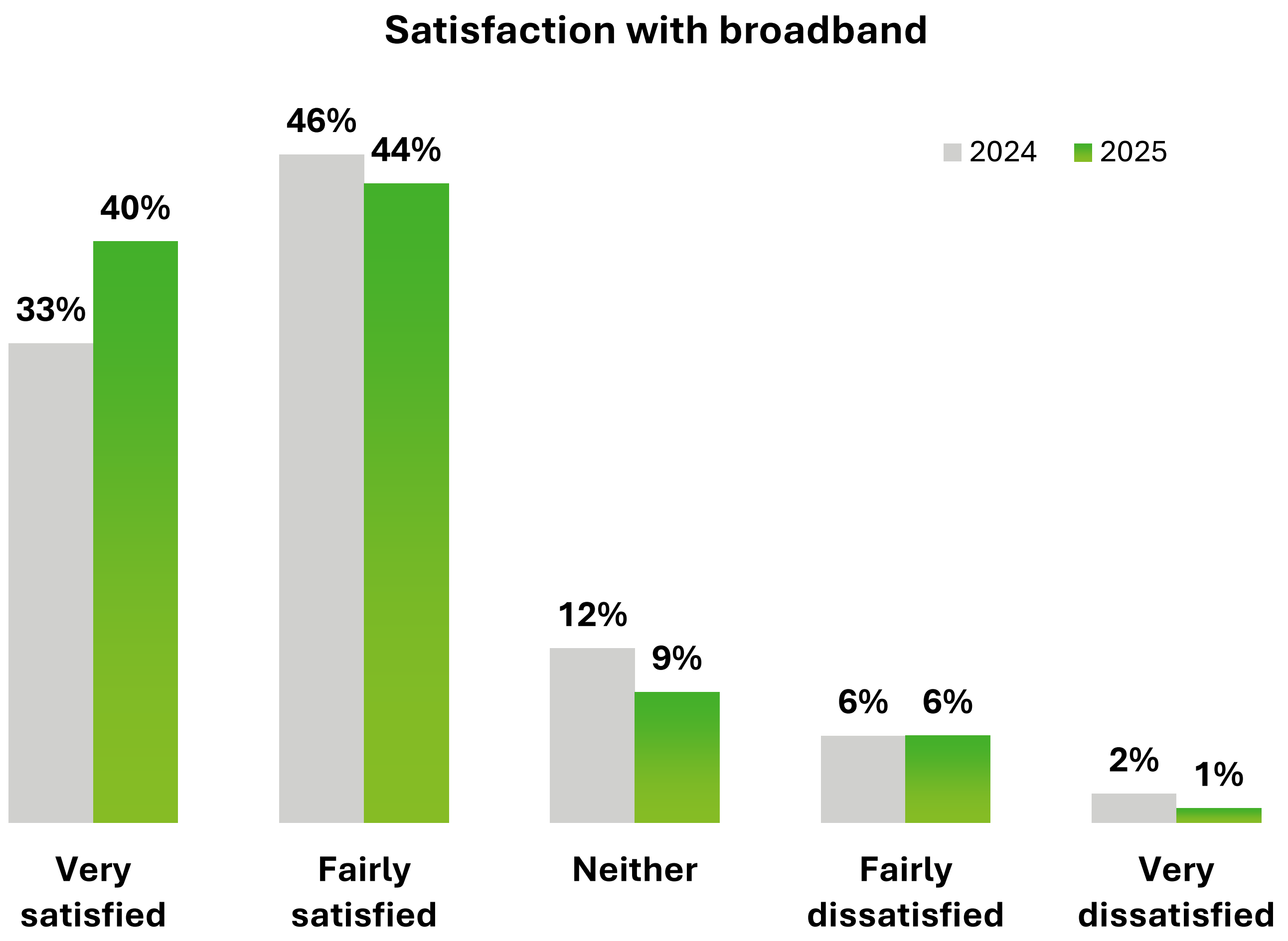
Networks

Digital Consumer Trends 2025, UK Edition

Broadband customers are more satisfied than ever, as most households' connectivity needs are largely met with a 100 Mbit/s connection



84% are now "fairly" or "very" satisfied with their broadband connection; a mere 7% are dissatisfied with their broadband.

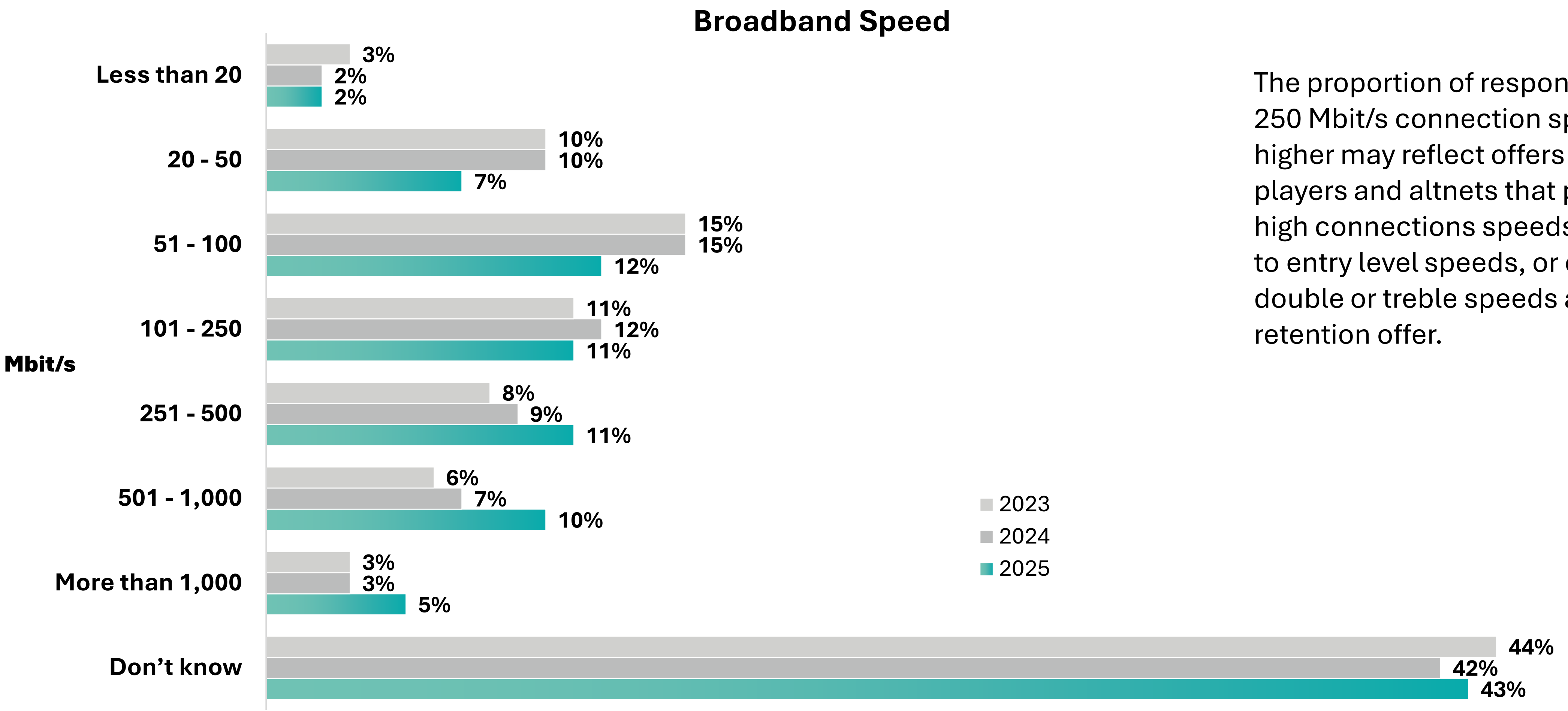
Among those that are satisfied, there is close to parity between the very and fairly satisfied (40%, 44%).

Only 1% are very dissatisfied.

Common applications used at home (e.g. video calling, video streaming, social media, online gaming, e-commerce) are optimised to operate at 5 Mbit/s or lower. Given the prevalence of single and two person households in the UK, even a 50 Mbit/s connection may suffice for most.

Question: To what extent are you satisfied or dissatisfied with the following about the quality of your home broadband connection?
Weighted base: All respondents aged 16-75 years, who have internet connection, 2024 (3,732), 2025 (2,004); "Don't know" not shown
Source: Deloitte Digital Consumer Trends, UK, 2024; Deloitte Ad-Hoc Broadband Survey, UK, 2025

The most common speed in the UK remains ‘don’t know’; this likely indicates that a large proportion of respondents are not concerned about speed



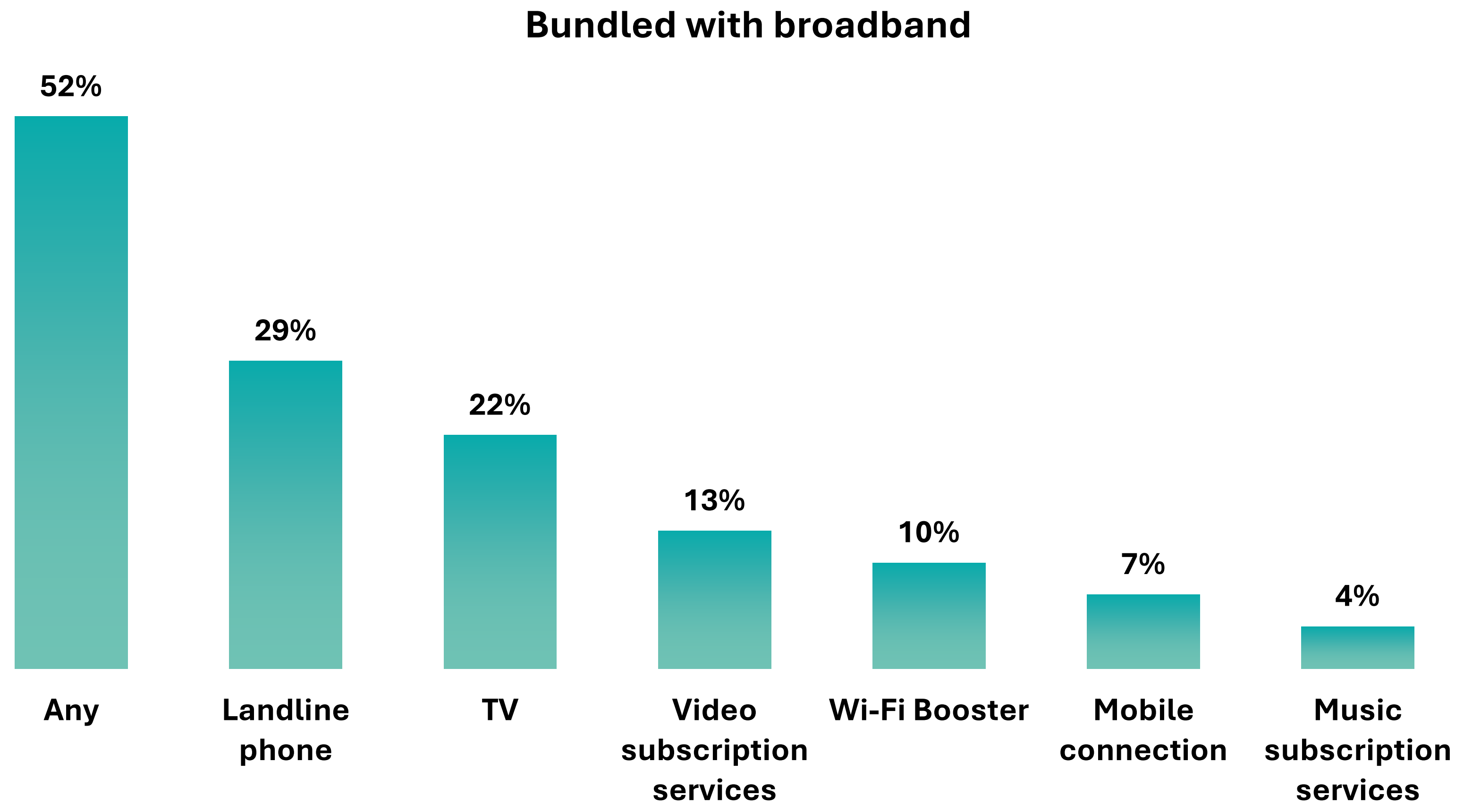
The proportion of respondents with 250 Mbit/s connection speeds or higher may reflect offers from existing players and altnets that price very high connections speeds very closely to entry level speeds, or else offer double or treble speeds as a retention offer.

