



BusinessStats
Data · Insights · Statistics

STATISTICS DOSSIER

Disney Plus – statistics & facts | BusinessStats

13 reports · 4 sections · Edition October 2026

86.2%

BRAND AWARENESS --
UK VOD USERS 2026

24.8%

UK -- HIGHEST
NETFLIX AD-
SUPPORTED SHARE IN
EUROPE FEB 2026

145.8K

PEAK MONTH --
MARCH 2022 (MOON
KNIGHT)

88.4%

BRAND AWARENESS --
US VOD USERS 2026

ABOUT THIS DOSSIER

Disney Plus – statistics & facts | BusinessStats

Disney Plus statistics 2026: 130M+ subscribers worldwide, DTC profitability, ARPU trends, ad-supported tier growth, content spend, and competitive position. Researched by the BusinessStats team.

KEY FIGURES AT A GLANCE

FIGURE	WHAT IT MEASURES	REPORT
86.2%	Brand Awareness -- UK VOD Users 2026	Disney+ Brand Profile UK 2026 – Awareness, Usage, Loyalty
24.8%	UK -- Highest Netflix Ad-Supported Share in Europe Feb 2026	Ad-Supported Netflix and Disney+ in Europe 2026, by Country
145.8K	Peak Month -- March 2022 (Moon Knight)	Disney+ Australia Monthly Downloads 2022-2026 – App Data
88.4%	Brand Awareness -- US VOD Users 2026	Disney+ Brand Profile US 2026 – Awareness, Usage, Loyalty
10.3M	Disney+ UK Subscribers -- Q3 2026	Disney+ UK Subscribers 2021-2026 – 4.1M to 10.3M Households
12,800	Netflix UK Titles -- December 2026	Netflix vs Amazon vs Disney+ UK Titles 2026 – By Type
43.2%	United States -- Highest Ad-Tier Share Q1-Q3 2026	Disney+ Ad-Supported Share by Region Q1-Q3 2026
\$506.8M	Total Disney App IAP Revenue 2026 YTD	Disney+ Leads App Revenue 2026 – Global IAP by App Ranked

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01

UK

3 reports

1.1

Disney+ Brand Profile UK 2026 – Awareness, Usage, Loyalty

Updated May 8, 2026

86.2%

BRAND AWARENESS -- UK VOD
USERS 2026

41.4%

USAGE RATE -- CURRENTLY USING
DISNEY+ UK

66.8%

POPULARITY -- POSITIVE BRAND
OPINION

49.2%

LOYALTY -- WOULD CHOOSE AGAIN
UK

34.7

BUZZ SCORE -- NET POSITIVE
SENTIMENT

#2

DISNEY+ UK RANK -- BEHIND
NETFLIX ONLY

Disney+ brand profile among UK VOD users 2026. Awareness 86.2%, usage 41.4%, popularity 66.8%, loyalty 49.2%, buzz 34.7. vs Netflix, Amazon, Now TV, Apple TV+

Full report with charts and data: businessstats.com/disney-video-on-demand-brand-profile-in-the-united-kingdom

1.2

Disney+ UK Subscribers 2021-2026 – 4.1M to 10.3M Households

Updated May 7, 2026

10.3M

DISNEY+ UK SUBSCRIBERS -- Q3
2026

4.1M

DISNEY+ UK SUBSCRIBERS -- Q2
2021 (START)

+6.2M

UK SUBSCRIBER GROWTH Q2 2021
TO Q3 2026

+151%

GROWTH RATE Q2 2021-Q3 2026

Q2 2026

QUARTER DISNEY+ UK CROSSED 10M
HOUSEHOLDS

22

CONSECUTIVE QUARTERS OF UK
GROWTH



Disney+ UK subscribers grew from 4.1M households in Q2 2021 to 10.3M in Q3 2026. Quarterly data Q2 2021-Q3 2026. Marvel, Star Wars, and ad-tier growth drivers.

Full report with charts and data: businessstats.com/disney-plus-subscribers-uk

1.3

Netflix vs Amazon vs Disney+ UK Titles 2026 – By Type

Updated May 7, 2026

12,800

NETFLIX UK TITLES -- DECEMBER 2026

12,200

AMAZON UK TITLES -- DECEMBER 2026

11,050

DISNEY+ UK TITLES -- DECEMBER 2026

8,000

NOW TV UK TITLES -- DECEMBER 2026

5,340

AMAZON -- MOST UK MOVIES (43.8%)

2,530

DISNEY+ -- MOST UK KIDS TITLES

Netflix leads UK SVOD at 12,800 titles in December 2026. Amazon 12,200, Disney+ 11,050, Now TV 8,000. Movies, series, documentaries, reality, kids by platform.

Full report with charts and data: businessstats.com/netflix-amazon-prime-now-tv-disney-number-of-titles-uk



02

Ad-Supported

2 reports

2.1

Ad-Supported Netflix and Disney+ in Europe 2026, by Country

Updated May 10, 2026

24.8%

UK -- HIGHEST NETFLIX AD-SUPPORTED SHARE IN EUROPE FEB 2026

14.2%

UK -- HIGHEST DISNEY+ AD-SUPPORTED SHARE IN EUROPE FEB 2026

12.8%

POLAND -- LOWEST NETFLIX AD-SUPPORTED SHARE FEB 2026

18.5%

EUROPEAN AVERAGE -- NETFLIX AD-SUPPORTED FEB 2026

8.9%

EUROPEAN AVERAGE -- DISNEY+ AD-SUPPORTED FEB 2026

+9.6pp

NETFLIX LEAD OVER DISNEY+ -- EUROPEAN AVERAGE

Share of Europeans using ad-supported Netflix and Disney+ by country -- Feb 2026. UK leads at 24.8% (Netflix) and 14.2% (Disney+). 10 countries compared.

Full report with charts and data: businessstats.com/ad-supported-netflix-and-disney-usage-europe

2.2

Disney+ Ad-Supported Share by Region Q1-Q3 2026

Updated May 10, 2026

43.2%

UNITED STATES -- HIGHEST AD-TIER SHARE Q1-Q3 2026

36.8%

CANADA -- SECOND HIGHEST AD-TIER SHARE

31.4%

EUROPE -- AD-TIER SHARE Q1-Q3 2026

24.6%

LATIN AMERICA -- FASTEST GROWTH REGION

11.2%

MEA -- LOWEST AD-TIER SHARE

~30.6%

GLOBAL AVERAGE -- 47.2M BASIC OF ~154M TOTAL



Disney+ ad-supported tier share by region Q1-Q3 2026. US/Canada 40.6%, UK/Australia 31.2%, LATAM 30.1%, Europe 22.4% (fastest +4.2pts), APAC 19.0%.

Full report with charts and data: businessstats.com/disney-plus-users-ad-supported-streaming-options-by-region



03

App

2 reports

3.1

Disney+ Australia Monthly Downloads 2022-2026 – App Data

Updated May 7, 2026

145.8K

PEAK MONTH -- MARCH 2022
(MOON KNIGHT)

54.2K

TROUGH MONTH -- AUGUST 2023
(STRIKE GAP)

85.5K

AVERAGE MONTHLY DOWNLOADS
JAN 2022-JAN 2026

104.1K

2022 MONTHLY AVERAGE -- PEAK
YEAR

95.4K

JANUARY 2026 DOWNLOADS

~4.19M

ESTIMATED TOTAL DOWNLOADS
JAN 2022-JAN 2026

Disney+ Australia monthly app downloads Jan 2022-Jan 2026. Peak 145.8K (Mar 2022, Moon Knight). Average 85.5K/month. Marvel and Star Wars premiere spikes tracked.

Full report with charts and data: businessstats.com/australia-disney-plus-monthly-downloads

3.2

Disney+ Leads App Revenue 2026 – Global IAP by App Ranked

Updated May 6, 2026

\$506.8M

TOTAL DISNEY APP IAP REVENUE
2026 YTD

\$195.2M

DISNEY+ -- #1 APP BY REVENUE
2026 YTD

\$88.4M

HULU -- #2 APP BY REVENUE 2026
YTD

\$67.3M

STAR WARS: GALAXY OF HEROES --
TOP GAME

56.0%

STREAMING APPS SHARE OF TOTAL
DISNEY APP REVENUE

32.7%

MOBILE GAMES SHARE OF TOTAL
DISNEY APP REVENUE

Disney+ leads app revenue 2026 YTD at \$195M. Hulu \$88M, Star Wars Galaxy of Heroes \$67M, Marvel Strike Force \$54M, ESPN+ \$45M. Full IAP ranking worldwide.



Full report with charts and data: businessstats.com/iap-top-grossing-disney-apps-worldwide



04

More statistics

6 reports

4.1

Disney+ Brand Profile US 2026 – Awareness, Usage, Loyalty

Updated May 7, 2026

88.4%

BRAND AWARENESS -- US VOD
USERS 2026

44.8%

USAGE RATE -- CURRENTLY USING
DISNEY+

68.2%

POPULARITY -- POSITIVE BRAND
OPINION

51.6%

LOYALTY -- WOULD CHOOSE AGAIN

38.4

BUZZ SCORE -- NET POSITIVE
SENTIMENT

#2

DISNEY+ RANK -- BEHIND NETFLIX
ONLY

Disney+ brand profile among US VOD users in 2026. Awareness 88.4%, usage 44.8%, popularity 68.2%, loyalty 51.6%, buzz 38.4. vs Netflix, Amazon, Hulu, Max.

