

Digital Consumer Trends 2026

UK Edition | June 2026

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Introduction

Digital Consumer Trends 2026

Welcome to *Digital Consumer Trends 2026*.

For seventeen years, this annual report has explored what *real, everyday people* are thinking, feeling, saying and doing what it comes to devices and digital experiences.



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Digital Consumer Trends 2026 (UK) is conducted by Deloitte’s Technology, Media and Telecommunications practice.

It’s part of a multi-country study of how people use digital products and services. It spans devices, connectivity, video entertainment, news, artificial intelligence, social media, and online experiences. It was previously known as the Mobile Consumer Survey.

This survey was fielded in May 2026 by an independent research agency. It is a nationally representative sample of 4,156 consumers between 16-75 in the UK, 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.

As in previous years, survey results are grouped by generation. The year, we’ve refreshed the age brackets to reflect where people are today.

Generation	Ages
Gen Z	16-30
Millennials	31-46
Gen X	47-60
Boomers	61-75



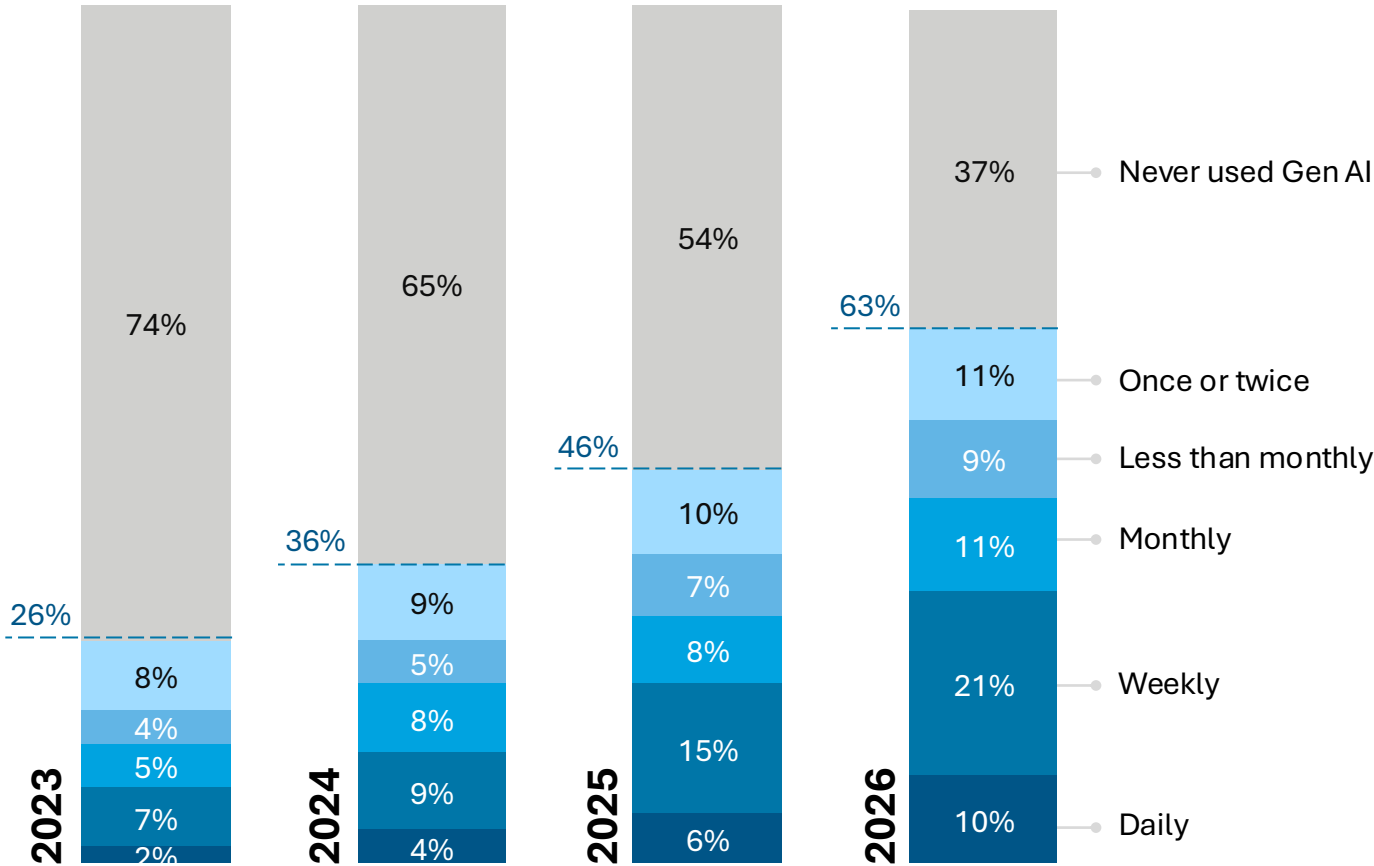


Section One

Artificial Intelligence

One in ten people (10%) uses a standalone Gen AI app every day

Standalone Gen AI frequency of use



As of May 2026, 63% of consumers have used a Gen AI application, such as ChatGPT, Google Gemini, or Anthropic Claude.

This is a 17-percentage point increase on 2025 (growth of 37%). In the prior year, the increase was 10-percentage points, at growth rate of 28%.

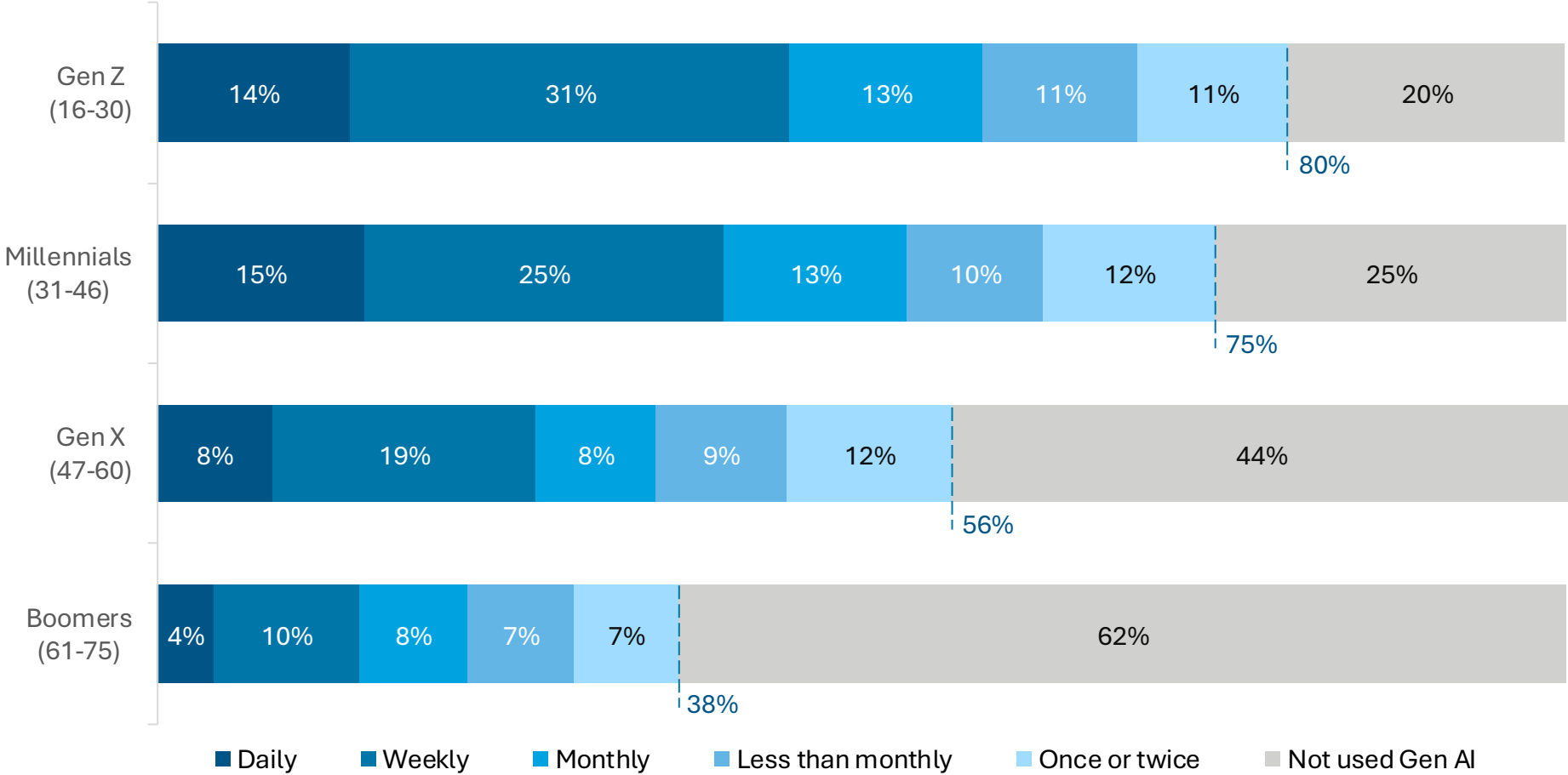
One in ten (10%) of consumers use a Gen AI application daily, though in greater London it is almost double this rate, at 18%. The daily usage rate has accelerated relative to the prior year.

That said, daily usage compares poorly to search, social media and other longer established applications.

Question: Which best describes your use?
 Weighted base: All respondents aged 16-75 years, 2023 (4,150), 2024 (4,150), 2025 (4,150), 2026 (4,156)
 Source: Deloitte Digital Consumer Trends, UK, 2023-2026

Millennials have a higher daily-usage rate for AI than Gen Z; possibly due to workforce participation

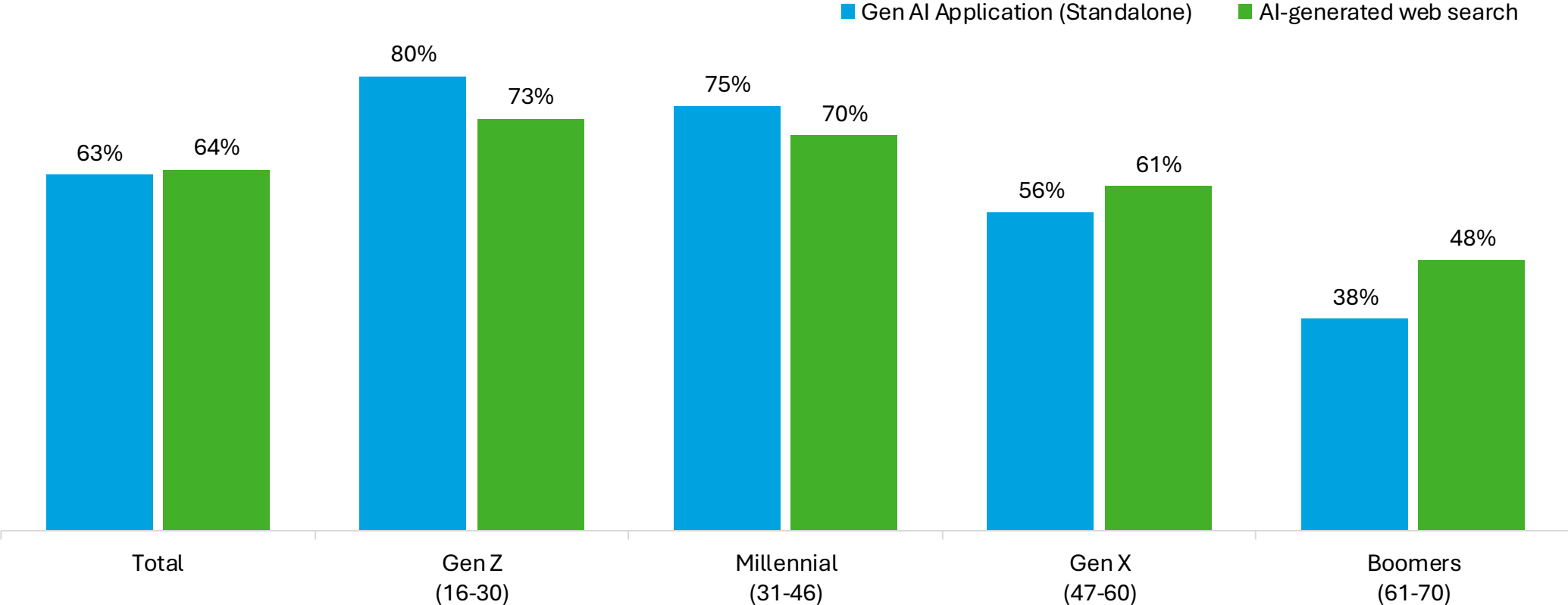
Standalone Gen AI frequency of use, 2026, by generation



Question: Which best describes your use?
 Weighted base: All respondents aged 16-75 years, 2026 (4,156)
 Source: Deloitte Digital Consumer Trends, UK, 2026

More people have come across AI-generated web search (e.g. Google AI Overview, Bing Copilot Search) in the past 12 months than have ever used any standalone AI app for any purpose

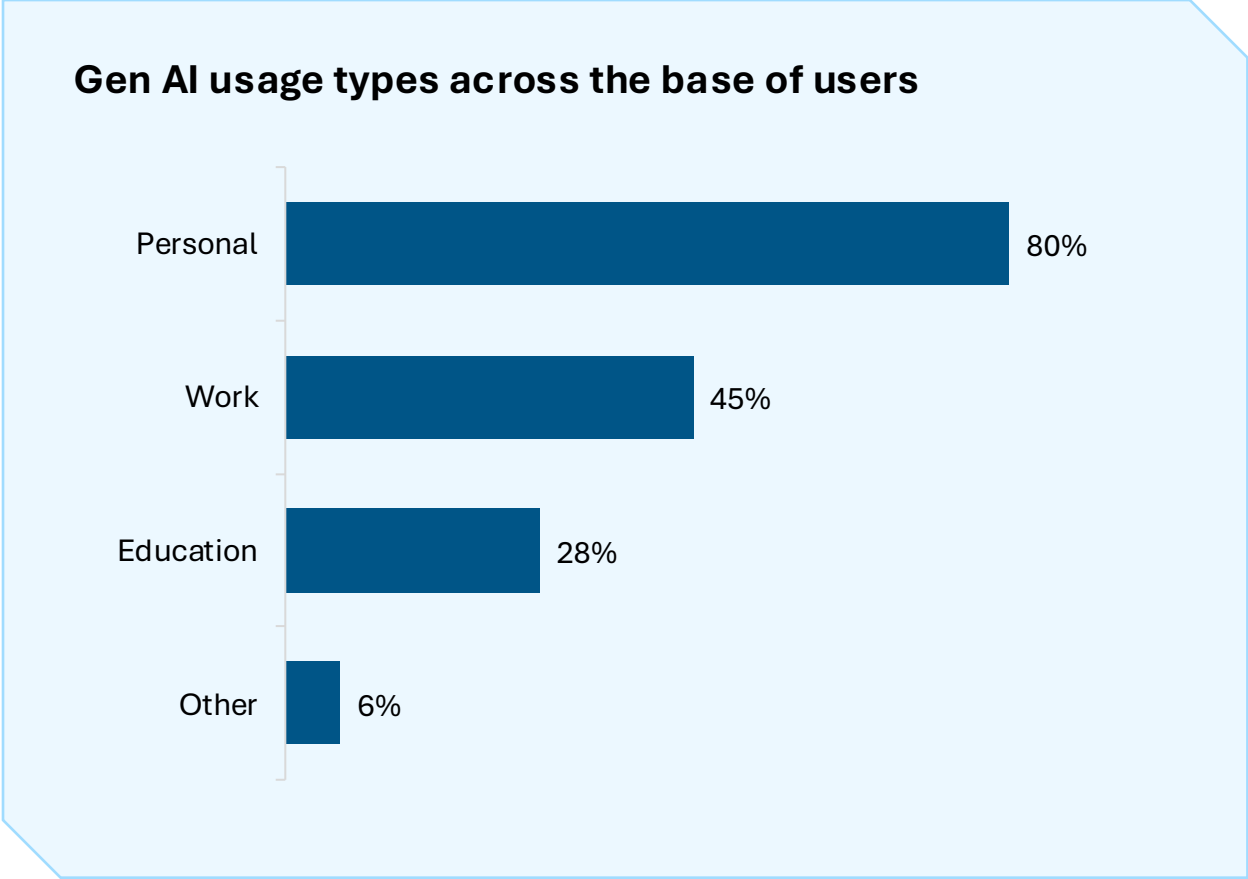
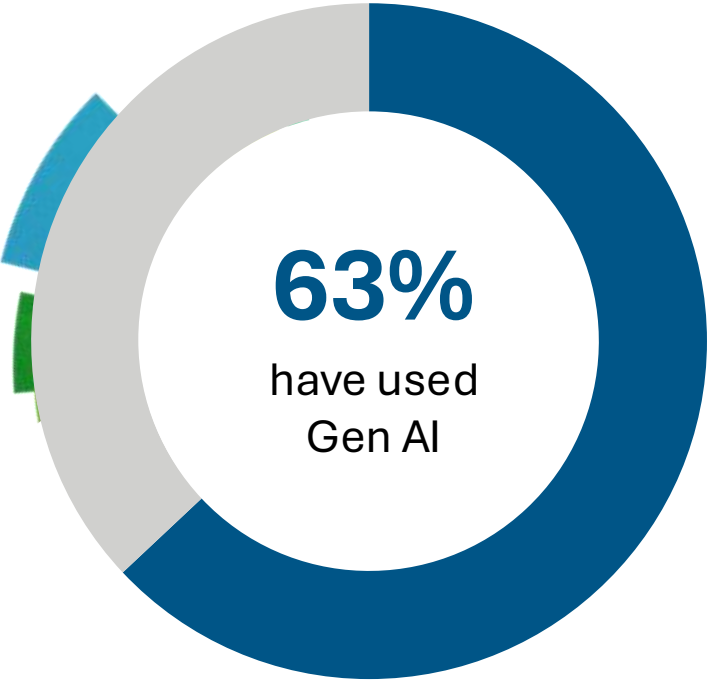
Standalone Gen AI any use, vs AI-generated web search (past 12 months)



Question: Which, if any, Generative AI tools have you used?; In the last 12 months, have you come across AI-generated web search summary while using your devices or browsing online?

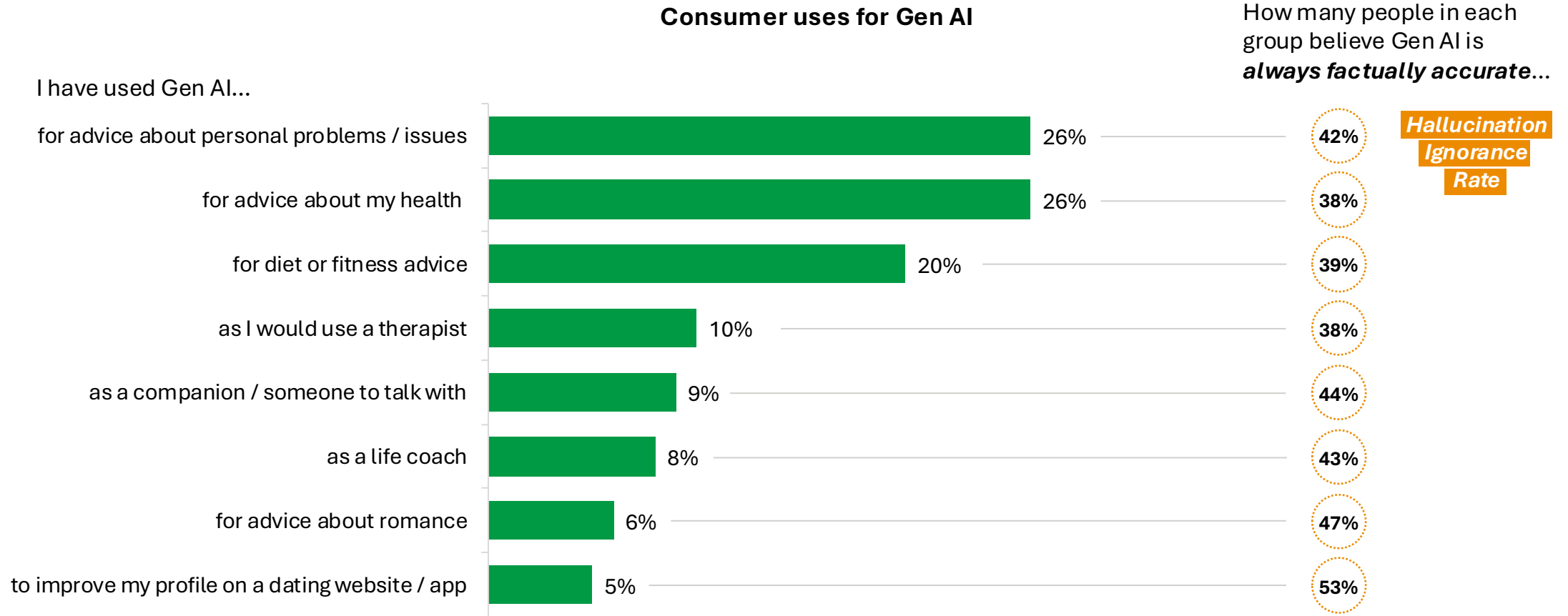
Weighted base: All respondents aged 16-75 years, 2026 (4,156)
Source: Deloitte Digital Consumer Trends, UK, 2026

In 2026, we measure that 14.5 million people have used Gen AI for work in the UK; this is an increase from 11 million in 2025



Question: Which of the following purposes have you used any Generative AI for?
Weighted base: All respondents aged 16-75 years, who have used any Generative AI tool, 2026 (2,624)
Source: Deloitte Digital Consumer Trends, UK, 2026

A quarter of Gen AI users (16% of total population) have used it for advice about their health; 38% of this group think it's always correct

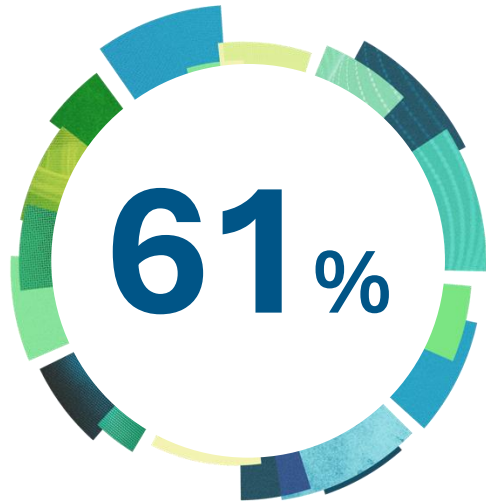


Question: Which, if any, of the following have you ever used AI tools for?; To what extent do you agree or disagree with the following statements? "Generative AI always produces factually accurate responses"

Weighted base: All respondents aged 16-75 years, who have used any Generative AI tool, 2026 (2,624); for specific consumer purpose: personal problems, health, diet or fitness, therapist, companion, life coach, romance, dating profile

Source: Deloitte Digital Consumer Trends, UK, 2026

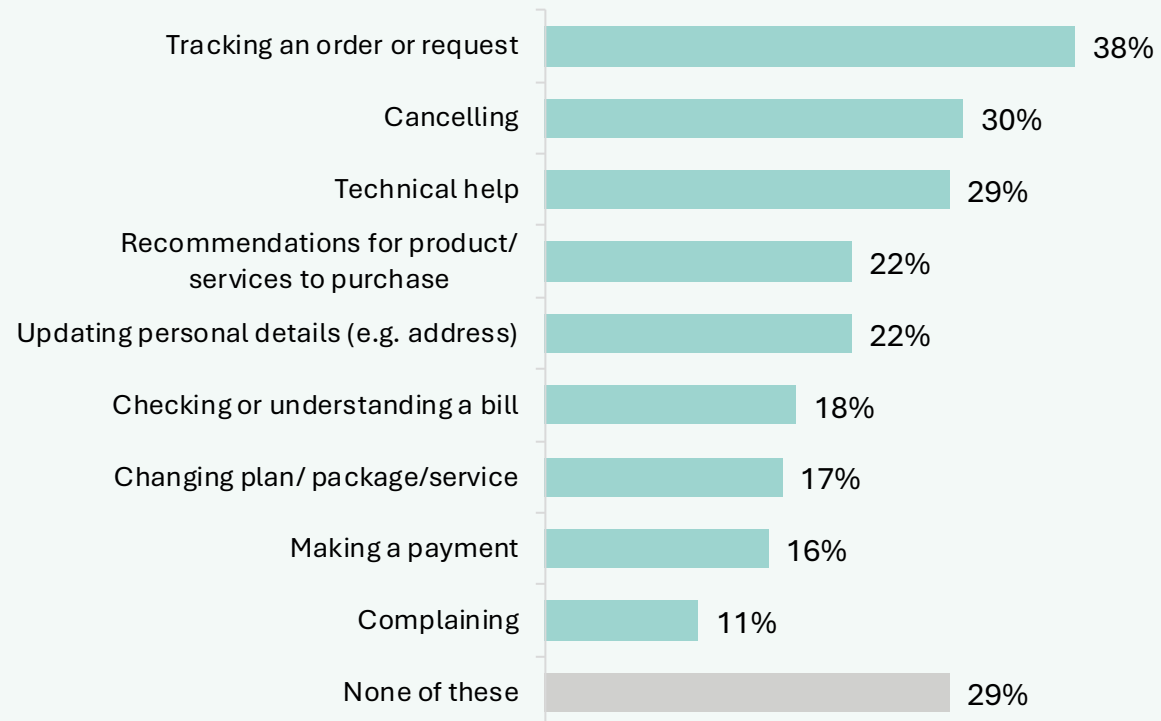
Customer Services: two-in-three would be comfortable to use AI-powered customer services, but it depends entirely on the context



claim they would be **less inclined to use customer services** if they knew they were conversing with a Gen AI assistant

However, *how* AI is used is what matters...

Customer service tasks where the consumer feels comfortable with an AI-powered agent, without speaking to a human

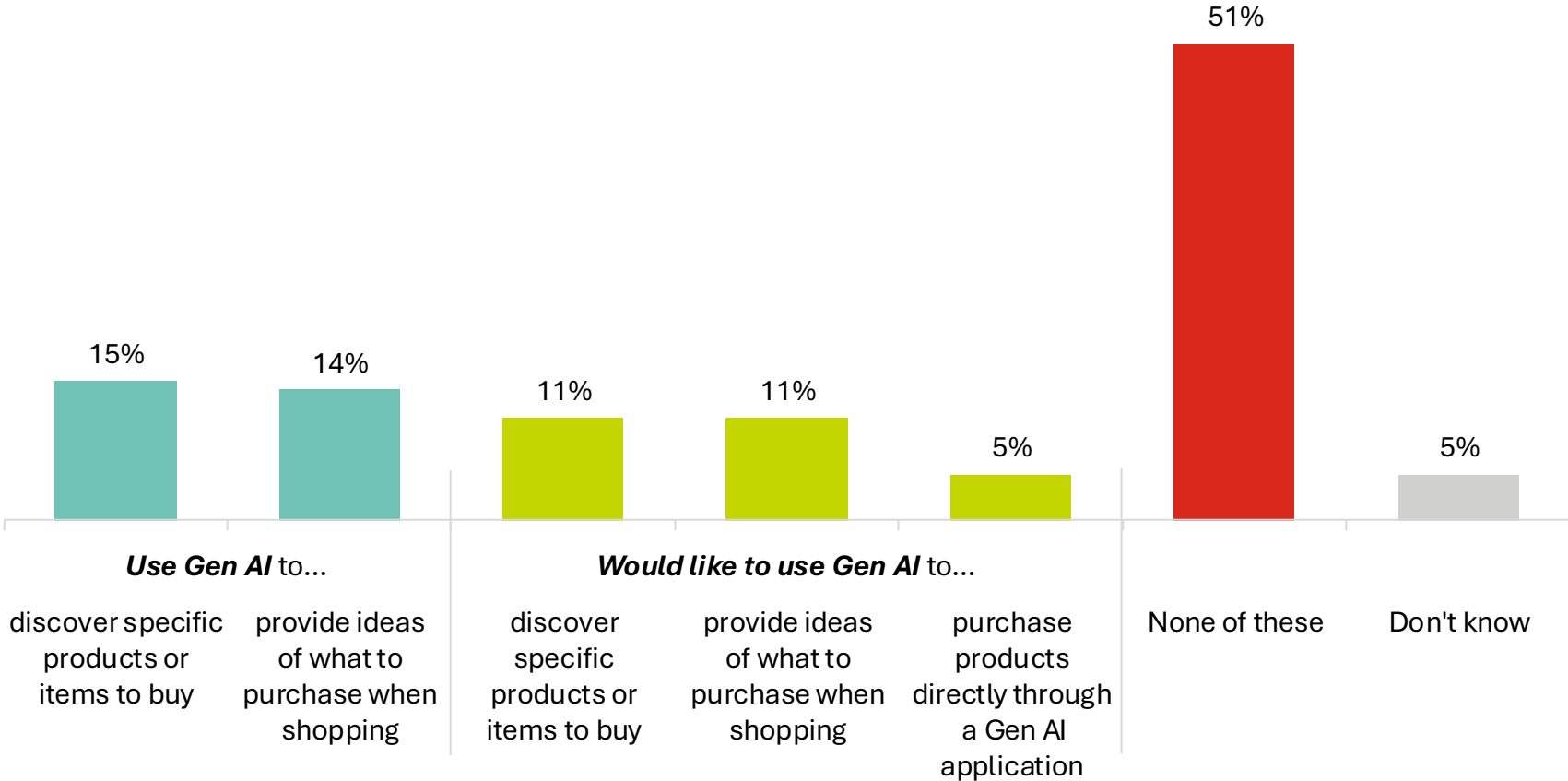
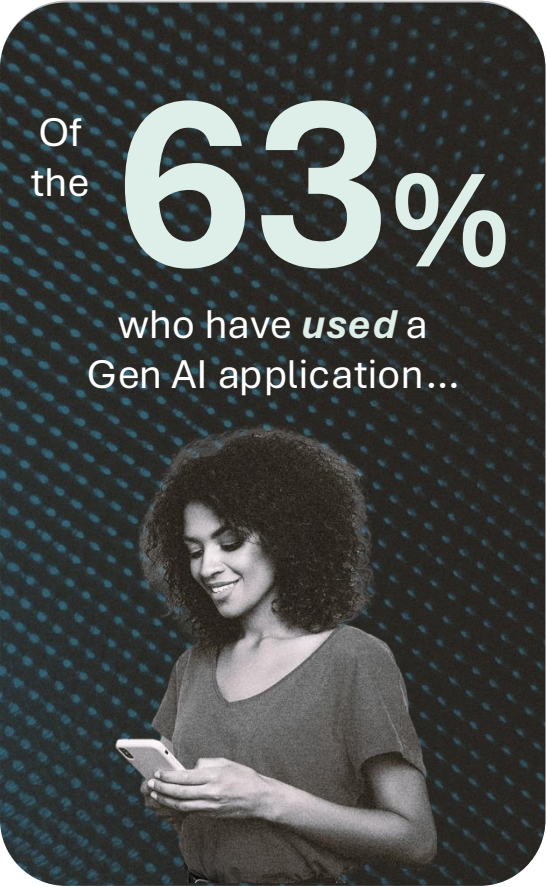


Question: Agreement: "I would be less inclined to use customer services if I knew I was conversing with a Gen AI assistant"; Which customer service tasks would you feel comfortable completing with an AI agent, without speaking to a human?

Weighted base: All respondents aged 16-75 years, 2026 (4,156)

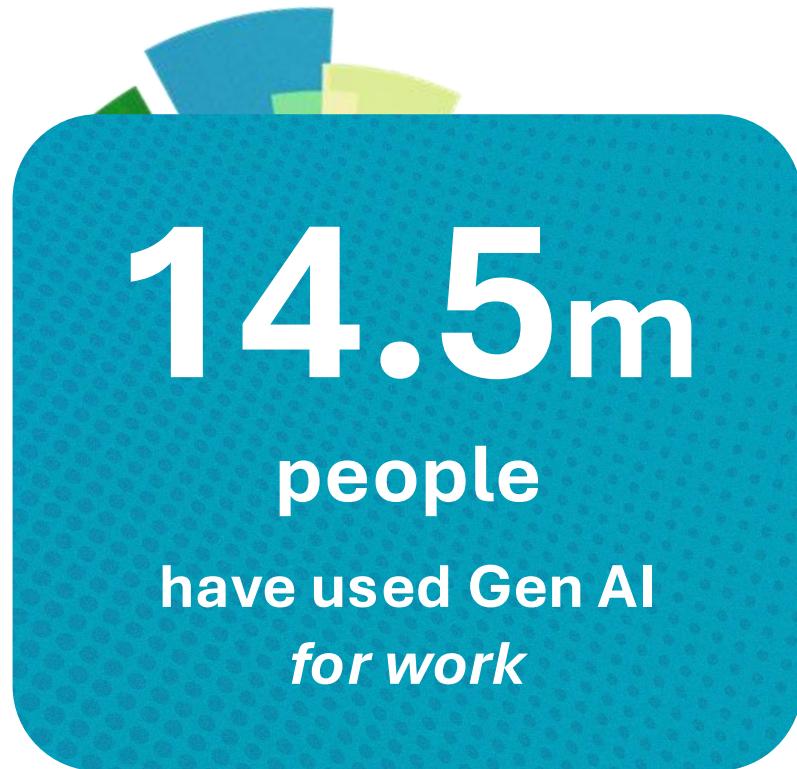
Source: Deloitte Digital Consumer Trends, UK, 2026

More than half (51%) of AI users do not use it for shopping tasks today, nor do they desire to in the future



Question: Which, if any, of the following statements apply to you?
 Weighted base: All respondents aged 16-75 years, who have used a Generative AI tool, 2026 (2,624)
 Source: Deloitte Digital Consumer Trends, UK, 2026

Seven million workers are using “free to use” Gen AI tools for work; this is almost half (49%) of AI workers, and may be in addition to sanctioned tools



14.5m
people
have used Gen AI
for work

Breakdown of who pays for Gen AI at work



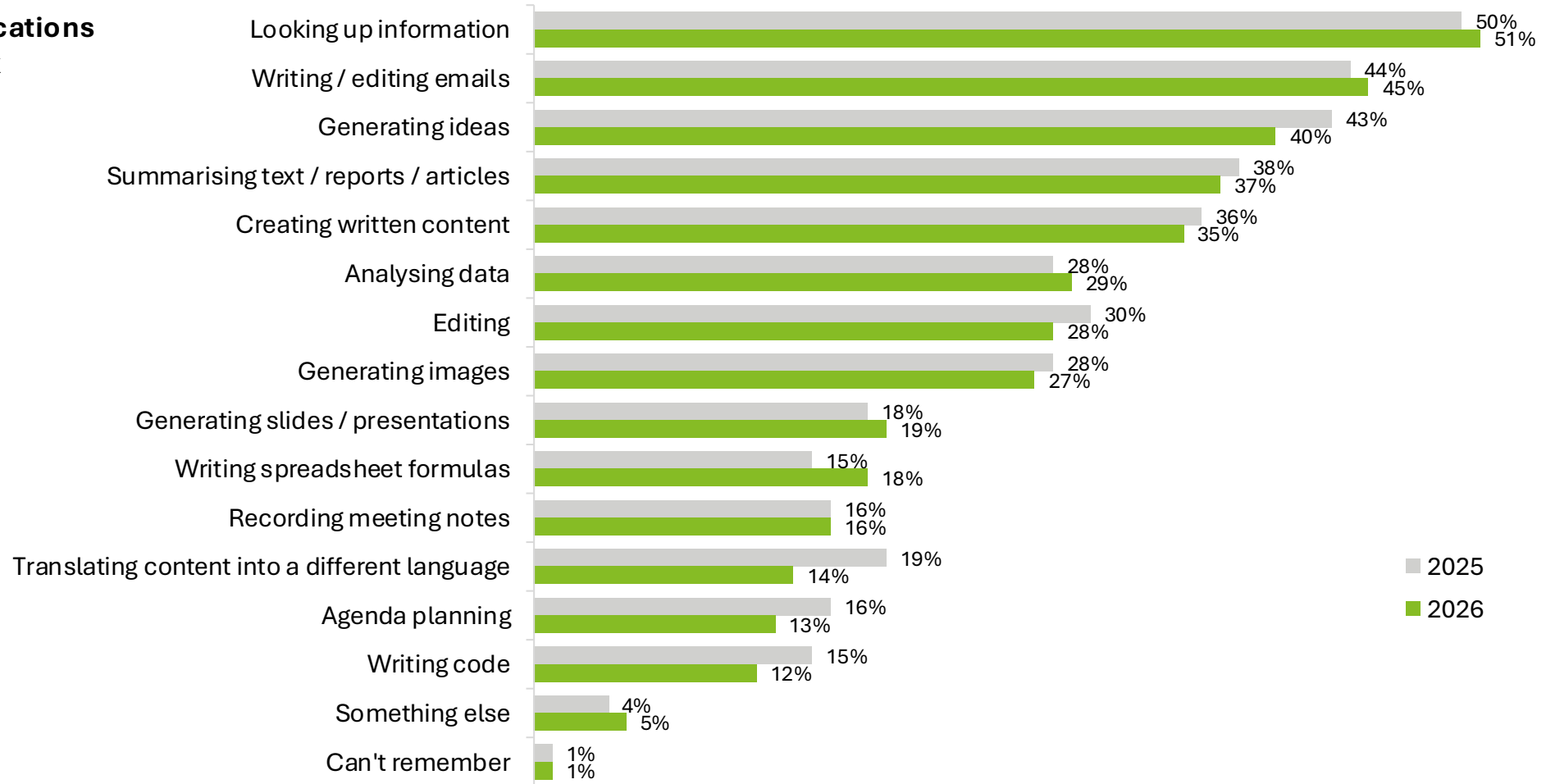
Question: Which of the following purposes have you used any Generative AI for?; Which, if any, of the following statements describe the Generative AI tools you have used for work?

Weighted base: All respondents aged 16-75 years, who have used any Generative AI tool, 2026 (2,624); who have used a Generative AI tool for work, 2025 (884), 2026 (1,185)

Source: Deloitte Digital Consumer Trends, UK, 2025-2026

Search (which may introduce inaccuracies) remains the most common application of Gen AI in the workplace; followed by emails

Gen AI applications used at work

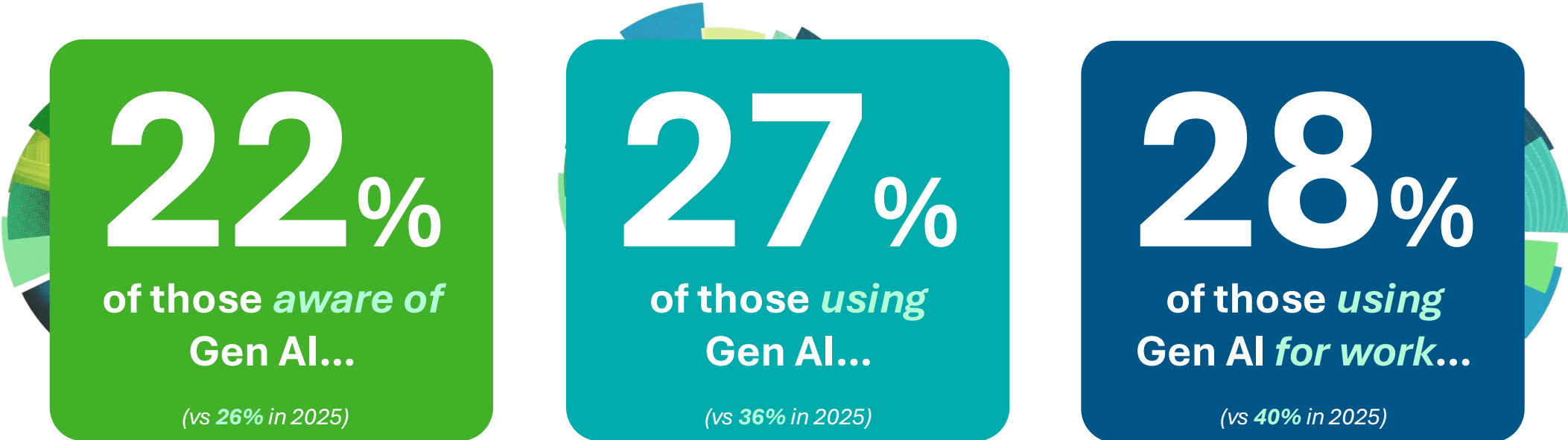


Question: Which of the following work tasks have you used any Generative AI tools for?

Weighted base: All respondents aged 16-75 years, who have used a Generative AI tool for work, 2025 (884), 2026 (1,185)

Source: Deloitte Digital Consumer Trends, UK, 2025-2026

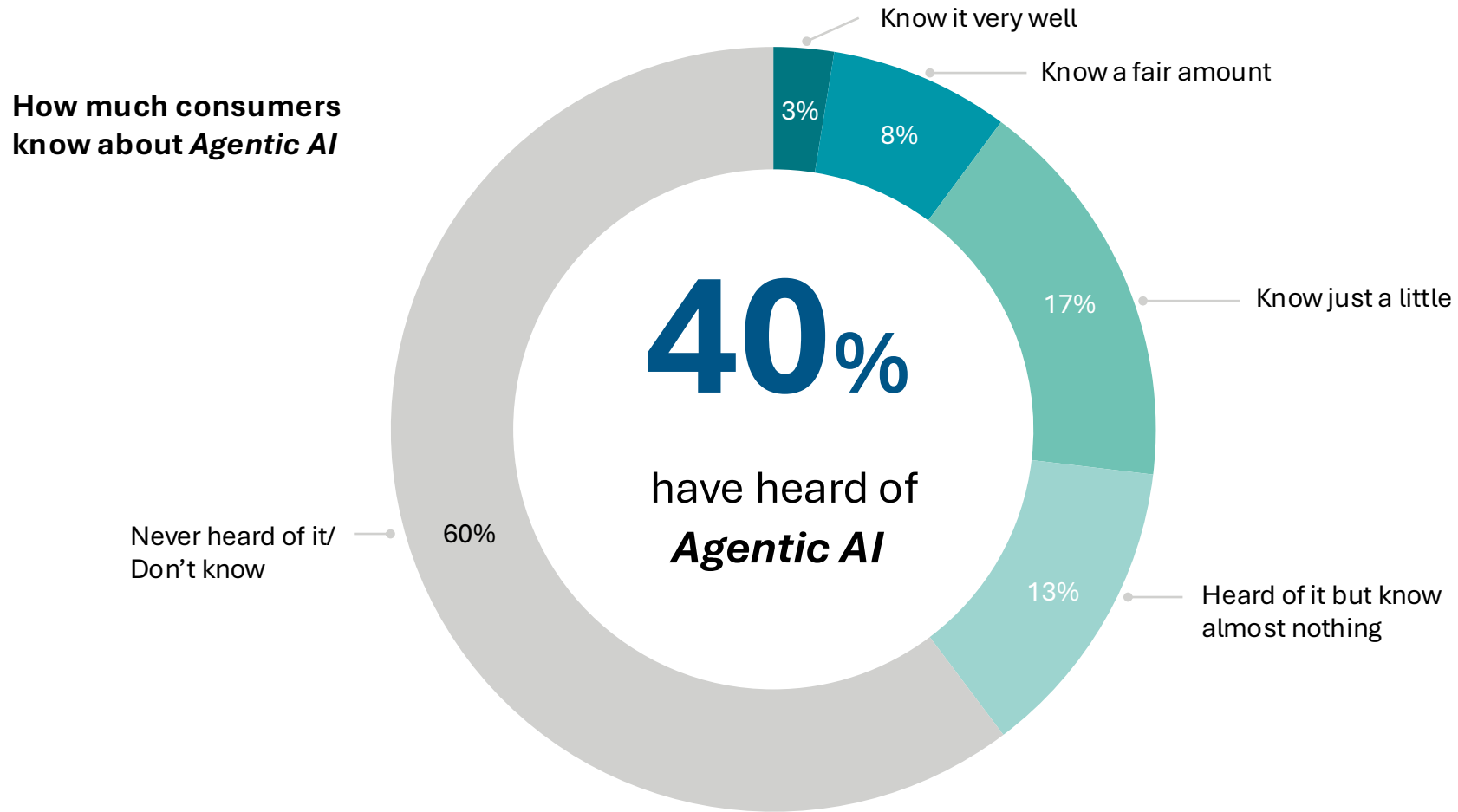
Over a quarter (27%) of AI users (and those who use it in the workplace) *still* do not realise that it is probabilistic tool that may generate inaccuracies, with outputs that should be checked



... believe Gen AI *always* produces **factually accurate** responses

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 16-75 years, who are aware of any generative AI tool, 2025/ 2026, (3,157/ 3,670), who have used any generative AI tool (1,967/ 2,624), for work (884/ 1,185)
Source: Deloitte Digital Consumer Trends, UK, 2025-2026

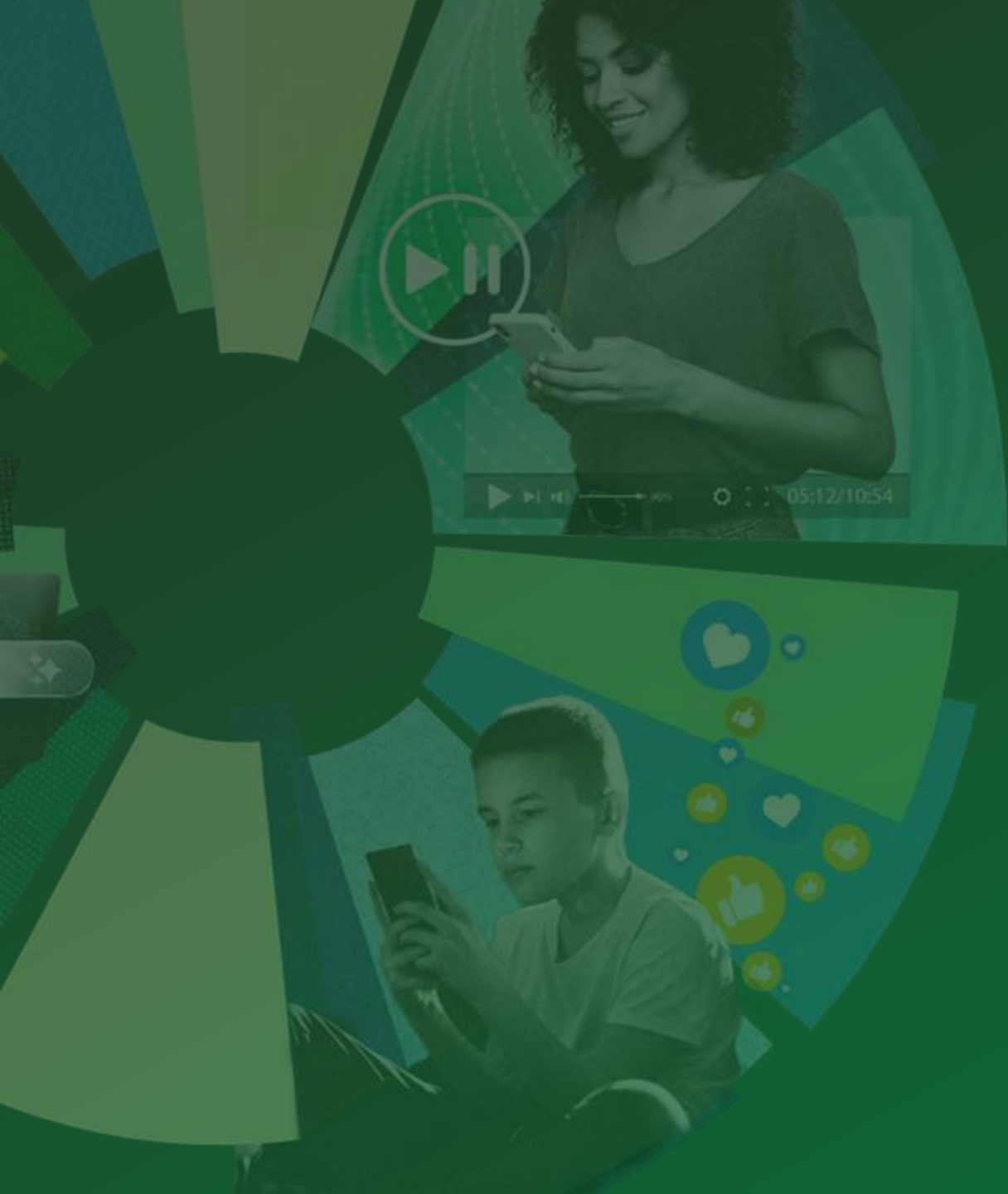
Agentic AI: just 10% of respondents claim to know at least a 'fair amount' about Agentic AI. The vast majority (73%) know almost nothing, or have never heard of it



Question: How much, if anything, would you say you know about 'Agentic AI'?

Weighted base: All respondents aged 16-75 years, [half sample – Sample A] 2026 (2,079)

Source: Deloitte Digital Consumer Trends, UK, 2026

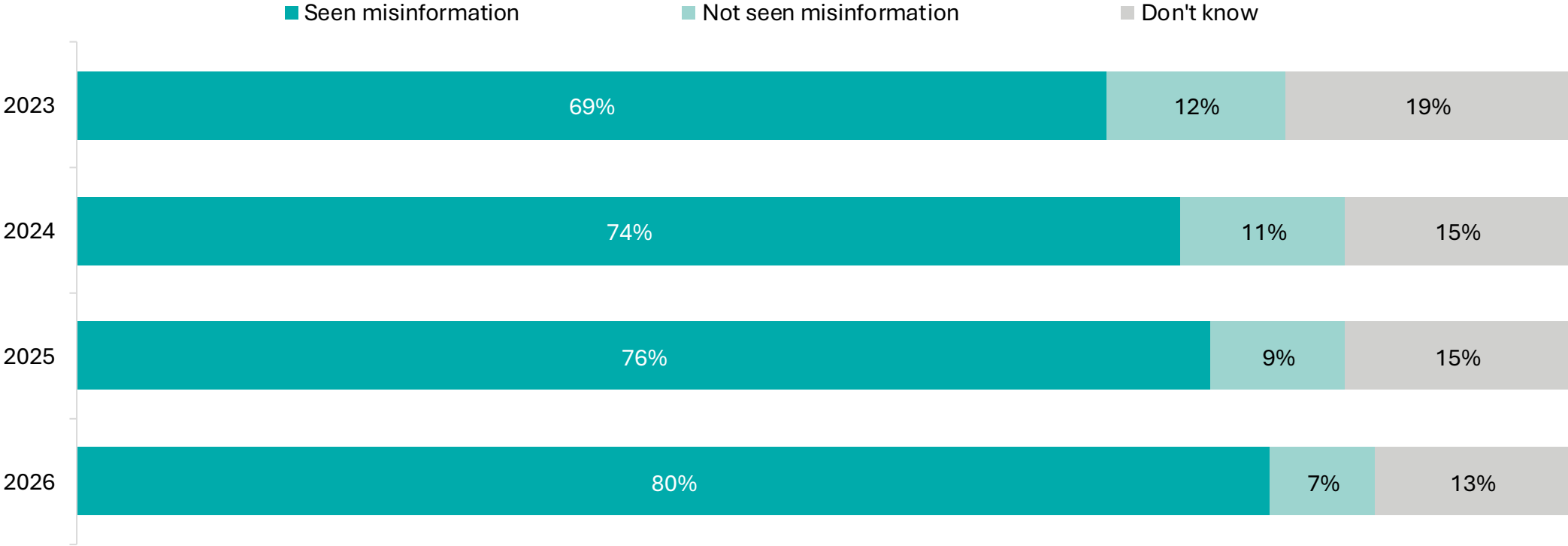


Section Two

Online Experiences

Online misinformation remains on the rise, as the cost (time and money) of creation continues to fall, and the cost of detection continues to climb

Consumer has seen and identified online misinformation



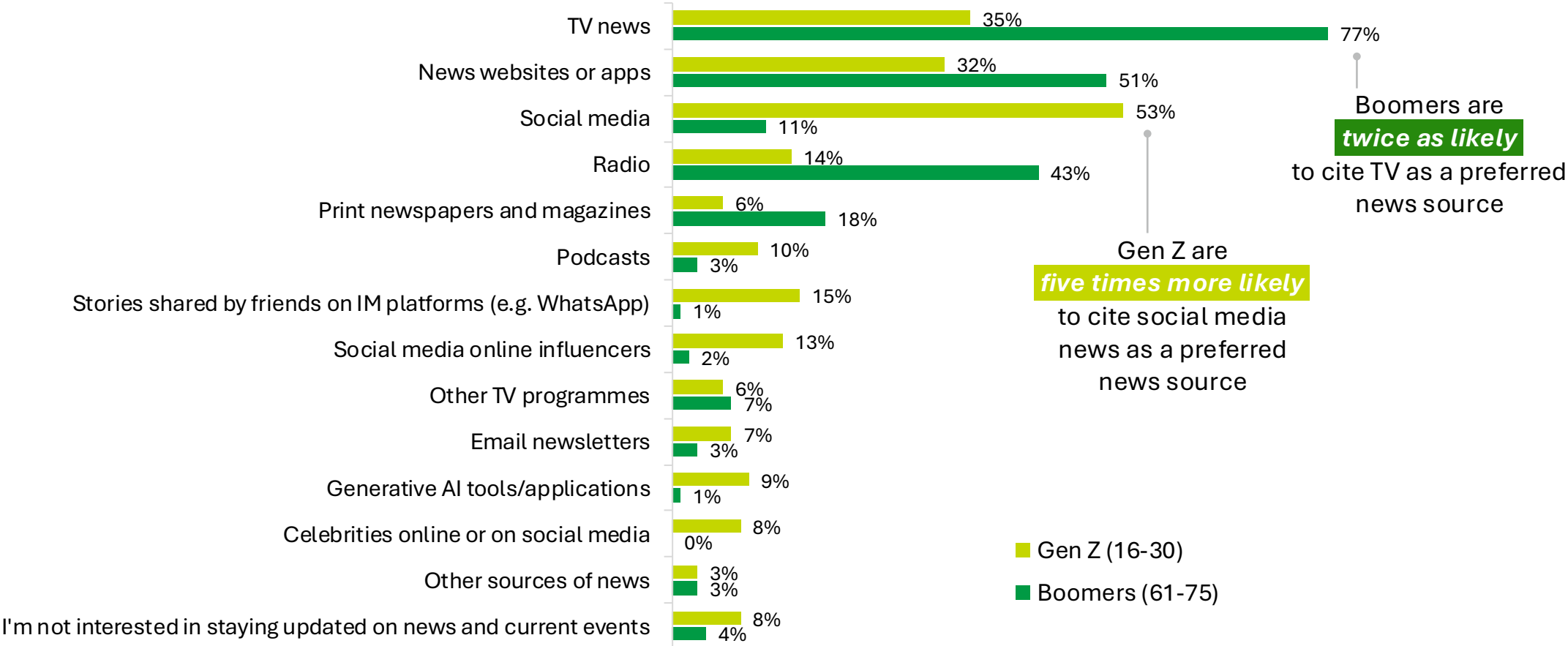
Question: Online misinformation: these days, would you say you are seeing this type of information more or less regularly than you were 12 months ago or are you seeing it with the same level of regularity?

Weighted base: All respondents aged 16-75 years, 2023 (4,150), 2024 (4,150), 2025 (4,150), 2026 (4,156)

Source: Deloitte Digital Consumer Trends, UK, 2023-2026

Different age groups have conflicting views on sources of news, with Boomers skewing to TV and Radio, and Gen Z to social media; however very few (4%) cite Gen AI as a top-three news source

Consumer 'preferred' new source [top three], Gen Z vs Boomers

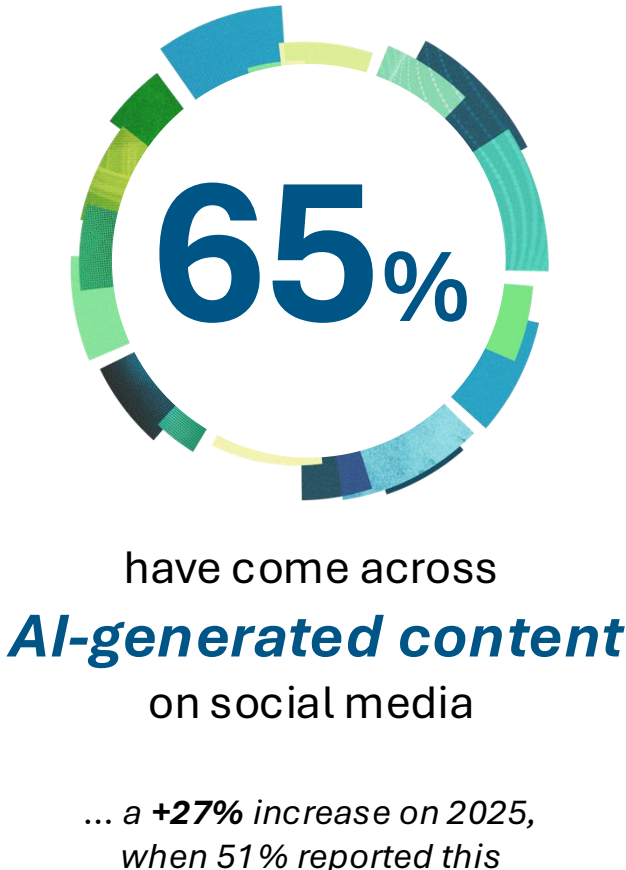


Question: Which, if any, of the following are your most preferred methods to stay updated on news or current events?

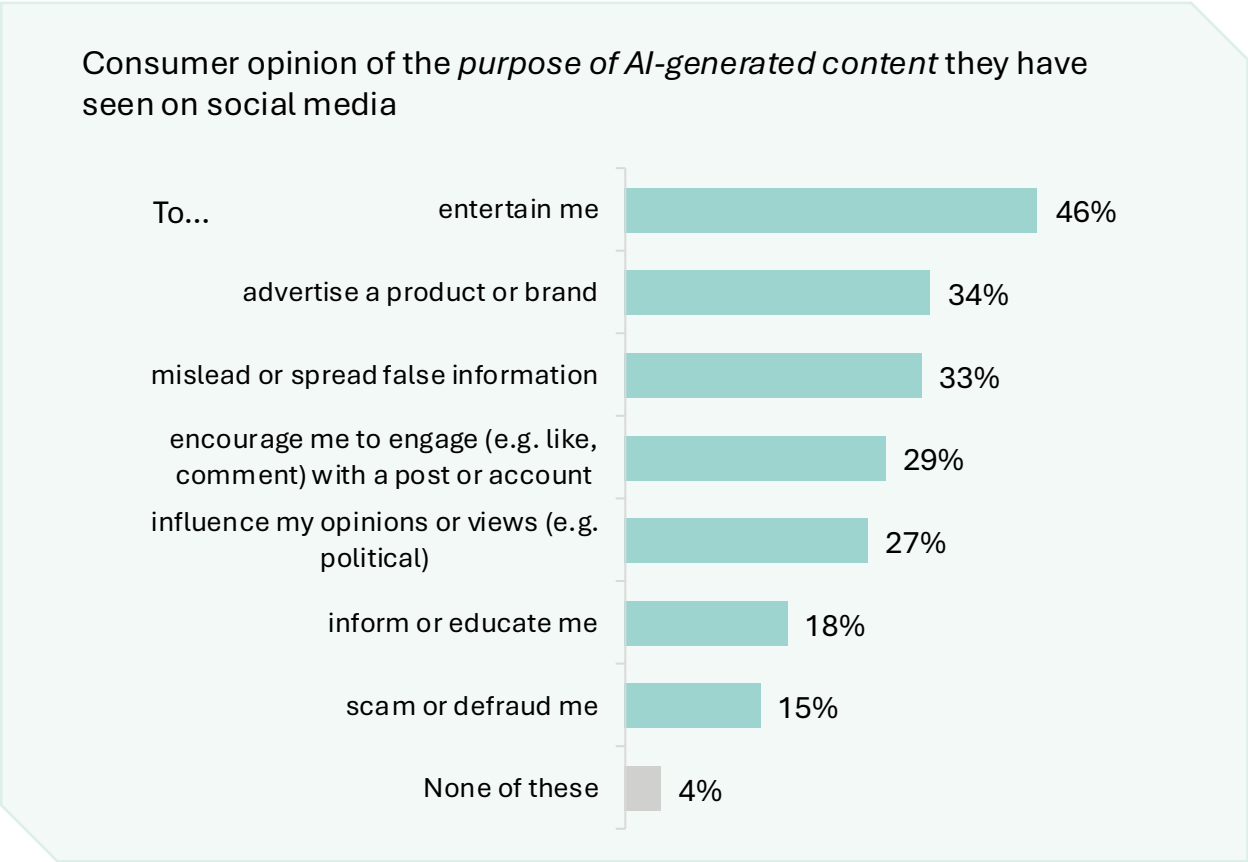
Weighted base: All respondents aged 16-75 years, 2026 (4,156), Gen Z (963), Boomers (965)

Source: Deloitte Digital Consumer Trends, UK, 2026

Around one-in-six (15%) of those who have seen AI content on social media believe it was designed to scam or defraud them (10% of total population)



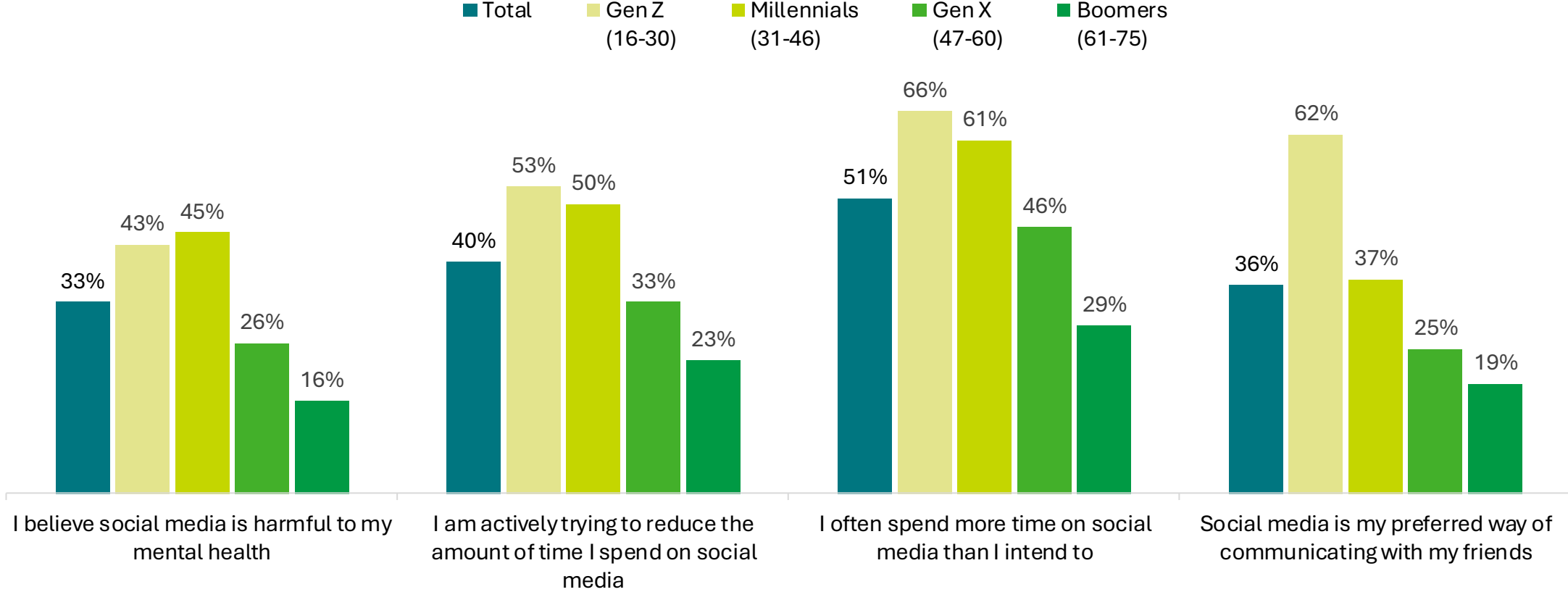
However, the purpose of AI-generated content can vary



Question: In the last 12 months, have you come across AI-generated content on social media?; In your opinion, which, if any, of the following was the main purpose of the content you have seen?
Weighted base: All respondents aged 16-75 years, 2026 (4,156); who have seen AI-generated content on social media, 2026 (2,685)
Source: Deloitte Digital Consumer Trends, UK, 2026

Three in five (62%) Gen Z say social media is their *preferred* way to communicate; yet many also claim they spend longer than they intend to, and two fifths (43%) worry about mental health

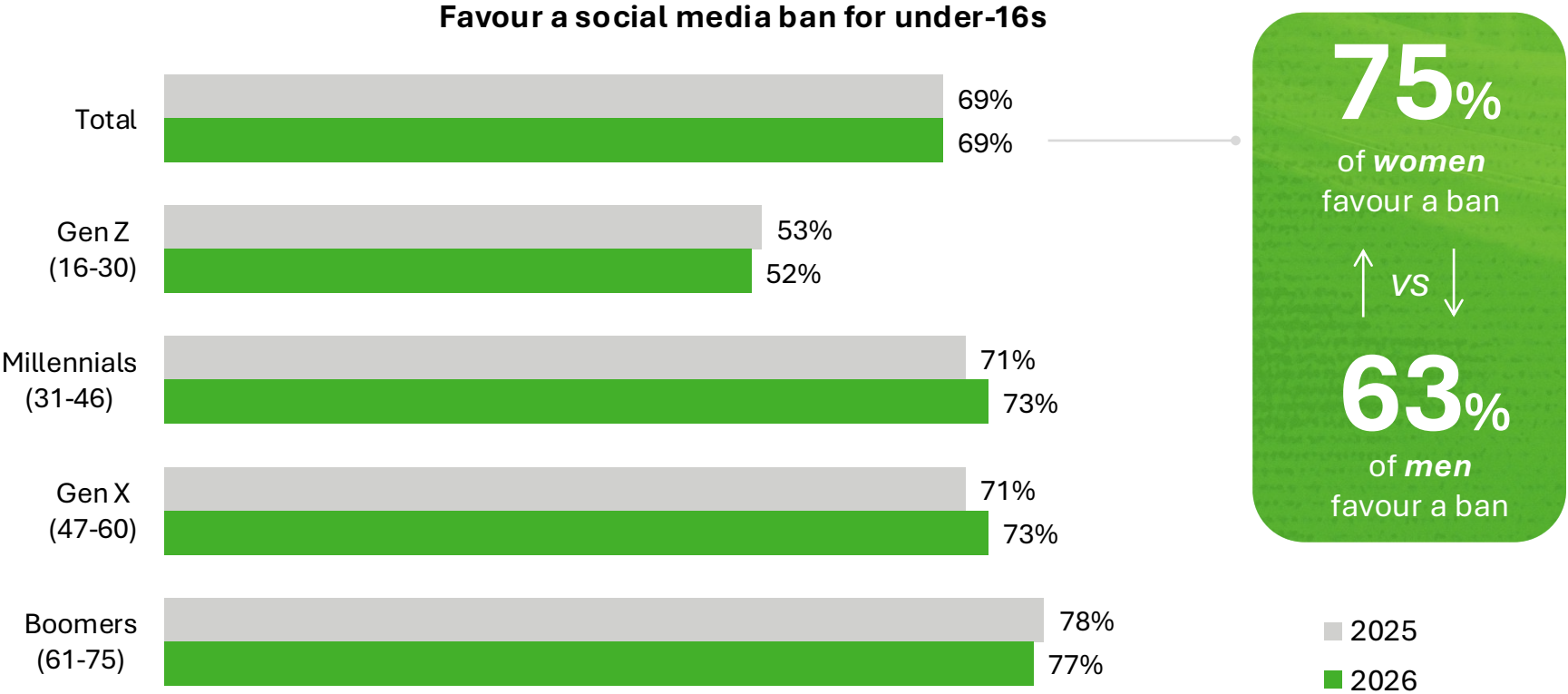
Attitudes to social media; *agreement* with statement



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

Weighted base: All respondents aged 16-75 years, 2026 (4,156)
 Source: Deloitte Digital Consumer Trends, UK, 2026

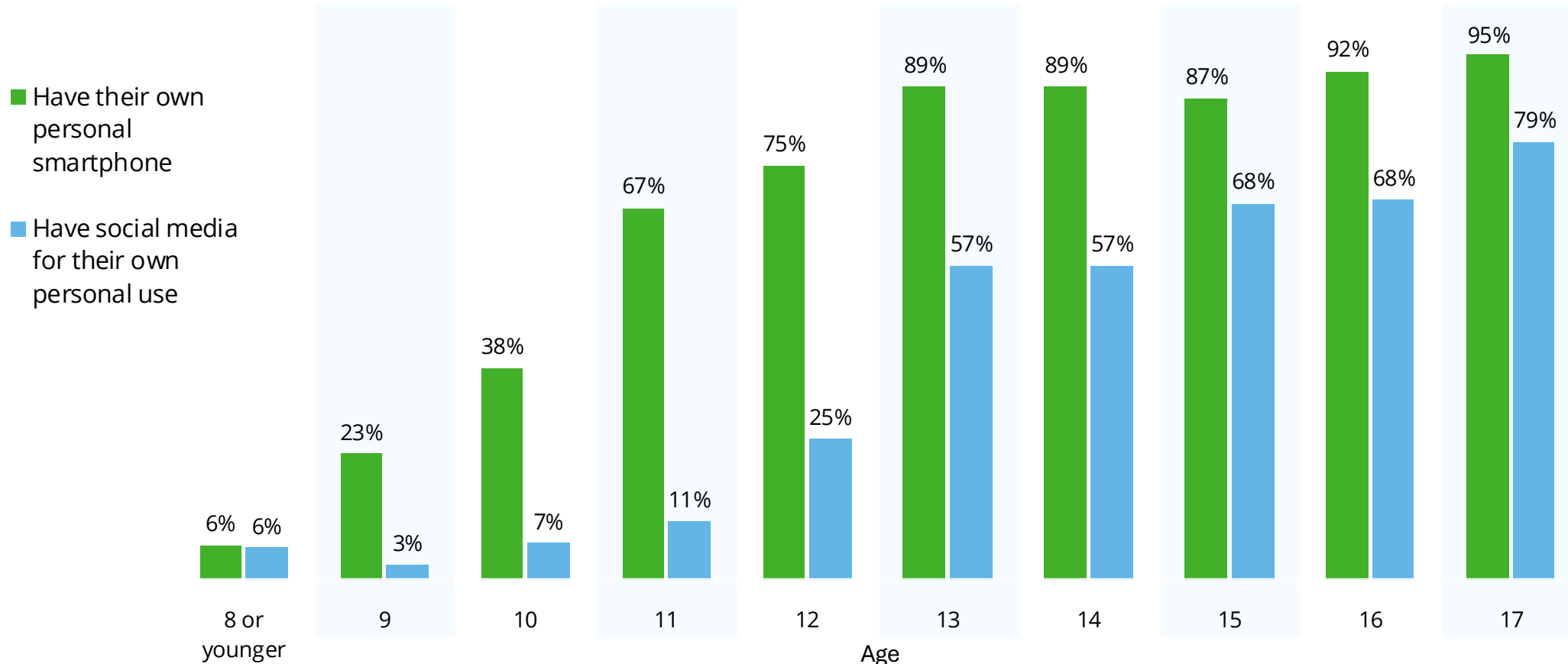
Three in four (75%) of women in the UK favour a social media ban for under-16s; over half of Gen Z (52%) also favour a ban – this is the generation that has grown up with social media



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, 2025 (4,150), 2026 (4,156)
 Source: Deloitte Digital Consumer Trends, UK, 2025-2026

Almost two in five ten-year-olds (38%) have a personal smartphone, and one in four twelve-year-olds (25%) has social media for personal use – according to their parents

Children’s access to phones and social media – according to their parents



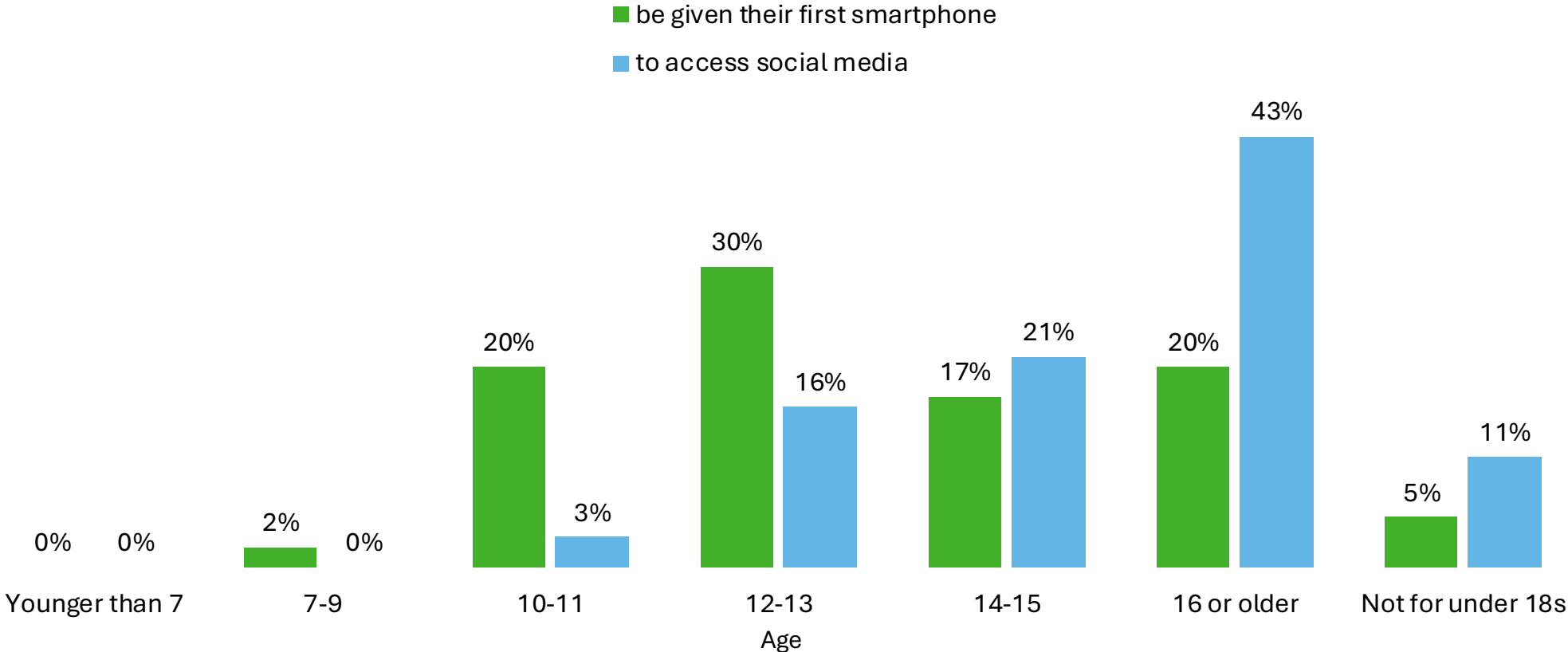
Question: Which, if any, of the following devices or online platforms do your children have access to?

Weighted base: All respondents aged 16-75 years, who have access to a mobile phone and have children under the age of 18 in HH, 8 or under (597), 9 (75), 10 (76), 11 (76), 12 (75), 13 (90), 14 (90), 15 (106), 16 (73), 17 (76)

Source: Deloitte Digital Consumer Trends, UK, 2026

Three in five (60%) respondents do not believe under-16s should have access to social media; but many more are accepting of managed smartphone use for children

General public: Views on acceptable age for children to...



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?