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 16-75 years, who have internet access at home, 2023 (4,111), 2024 (3,732), 2025 (3,574)
Source: Digital Consumer Trends, UK, 2023-2025

More than half (52%) of households buy broadband bundled with other services; bundling of Wi-Fi boosters and mobile is currently 10% and under

Video subscription service bundling has increased year on year (12% to 13%) as SVOD platforms explore new routes to market which may deliver lower churn.

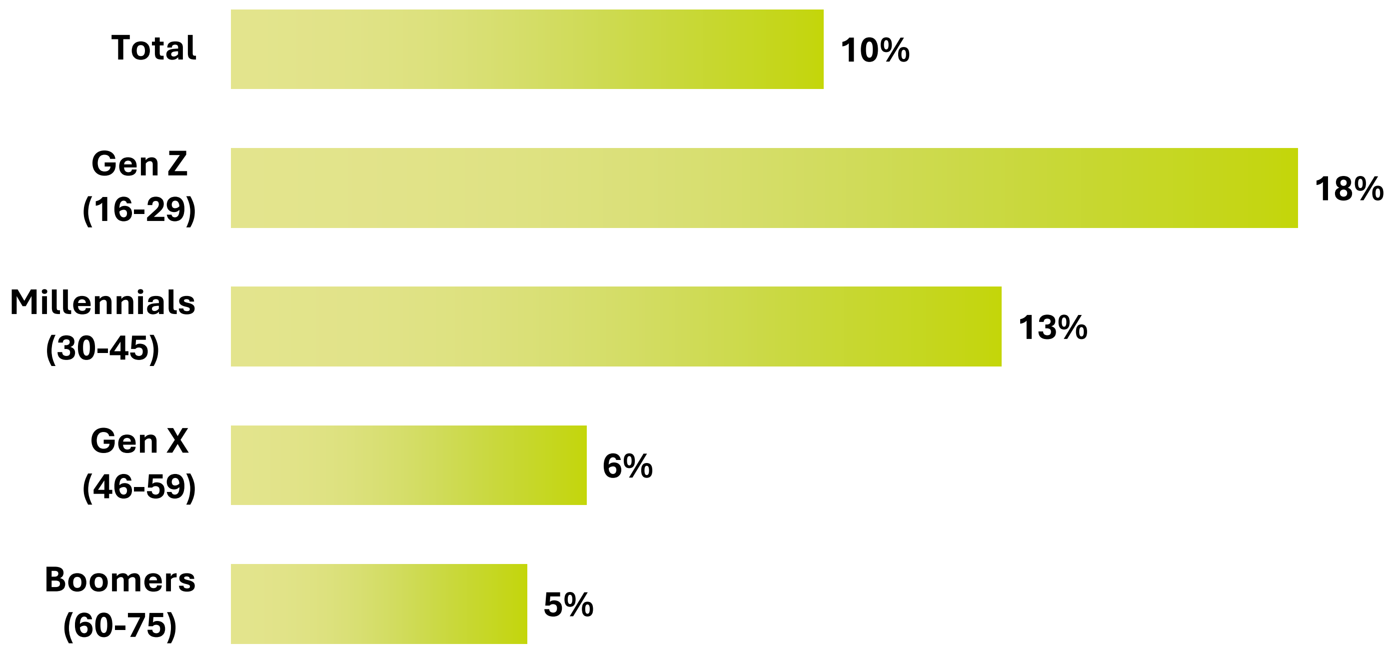
Bundles with landline telephones are declining as many households get by with smartphones, falling from 37% in 2024 to 29% in 2025. Landlines remain an important feature for many Boomers, with 47% still having a landline bundled with the home broadband.



Question: Is your broadband service at home bundled with any of the following?
Weighted base: All respondents aged 16-75 years, who have home broadband, 2025 (3,180)
Source: Deloitte Digital Consumer Trends, UK, 2025

Gen Z increasingly use a mobile connection to a consumer electronics device as their main network at home

Network: Primary connection used by a person at home is data from a mobile operator's network (e.g. 4G/5G) – usually on a smartphone or tablet, which may be used as hotspot to tether other devices

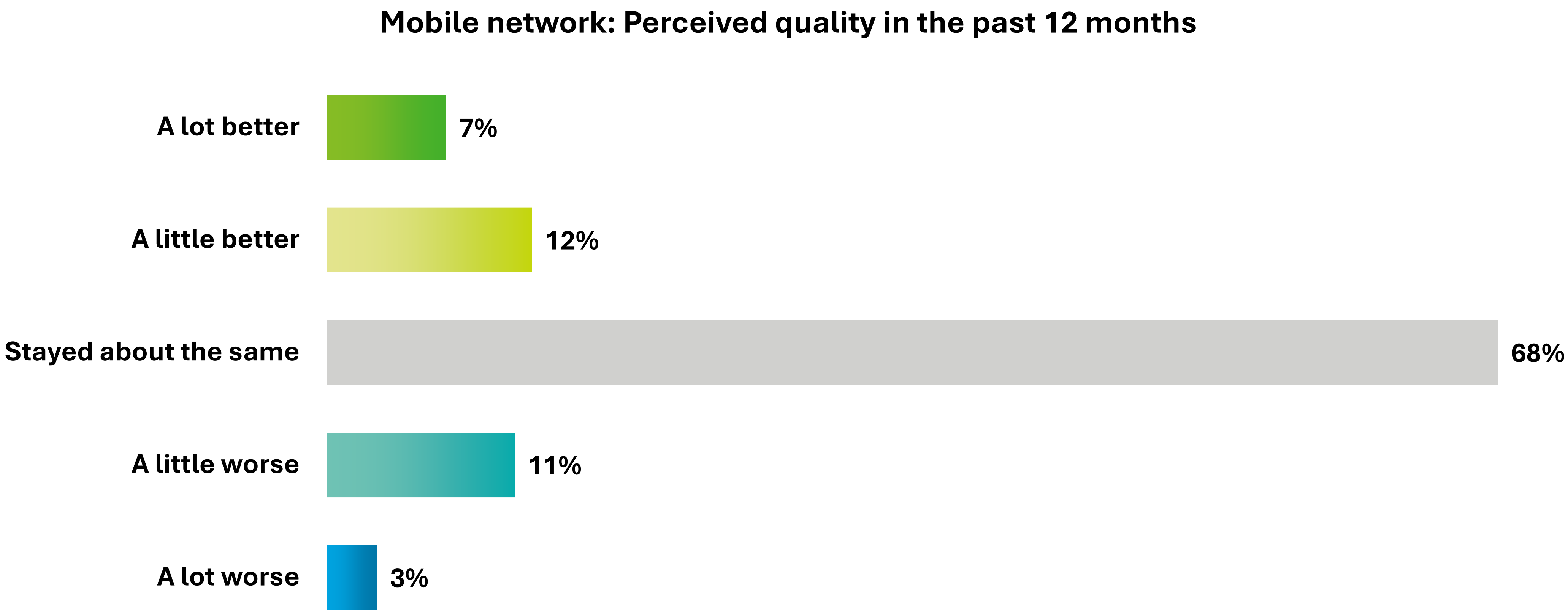


Almost one in five in Gen Z (18%) claim that their primary household connection is data from a mobile operator's network – to or through a consumer electronics device. This could be classified as informal fixed wireless access (FWA).

Young people are increasingly living with parents through their 20s*, and some of them may be using mobile as their personal connection and refusing to connect to the home broadband. Those living away from parents may be cash-constrained and move frequently, making a mobile connection a better option than long term and comparatively expensive fixed broadband contract.

Question: Which, if any, of the following types of internet or home broadband connection is the MAIN one you use in your household?
Weighted base: All respondents aged 16-75 years, 2025 (4,150)
Source: Deloitte Digital Consumer Trends, UK, 2025; *ONS, Population Estimates, 3.8 million households with adult children living with their parents, up 13.6% between 2011-2021.

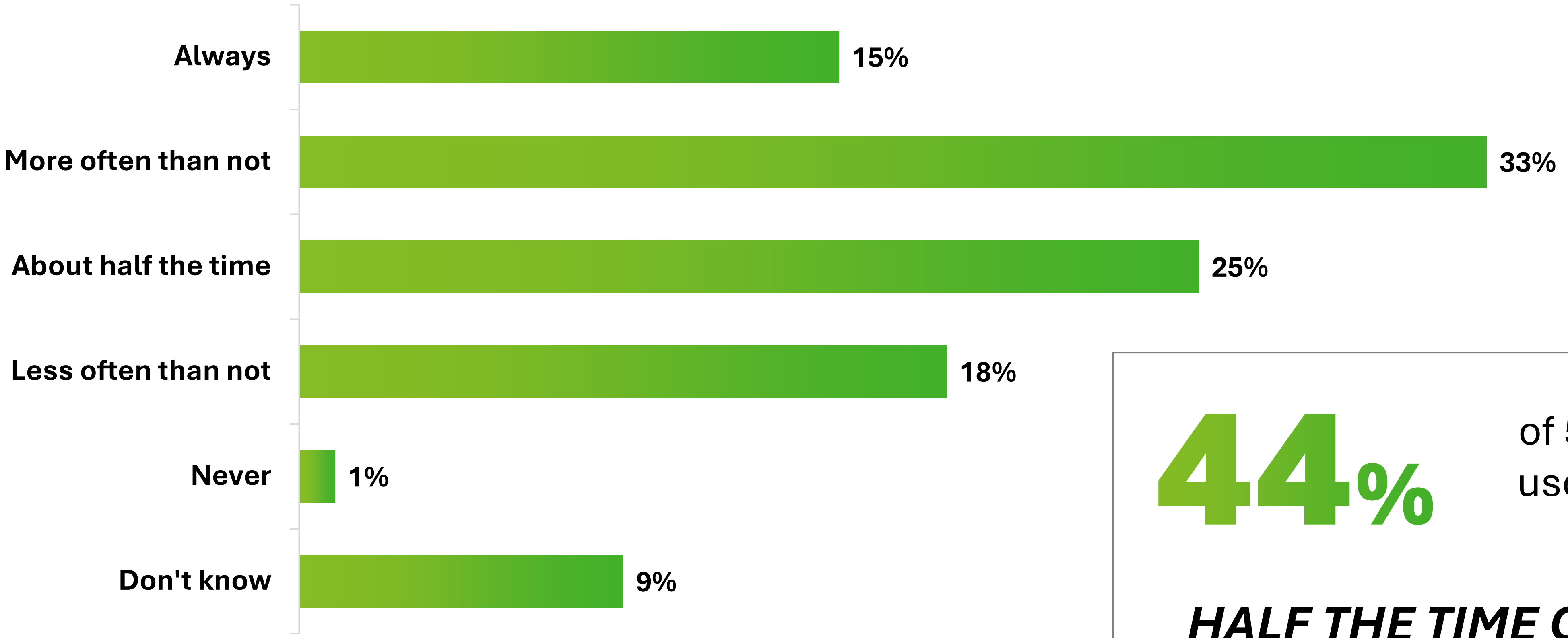
On balance, perception of mobile network quality has changed little. Two thirds (68%) perceive no change; more think it has improved (19%) than declined (14%)



Question: Over the past 12 months, would you say that the quality of your mobile internet service has got better or worse, or has it stayed about the same?
Weighted base: All respondents aged 16-75 years who have a phone or smartphone, 2025 (3,898); Rebased to exclude those who Don't Know
Source: Deloitte Digital Consumer Trends, UK, 2025

5G users not consistently getting 5G signal while on mobile; people may traverse in and out of metropolitan areas, and may find "not spots" on public transport

How often 5G network users actually get 5G



44% of 5G network users actually get 5G...

