

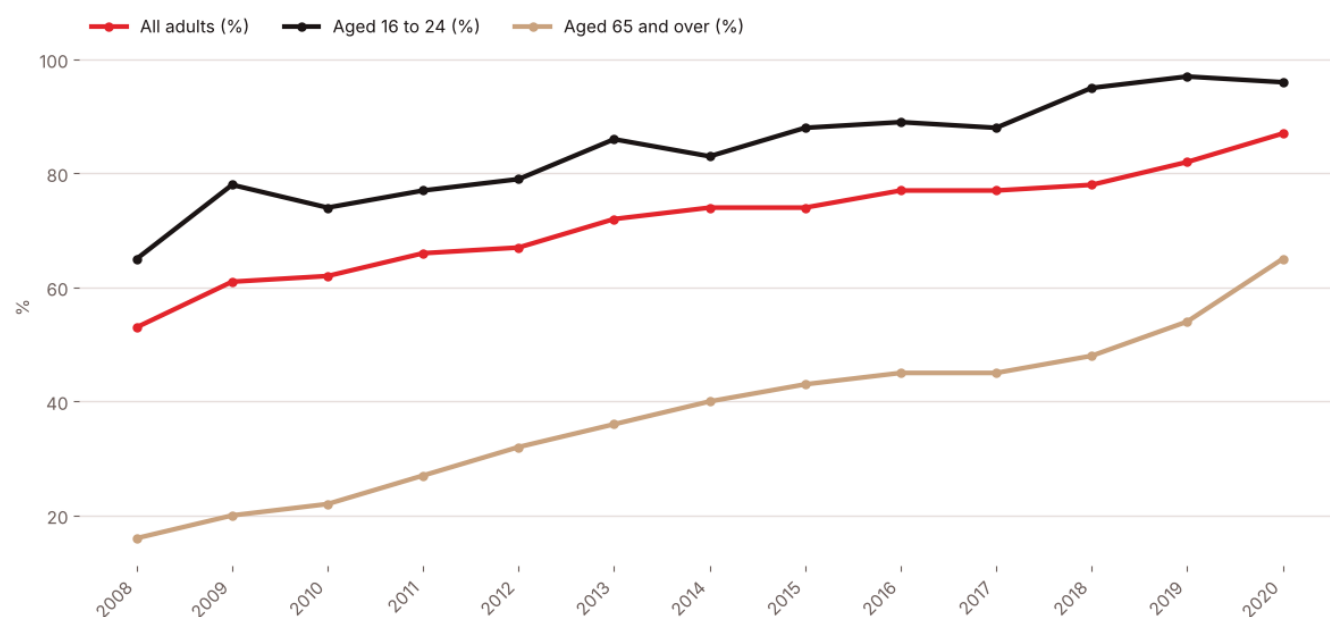
ECOMMERCE

Share of adults in Great Britain who shopped online in the last 12 months, 2008 to 2020

The share of adults in Great Britain who had bought something online in the past year rose from 53% in 2008 to 87% in 2020. Over-65s saw the fastest catch-up, from 16% to 65%, with the biggest single jump in the pandemic year.

Online, with downloads and the latest version: <https://www.anthonymcgrath.co/data/uk-adults-shopping-online/>

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Source: Office for National Statistics · Free data: [anthonymcgrath.co/data/uk-adults-shopping-online/](https://www.anthonymcgrath.co/data/uk-adults-shopping-online/)

Key findings

- 87% of adults in Great Britain had shopped online in the past 12 months in 2020, up from 53% in 2008.
- Online shopping among over-65s quadrupled from 16% in 2008 to 65% in 2020, including an 11-point rise in 2020 alone.
- By 2019, 97% of 16 to 24 year olds had shopped online in the past year.

The data

Year	All adults (%)	Aged 16 to 24 (%)	Aged 65 and over (%)
2008	53	65	16
2009	61	78	20
2010	62	74	22
2011	66	77	27
2012	67	79	32
2013	72	86	36

Year	All adults (%)	Aged 16 to 24 (%)	Aged 65 and over (%)
2014	74	83	40
2015	74	88	43
2016	77	89	45
2017	77	88	45
2018	78	95	48
2019	82	97	54
2020	87	96	65

Sources

Office for National Statistics, Internet access: households and individuals reference tables, 2020 (Table 8, Shopping online by age group, within the last 12 months, 2008 to 2020 (published 7 August 2020))

<https://www.ons.gov.uk/peoplepopulationandcommunity/householdcharacteristics/homeinternetandsocialmediausage/datasets/internetaccesshouseholdsandindividualsreferencetables>

Method

Percentages taken directly from Table 8 of the ONS 2020 reference tables for all adults and for the 16 to 24 and 65+ age groups. Base is adults aged 16 and over in Great Britain.

Notes

This ONS series was last published in August 2020 (next publication 'to be announced'), so 2020 is the latest year available. Figures are survey estimates rounded to whole numbers by ONS. Covers Great Britain, not Northern Ireland.

How to cite

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