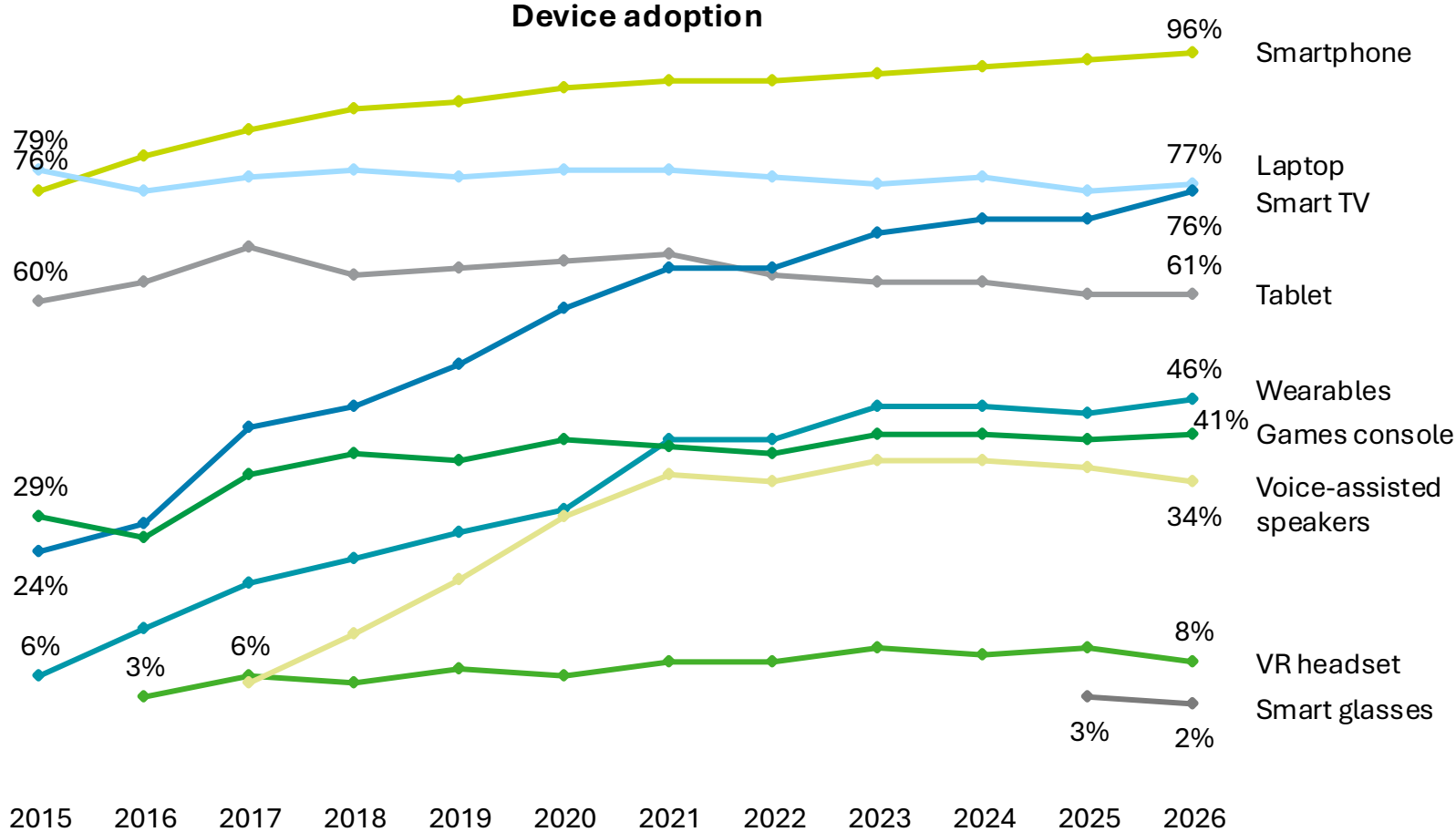
Weighted base: All respondents aged 16-75 years, who have a phone or smartphone, 2026 (4,044); Don't Know excluded
Source: Deloitte Digital Consumer Trends, UK, 2026



Section Three

Devices

The digital device transformation of the consumer appears largely complete; no new form factors have become mainstream this decade, with smart glasses 14 years since launch, stuck at 2%



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), 2026 (4,156)

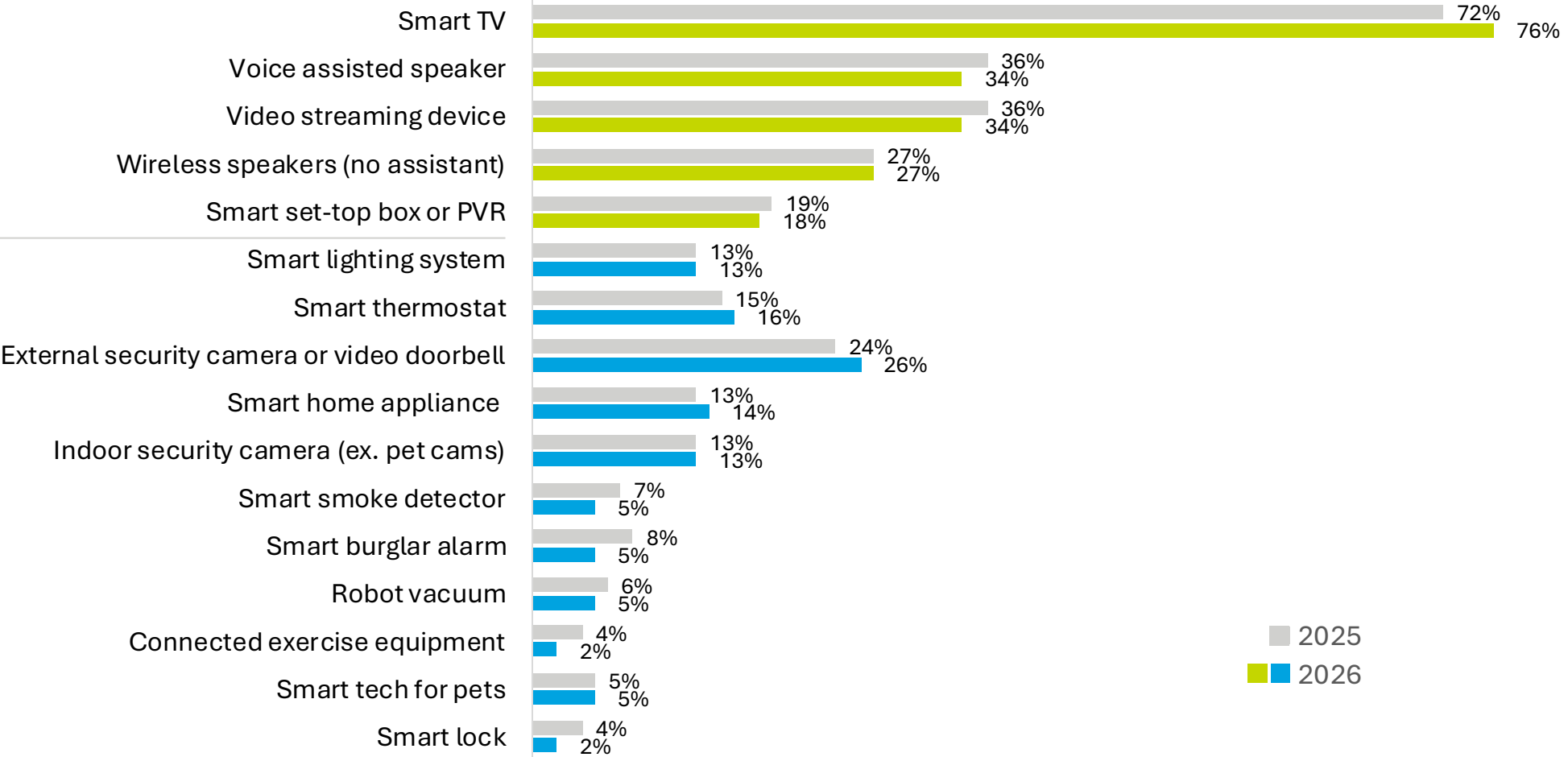
Source: Deloitte Digital Consumer Trends, UK, 2015-2026

Smart TV growth is displacing older TV sets with a video streaming device or smart set-top box; smart home growth remains in stasis, with the possible exception of video doorbells

Device adoption

Smart Entertainment

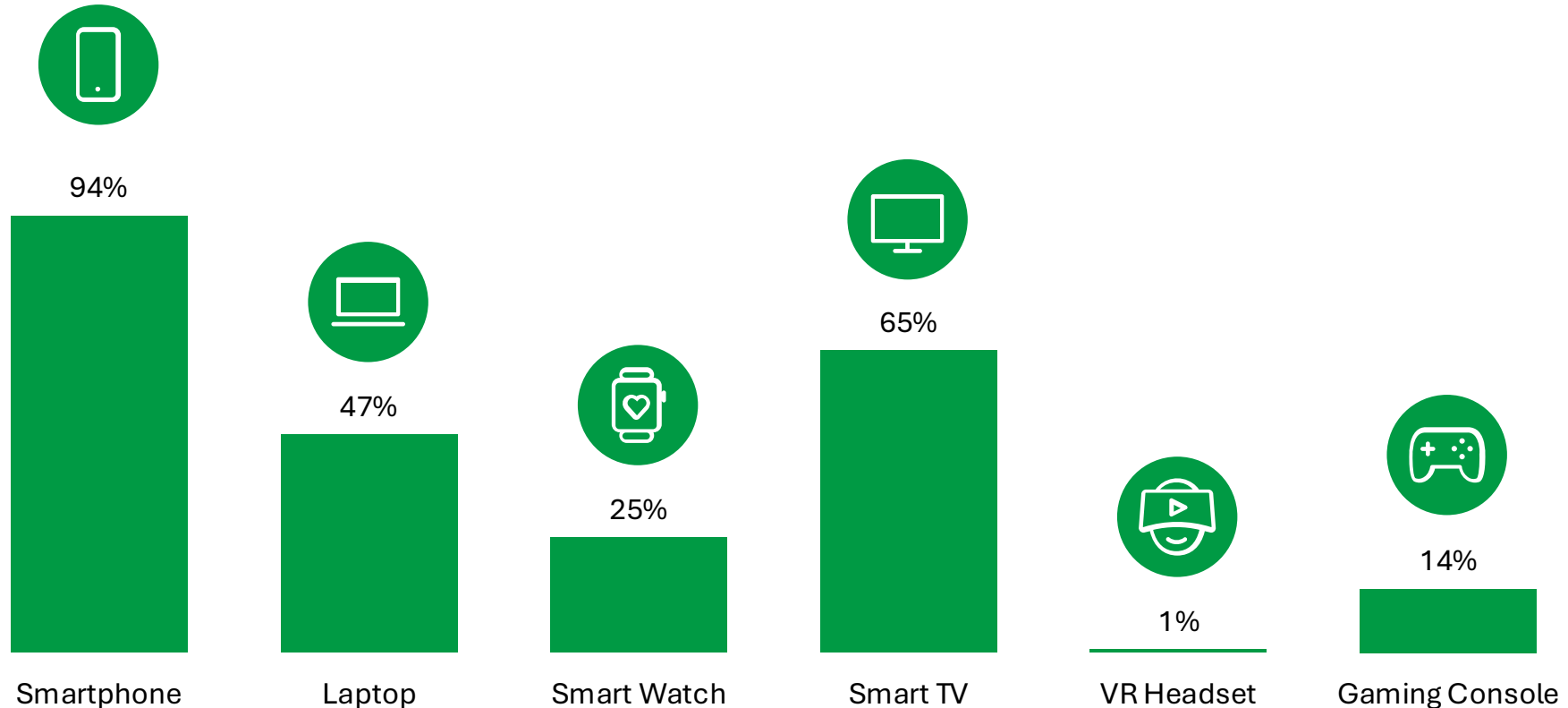
Smart Home



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, 2025 (4,150), 2026 (4,156)
 Source: Deloitte Digital Consumer Trends, UK, 2025-2026

Almost every (94%) smartphone owner will use their device today; by contrast, a decade since the launch of VR, adoption remains modest

Daily use of devices; total population



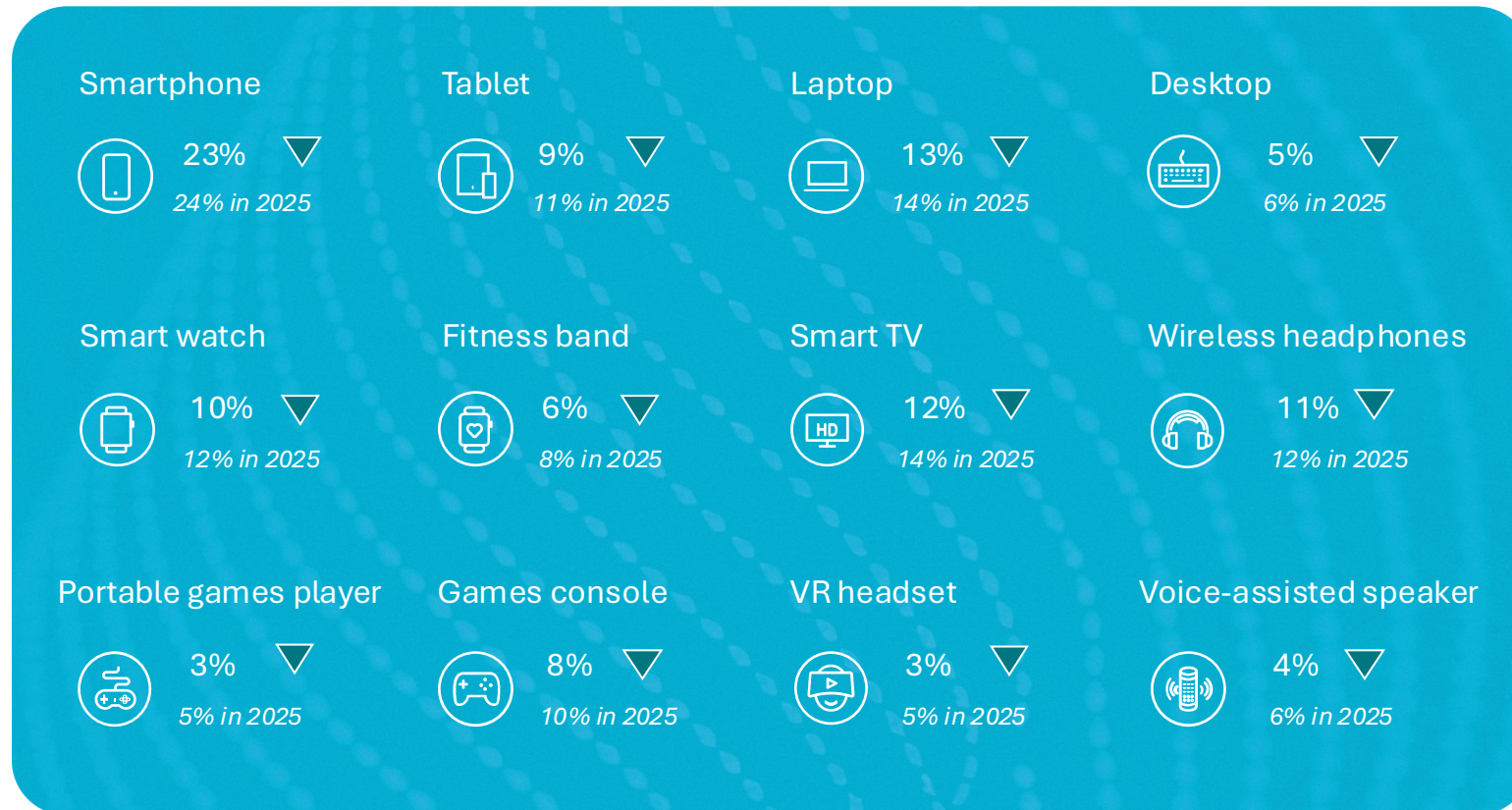
Question: When was the last time you used any of these devices. Was it within the...? [Last day]

Weighted base: All respondents aged 16-75 years, 2026, with a smartphone (3,971), laptop (3,185), smart watch (1,392), smart TV (3,157), games console (1,685), VR headset (340)

Source: Deloitte Digital Consumer Trends, UK, 2026

Across all categories, purchase intent has declined year-on-year; almost 40% do not plan to purchase a new device in 2026 – if they do, it would be unplanned

Devices: Planned purchase in next twelve months



39%

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

In 2025 this was 35%

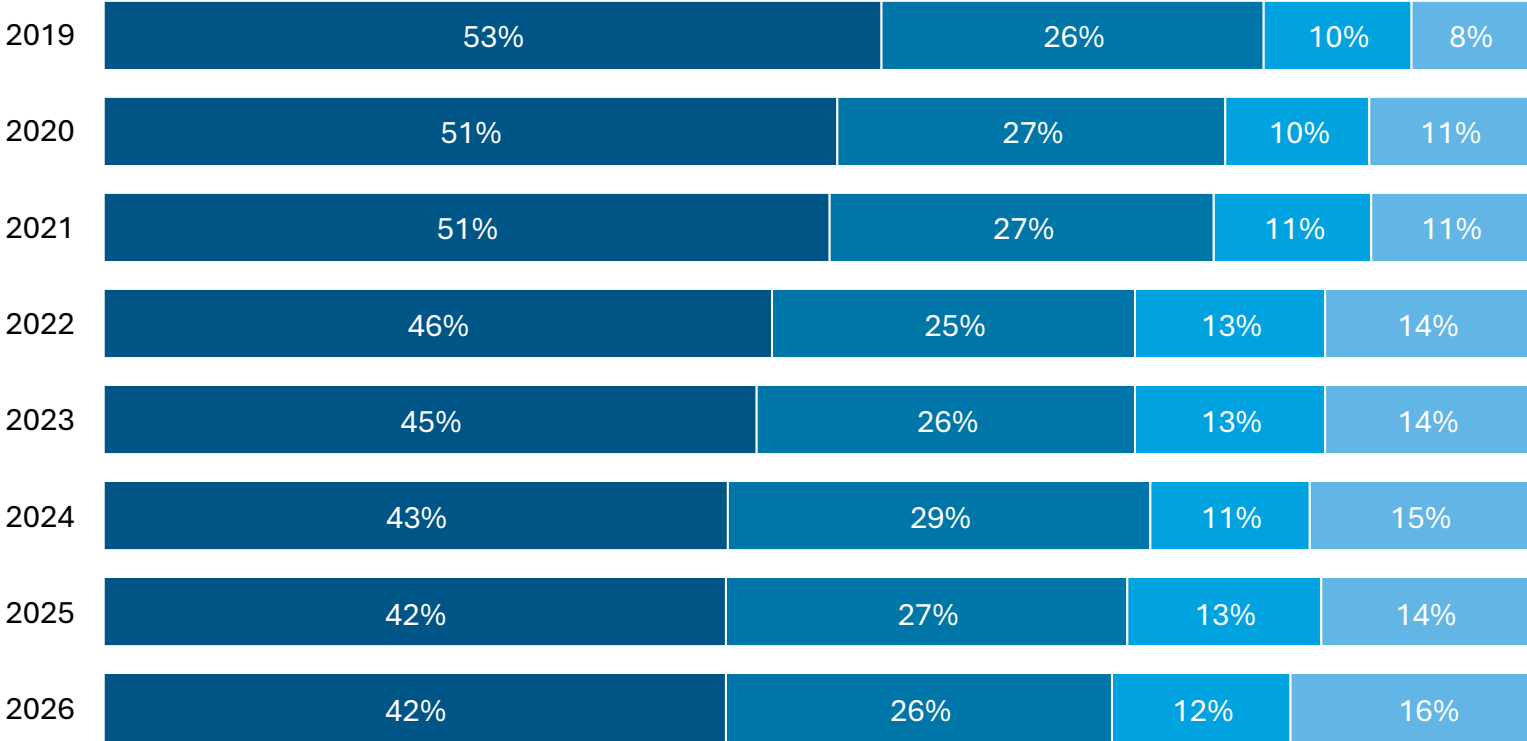
Question: Which, if any, of the following devices do you intend to purchase in the next 12 months?