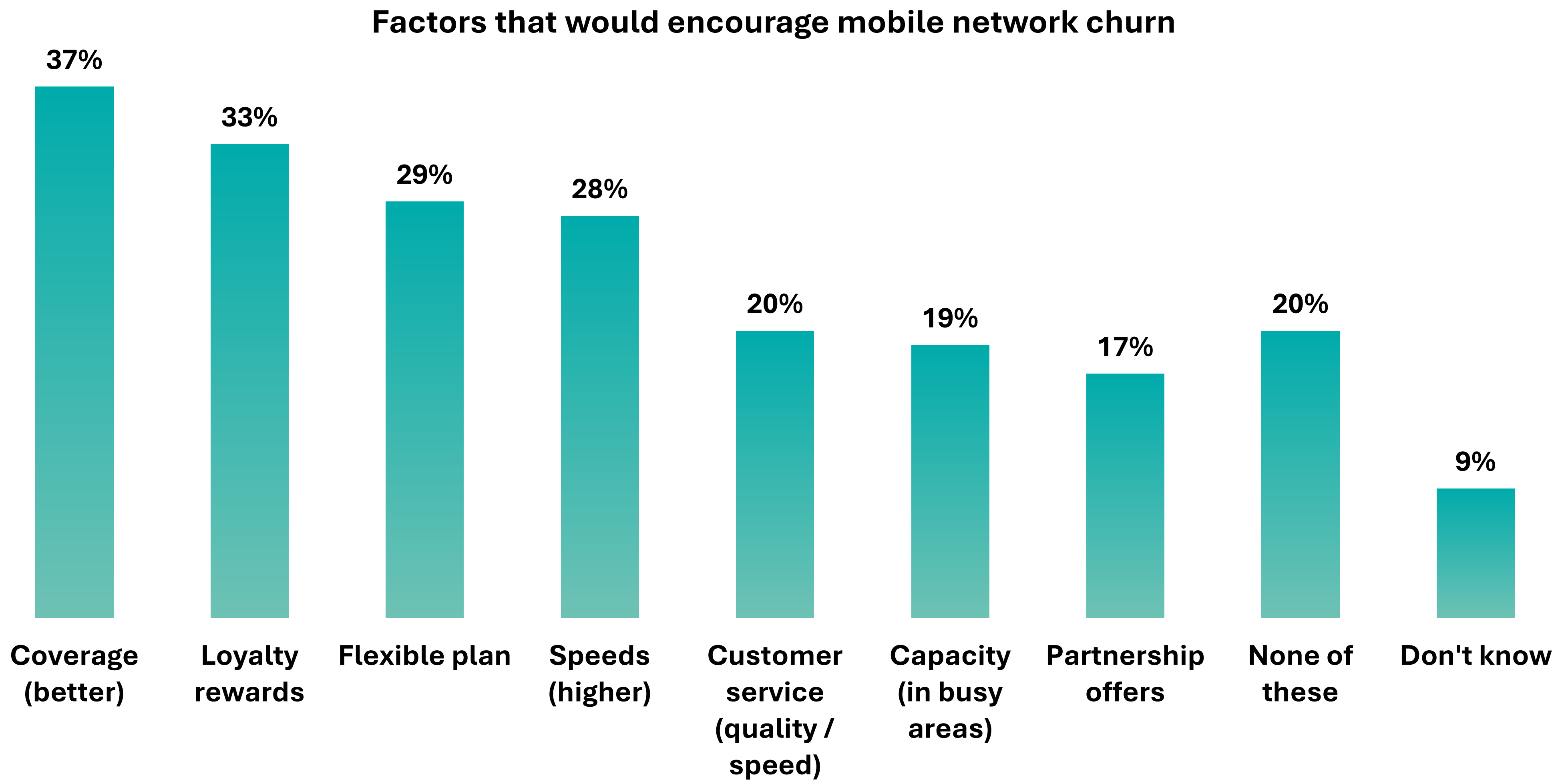
HALF THE TIME OR LESS

Question: Thinking of occasions when you use your mobile operator's network (e.g. 3G/4G/5G, etc.) on your main phone, not Wi-Fi. How often, if at all, do you get 5G network coverage?

Weighted base: All respondents aged 16-75 years, who have 5G on their main phone, 2025 (2,484)

Source: Deloitte Digital Consumer Trends, UK, 2025

Coverage remains the lead motivation for changing mobile network, followed by loyalty rewards; higher speeds is the fourth highest driver



Question: Which, if any, of the following would encourage you to switch mobile network provider?
Weighted base: All respondents aged 16-75 years, All adults 16-75 who have a phone or smartphone 2025 (4,023)
Source: Deloitte Digital Consumer Trends, UK, 2025

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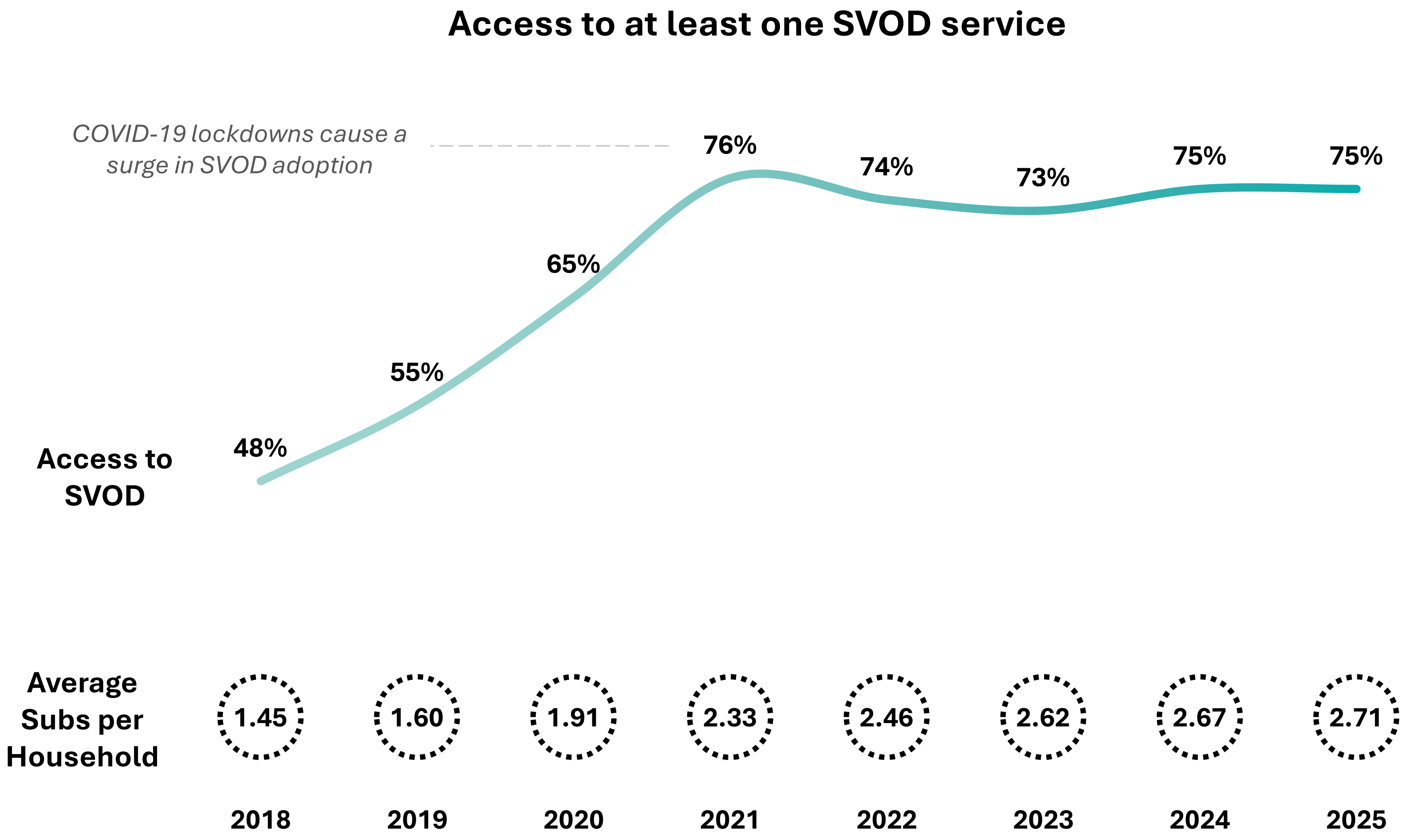
Video

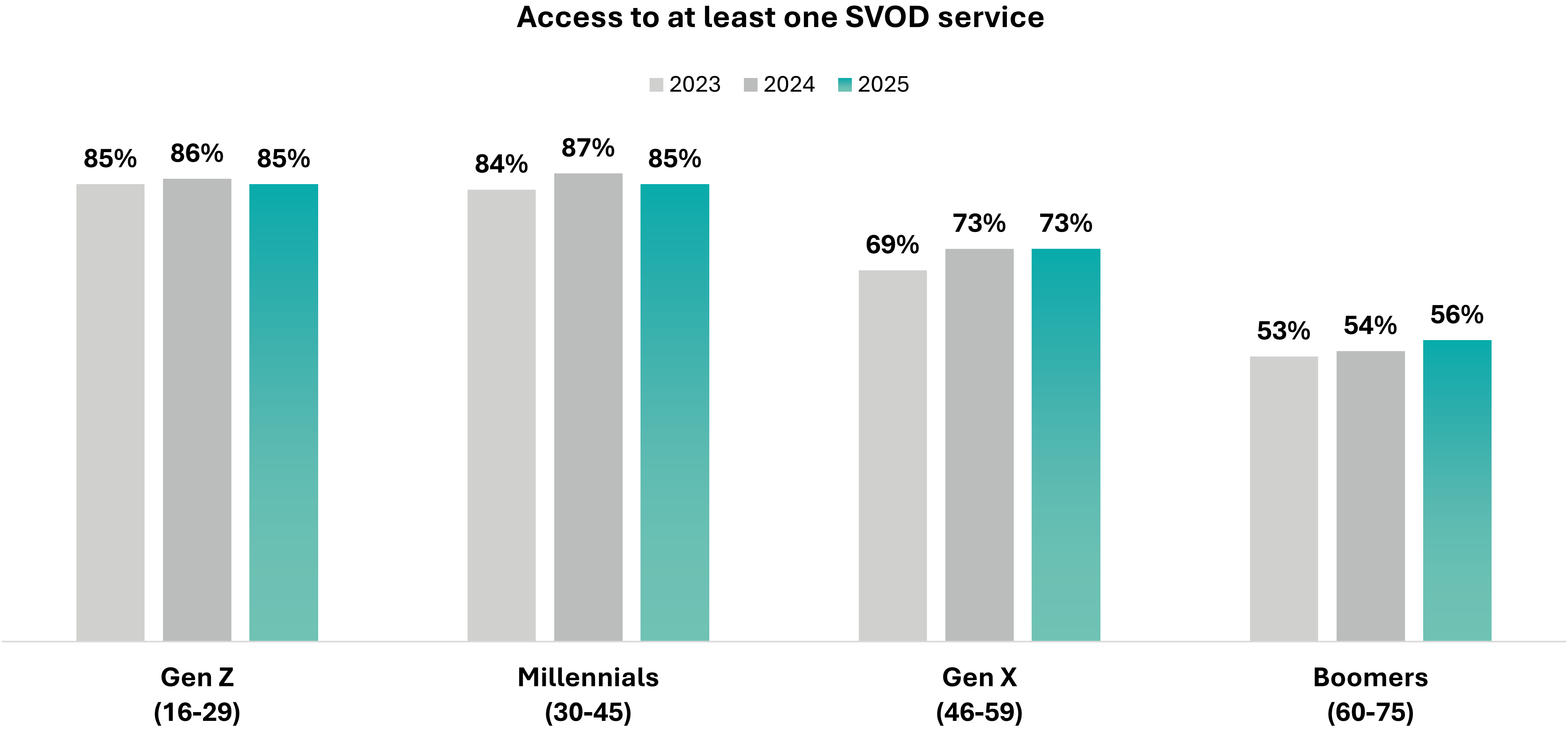
Digital Consumer Trends 2025, UK Edition

