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STATISTICS BOOK

Europe: statistics and facts

12 full reports · Edition October 2026

24.8%

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

£127bn

ONLINE RETAIL, 2024

14,800

NETFLIX -- MOST
TITLES IN EUROPE
JULY 2026

161.8Mt

EU MILK 2024

ABOUT THIS BOOK

Europe: statistics and facts

Every Business Stats report on Europe in one place: 12 reports, from Netflix (2 reports).

The reports put numbers on it, for example 24.8% (UK -- Highest Netflix Ad-Supported Share in Europe Feb 2026), EUR 389.9B (Europe Spend 2026F), 14,800 (Netflix -- Most Titles in Europe July 2026) and £127bn (Online Retail, 2024).

Freshly updated: Ad-Supported Netflix and Disney+ in Europe 2026, by Country and Business Travel in Europe 2026: EUR 389.9B Spend, Ranked. New and updated reports appear here automatically, the last change was on Oct 18, 2026. Each report lists its sources and lets you download its charts and data.

Each chapter is a complete Business Stats report with its text, charts, tables and primary sources. The online version of every report is updated continuously; this book shows them as of Oct 18, 2026.

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STATISTICS REPORT

Share of consumers using ad-supported Netflix and Disney+ in Europe 2026, by country

 Updated May 10, 2026 · businessstats.com/ad-supported-netflix-and-disney-usage-europe

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

Core Topic -- Ad-Supported Streaming in Europe by Country

Share of consumers using free or cheaper ad-supported versions of Netflix and Disney+ in Europe as of February 2026, by country

Ad-supported streaming adoption in Europe is measured by the share of adult internet users in each country who subscribe to the cheaper, ad-supported tier of Netflix (Standard with Ads) or Disney+ (Basic, with Ads). This data -- from a nationally representative YouGov Profiles survey supplemented by Ampere Analysis tracking -- captures a snapshot of European consumer streaming preferences as of February 2026, approximately 38-39 months after Netflix launched its European ad tier (November 2022) and 14-27 months after Disney+ Basic launched in various European markets (from November 2023). The Disney+ UK subscriber context in our Disney+ UK subscribers analysis.

The data reveals three structural patterns. First, **the UK leads every other European country** in both Netflix and Disney+ ad-supported adoption -- reflecting the earliest launches, highest streaming price sensitivity, and strongest advertising market in European streaming. Second, **Nordic countries (Sweden, Denmark) outperform larger markets** (Germany, France) despite smaller populations -- reflecting Northern European consumers' high digital adoption and comfort with ad-supported models. Third, **Netflix leads Disney+ in every country by a consistent 7-12 percentage point margin**, reflecting Netflix's 12-month head-start in European ad-tier availability and its higher total subscriber base. The global SVOD comparison in our [global](#)



SVOD subscriber count by platform analysis.

Industry Context -- Why Netflix Leads Disney+ by 7-12pp in Every European Country Netflix launched Standard with Ads in Europe in November 2022 -- 12 months before Disney+ Basic reached the UK and 12-24 months before continental European markets. That gap creates a consistent 9.6pp European average lead

Netflix Standard with Ads launched in the UK, Germany, France, Italy, Spain, and other European markets on November 3, 2022 -- making February 2026 approximately the 40th month of European Netflix ad-tier availability. Disney+ Basic launched in the UK in November 2023 (38-month advantage to Netflix), and in most continental European markets in late 2023-early 2024 (25-30 month advantage). This timing gap explains the consistent Netflix lead across every country: **Netflix has had more time for ad-tier awareness to build, for price-sensitive subscribers to discover and switch to the cheaper option, and for new subscribers to choose ad-supported as their first Netflix experience.** As Disney+ Basic accumulates more months of European availability, its country-level shares are expected to converge toward Netflix levels over 2026-2028. UK Netflix and Disney+ title comparison in our [Netflix, Amazon, Disney+ UK titles analysis](#).

Grouped Bar Chart

Ad-supported Netflix vs Disney+ by country -- February 2026 -- UK leads both, Poland lowest both

The grouped bar chart shows Netflix (gold) and Disney+ (navy) ad-supported adoption side by side for all 10 European countries. Netflix leads Disney+ in every country without exception. The ad-supported VOD worldwide context in our [ad-supported VOD users worldwide analysis](#).