Weighted base: All respondents aged 16-75 years, 2025 (4,150), 2026, (4,156)

Source: Deloitte Digital Consumer Trends, UK, 2025-2026

Smartphones in our pockets are still getting older, albeit at a slower rate, but a global memory shortage for use in new devices could increase the average age even further

Age of current smartphone



■ Obtained phone 0-18 months ago ■ 18-30 months ago ■ 30-42 months ago ■ More than 42 months ago

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] 2020 (1,985); 2021 (1,992); 2022 (2,000); 2023 (2,024); 2024 (2,003), 2025 (2,006); 2026 (2,018); "Don't Know" not shown
 Source: Deloitte Digital Consumer Trends, UK, 2019-2026

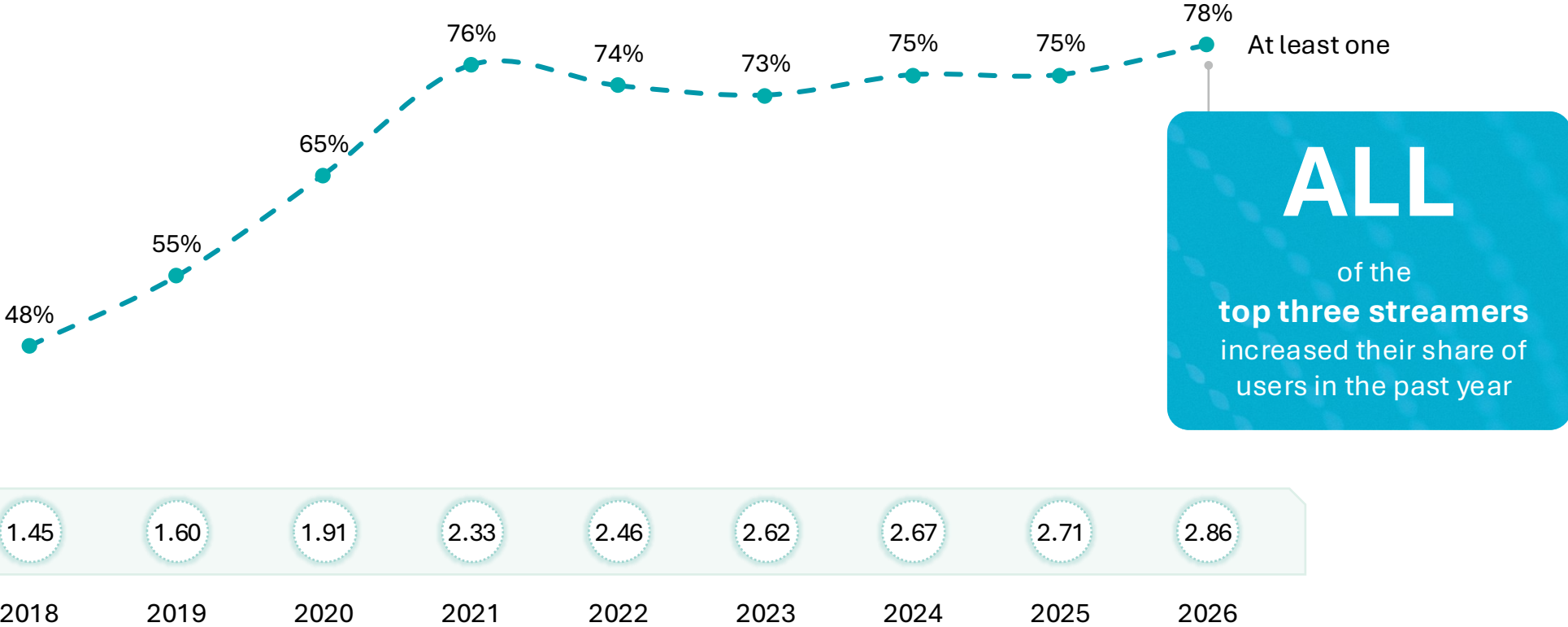


Section Four

Video

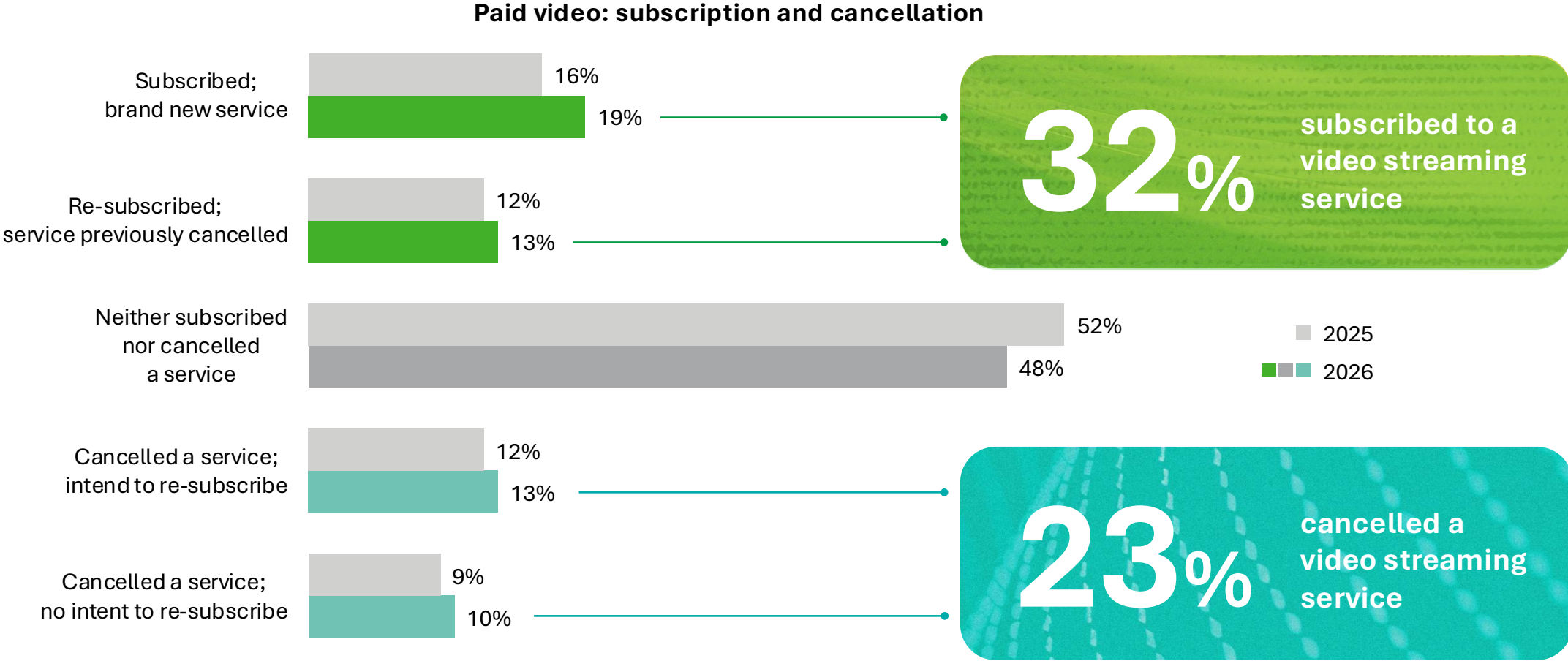
Access to paid video platforms has surpassed the prior 2021 high; platforms are pursuing alternative growth drivers: including ads, live sports, blanket price increases, and aggregation

Access to a paid video subscription



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), 2026 (4,156)
 Source: Deloitte Digital Consumer Trends, UK, 2018-2026

SVOD churn increases slightly to 23%, but more than offset by those taking up subscriptions; 19% have subscribed to a brand-new service in the past 12-months

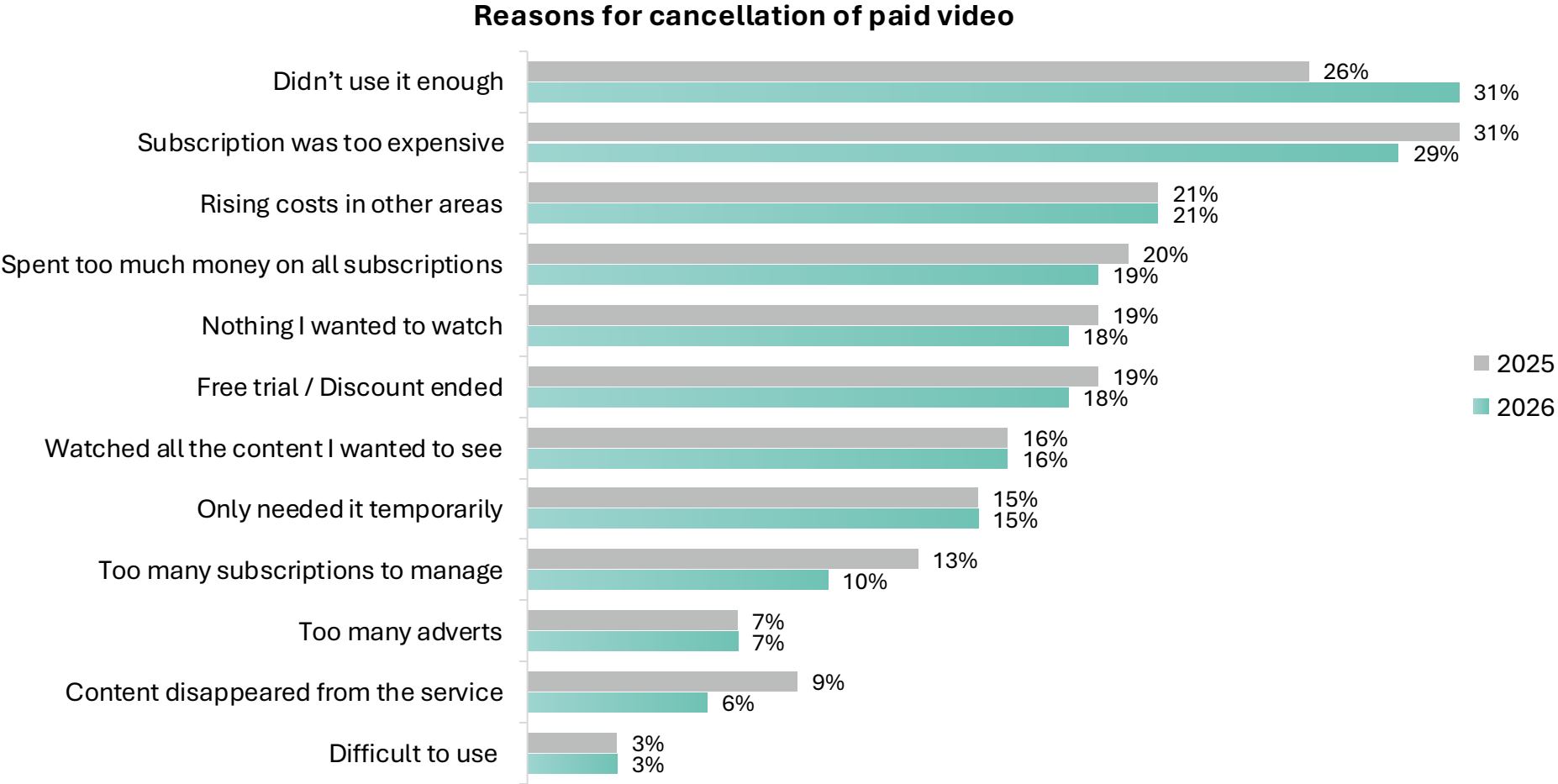


Question: In the last 12 months, have you or your household subscribed to any paid subscriptions for a video streaming service, or cancelled any existing ones?

Weighted base: All respondents aged 16-75 years, 2025 (4,150), 2026 (4,156); Not shown are respondents who answered Can't Remember

Source: Deloitte Digital Consumer Trends, UK, 2025-2026

Dormant subscriptions are most likely to be cut; subscription ‘not used enough’ overtakes cost as the main reason for churn in the past 12 months



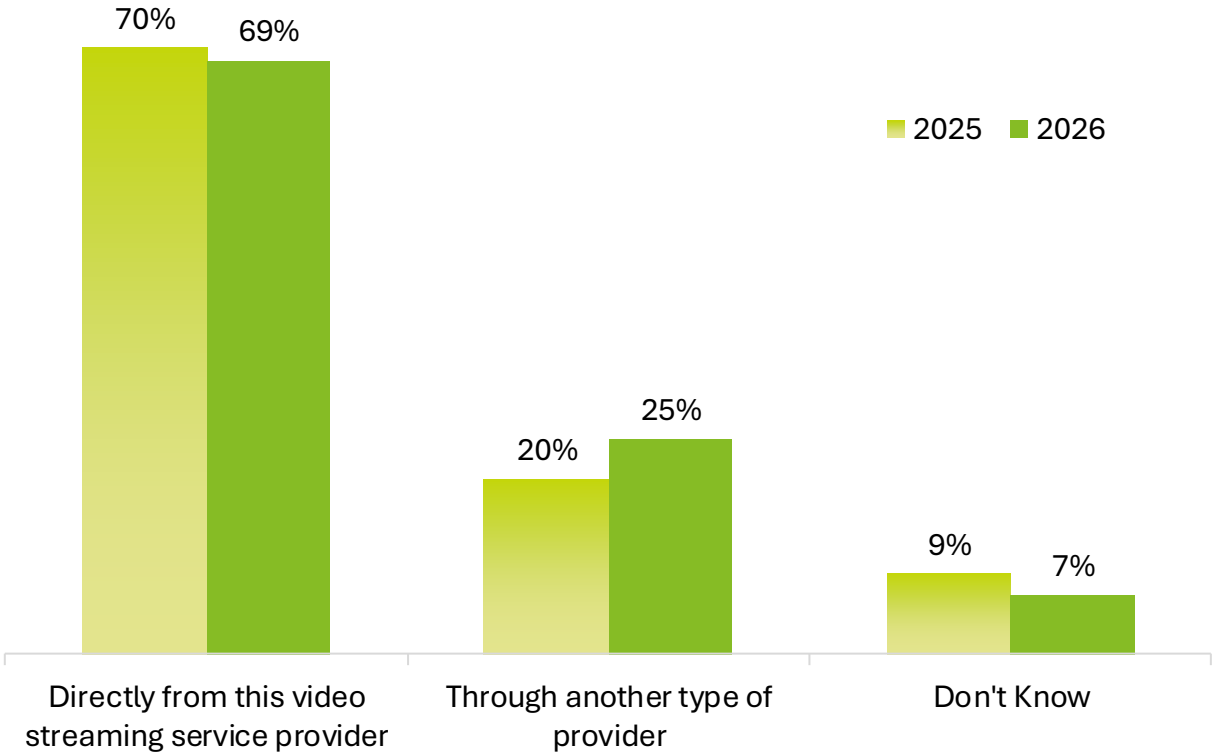
Question: You have cancelled a paid subscription for a video streaming service in the last 12 months, why?

Weighted base: All respondents aged 16-75 years, who cancelled a paid video service in last 12 months, 2025 (1,163), 2026 (1261); Not shown are respondents who answered Don't Know, Other, Content inappropriate for children
 Source: Deloitte Digital Consumer Trends, UK, 2025-2026

Streaming services increasingly look to third-parties as a route to market; one-in-four UK subs is now purchased via a third-party

Paid video: 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

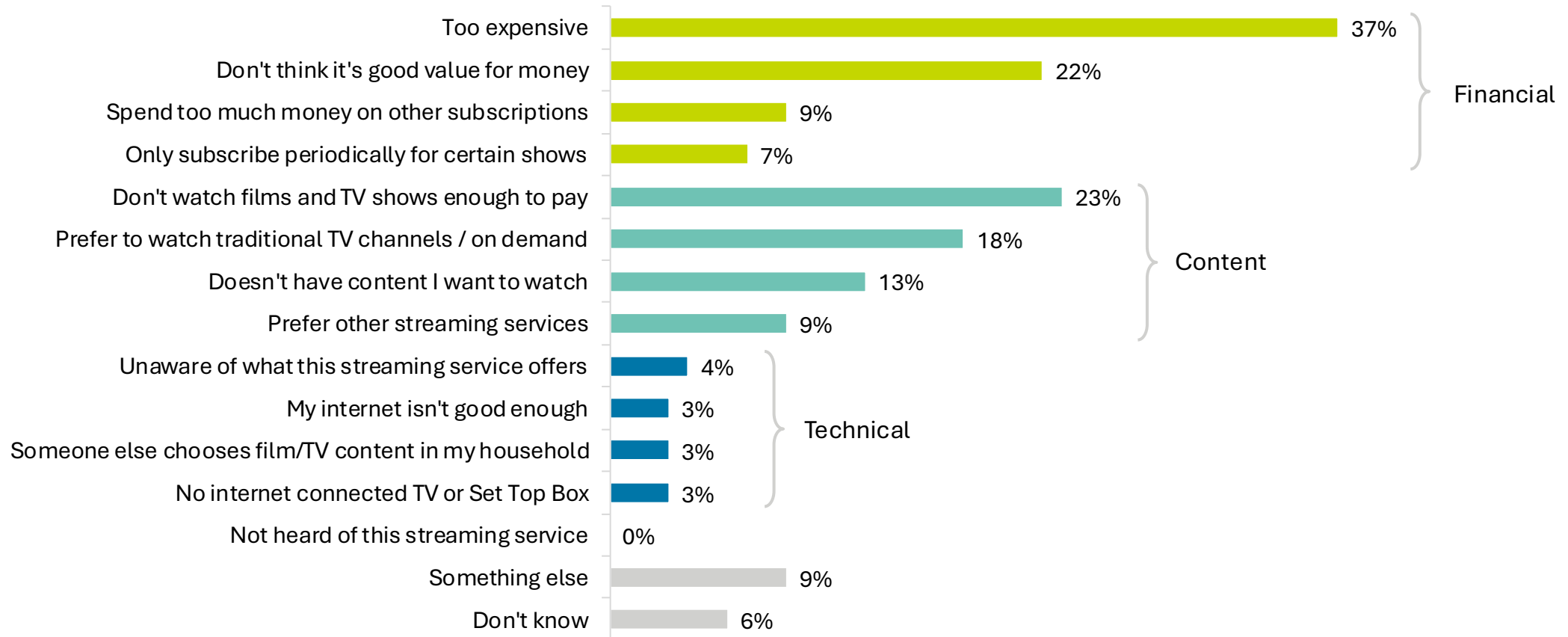


Question: Which of the following best describes how you took out each of the following paid video streaming subscriptions?