SVOD access has remained flat at about 75% since 2021; the average number of subscriptions is little changed since 2023



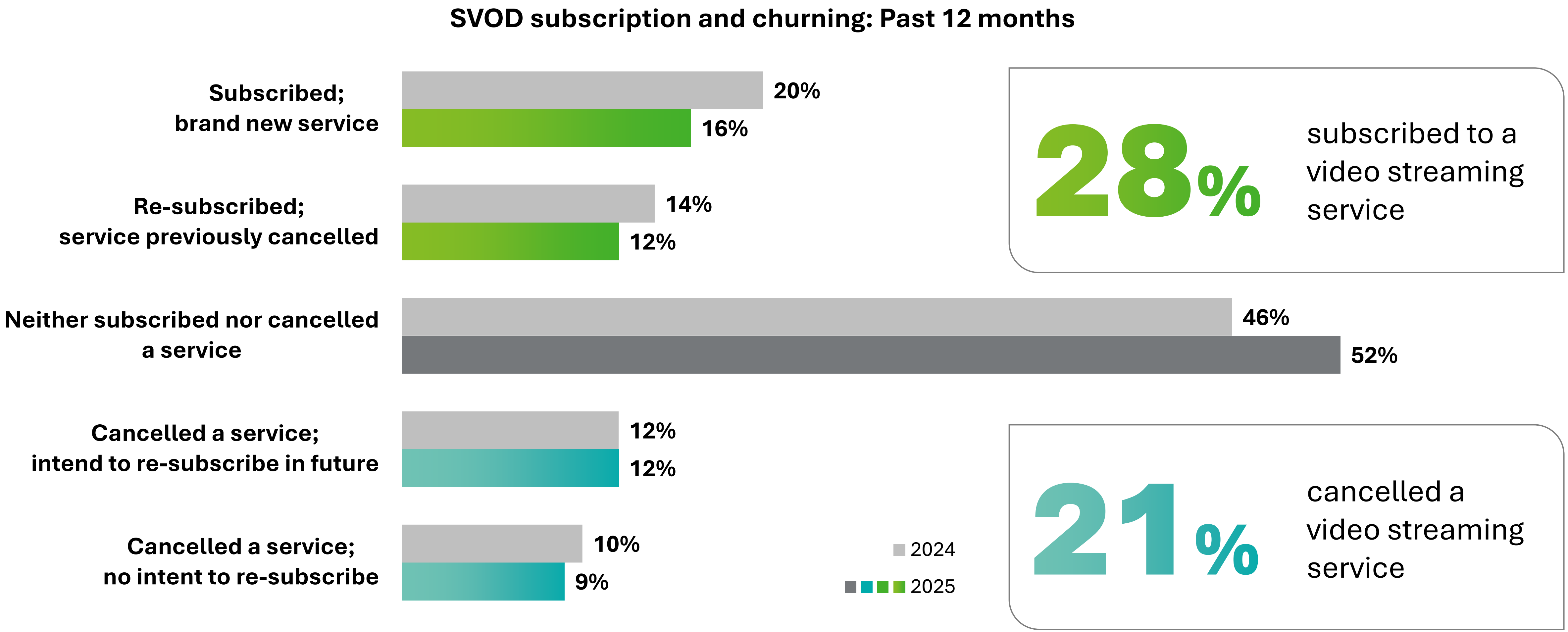
Question: Which paid digital subscription services do you have access to?
Weighted base: All respondents aged 16-75 years, 2018 (4,150), 2019 (4,150), 2020 (4,150), 2021 (4,160), 2022 (4,161) 2023 (4,150), 2024 (4,150), 2025 (4,150)
Source: Deloitte Digital Consumer Trends, UK, 2018-2025

Adoption of SVOD by age group remains relatively constant; there has been no surge in SVOD usage among "silver streamers"



Question: Which paid digital subscription services do you have access to?
Weighted base: All respondents aged 16-75 years, 2023 (4,150), 2024 (4,150), 2025 (4,150)
Source: Deloitte Digital Consumer Trends, UK, 2023-2025

SVOD churn steady at 21%; the majority of SVOD cancellations are intended to be temporary and not permanent

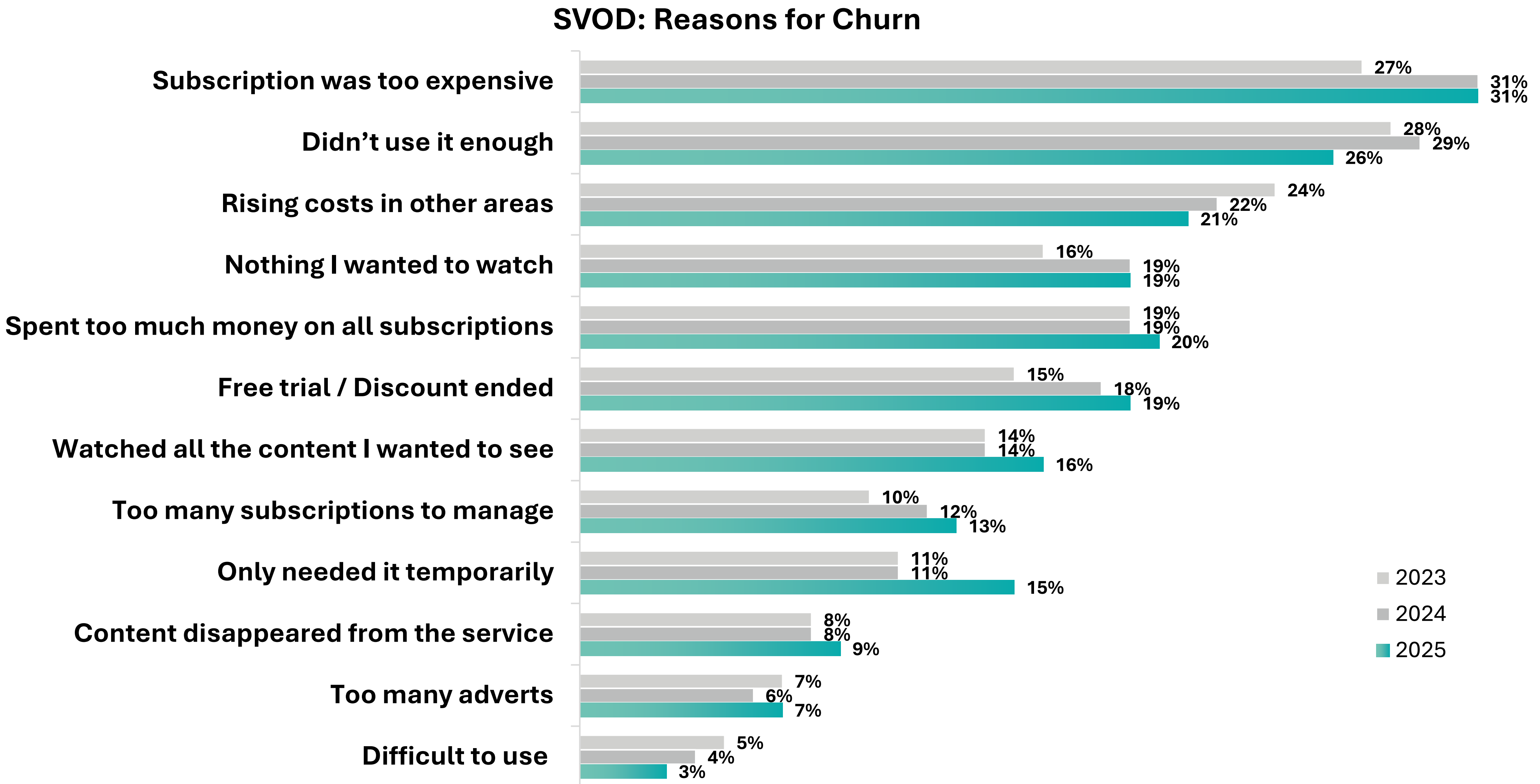


Question: In the last 12 months, have you or your household subscribed to any paid subscriptions for a video streaming service, or cancelled any existing ones?

Weighted base: All respondents aged 16-75 years, 2024 (4,150), 2025 (4,150); Not shown are respondents who answered Can't Remember

Source: Deloitte Digital Consumer Trends, UK, 2024-2025

‘Subscription cycling’ is on the rise, as 15% of churners only add a SVOD sub “temporarily”



Question: You have cancelled a paid subscription for a video streaming service in the last 12 months, why?

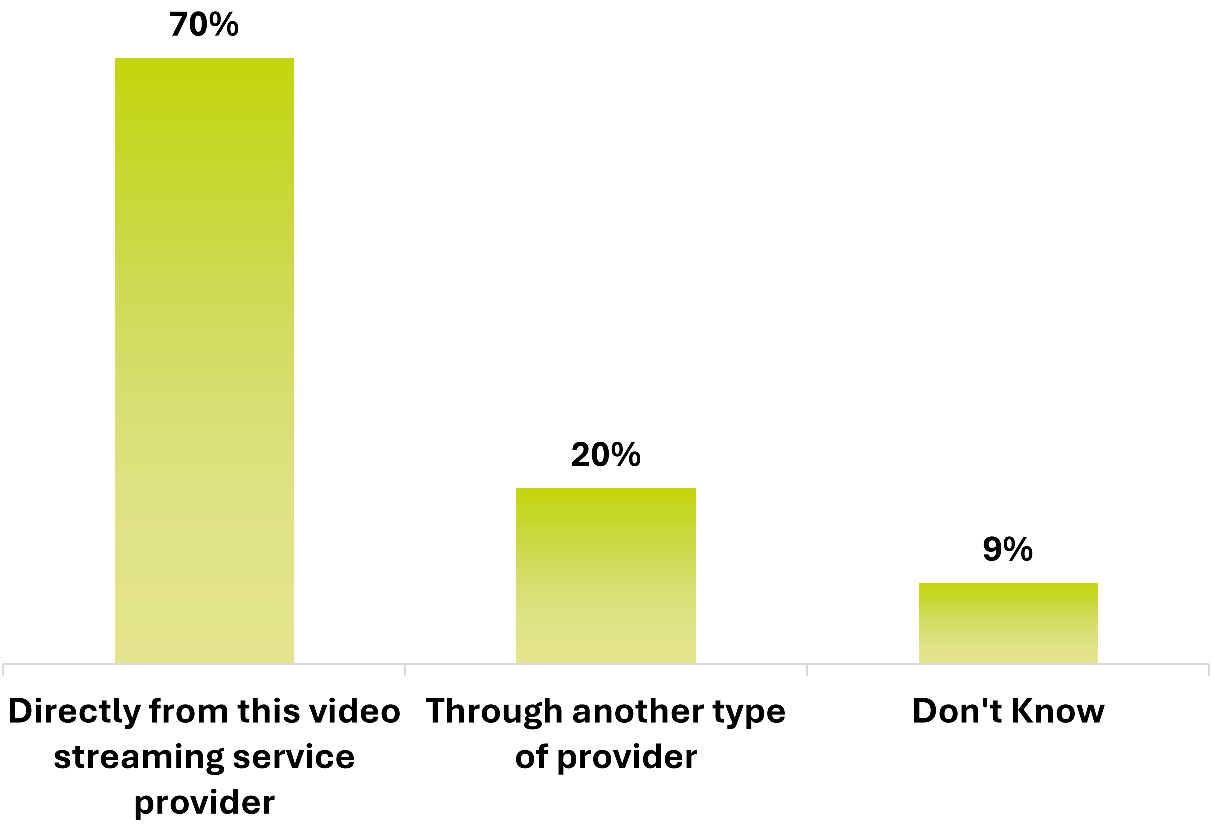
Weighted base: All respondents aged 16-75 years, who cancelled a paid video service in last 12 months, 2023 (1,179), 2024 (1,290), 2025 (1,163); Not shown are respondents who answered Don’t Know, Other, Content inappropriate for children

Source: Deloitte Digital Consumer Trends, UK, 2023-2025

SVOD platforms increasingly look to third-parties as a route to market

SVOD: Purchased direct vs via a third-party

Asked across five of the most popular SVOD platforms. The below represents proportions of the number of total subscriptions taken out by UK citizens



One in five (20%) SVOD subscriptions in the UK is not purchased directly from the platform, but instead via a third-party. This could be via a telco, pay TV, bank, or another type of aggregator.

