WEBSITES AND TECH

Browser market share in the UK, September 2026

Chrome accounts for just under half of UK web page views and Apple's Safari for almost three in ten. Because Safari's Intelligent Tracking Prevention caps cookie lifetimes, a large slice of UK traffic is harder to track and attribute with browser-side tags alone.

Online, with downloads and the latest version: https://www.anthonymcgrath.co/data/uk-browser-market-share/

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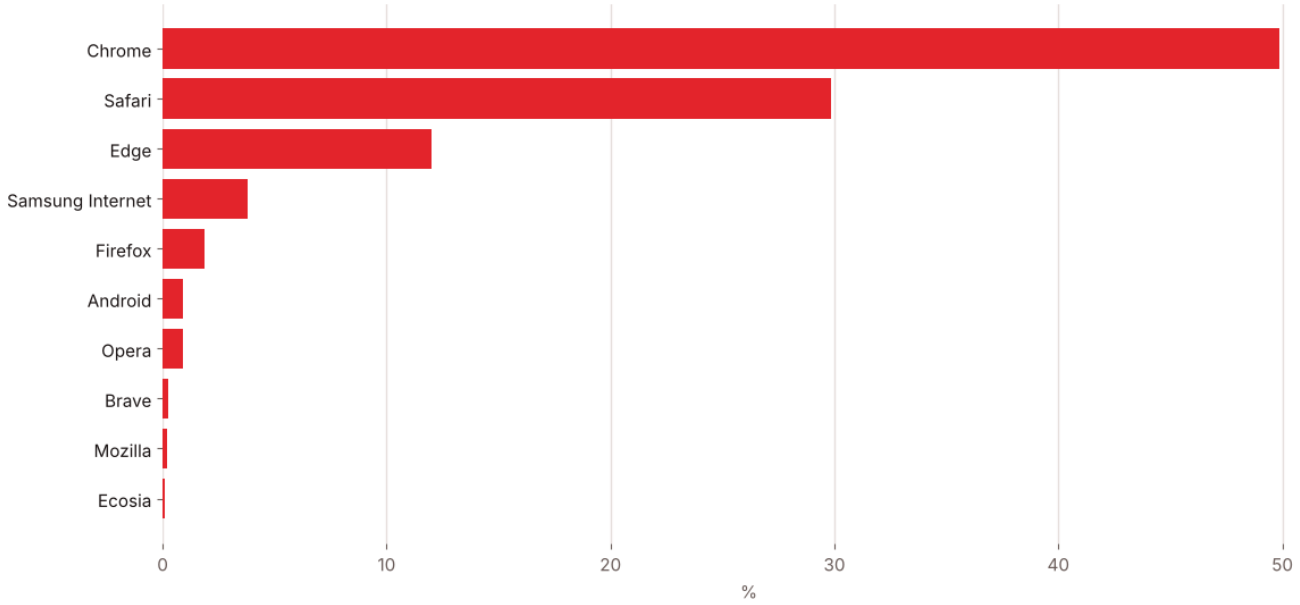

Source: StatCounter Global Stats · Free data: anthonymcgrath.co/data/uk-browser-market-share/

Key findings

• Chrome had 49.86% of UK browser market share in September 2026.

• Safari had 29.85%, so nearly three in ten UK page views came from a browser that restricts tracking cookies by default.

• Microsoft Edge was third at 12%, more than three times Samsung Internet's 3.82%.

The data

Browser	Share of UK page views (%)
Chrome	49.86
Safari	29.85
Edge	12
Samsung Internet	3.82
Firefox	1.89
Android	0.93
Opera	0.89
Brave	0.25

Browser	Share of UK page views (%)
Mozilla	0.19
Ecosia	0.11

Sources

StatCounter Global Stats, Browser Market Share United Kingdom (All platforms (desktop, mobile, tablet, console), September 2026, CSV export)
https://gs.statcounter.com/browser-market-share/all/united-kingdom

Method

Shares for September 2026, the latest complete month, taken from StatCounter's CSV export for the United Kingdom across all platforms. The ten largest browsers are shown.

Notes

Firefox also limits third-party tracking by default (Enhanced Tracking Protection), as does Brave. Smaller browsers totalling about 0.1% (Yandex Browser, UC Browser and others) are left out. The StatCounter web page showed marginally different values at the time of checking (Chrome 49.87%, Safari 29.9%, Edge 11.91%), reflecting a slightly different platform mix; the CSV figures are used throughout.

How to cite

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