Weighted base: All respondents aged 16-75 years, 2025/2026, who have access to each paid video subscription service, Netflix (2,403/2,579), Amazon Prime Video (1,879/2,006), Disney+ (1,347/1,559), Apple TV+ (487/455), Discovery+ (329/308)
Source: Deloitte Digital Consumer Trends, UK, 2025-2026

It may not be economically viable for paid video platforms to pursue new customers. How much value remains in non-customers; and what is cost of acquisition and retention?

Reasons why the respondent *does not* have a service (asked for one of the top paid streaming services)



Question: Which, if any, of the following reasons describe why you do not use 'one of the major paid streaming services'?

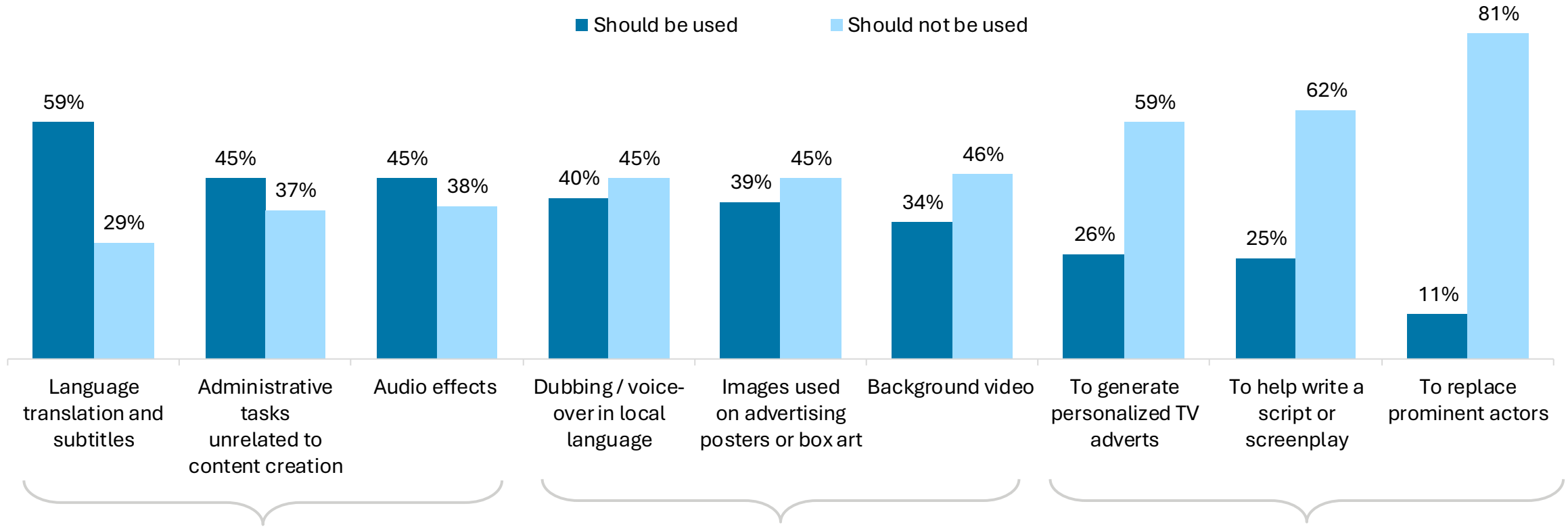
Weighted base: All respondents aged 16-75 years, 2026, who have no access to 'one of the major paid streaming services' (1577)

Source: Deloitte Digital Consumer Trends, UK, 2026

Audiences and AI: they are accepting of AI for repetitive, non-core creative tasks, but they want humans in the foreground (on screen, on audio, with the pen)

Acceptable AI use in Film and TV

■ Should be used ■ Should not be used



AI more likely to be accepted when used for behind-the-scenes, **operational**, and related tasks.

Mixed response to AI for **content enhancement**, even where it may not be in the foreground

Audiences notably more wary of AI in **creative development**, an in place of on-screen talent.

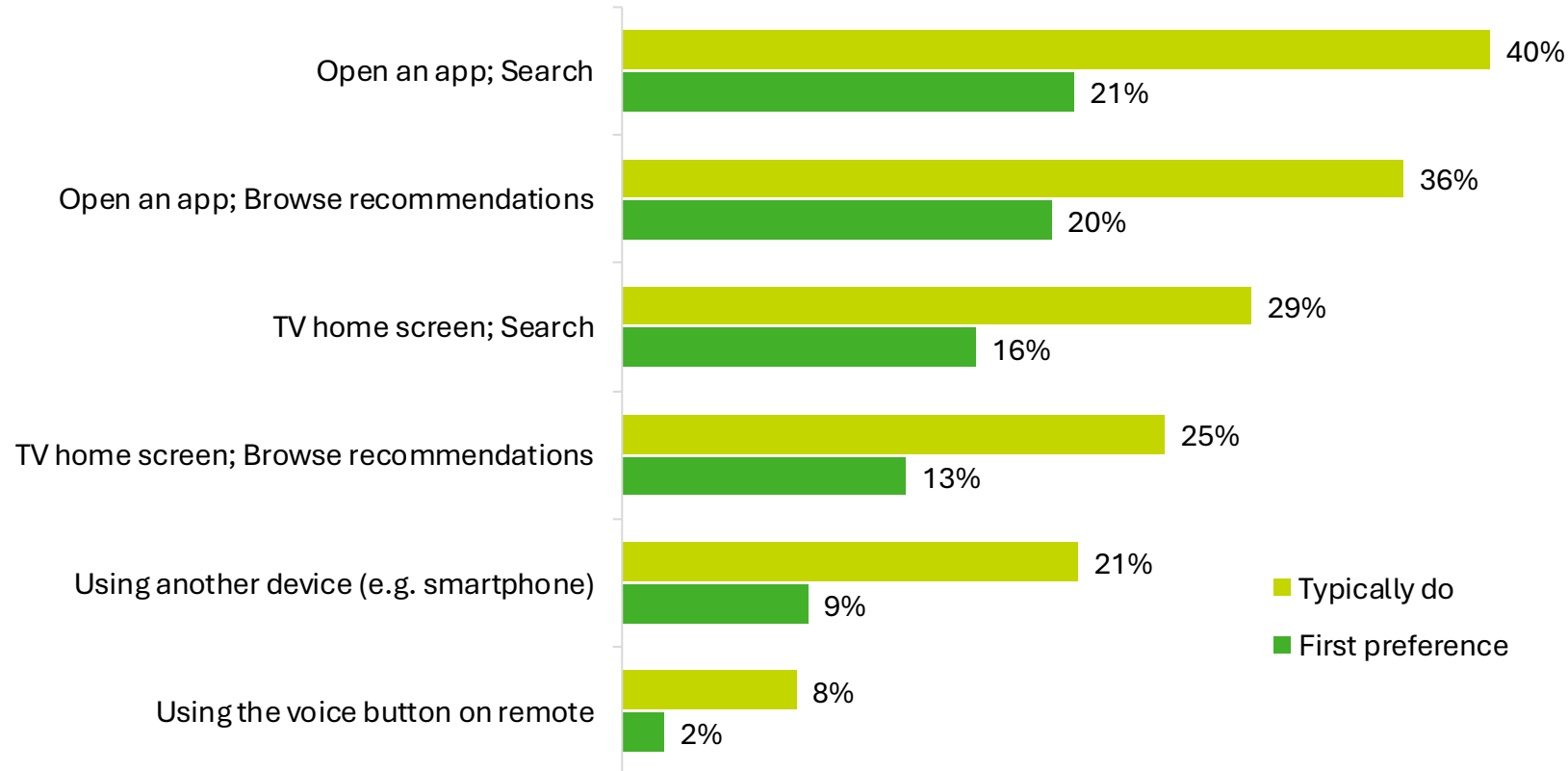
Question: Should artificial intelligence (AI) be used in the following areas of Film or TV, or not?

Weighted base: All respondents aged 16-75 years, 2026, [half sample – sample B] (2077)

Source: Deloitte Digital Consumer Trends, UK, 2026

Audiences are most commonly *already within an application* when they search for what to watch. The app, for many, may have usurped the EPG (electronic programming guide)

Where TV audiences *start* their search for something to watch



The most common approach to search is to ***open a single application***, and search within it.

This could be a paid service (e.g. Netflix), or a free one (e.g. BBC iPlayer).

Only once the user has found nothing to watch, will they cascade into their next choice of search – which might be another application.

Question: When you want to watch content on your TV and are undecided, which, if any, of the following, do you typically do?; Which one, if any, of the following, do you tend to do first?

Weighted base: All respondents aged 16-75 years, 2026, (4156)

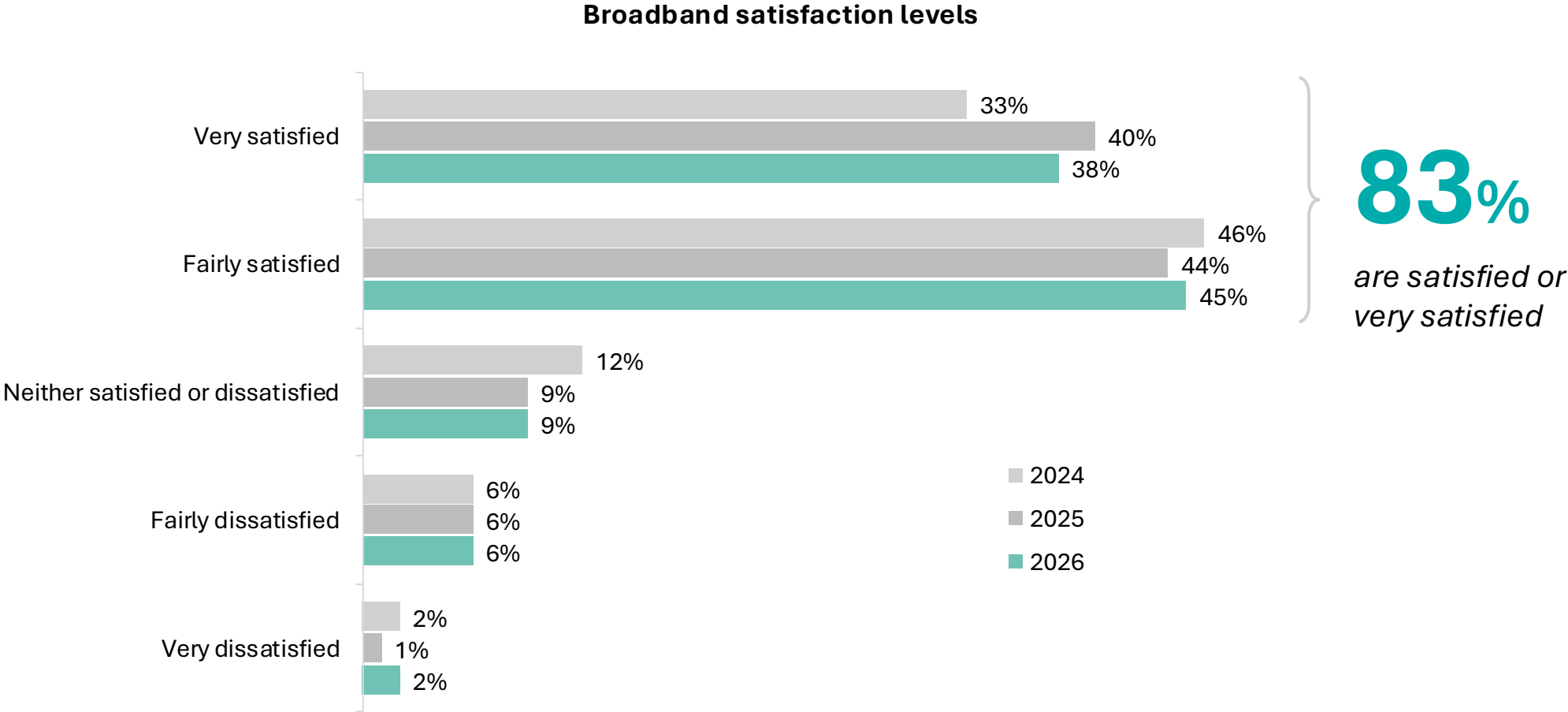
Source: Deloitte Digital Consumer Trends, UK, 2026



Section Five

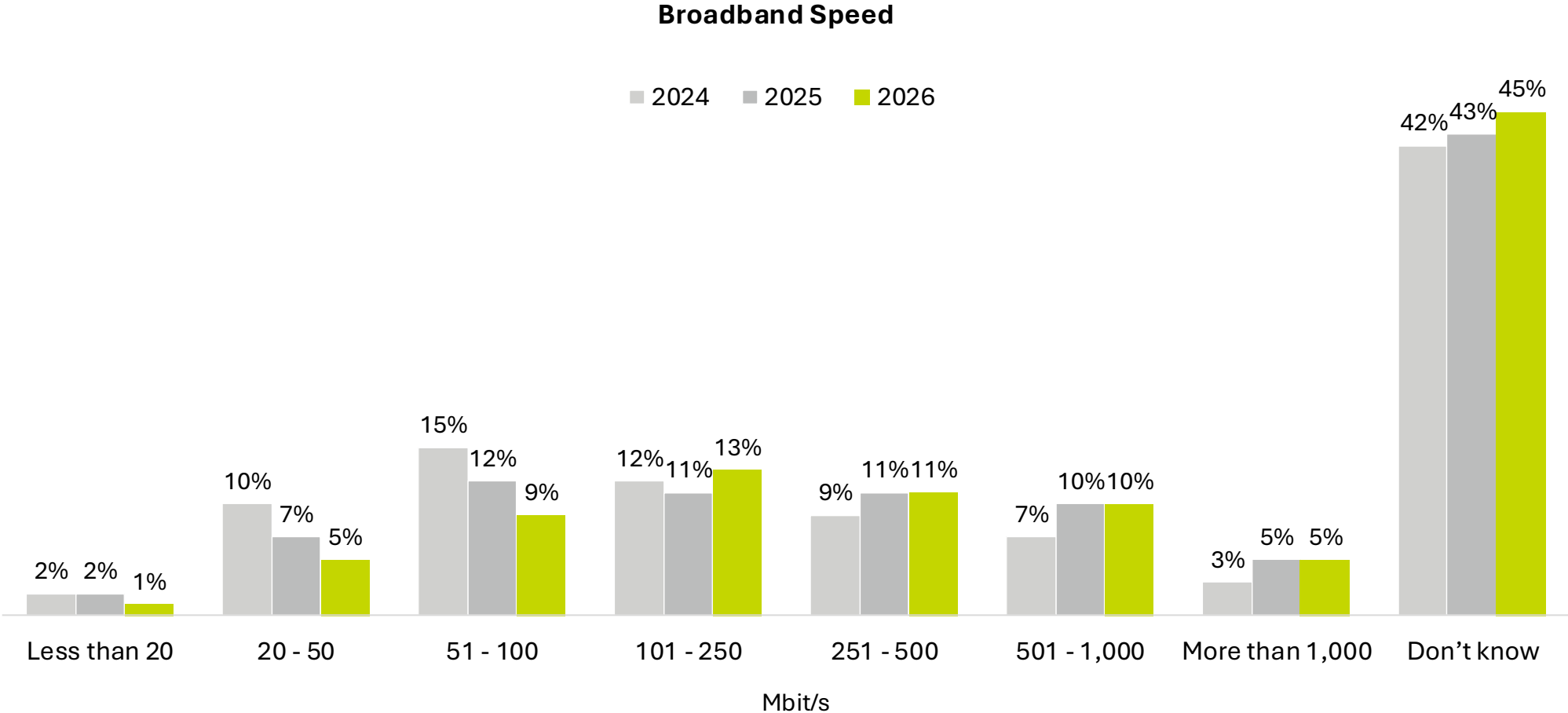
Connectivity

Satisfaction with broadband remains remarkably high at 83%; the most demanding consumer applications such as video streaming are comfortably delivered via most network technologies



Question: On balance, how satisfied or dissatisfied are you with your home internet connection overall?
Weighted base: All respondents aged 16-75 years, who have internet access at home, 2024 (3,732), 2025 (3,574), 2026 (3,587)
Source: Deloitte Digital Consumer Trends, UK, 2024-2026

Almost half (45%) of respondents to not know the advertised speed of their home broadband package



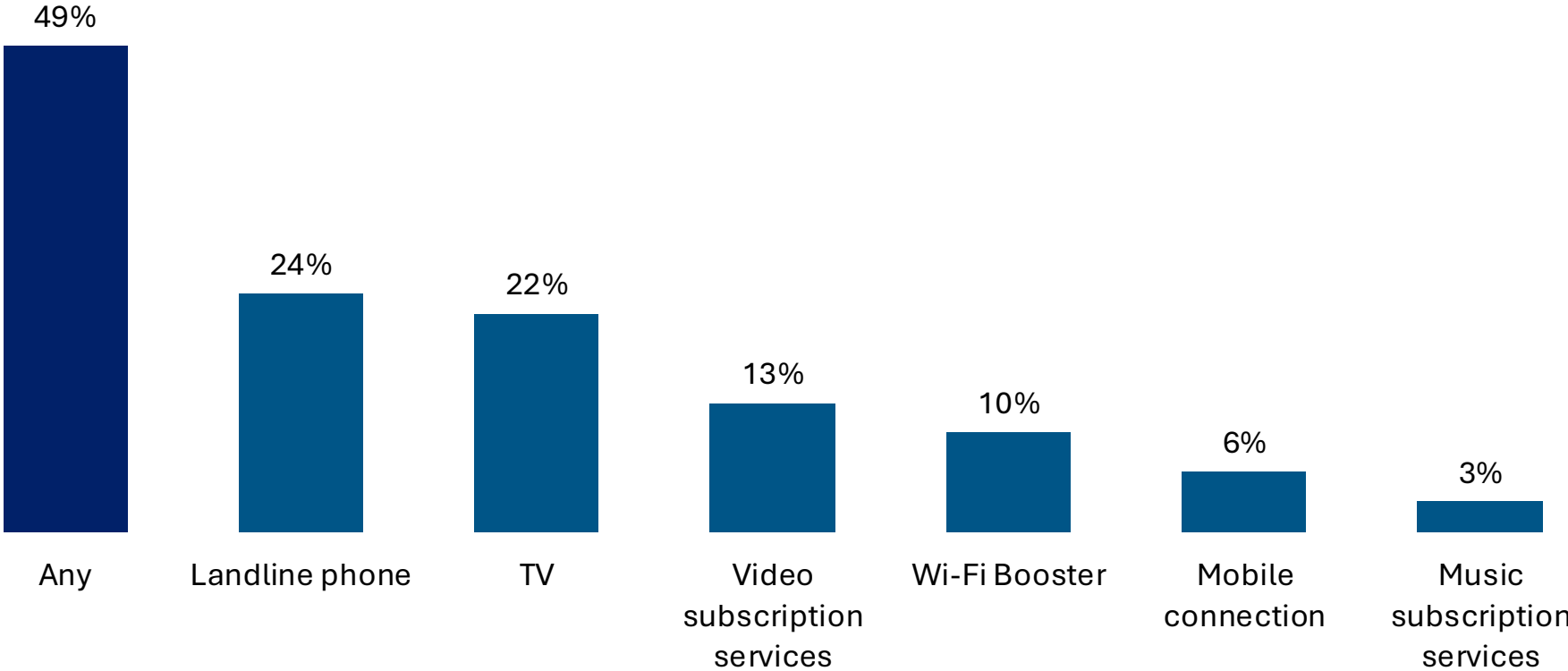
Question: How fast is the home internet connection you currently have? Please think about the speed as advertised, rather than the speed you actually get.

Weighted base: All respondents aged 16-75 years, who have internet access at home, 2024 (3,732), 2025 (3,574), 2026 (3,587)

Source: Deloitte Digital Consumer Trends, UK, 2024-2026

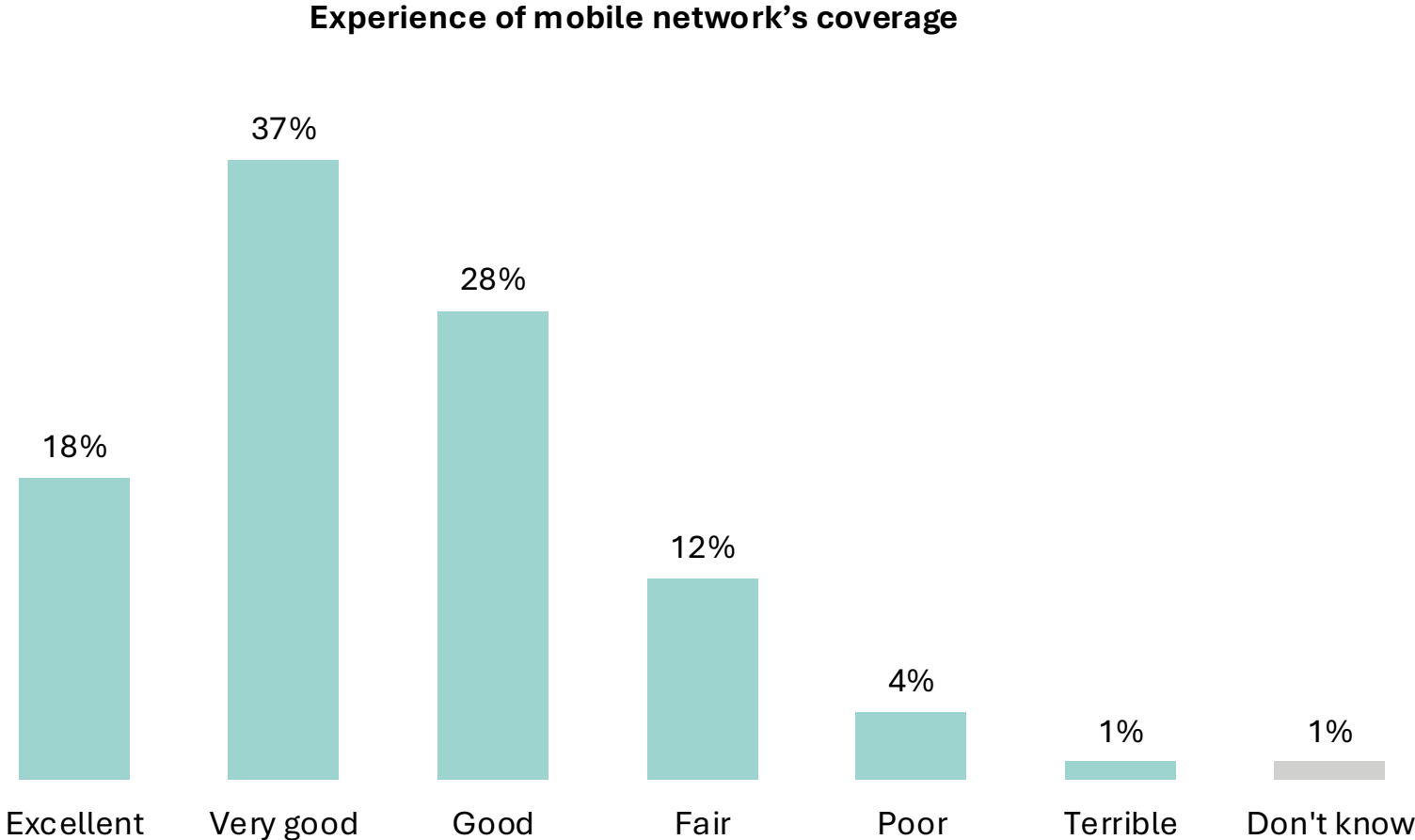
One in ten (10%) broadband customers bundles some form of Wi-Fi booster to improve in-home coverage

Bundled with broadband



Question: Is your broadband service at home bundled with any of the following?
Weighted base: All respondents aged 16-75 years, who have broadband at home, 2026 (3,215)
Source: Deloitte Digital Consumer Trends, UK, 2026

Four in five (82%) of mobile network customers would rate their coverage as good, very good or excellent

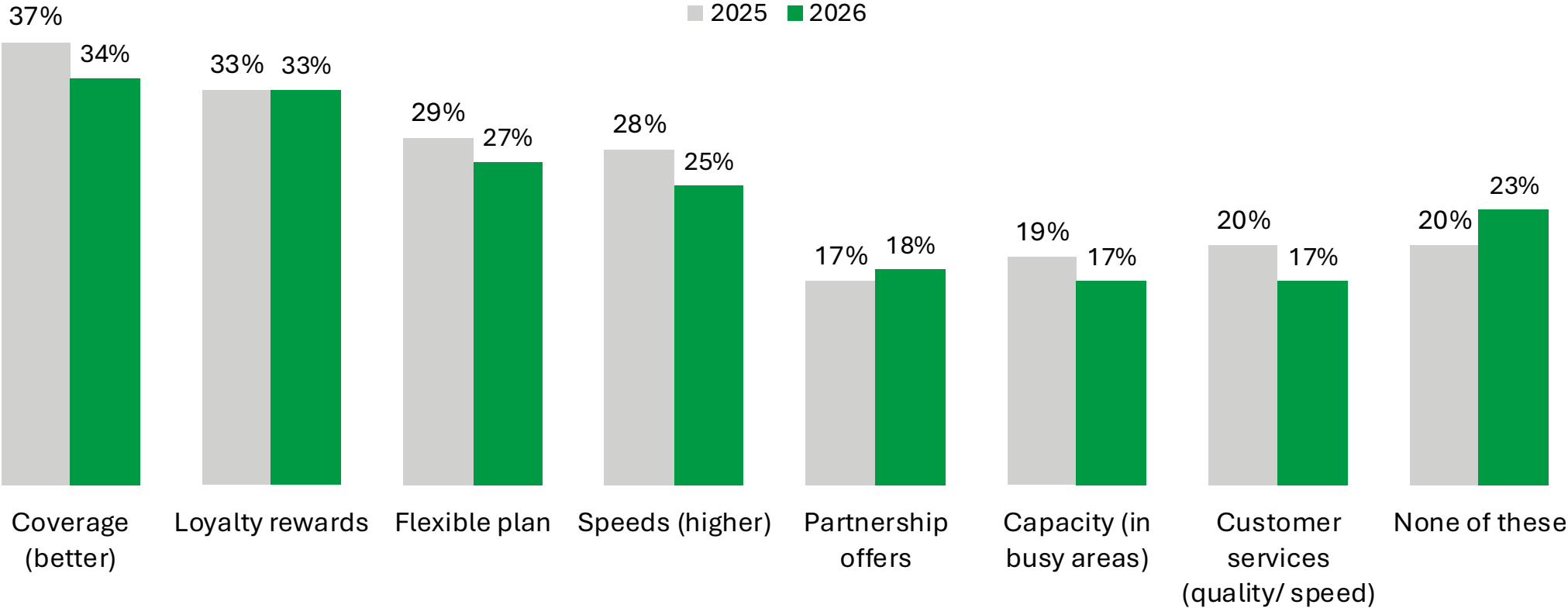


Question: Thinking about the past 12 months, how would you rate the quality of your mobile network's coverage?

Weighted base: All respondents 16-75 who have a phone or smartphone, 2026 (4,044)
Source: Deloitte Digital Consumer Trends, UK, 2026

Coverage (34%) and speed (25%) both decline as motivations for changing mobile network

Factors that would encourage mobile network churn



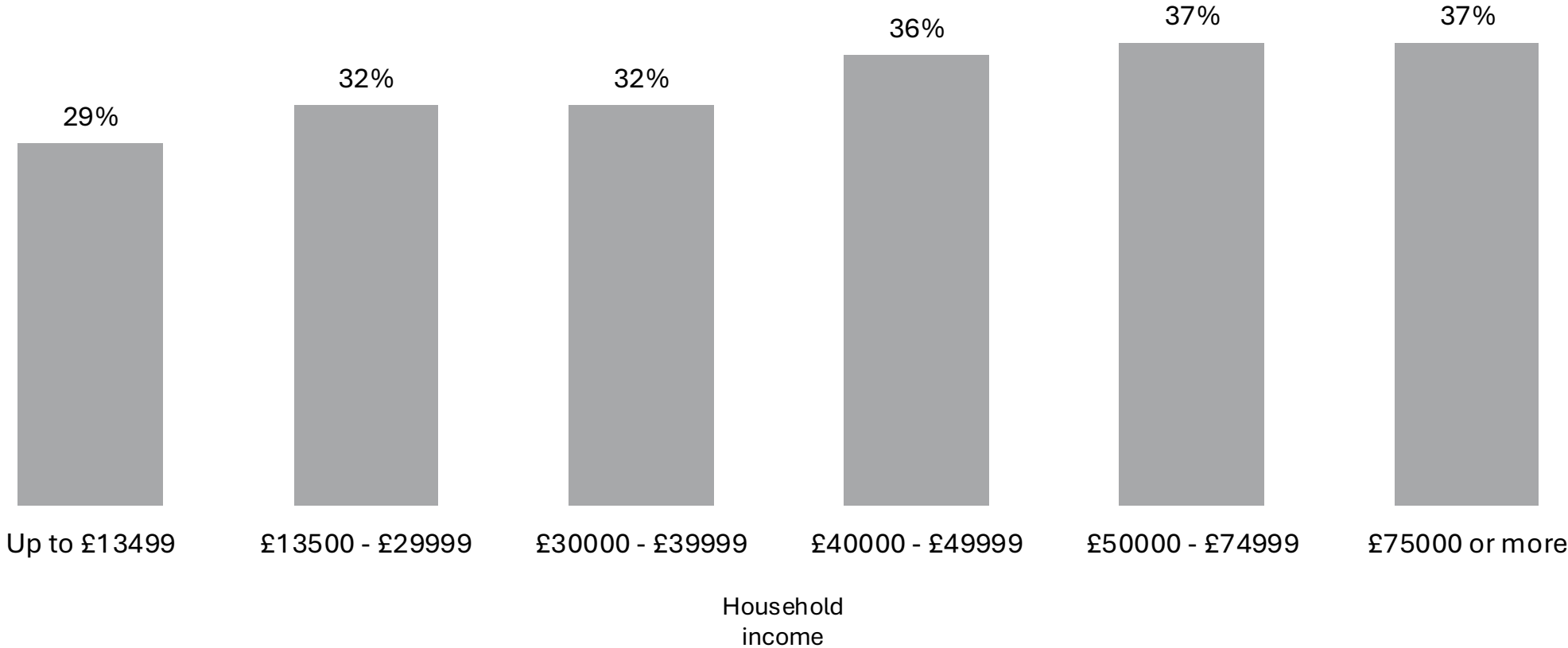
Question: Which, if any, of the following would encourage you to switch mobile network provider?

Weighted base: All respondents 16-75 who have a phone or smartphone 2025 (4,023), 2026 (4,044)

Source: Deloitte Digital Consumer Trends, UK, 2025-2026

Higher-income households more likely than average to switch network for rewards and perks; though this may be because they are more likely to live in metropolitan areas

Claiming that 'Loyalty rewards' would encourage them to switch mobile network

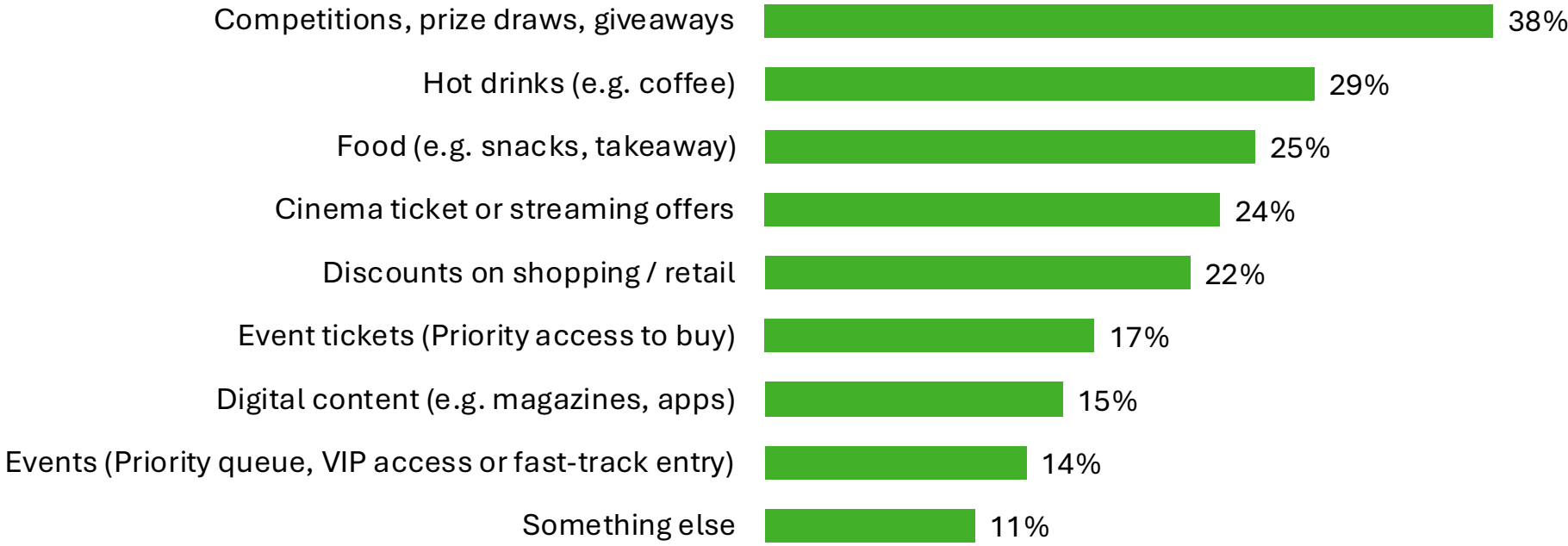


Question: Which, if any, of the following would encourage you to switch mobile network provider? [Loyalty rewards/perks]
Weighted base: All respondents 16-75 who have a phone or smartphone 2025 (4,023), 2026 (4,044)
Source: Deloitte Digital Consumer Trends, UK, 2025-2026

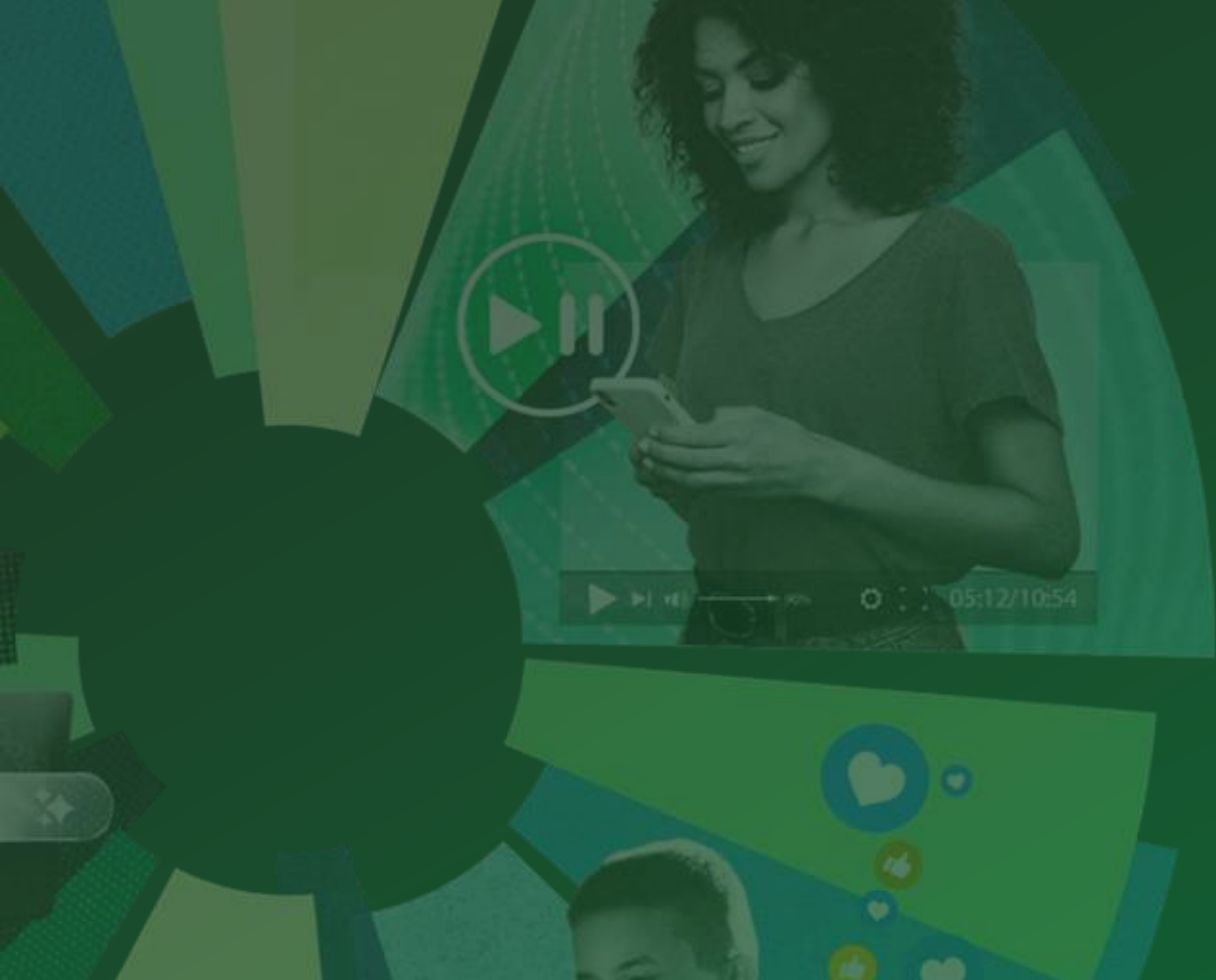
Of those with access to mobile network rewards/ perks, competitions are low-friction to enter – however most will not actually win; the next best-used perk is discounted food and drink

Rewards / perks taken advantage of [past 12 months]

33% of mobile customers took advantage of a loyalty reward / perk in the past twelve months. Of those...



Question: Which, if any, of the following rewards/perks from your mobile network provider rewards / members' programme have you personally used or taken advantage of, in the last 12 months?
Weighted base: All respondents 16-75 who have a phone or smartphone, 2026 (4,044), who have used a reward/ perk in the past 12 months (1,379)
Source: Deloitte Digital Consumer Trends, UK, 2025-2026



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