For SVOD platforms, this offloads the billing and some of the customer support. It can also help reduce churn and reduce subscription cycling if their video platform is bundled for 18- or 24-months as part of a broader contract.

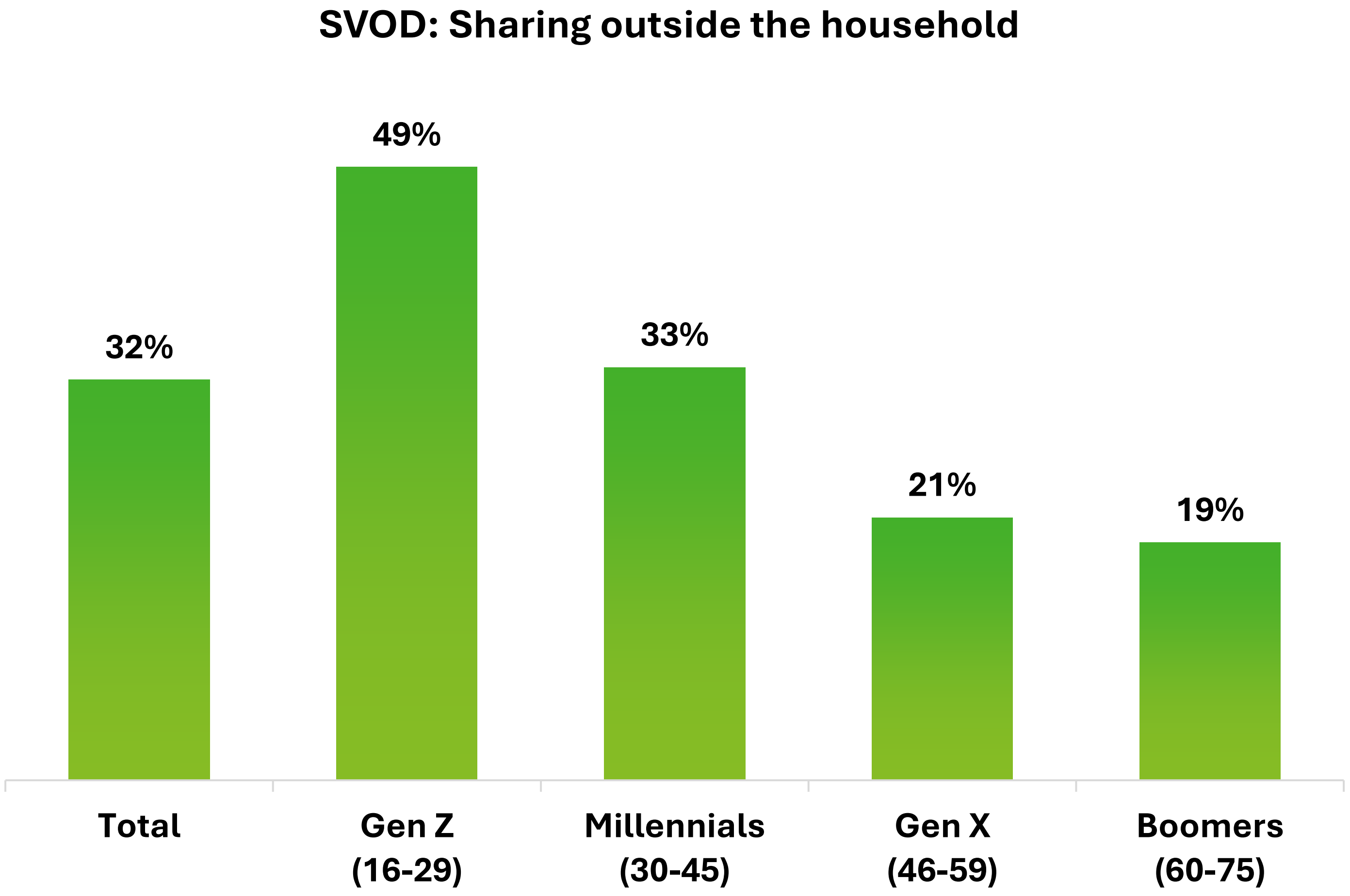
Smaller SVOD platforms tend to skew more to third-party distribution.

Question: Which of the following best describes how you took out each of the following paid video streaming subscriptions?
Weighted base: All respondents aged 16-75 years, 2025, who have access to each paid video subscription service, (2,403/1,879/1,347/487/329)
Source: Deloitte Digital Consumer Trends, UK, 2025

SVOD account sharing is still common; some users may have perfected methods to circumvent password sharing crackdowns

32%

of SVOD users share at least one service outside their household



Question: How many households share the following accounts? [Asked of three major streaming services]
Weighted base: All respondents aged 16-75 years who have access to a specific paid video subscription service, 2025 (2,940)
Source: Deloitte Digital Consumer Trends, UK, 2025

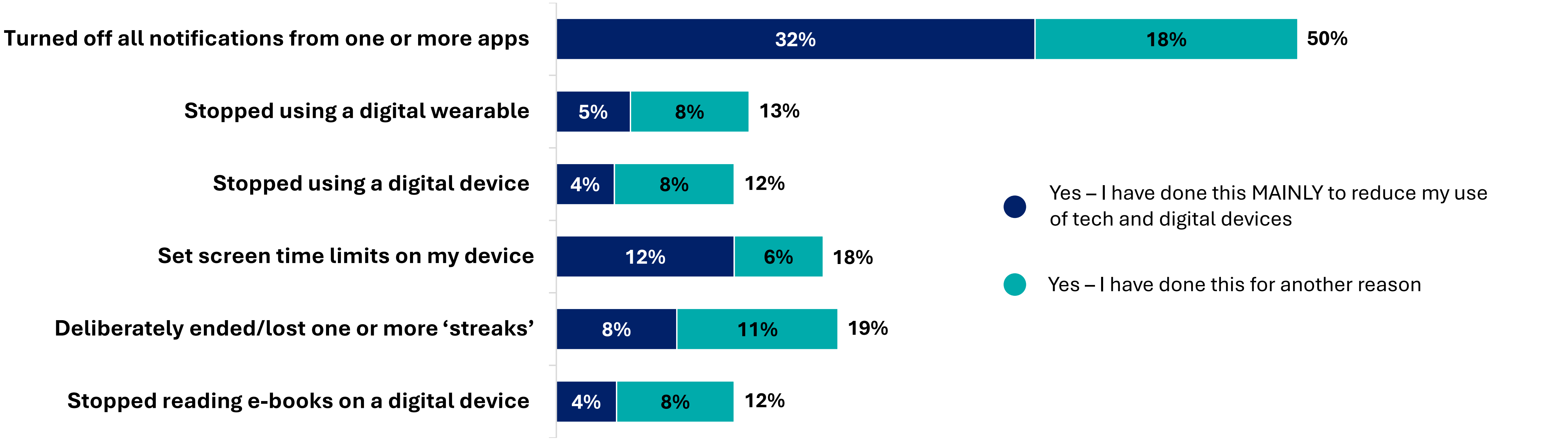
Online

Digital Consumer Trends 2025, UK Edition

One in five (19%) have deliberately ended a digital 'streak' in the past year

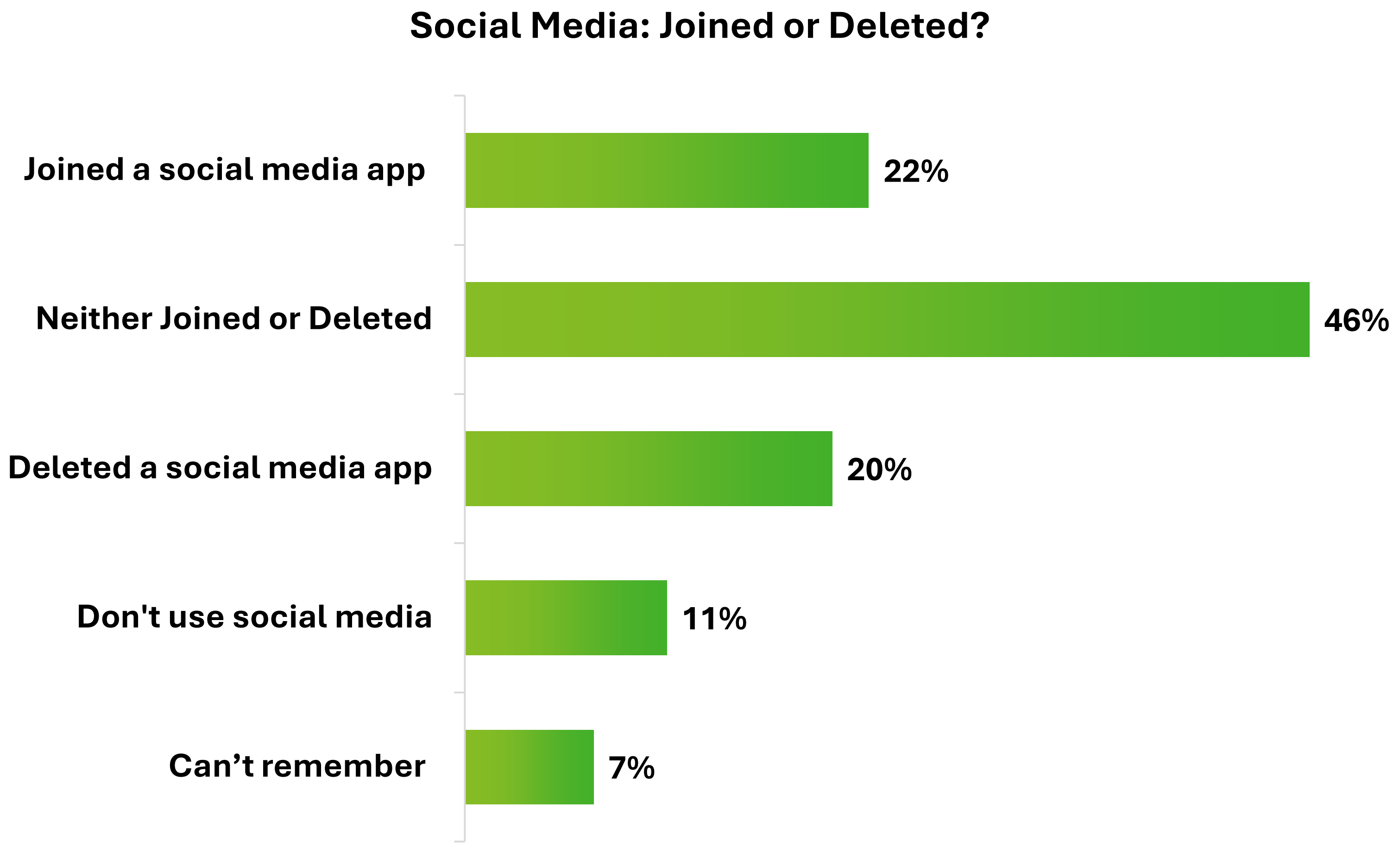
COVID lockdowns in 2020 and 2021 gave consumers a guilt-free pass to immerse themselves in digital products and experiences. But in the years since, some consumers have grown fatigued with digital, and attempted to change their digital habits. For example, half of respondents (50%) have turned off notifications for an app in the past year, and one in five (18%) have set screen time limits. A number have also stopped using one or more digital devices.