Ad-Supported Netflix vs Disney+ -- % of Consumers by Country -- February 2026 Share of Consumers Using Ad-Supported Netflix and Disney+ in Europe -- February 2026, by Country 18.5%EU avg Netflix 8.9%EU avg Disney+

Source: YouGov Profiles European Streaming Survey February 2026 / Statista Digital Market Insights / Ampere Analysis European SVOD tracker -- % of adult internet users in each country subscribing to ad-supported tier -- Netflix Standard with Ads (gold bars) / Disney+ Basic (navy bars) -- nationally representative sample per country -- all figures carry ± 1 -2pp margin of error

Netflix Ranking by Country

Netflix ad-supported adoption by European country -- UK 24.8% highest, Poland 12.8% lowest, 12.0pp gap

Netflix Standard with Ads -- % of Consumers by Country -- Europe February 2026 Share of Consumers Using Netflix Standard with Ads (Ad-Supported) -- Europe February 2026, by Country % of adult internet users in each country subscribing to Netflix Standard with Ads -- February 2026 -- YouGov Profiles / Ampere Analysis Source: YouGov Profiles European Streaming Survey February 2026 / Ampere Analysis European Netflix tracker -- Netflix Standard with Ads launched UK/Germany/France/Spain/Italy/others November 2022 -- approximately 38-40 months of availability by February 2026 -- all figures are estimates with ± 1 -2pp accuracy

Disney+ Ranking by Country

Disney+ ad-supported adoption by European country -- UK 14.2% highest, Poland 5.4% lowest

Disney+ Basic (with Ads) -- % of Consumers by Country -- Europe February 2026 Share of Consumers Using Disney+ Basic (Ad-Supported) -- Europe February 2026, by Country % of adult internet users in each country subscribing to Disney+ Basic (with Ads) -- February 2026 -- YouGov Profiles / Ampere Analysis Source: YouGov Profiles European Streaming Survey February 2026 / Ampere Analysis European Disney+ tracker -- Disney+ Basic (with Ads) launched UK November 2023 -- continental Europe from late 2023-early 2024 -- all figures are estimates with ± 1 -2pp accuracy

Sub Topics -- Country Deep Dive

Ad-supported streaming by country -- UK to Poland, what drives the variation

- **United Kingdom -- Netflix 24.8%, Disney+ 14.2% -- Both Highest in Europe:** The UK leads all European countries in ad-supported adoption for both Netflix and Disney+ as of February 2026. UK advantages: both services launched their ad-supported tiers in the UK simultaneously with the US (Netflix November 2022, Disney+ November 2023) -- giving UK consumers the longest European familiarity period; UK streaming prices are among the highest in Europe (Netflix Premium £17.99/month, Disney+ Premium £13.99/month), creating the largest absolute financial incentive to switch to the cheaper ad-supported option; UK advertising CPM rates are the highest in Europe, resulting in the

highest-quality, most relevant ad experiences on both platforms; and UK consumers have the most mature streaming culture in Europe. Disney+ UK subscribers in our Disney+ UK subscribers analysis.

- **Netherlands -- Netflix 22.4%, Disney+ 10.6% -- Second for Netflix:** The Netherlands has the second-highest Netflix ad-supported adoption (22.4%) -- slightly ahead of the Nordic countries despite being the smallest market in the group. Dutch streaming adoption is characteristically high: the Netherlands consistently ranks among Europe's highest-penetration streaming markets. Dutch consumers are also among Europe's most price-conscious digital consumers -- historically early adopters of discounted digital service tiers. Dutch is not a widely spoken language internationally, but Netflix's content library in the Netherlands includes significant English-language content (Dutch consumers have high English proficiency), making the ad-supported tier a good-value access point. UK vs other European title count context in our Netflix, Amazon, Disney+ UK titles analysis.
- **Sweden and Denmark -- Netflix 20.6% / 19.8%, Disney+ 9.2% / 8.8% -- Nordic Leaders:** Sweden and Denmark are the third and fourth highest European markets for Netflix ad-supported adoption, and similarly ranked for Disney+. Nordic countries consistently outperform their population size in digital service adoption metrics -- reflecting high income levels, high English proficiency (meaning access to the broadest content libraries), high broadband penetration, and strong consumer awareness of streaming price tiers. Swedish and Danish consumers have high streaming service stacking rates (subscribing to multiple services simultaneously), making the cheaper ad-supported entry point for each service more attractive than it would be if they held fewer subscriptions.
- **Germany -- Netflix 19.4%, Disney+ 9.8% -- Largest European Market:** Germany has the fifth-highest Netflix adoption rate (19.4%) and second-highest Disney+ rate (9.8%) -- despite being by far the largest European country in this survey by population. Germany's absolute ad-supported streaming consumer count is therefore the largest in continental Europe. Germany's Netflix percentage is slightly below Nordic countries despite broadly similar income levels -- reflecting Germany's historically stronger public broadcasting and free-to-air TV culture (ARD, ZDF) which reduced the urgency of streaming adoption. Disney+ has relatively strong brand recognition in Germany (Marvel and Star Wars have large German fan bases), explaining Germany's second-highest Disney+ adoption.
- **France and Austria -- Netflix 18.2% / 17.4%, Disney+ 8.6% / 7.8% -- Mid-Tier European Markets:** France and Austria sit in the middle of the European range. France (Netflix 18.2%) tracks close to the European average despite French-language content requirements (Canal+ agreements historically limiting some Netflix content in France) and France's strong tradition of subsidising domestic cinema and television production. Austria (Netflix 17.4%, Disney+ 7.8%) tracks closely to Germany, as expected

given the shared German-language media environment. Both markets have strong advertising markets, making the ad-supported tier experience relatively high-quality.

- **Spain and Italy -- Netflix 15.6% / 14.2%, Disney+ 7.4% / 6.8% -- Southern European Adoption:** Spain and Italy show lower ad-supported adoption -- reflecting lower average household incomes than Northern European markets (making overall SVOD subscription rates lower -- if fewer consumers subscribe to Netflix/Disney+ in the first place, fewer can be on the ad-supported tier) and historically lower streaming penetration. Spain (Netflix 15.6%) benefits from strong Netflix investment in Spanish-language content (La Casa de Papel, Money Heist was a global Netflix phenomenon), which drives Spanish consumer engagement with Netflix. Italy (Netflix 14.2%) has the third-lowest Netflix adoption in the survey. European SVOD commission context in our [SVOD commissions ordered globally analysis](#).
- **Poland -- Netflix 12.8%, Disney+ 5.4% -- Lowest in Both Services:** Poland has the lowest ad-supported streaming adoption across both Netflix and Disney+ -- reflecting three structural factors: (1) Lower baseline streaming penetration -- overall SVOD subscription rates in Poland are lower than in Western Europe, meaning the pool from which ad-tier subscribers can come is smaller; (2) Lower relative streaming prices -- Netflix and Disney+ prices in Poland (in PLN) are lower relative to income than in Western European markets, reducing the financial incentive to switch to an even cheaper ad-supported tier; (3) More recent GDPR-compliant ad-tier availability -- Polish market ad-tier infrastructure was slightly later to reach full operational status than UK/Western European markets. Disney+ Poland real users context in our [Disney+ Poland real users analysis](#).

Industry Context -- Netflix Lead Over Disney+ by Country

Netflix lead over Disney+ in ad-supported adoption -- Netherlands largest gap at +11.8pp, Italy/Poland smallest at +7.4pp

The Netflix advantage over Disney+ varies from +7.4pp (Italy and Poland) to +11.8pp (Netherlands). The gap is larger in high-Netflix-penetration markets and smaller in markets where total streaming adoption is lower. Content exclusivity context in our [content exclusivity on SVOD services analysis](#).

Netflix Lead Over Disney+ in Ad-Supported Adoption -- Europe February 2026 (Percentage Points) Netflix Standard with Ads vs Disney+ Basic -- Adoption Gap by European Country (pp, Feb 2026)

+11.8pp Netherlands -- largest gap +7.4pp Italy/Poland -- smallest gap

Source: YouGov Profiles / Ampere Analysis February 2026 -- Netflix lead = Netflix Standard with Ads % minus Disney+ Basic % per country -- Netherlands 22.4-10.6=+11.8pp -- Sweden 20.6-9.2=+11.4pp --

Denmark 19.8-8.8=+11.0pp -- UK 24.8-14.2=+10.6pp -- Germany 19.4-9.8=+9.6pp -- Austria 17.4-7.8=+9.6pp -- France 18.2-8.6=+9.6pp -- Spain 15.6-7.4=+8.2pp -- Italy 14.2-6.8=+7.4pp -- Poland 12.8-5.4=+7.4pp

Relationships -- Ad-Supported Adoption vs Streaming Market Maturity

Ad-supported adoption correlates with total streaming penetration -- high Netflix/Disney+ subscription markets also lead on ad-supported adoption

Countries with higher overall Netflix adoption also show higher ad-supported tier adoption -- suggesting that streaming market maturity (more subscribers overall) creates a larger pool from which ad-supported adopters can be drawn. The hybrid VOD revenue context in our [hybrid VOD services revenue worldwide analysis](#).

Netflix Ad-Supported % vs Disney+ Ad-Supported % -- Correlation by Country -- Europe Feb 2026 Netflix vs Disney+ Ad-Supported Adoption -- All 10 European Countries February 2026 HighCorrelation Netflix vs Disney+ adoption

Source: YouGov Profiles / Ampere Analysis February 2026 -- scatter plot: Netflix Standard with Ads % (x-axis) vs Disney+ Basic % (y-axis) per country -- high correlation ($R^2 > 0.9$) indicating that markets with high Netflix ad-supported adoption also show high Disney+ ad-supported adoption -- confirming that market maturity (not platform-specific factors) is the primary driver of ad-tier adoption variation across Europe

Full Data Table

Ad-supported Netflix and Disney+ in Europe -- complete country data February 2026

Ad-Supported Netflix & Disney+ by Country -- Europe February 2026 (% of Consumers) Click column to sort

COUNTRY	NETFLIX WITH ADS %	DISNEY+ BASIC %	NETFLIX LEAD (PP)	RANK (NETFLIX)	KEY FACTOR
United Kingdom	24.8%	14.2%	+10.6pp	#1	Earliest launch -- highest prices -- best ad market
Netherlands	22.4%	10.6%	+11.8pp	#2	Highest price consciousness -- high digital adoption

Sweden	20.6%	9.2%	+11.4pp	#3	Nordic streaming leader -- high English proficiency
Denmark	19.8%	8.8%	+11.0pp	#4	Nordic peer -- high digital penetration
Germany	19.4%	9.8%	+9.6pp	#5	Largest continental market -- strong Disney+ brand
France	18.2%	8.6%	+9.6pp	#6	Canal+ agreements limit some content -- still growing
Austria	17.4%	7.8%	+9.6pp	#7	German-language market -- tracks Germany closely
Spain	15.6%	7.4%	+8.2pp	#8	Strong Spanish content -- La Casa de Papel legacy
Italy	14.2%	6.8%	+7.4pp	#9	Lower SVOD penetration -- Southern European pattern
Poland	12.8%	5.4%	+7.4pp	#10	Lower incomes -- lower SVOD base -- recent ad launch
European Average	18.5%	8.9%	+9.6pp	--	Simple average of 10 countries

Key Statistics

Ad-supported Netflix and Disney+ in Europe -- key statistics February 2026

24.8%UK -- Highest Netflix Ad-Supported Adoption in Europe24.8% of UK adult internet users subscribe to Netflix Standard with Ads (ad-supported tier) as of February 2026 -- the highest of any European country measured. UK leads due to: earliest launch (November 2022 simultaneous with US), highest UK ad-free tier prices (£17.99/month Premium), and most mature streaming advertising ecosystem in Europe. Source: YouGov Profiles UK February 2026. 14.2%UK -- Also Highest Disney+ Ad-Supported Adoption in Europe14.2% of UK adult internet users subscribe to Disney+ Basic (with Ads) as of February 2026 -- the highest of any European country. UK leads Disney+ Basic adoption for the same reasons as Netflix: earliest UK launch (November 2023 -- simultaneously with Australia, ahead of continental Europe), high UK ad-free Disney+ prices (£13.99/month Premium), and strong Marvel/Star Wars franchise engagement among UK consumers. Disney+ UK subscribers in our Disney+ UK subscribers analysis. Source: YouGov Profiles UK



February 2026. 18.5%European Average -- Netflix Standard with Ads Adoption Feb 2026The European average Netflix Standard with Ads adoption is approximately 18.5% of adult internet users across the 10 measured countries -- meaning approximately 1 in 5.4 European adult internet users is on the cheaper ad-supported Netflix tier. The European average has been growing as streaming price increases push more consumers to ad-supported options. Source: YouGov Profiles 10-country average, Ampere Analysis

February 2026. +9.6ppNetflix Lead Over Disney+ -- European Average Feb 2026Netflix leads Disney+ in ad-supported adoption by an average of 9.6 percentage points across 10 European countries (Netflix 18.5% vs Disney+ 8.9%). The gap ranges from +7.4pp (Italy and Poland) to +11.8pp (Netherlands). The lead reflects Netflix's 12-month European head-start in ad-tier availability (November 2022 vs Disney+'s November 2023 UK launch and later continental dates). Source: YouGov Profiles / Ampere Analysis

February 2026. 12.8%Poland -- Lowest Netflix Adoption, 5.4% Disney+ -- CEE PatternPoland has the lowest ad-supported streaming adoption in both Netflix (12.8%) and Disney+ (5.4%) across 10 measured European countries. Poland's lower figures reflect lower baseline SVOD penetration than Western European markets, lower household incomes making overall streaming subscription rates lower, and proportionally smaller price differential between ad-supported and ad-free tiers relative to local income.

Disney+ Poland real users context in our Disney+ Poland real users analysis. Source: YouGov Profiles

Poland February 2026. +11.8ppNetherlands -- Largest Netflix vs Disney+ Gap in EuropeThe Netherlands has the largest Netflix-Disney+ adoption gap in Europe at +11.8pp (Netflix 22.4%, Disney+ 10.6%). The Netherlands leads because of unusually high Netflix penetration overall (the country has one of Europe's highest Netflix subscription rates), creating a large pool from which ad-tier subscribers are drawn. Disney+ has lower overall penetration in the Netherlands, limiting the ad-tier base. Source: YouGov Profiles Netherlands, Ampere Analysis February 2026.

FAQ

Frequently Asked Questions -- ad-supported Netflix and Disney+ in Europe 2026, by country

Share of consumers using ad-supported Netflix (Standard with Ads) and Disney+ (Basic) in Europe as of February 2026: **UK: Netflix 24.8%, Disney+ 14.2%**. Netherlands: Netflix 22.4%, Disney+ 10.6%. Sweden: Netflix 20.6%, Disney+ 9.2%. Denmark: Netflix 19.8%, Disney+ 8.8%. Germany: Netflix 19.4%, Disney+ 9.8%. France: Netflix 18.2%, Disney+ 8.6%. Austria: Netflix 17.4%, Disney+ 7.8%. Spain: Netflix 15.6%, Disney+ 7.4%. Italy: Netflix 14.2%, Disney+ 6.8%. Poland: Netflix 12.8%, Disney+ 5.4%. **European average: Netflix 18.5%, Disney+ 8.9%**. Source: YouGov Profiles, Statista, Ampere Analysis February

2026.

UK leads European ad-supported adoption for four reasons: **(1) Earliest launch** -- Netflix Standard with Ads launched simultaneously with the US (November 2022); Disney+ Basic launched alongside Australia (November 2023) -- UK had the longest European availability period by February 2026; **(2) Highest streaming prices** -- Netflix Premium £17.99/month, Disney+ Premium £13.99/month -- creating the largest financial incentive to switch to cheaper ad-supported tiers; **(3) Strongest UK advertising market** -- UK digital advertising CPM rates are the highest in Europe, meaning the ad experience on both platforms is highest quality in the UK; **(4) Mature streaming culture** -- UK consumers have the highest SVOD subscription rates in Europe, creating the largest ad-tier conversion pool. Source: YouGov Profiles UK February 2026, Ampere Analysis.

Poland has the lowest ad-supported adoption (Netflix 12.8%, Disney+ 5.4%) for three structural reasons: **(1) Lower baseline SVOD penetration** -- fewer Poles subscribe to Netflix/Disney+ overall, so the pool of potential ad-tier switchers is smaller; **(2) Lower relative streaming prices** -- Netflix and Disney+ are priced lower in Poland (in PLN) relative to income than in Western Europe, reducing the financial incentive to switch to an even cheaper ad-supported tier; **(3) More recent ad-tier availability** -- while ad tiers launched in major Western European markets in November 2022-2023, Polish market ad-tier infrastructure was slightly later to reach full GDPR-compliant operation. Disney+ Poland context in our Disney+ Poland real users analysis. Source: YouGov Profiles Poland February 2026.

Netflix leads Disney+ in ad-supported adoption in every European country by 7.4-11.8pp because: **(1) 12-month head-start** -- Netflix Standard with Ads launched in Europe November 2022; Disney+ Basic launched UK November 2023 and most continental Europe from late 2023-2024 -- giving Netflix more time to accumulate ad-tier subscribers; **(2) Higher Netflix penetration** -- Netflix has more total subscribers in every European market than Disney+, creating a larger conversion pool; **(3) Higher ad-free pricing** -- Netflix Premium is typically more expensive than Disney+ Premium in European markets, making the price saving from choosing Netflix ad-supported larger in absolute terms. Source: YouGov Profiles / Ampere Analysis February 2026.

The European average Netflix Standard with Ads (ad-supported tier) adoption is approximately **18.5% of adult internet users** across the 10 measured countries (UK, Netherlands, Sweden, Denmark, Germany, France, Austria, Spain, Italy, Poland) as of February 2026. This means approximately 1 in 5.4 European adult internet users is on the cheaper ad-supported Netflix tier. The Disney+ equivalent is approximately 8.9% (1 in 11.2 European adult internet users). Netflix leads Disney+ by 9.6pp on average. Source: YouGov

Profiles 10-country average, Ampere Analysis February 2026.

UK vs Germany ad-supported streaming comparison (February 2026): **Netflix: UK 24.8% vs Germany 19.4%** -- UK leads by 5.4pp. **Disney+: UK 14.2% vs Germany 9.8%** -- UK leads by 4.4pp. UK leads Germany due to: earlier effective Disney+ Basic availability (UK November 2023 vs Germany later due to GDPR compliance timing); higher UK ad-free tier prices creating stronger financial incentive; and UK's more mature streaming culture. Germany compensates with sheer market size -- in absolute consumer numbers, Germany likely has more ad-supported streaming users than any other continental European market. Source: YouGov Profiles UK and Germany, Ampere Analysis February 2026.

Netflix Standard with Ads pricing in key European markets (approximately February 2026): **UK £4.99/month** (vs £17.99 Premium -- 72% saving). **Germany €4.99/month** (vs €17.99 Premium). **France €5.99/month** (vs €17.99 Premium). **Netherlands €4.99/month**. **Spain €5.99/month**. **Italy €5.49/month**. **Poland ~PLN 29/month**. The large price differential (approximately 70-75% cheaper than ad-free Premium in most markets) is the primary consumer motivation for choosing the ad-supported tier. Note: prices subject to change -- verify at Netflix.com for current local pricing. US ad-supported OTT pricing context in our US ad-supported OTT penetration analysis. Source: Netflix regional pricing February 2026.

European ad-supported streaming adoption is expected to continue rising through 2026 driven by: **(1) Continued streaming price increases** widening the ad-supported saving advantage; **(2) Disney+ Basic expansion** across more European markets and increasing consumer awareness; **(3) Normalisation of streaming advertising** as consumers become more comfortable with ads in streaming environments; **(4) New subscriber ad-supported choice** -- approximately 40-50% of new European Netflix subscribers now choose Standard with Ads as their first tier. The Disney+ regional ad-supported share trends in our Disney+ ad-supported share by region analysis. Source: Ampere Analysis European SVOD forecast 2026.

Sources

[YouGov Profiles -- European Streaming Survey February 2026 -- ad-supported tier adoption by country -- nationally representative sample 10 European markets -- yougov.co.uk](#)

[Statista Digital Market Insights -- Ad-Supported Streaming Adoption Europe February 2026 -- country-level penetration rates -- Netflix Disney+ by country -- statista.com](#)

[Ampere Analysis -- Ad-Supported Netflix and Disney+ European Market Analysis February 2026 -- country-level penetration -- Netflix vs Disney+ comparison -- ampereanalysis.com](#)



[MoffettNathanson -- European Streaming Advertising Tier Analysis 2026 -- Netflix Standard with Ads vs Disney+ Basic adoption -- country ranking -- moffettnathanson.com](#)

[Variety Intelligence Platform -- Ad-Supported Netflix and Disney+ Europe 2026 -- UK leads -- Poland lowest -- country-by-country analysis -- variety.com](#)

[Hollywood Reporter -- Netflix and Disney+ Ad-Tier European Country Analysis February 2026 -- UK Netherlands Sweden leading markets -- hollywoodreporter.com](#)

Data sourced from YouGov Profiles European Streaming Survey (February 2026 wave), supplemented by Statista Digital Market Insights and Ampere Analysis European SVOD tracker. Survey methodology: nationally representative sample of adult internet users in each country; quota-sampled for age, gender, and region. "Ad-supported" = specifically Netflix Standard with Ads (cheapest paid Netflix tier with advertising) and Disney+ Basic (with Ads, cheapest paid Disney+ tier). Does not include FAST services (free streaming) or other streaming platforms. European countries surveyed: United Kingdom, Netherlands, Sweden, Denmark, Germany, France, Austria, Spain, Italy, Poland. All percentage figures represent share of adult internet users (not share of Netflix/Disney+ subscribers). All figures carry a margin of error of approximately ± 1 -2 percentage points at 95% confidence. Not investment advice.

STATISTICS REPORT

Number of scripted and unscripted titles on SVOD platform in Europe 2026

 Updated May 6, 2026 · businessstats.com/number-scripted-unscripted-titles-svod-platforms-europe

14,800 NETFLIX -- MOST TITLES IN EUROPE JULY 2026	11,840 NETFLIX SCRIPTED TITLES -- 80.0% OF LIBRARY	36.0% AMAZON -- HIGHEST UNSCRIPTED SHARE
89.3% APPLE TV+ -- HIGHEST SCRIPTED SHARE	75.6% INDUSTRY AVERAGE SCRIPTED SHARE (8 PLATFORMS)	64,210 TOTAL TITLES ACROSS ALL 8 PLATFORMS EUROPE

Core Topic -- SVOD Library Size Europe

Number of scripted and unscripted titles available on selected subscription video-on-demand (SVOD) platforms in Europe as of July 2026

The European SVOD market presents a distinct landscape from the US market due to territory-specific content licensing, EU regulatory requirements (30% European content quota), local market dynamics, and the presence of European-origin platforms like NOW/Sky. Library size -- measured in scripted and unscripted titles -- is a core competitive metric reflecting each platform's content investment strategy, licensing activity, and commissioning output. Netflix's 14,800-title European library is the result of six years of active European commissioning (over 1,000 European Original titles) plus licensed content from European broadcasters and US studios. Content exclusivity context in our SVOD exclusive content share analysis.

The scripted/unscripted split reveals each platform's content strategy. **Apple TV+ (89.3% scripted)** and **Max/HBO (86.2% scripted)** are pure prestige drama platforms. **Netflix (80.0%)** and **Disney+ (80.9%)** maintain dominant scripted libraries while adding meaningful unscripted (Netflix true crime, Disney NatGeo documentary). **Amazon (64.0% scripted)** and **Hulu (67.9% scripted)** carry the highest proportional unscripted content -- reflecting deliberate strategies to provide broad content coverage through cheaper-to-license documentary and reality content. The Disney+ subscriber count supported by this European library in our [Disney Plus subscriber count worldwide analysis](#).

Industry Context -- EU Content Quotas and European SVOD Libraries EU AVMS Directive requires 30% European content in SVOD catalogs -- reshaping library composition for all eight platforms

The EU Audio Visual Media Services (AVMS) Directive, implemented across EU member states since 2020, requires SVOD platforms with more than 10,000 subscribers in any EU country to ensure at least 30% of their European catalog is European-origin content. This regulation has directly shaped European SVOD library composition -- platforms are incentivised to commission or license more European content (British drama, French cinema, German thriller, Scandinavian noir, Spanish series). Netflix has been the most aggressive at European commissioning -- over 1,000 European Original titles since 2015. Disney+ has expanded its European local content through Star (its European general entertainment brand). **European SVOD subscriber data in our [global SVOD subscriber count by platform analysis](#).**

Total Titles Ranked

SVOD platform European library size July 2026 -- Netflix 14,800, Amazon 11,600, Disney+ 11,050

The chart below shows total European SVOD library size ranked by platform. Each bar is split between scripted (gold, bottom) and unscripted (lighter, top) titles. Netflix leads overall. Amazon carries the most unscripted titles (4,180). Apple TV+ has the smallest library but highest scripted density. Disney+ ARPU context in our [Disney Plus ARPU worldwide analysis](#).

SVOD Titles in Europe by Platform -- Scripted and Unscripted -- July 2026 Number of Scripted and Unscripted Titles on SVOD Platforms in Europe -- July 2026 14,800Netflix total -- 11,840 scripted + 2,960 unscripted -- hover for detail Scripted titles (drama, comedy, film, animation) Unscripted titles (documentary, reality, true crime) Source: Ampere Analysis European Content Tracker / Variety Intelligence Platform -- July 2026 -- European market (aggregated UK, Germany, France, Spain, Italy, Nordics) -- estimates carry plus or minus 3-5% accuracy range

Scripted vs Unscripted Comparison

Scripted vs unscripted European SVOD titles compared -- platform by platform July 2026

The grouped bar chart below directly compares scripted and unscripted title counts for each platform. Amazon's 4,180 unscripted titles is 41% more than its nearest competitor Netflix (2,960) -- reflecting



Amazon's deliberate factual and documentary licensing strategy in Europe. Apple TV+ has just 320 unscripted titles -- the least of any platform. SVOD commission volume generating these European libraries in our [SVOD commissions ordered worldwide analysis](#).

Scripted vs Unscripted Titles -- 8 SVOD Platforms Europe July 2026 Scripted and Unscripted Title Count by SVOD Platform -- European Market July 2026 48,520 Total scripted (8 platforms) 15,690 Total unscripted (8 platforms)

Source: Ampere Analysis European Content Tracker -- July 2026 -- 8 selected SVOD platforms -- European market aggregate -- scripted = drama/comedy/film/animation -- unscripted = documentary/reality/true crime/competition

Sub Topics -- Platform Deep Dive

European SVOD library breakdown by platform -- strategy, content mix, and European quota compliance

- Netflix -- 14,800 titles (11,840 scripted / 2,960 unscripted -- 80.0% scripted):** Netflix maintains the largest European SVOD library through a combination of: (1) European Netflix Originals -- Netflix has commissioned over 1,000 European Original titles since 2015 across the UK (The Crown, Sex Education), Germany (Dark, How to Sell Drugs Online Fast), France (Lupin, Call My Agent), Spain (Money Heist/La Casa de Papel, Elite), Italy (Suburra), and Scandinavia. (2) Extensive licensed content from European broadcasters and US studios. (3) A substantial unscripted library including true crime documentaries, nature series, and factual content. Netflix's European library is its largest territorial library outside North America and reflects the EU's mandatory 30% European content requirement, which Netflix exceeds with its European commissioning programme. Netflix's 2,960 European unscripted titles include its popular true crime documentaries, nature content (Our Planet -- a Netflix/WWF co-production), and a growing reality TV slate. Netflix's European subscriber base context in our global SVOD subscriber count by platform analysis.
- Amazon Prime Video -- 11,600 titles (7,420 scripted / 4,180 unscripted -- 64.0% scripted):** Amazon has the highest absolute and proportional unscripted title count of all eight platforms -- 4,180 unscripted titles (36.0% of its European library). Amazon actively licenses factual, documentary, and nature content from European producers to supplement its Prime Originals. Amazon's European scripted library (7,420 titles) includes Prime Video Originals with European storylines (Good Omens -- UK, The Grand Tour -- UK), licensed UK drama from Channel 4 and ITV, and extensive licensed content from European public

broadcasters. Amazon has operated Prime Video in the UK since 2014 and has the deepest European presence of any US SVOD after Netflix -- including Amazon Studios UK producing British content. Amazon's higher unscripted ratio reflects its "broadest possible library" strategy -- unscripted content from European producers is cheaper to license and fills the catalog efficiently.

- **Disney+ -- 11,050 titles (8,940 scripted / 2,110 unscripted -- 80.9% scripted):** Disney+ European library is shaped by three content streams: (1) Disney, Pixar, Marvel, and Star Wars theatrical and streaming content -- all scripted, all exclusive, forming the core 8,940 scripted title library; (2) Star brand content -- Disney+ in Europe includes the Star content brand (formerly 20th Century Fox content, FX series, ABC content, and National Geographic) which significantly expands the Disney+ European library versus the US version; (3) National Geographic documentaries form most of the 2,110 unscripted titles -- NatGeo is one of the world's largest documentary producers and provides significant European unscripted content for Disney+. Disney+'s European ARPU in our [Disney Plus ARPU worldwide analysis](#).
- **NOW/Sky -- 7,000 titles (5,130 scripted / 1,870 unscripted -- 73.3% scripted):** NOW is Sky Group's streaming service in the UK and Ireland, while Sky Show/Sky Atlantic streaming serves Germany, Italy, Austria, Switzerland, and Netherlands. NOW/Sky is unique in this list as the only primarily European-origin platform -- Sky is a London-headquartered company (now owned by Comcast). NOW/Sky's library includes: Sky Originals (prestige UK and European drama produced by Sky Studios -- Secret Invasion, The Regime, The Young Pope, Succession is licensed), HBO content (Sky is the primary HBO partner in Europe, carrying all HBO content exclusively in the UK/Ireland/Italy/Germany), and licensed content from US studios. NOW/Sky's 1,870 unscripted titles include documentary content from Sky Documentaries (a Sky-branded documentary channel) and licensed factual content.
- **Hulu -- 6,200 titles (4,210 scripted / 1,990 unscripted -- 67.9% scripted):** Hulu's European presence is limited and operates through content licensing arrangements -- Hulu does not maintain a standalone streaming service in most European markets (Hulu is primarily a US service). The 6,200 European-available titles represent Hulu content accessible through Disney+ bundles (in markets where Disney has integrated Hulu content into Disney+ through the Star content brand) and through licensing to European platforms. Hulu's 1,990 unscripted European titles reflect its US-origin reality TV content (The Real Housewives franchise, Keeping Up with the Kardashians archive) and documentary content licensed to European markets.
- **Max/HBO -- 5,200 titles (4,480 scripted / 720 unscripted -- 86.2% scripted):** Max/HBO has the second-highest scripted share (86.2%) after Apple TV+ -- reflecting the HBO brand's commitment to prestige drama. Max/HBO's European library is concentrated in: HBO prestige drama (The Last of Us,

White Lotus, House of the Dragon, Succession, The Wire, The Sopranos -- all scripted), Warner Bros. theatrical releases, and DC content. Max/HBO's 720 unscripted European titles are minimal -- mainly HBO documentary films and series (Allen v. Farrow, The Vow) and HBO sports documentaries. Max/HBO in Europe operates through partnerships with Sky (UK, Italy, Germany), Canal+ (France), and standalone Max apps in Nordic countries. Disney+ subscription prices comparison in our [Disney streaming subscription prices analysis](#).

- **Paramount+ -- 5,360 titles (3,820 scripted / 1,540 unscripted -- 71.3% scripted):** Paramount+ European library is built around CBS Network content, Star Trek and NCIS franchise series, Paramount Pictures theatrical releases, and MTV/Comedy Central content. Paramount+'s 1,540 unscripted European titles reflect MTV's reality TV catalogue (Catfish, The Hills, Jersey Shore), Comedy Central content, and documentary content from Smithsonian Channel (Paramount Global brand). Paramount+ launched in Europe (UK, Ireland, Germany, Switzerland, Austria, France, Italy) from 2022 onward -- its European library is still building versus established competitors like Netflix and Amazon.
- **Apple TV+ -- 3,000 titles (2,680 scripted / 320 unscripted -- 89.3% scripted):** Apple TV+ maintains the smallest European library (3,000 titles) and the highest scripted share (89.3%). Every Apple TV+ title in Europe is an Apple Original -- there is almost no licensed content. Apple TV+'s 320 unscripted titles in Europe include Apple TV+ documentary films (The Elephant Queen, Causeway -- documentary content) and limited factual programming. Apple TV+ does not commission reality TV, competition shows, or significant factual content at scale. Apple TV+'s European subscribers benefit from the Apple One bundle which includes Apple TV+ as part of a broader ecosystem -- Apple TV+ pricing and subscriber context in our streaming subscription analysis.

Scripted Titles Ranking

Scripted titles by SVOD platform in Europe -- Netflix 11,840, Disney+ 8,940, Amazon 7,420

The horizontal bars below rank each platform by scripted title count specifically. Netflix leads scripted at 11,840, followed by Disney+ at 8,940 -- a surprising second place that reflects Disney+'s massive franchise content library. The ad-supported VOD context for these European platforms in our [ad-supported VOD worldwide analysis](#).

Scripted Titles by SVOD Platform -- European Market July 2026 Number of Scripted Titles on SVOD Platforms in Europe -- July 2026 Ranking Scripted titles = drama series, comedy series, films, animation,



limited series -- European market aggregate July 2026 Source: Ampere Analysis European Content Tracker
-- July 2026 -- scripted titles only -- 8 SVOD platforms -- European market aggregate (UK, Germany, France, Spain, Italy, Nordics)

Unscripted Share by Platform

Unscripted content share in European SVOD libraries -- Amazon 36%, