

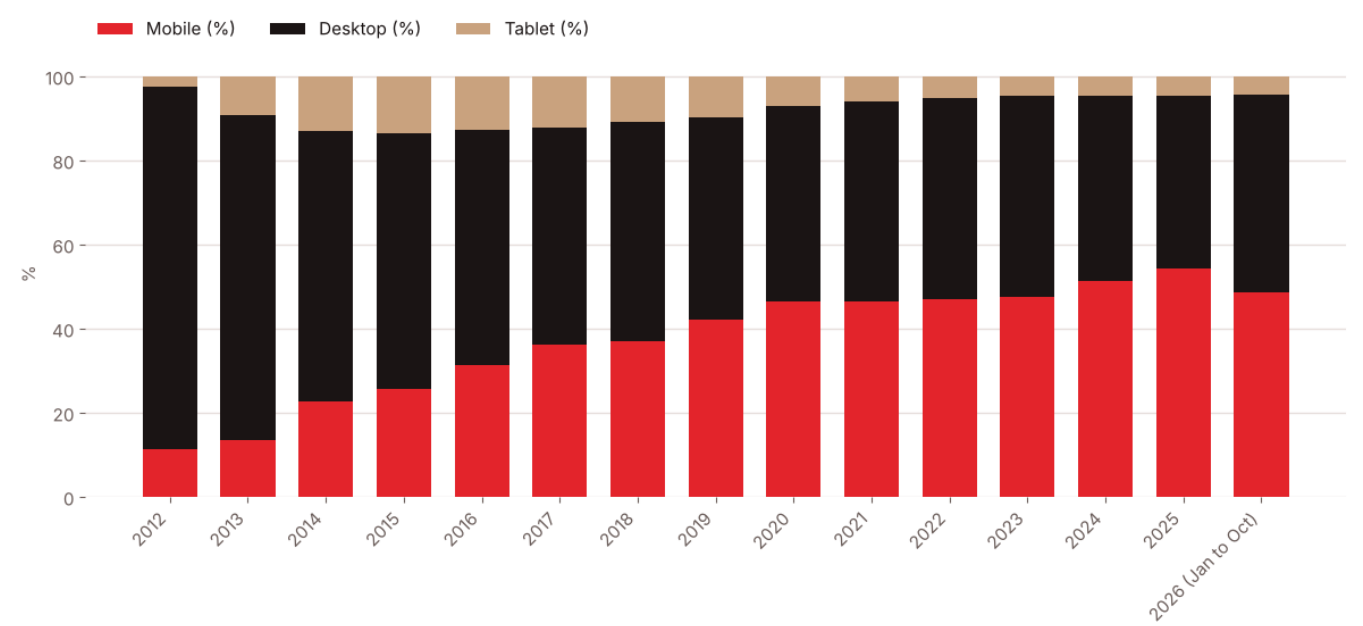
WEBSITES AND TECH

Mobile, desktop and tablet share of UK web traffic, 2012 to 2026

Mobile phones grew from about one in nine UK page views in 2012 to more than half by 2024, while desktop fell from 86% to around 41%. Tablet use peaked in 2015 and has since settled below 5%.

Online, with downloads and the latest version: <https://www.anthonymcgrath.co/data/uk-mobile-desktop-tablet-traffic-share/>

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Source: StatCounter Global Stats · Free data: [anthonymcgrath.co/data/uk-mobile-desktop-tablet-traffic-share/](https://www.anthonymcgrath.co/data/uk-mobile-desktop-tablet-traffic-share/)

Key findings

- Mobile's share of UK web traffic rose from 11.29% in 2012 to 54.32% in 2025.
- Mobile first clearly overtook desktop on a full-year basis in 2024, at 51.22% against 44.15%.
- Tablet share peaked at 13.51% in 2015 and was 4.66% in 2025.

The data

Year	Mobile (%)	Desktop (%)	Tablet (%)
2012	11.29	86.26	2.45
2013	13.6	77.31	9.09
2014	22.67	64.26	13.06
2015	25.76	60.73	13.51
2016	31.23	56.06	12.71
2017	36.23	51.52	12.25
2018	37.1	51.97	10.93
2019	42.21	48.02	9.76

Year	Mobile (%)	Desktop (%)	Tablet (%)
2020	46.53	46.53	6.94
2021	46.48	47.44	6.08
2022	47.05	47.82	5.12
2023	47.42	47.87	4.71
2024	51.22	44.15	4.63
2025	54.32	41.02	4.66
2026 (Jan to Oct)	48.59	47.02	4.4

Sources

StatCounter Global Stats, Desktop vs Mobile vs Tablet Market Share United Kingdom (Yearly granularity CSV export, 2012 to 2026; monthly export for 2026)

<https://gs.statcounter.com/platform-market-share/desktop-mobile-tablet/united-kingdom>

Method

Yearly page-view shares for the United Kingdom taken from StatCounter's platform comparison CSV export at yearly granularity. 2026 covers January to October only.

Notes

2026 is a partial year. StatCounter's monthly figures show desktop above mobile from May to August 2026 (for example 50.98% desktop, 44.9% mobile in June) before mobile returned to 53.39% in September, so the 2026 year-to-date figure is unusually close. StatCounter measures page views on sites carrying its tracking code, not users or time spent, and revises recent figures. In 2020 mobile and desktop were tied at 46.53%.

How to cite

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