De-Digitisation: Which of these have you done?



Question; Which, if any, of the following have you personally done in the last 12 months?; And which, if any, of the following have you done within the last 12 months MAINLY to reduce the use of technology or digital devices?
Weighted base: All respondents aged 16-75 years, 2025 (4,150)
Source: Deloitte Digital Consumer Trends, UK, 2025

One in five (20%) have deleted a social media app in the past 12 months



Given the range of social media apps available to consumers, all of which compete for our time, attention and engagement – some social media platforms have become surplus to requirements.

One in five people (20%) have deleted a social media app in the past 12 months; while a similar number, 22%, have joined a new one.

Gen Z are particularly active on this front, with 40% of them joining a social media app, and 29% deleting a social media app in the past 12 months.

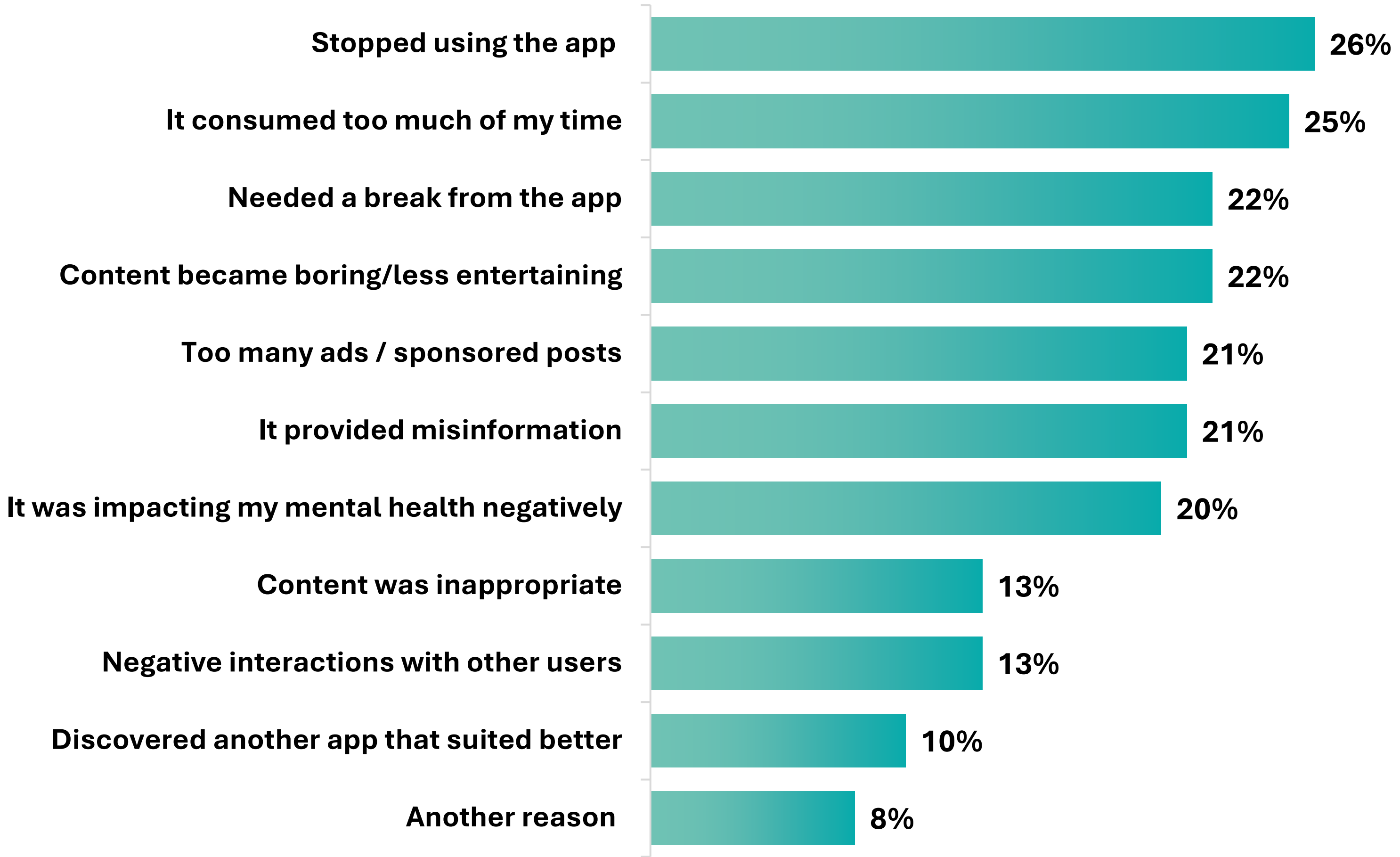
Question: In the last 12 months, have you joined any social media apps or deleted any existing ones from one or more of your devices?
Weighted base: All respondents aged 16-75 years, 2025 (4,150)
Source: Deloitte Digital Consumer Trends, UK, 2025

A quarter of those that deleted a social media did so to reclaim some time

20%

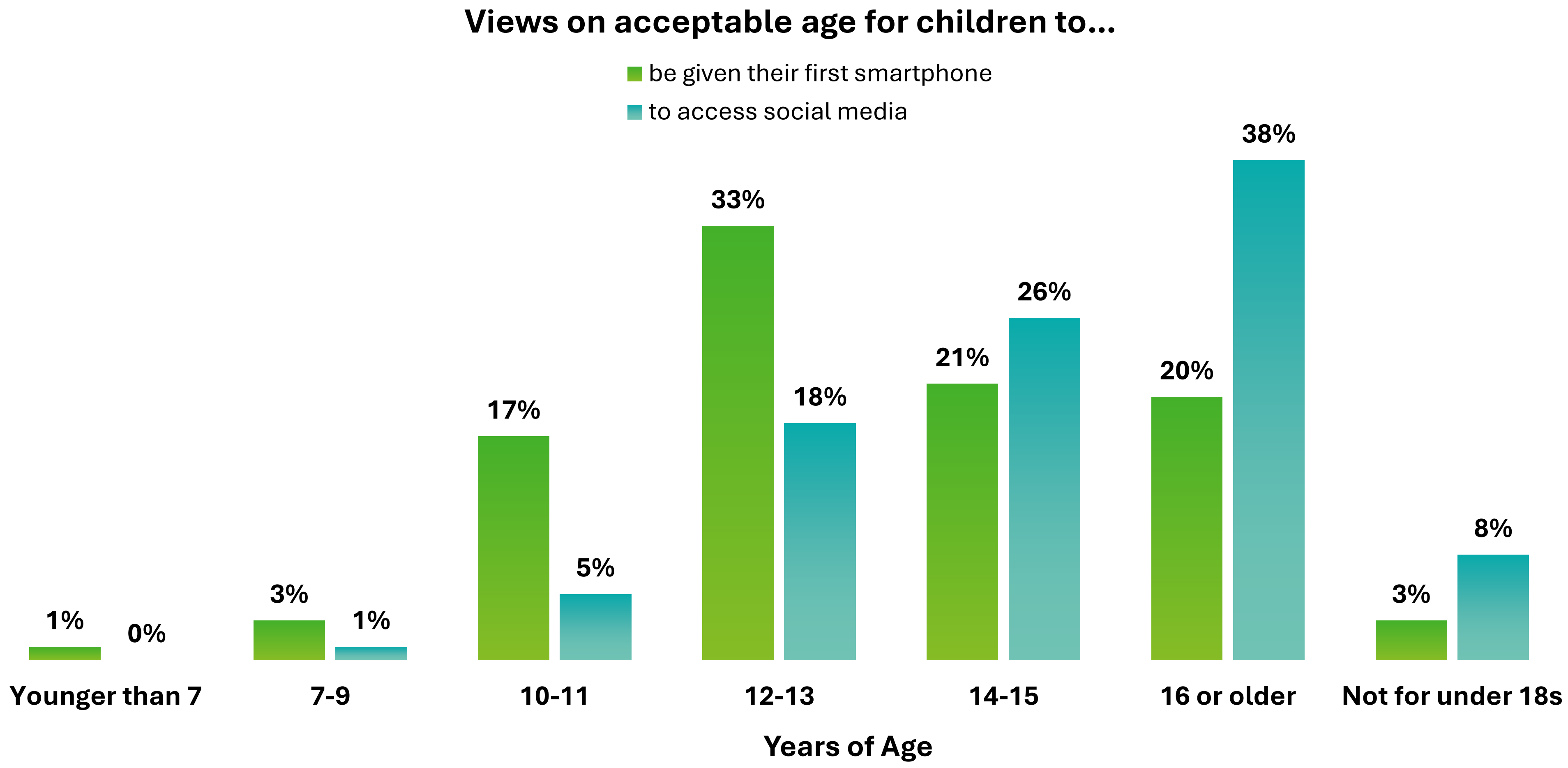
deleted a Social Media app in the past 12 months

Social Media: Reasons for Deleting



Question: You mentioned that you have deleted a social media app in the last 12 months. What prompted you to make this decision?
Weighted base: All respondents aged 16-75 years, who have deleted social media temporarily or permanently in the past 12 months, 2025 (1,063); excludes “Don’t know” (1%)
Source: Deloitte Digital Consumer Trends, UK, 2025

50% feel the appropriate age for a first smartphone is between 10-13 years old; typically, people feel a smartphone itself may be safer than social media

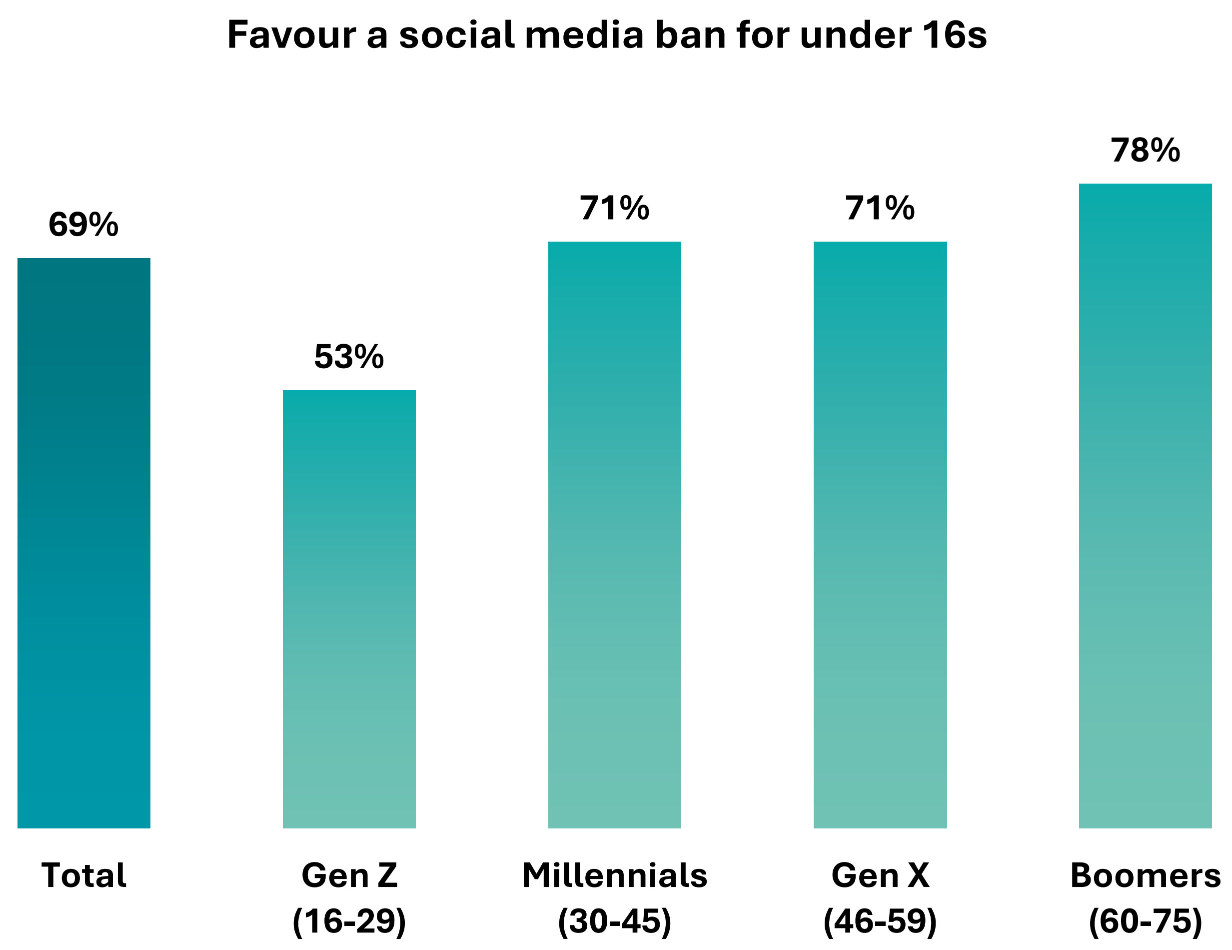


Question: At what age do you think it's acceptable for a child…? - to be given their first smartphone for their own personal use? - to access social media for their own personal use?