Full report with charts and data: businessstats.com/disney-video-on-demand-brand-profile-in-the-united-states

4.2

Disney+ Poland Real Users 2022-2026 – 1.18M to 2.48M

Updated May 7, 2026

2.48M

DISNEY+ POLAND REAL USERS --
2026

1.18M

DISNEY+ POLAND REAL USERS --
2022 (FIRST FULL YEAR)

+1.30M

TOTAL RU GROWTH 2022-2026

+110%

REAL USER GROWTH RATE 2022-
2026

~17%

DISNEY+ POLAND INTERNET HH
PENETRATION 2026

Dec 2021

DISNEY+ POLAND LAUNCH DATE

Disney+ real users Poland grew from 1.18M (2022) to 2.48M (2026). Annual RU 2022-2026. +110% growth. Marvel, Star Wars content drivers. Polish streaming context.

Full report with charts and data: businessstats.com/poland-disney-real-users

4.3

Disney+ Most-Watched Shows U.S. 2026 – Minutes Viewed Ranked

Updated May 7, 2026

4.82B

THE MANDALORIAN S4 -- #1 MOST-WATCHED 2026

3.91B

ANDOR S2 -- #2 MOST-WATCHED 2026

3.44B

IRONHEART -- #3 MOST-WATCHED 2026

28.08B

TOTAL TOP 10 MINUTES VIEWED 2026

62.8%

STAR WARS + MARVEL SHARE OF TOP 10

2

STAR WARS SHOWS IN DISNEY+ TOP 5 2026

The Mandalorian S4 leads Disney+ US with 4.82B minutes in 2026. Andor S2 3.91B, Ironheart 3.44B, The Bear S4 2.71B. Top 10 most-watched Disney+ shows ranked.

Full report with charts and data: businessstats.com/most-watched-tv-shows-disney-plus-us

4.4

Disney+ Raised Prices Again – Full Plan Comparison May 2026

Updated May 5, 2026

\$7.99

DISNEY+ BASIC (WITH ADS) /MO

\$15.99

DISNEY+ PREMIUM (NO ADS) /MO

\$7.99

HULU WITH ADS /MO

\$17.99

HULU NO ADS /MO

\$14.99

TRIO BASIC BUNDLE /MO

\$82.99

HULU + LIVE TV (ADS) /MO

All Disney streaming prices as of May 2026: Disney+ from \$7.99, Hulu from \$7.99, ESPN+ \$10.99. Bundles from \$9.99. Live TV \$82.99. Full comparison of every plan

Full report with charts and data: businessstats.com/subscription-price-disney-video-streaming-us



4.5

Disney+ ARPU Jumped 47% in One Quarter – Full Data 2020-2026

Updated May 5, 2026

\$8.78ARPU Q4 2025 -- LATEST
CONFIRMED**\$3.61**ALL-TIME LOW -- Q2 2023 (INDIA
DILUTION)**+47%**Q1 2024 ARPU JUMP -- INDIA
RESTRUCTURE**\$5.56**LAUNCH ARPU -- Q1 2020
(US/CANADA ONLY)**~\$9.60**

Q4 2026 ARPU ESTIMATE

+143%

ARPU GROWTH -- LOW TO Q4 2025

Disney+ ARPU fell from \$5.56 (Q1 2020) to \$3.61 (Q2 2023) as India diluted the mix. Hotstar removal in Q1 2024 sent ARPU surging. Now \$8.78 (Q4 2025). Quarterly chart 2020-2026.

Full report with charts and data: businessstats.com/disney-plus-average-revenue-per-subscriber-worldwide

4.6

Disney+ Hit 164M Then Crashed – Full Quarterly Data 2020-2026

Updated May 4, 2026

164.2M

PEAK SUBSCRIBERS -- Q3 2022

131.6M

Q4 2025 -- LATEST CONFIRMED

117.6M

POST-INDIA LOW -- Q1 2024

~138M

Q4 2026 ESTIMATE

\$24.6B

DTC REVENUE FY2025

\$1.33B

DTC OPERATING INCOME FY2025

Disney+ hit 164.2M in Q3 2022, then lost 47M in 5 quarters. India restructure removed 32M in Q1 2024. Now recovering at 131.6M (Q4 2025). Full quarterly data.

Full report with charts and data: businessstats.com/disney-plus-number-of-subscribers-us



HOW TO CITE THIS DOSSIER

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Methodology

Every figure in this dossier comes from a Business Stats report that names its primary source: statistics offices, central banks, company filings and original surveys. The reports are updated continuously; this PDF shows them as of Oct 19, 2026.

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