BUSINESS, SOCIAL AND EMAIL

Email marketing open and click rates by industry, 2025

Across 3.6 million MailerLite campaigns sent between December 2024 and November 2025, the median open rate was 43.46% and the median click rate 2.09%. Ecommerce and travel emails are opened least often, while legal, manufacturing and media emails get the most clicks.

Online, with downloads and the latest version: https://www.anthonymcgrath.co/data/email-benchmarks-by-industry/

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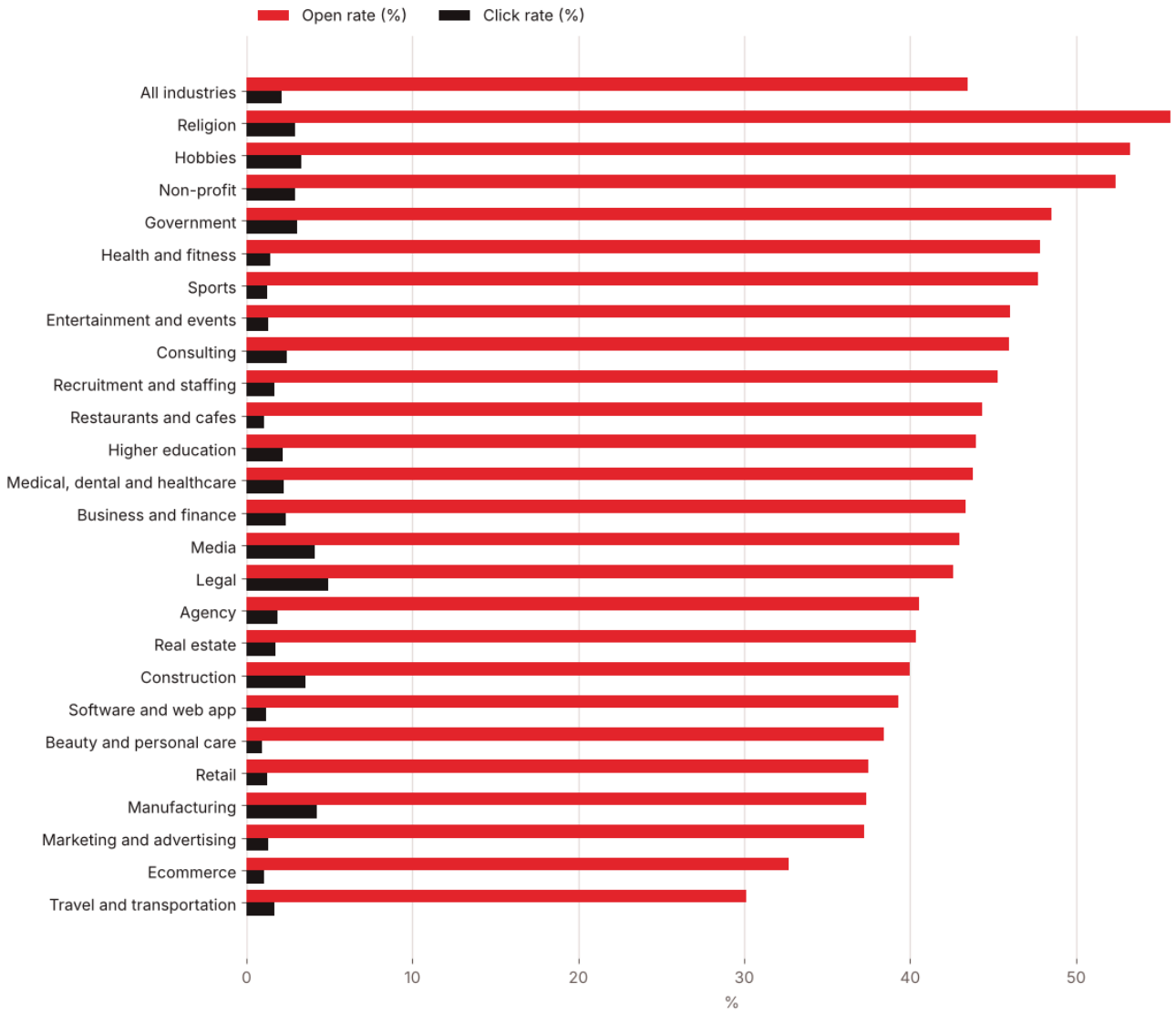

Source: MailerLite · Free data: anthonymcgrath.co/data/email-benchmarks-by-industry/

Key findings

• The median email open rate across all industries was 43.46%, with a median click rate of 2.09%.

• Ecommerce emails had a 32.67% open rate and a 1.07% click rate, both well below the all-industry median.

• Legal emails had the highest click rate of the industries shown at 4.9%, despite an open rate (42.58%) slightly below average.

The data

Industry	Open rate (%)	Click rate (%)
All industries	43.46	2.09
Religion	55.71	2.95
Hobbies	53.25	3.3
Non-profit	52.38	2.9
Government	48.52	3.05
Health and fitness	47.81	1.45
Sports	47.69	1.27
Entertainment and events	46	1.28
Consulting	45.96	2.41
Recruitment and staffing	45.26	1.68
Restaurants and cafes	44.32	1.06
Higher education	43.98	2.15
Medical, dental and healthcare	43.75	2.25
Business and finance	43.34	2.37
Media	42.97	4.1
Legal	42.58	4.9
Agency	40.52	1.85
Real estate	40.37	1.72
Construction	39.95	3.53
Software and web app	39.31	1.15
Beauty and personal care	38.4	0.95
Retail	37.47	1.27
Manufacturing	37.36	4.22
Marketing and advertising	37.23	1.3
Ecommerce	32.67	1.07
Travel and transportation	30.1	1.68

Sources

MailerLite, Email marketing benchmarks 2025 (Industry tables for open rate and click rate; median values from 3.6 million campaigns sent by 181,000 approved accounts, December 2024 to November 2025) https://www.mailerlite.com/blog/compare-your-email-performance-metrics-industry-benchmarks

Method

Open and click rates were copied from MailerLite's industry benchmark tables for 25 of its 46 industries, chosen for relevance to UK businesses, plus the overall medians stated in the article. Values are medians, not means.

Notes

Swapped from the Mailchimp benchmarks page, which was last updated in December 2023 and now shows only five industry rows; MailerLite's benchmarks are newer and more detailed. Data is global, not UK only, and reflects MailerLite customers. Open rates are inflated by Apple Mail Privacy Protection, so click rate is the more reliable comparison. 'Ecommerce' is MailerLite's 'e-commerce' category.

How to cite

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