Weighted base: All respondents aged 16-75 years, who have a phone or smartphone, 2025 (4,023); Don't Know excluded

Source: Deloitte Digital Consumer Trends, UK, 2025

Over half (53%) of Gen Z would favour a ban on social media for people under 16 years



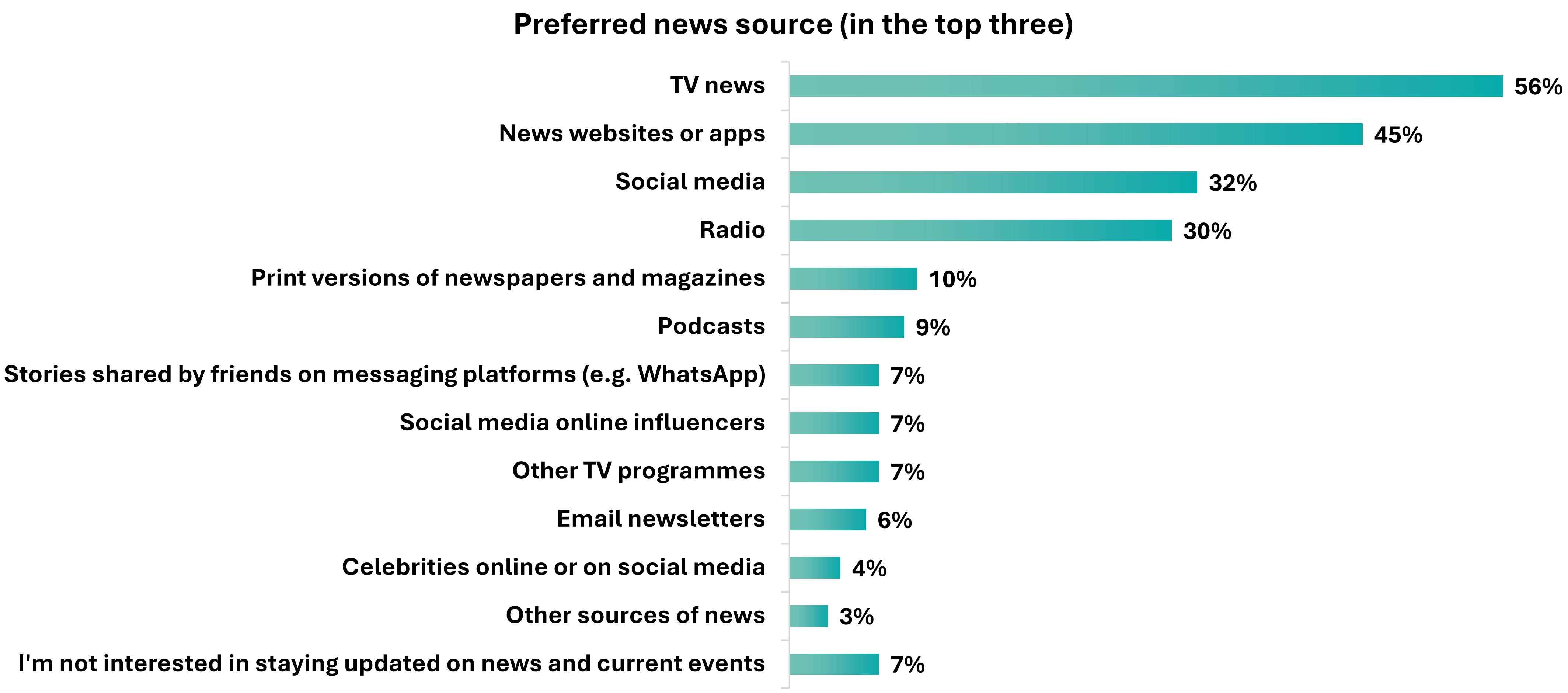
Overall, people generally support the idea of a social media ban for under 16s.

Over half (53%) of Gen Z, who have grown up immersed in social media, would also support a ban for under 16s.

Overall, 82% would support social media platforms requiring an age verification method when registering, and 83% would support a form of usage limitations for under 18s, so it may be that certain safeguards would appease most.

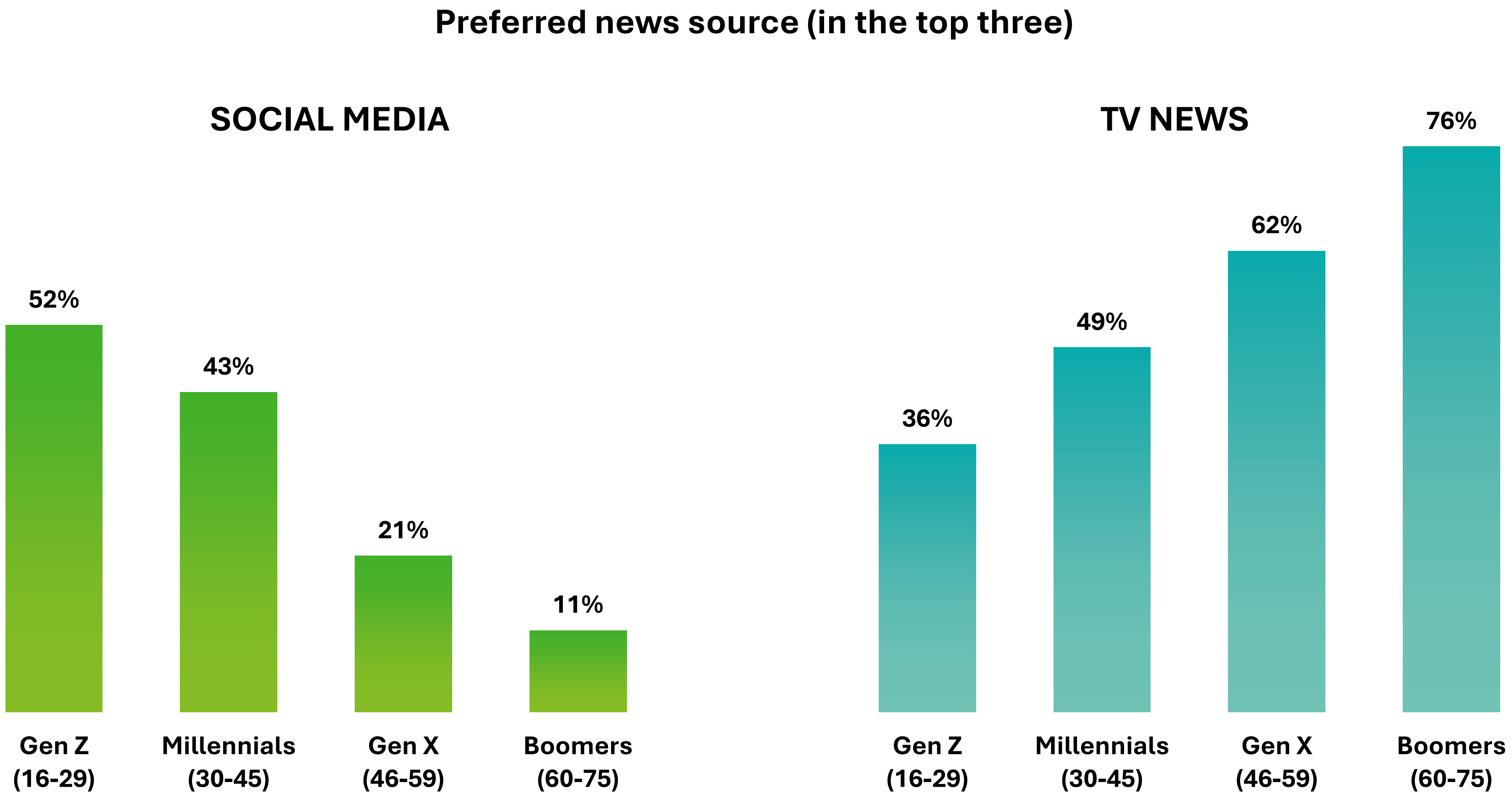
Question: To what extent would you favour or oppose the implementation of... Banning social media usage for people younger than 16 years old?
Weighted base: All respondents aged 16-75 years, who have a phone or smartphone, 2025 (4,023)
Source: Deloitte Digital Consumer Trends, UK, 2025

TV remains the primary preferred source of news content, but there are significant, important variations by age group



Question: Which, if any, of the following are your most preferred methods to stay updated on news or current events?
Weighted base: All respondents aged 16-75 years, 2025 (4,150)
Source: Deloitte Digital Consumer Trends, UK, 2025

Young groups use social media for news; older groups opt for TV



Question: Which, if any, of the following are your most preferred methods to stay updated on news or current events?
Weighted base: All respondents aged 16-75 years, 2025 (4,150)
Source: Deloitte Digital Consumer Trends, UK, 2025

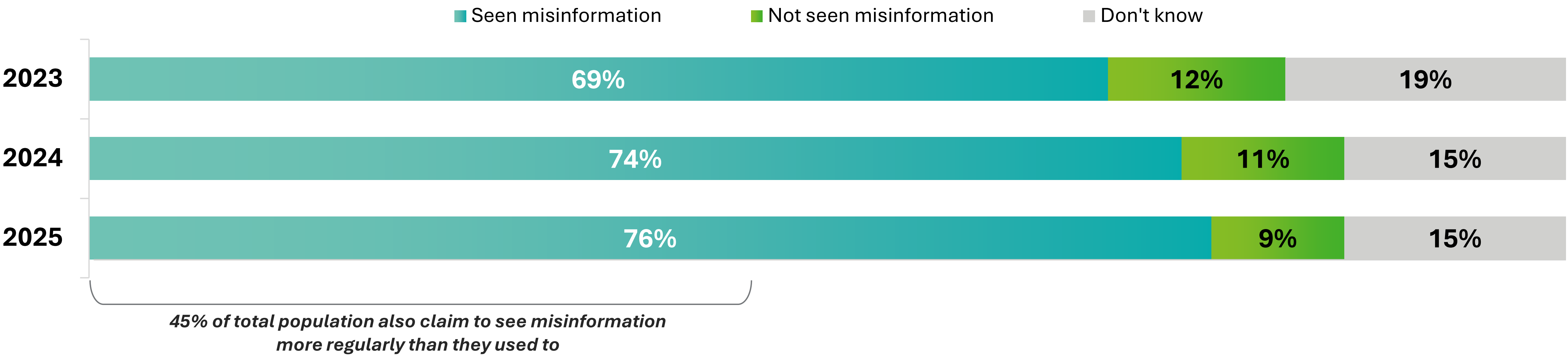
Online misinformation persists

People source their news from a broad variety of sources, some of which contain misinformation. In the last 12 months, 76% of respondents report having seen misinformation. This compares to 74% in 2024 and 69% in 2023.

Some people may wrongly categorise real information as misinformation.

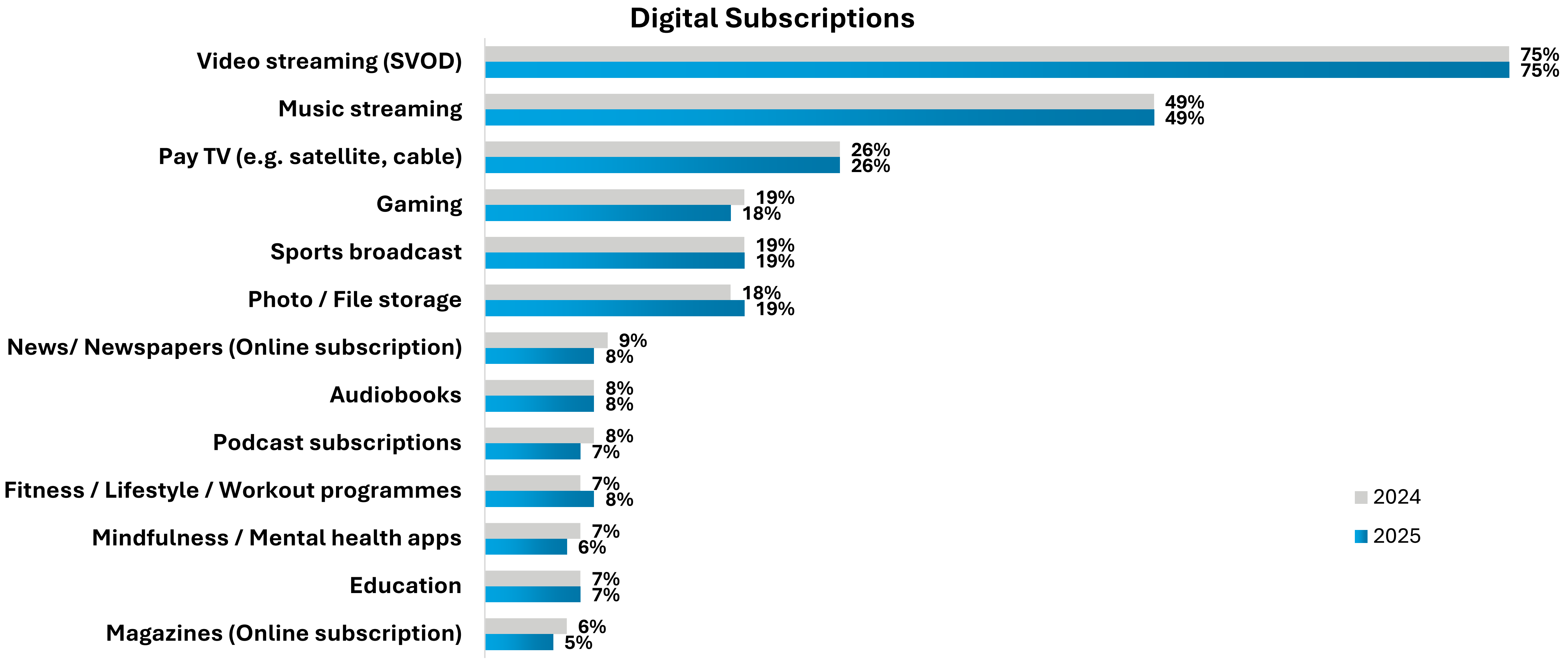
Younger groups are more likely to have seen and identified misinformation, with 86% of Gen Z claiming this in the past 12 months.

Online misinformation: Seeing and identifying



Question: These days, would you say you are seeing this type of information more or less regularly than you were 12 months ago or are you seeing it with the same level of regularity?
Weighted base: All respondents aged 16-75 years, 2023 (4,150), 2024 (4,150), 2025 (4,150)
Source: Deloitte Digital Consumer Trends, UK, 2025

Online subscription fatigue may have set in, as no category of digital subscription shows significant growth in 2025; consumers may have reached a psychological limit



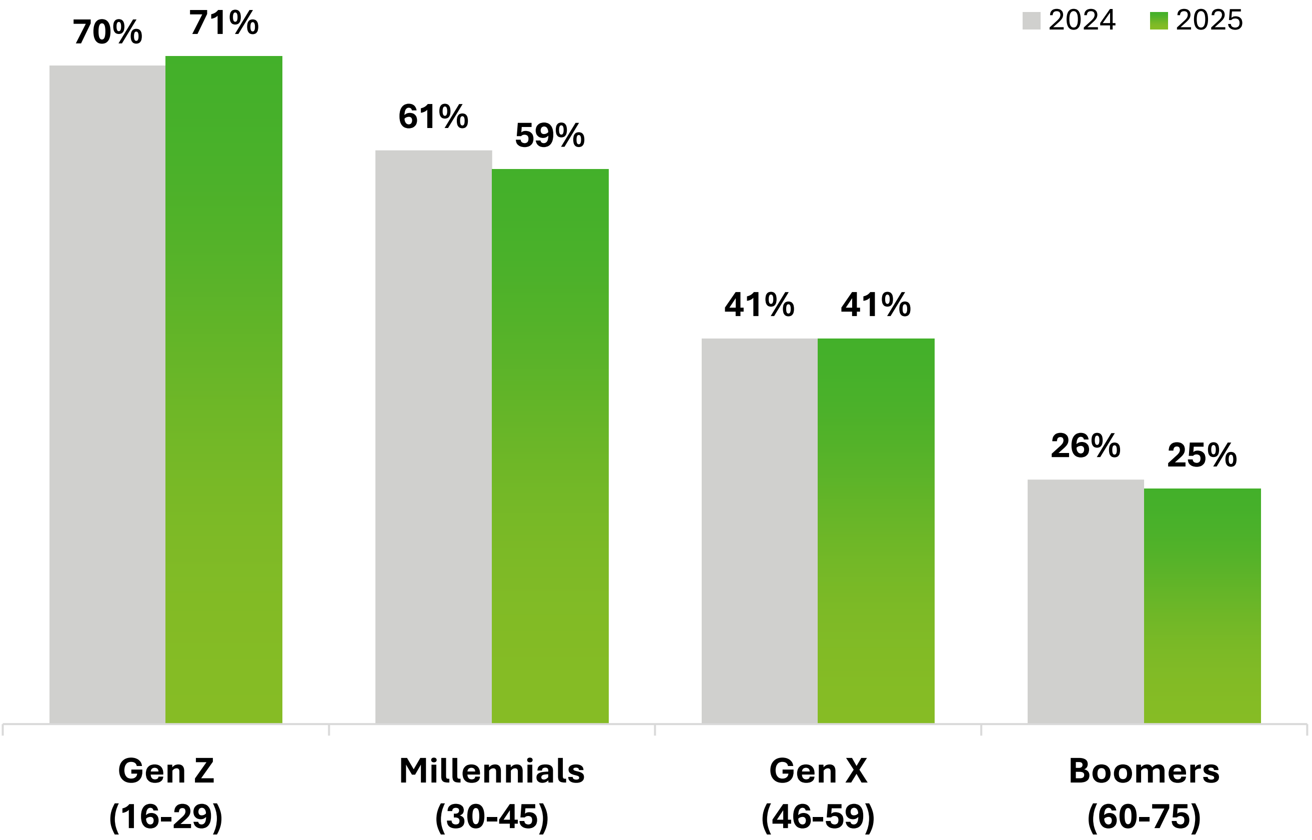
Question: Which, if any, of the following paid digital subscription services do you have access to? [SVOD and Music]; Thinking about paid services or subscriptions, which, if any, of the following do you have access to?
Weighted base: All respondents aged 16-75 years, 2023 (4,150), 2024 (4,150), 2025 (4,150); Excludes "None of these", "Don't know"
Source: Deloitte Digital Consumer Trends, UK, 2025

Access to paid music subscriptions is steady; the total number of people who pay has hardly shifted in several years (in 2023 it was 48%)

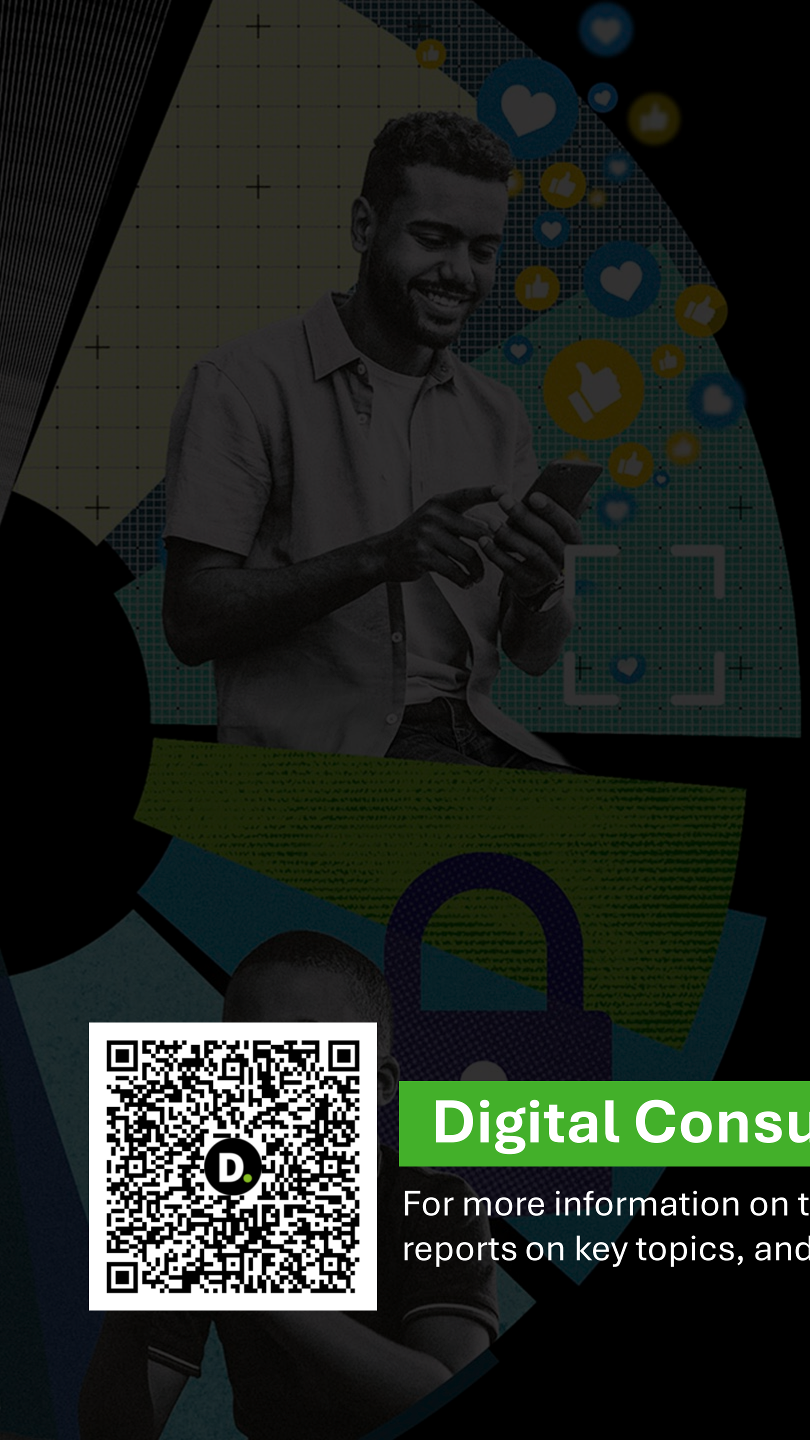
49%

of consumers have access to paid music streaming services in 2025

Access to a paid music subscription



Question: Which, if any, of the following paid digital subscription services do you have access to?* [Music]
Weighted base: All respondents aged 16-75 years, 2024 (4,150), 2025 (4,150); Respondents were given choices, including Apple Music, Spotify Premium, YouTube Music, Amazon Music Unlimited, Amazon/Prime Music, and others.
Source: Deloitte Digital Consumer Trends, UK, 2025



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