ECOMMERCE

Online share of UK retail sales, 2010 to 2025

Internet sales made up 7.3% of all retail sales in Great Britain in 2010 and 27.5% in 2025. The share jumped during the pandemic, peaked at 30.7% in 2021, and has crept up again each year since the 2022 dip.

Online, with downloads and the latest version: https://www.anthonymcgrath.co/data/uk-online-share-of-retail/

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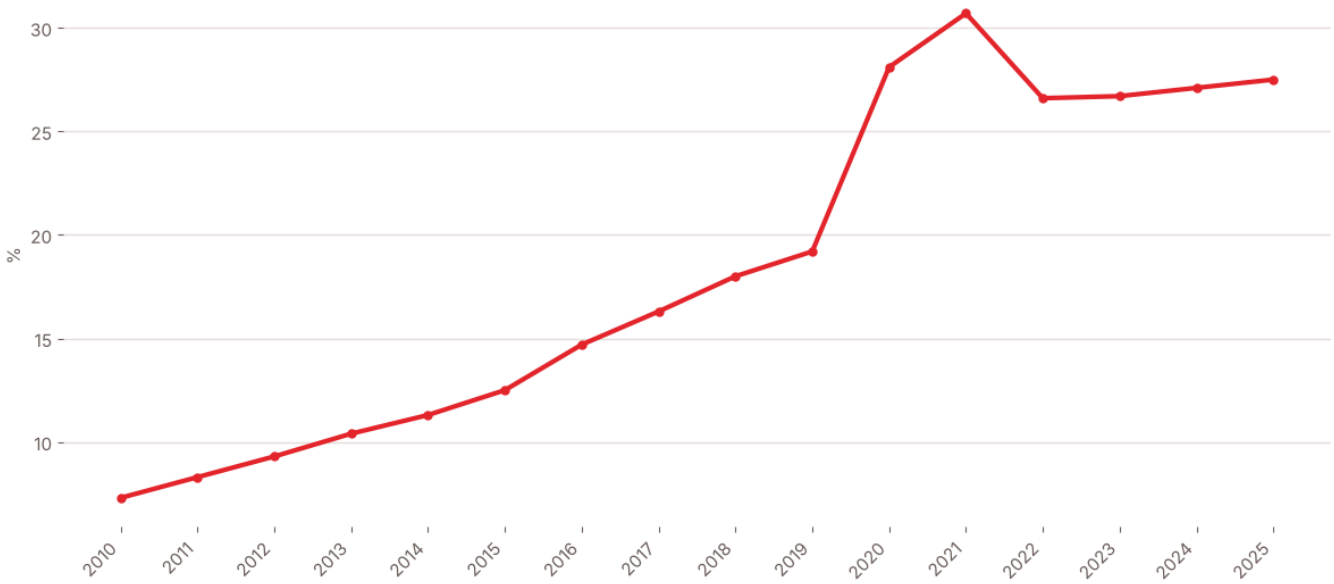

Source: Office for National Statistics · Free data: anthonymcgrath.co/data/uk-online-share-of-retail/

Key findings

• Online's share of GB retail sales almost quadrupled from 7.3% in 2010 to 27.5% in 2025.

• The online share leapt from 19.2% in 2019 to 28.1% in 2020, the biggest single-year rise in the series.

• After peaking at 30.7% in 2021, the share fell to 26.6% in 2022 and has risen every year since, to 27.5% in 2025.

The data

Year	Internet sales as a share of total retail sales (%)
2010	7.3
2011	8.3
2012	9.3
2013	10.4
2014	11.3
2015	12.5
2016	14.7
2017	16.3

Year	Internet sales as a share of total retail sales (%)
2018	18
2019	19.2
2020	28.1
2021	30.7
2022	26.6
2023	26.7
2024	27.1
2025	27.5

Sources

Office for National Statistics, Retail sales, Great Britain (Series J4MC, internet sales as a percentage of total retail sales (ratio), dataset DRSI, release of 23 October 2026)
https://www.ons.gov.uk/businessindustryandtrade/retailindustry/timeseries/j4mc/drsi

Method

Annual values for 2010 to 2025 taken directly from ONS series J4MC (dataset DRSI) as published on 23 October 2026. Figures are as published and may be revised in later ONS releases.

Notes

Covers Great Britain, as the ONS retail sales survey does. 2026 is not a full year yet; ONS quarterly values for 2026 are 28.2% (Q1), 28.0% (Q2) and 27.7% (Q3). Monthly figures peak around Black Friday (32.4% in November 2025).

How to cite

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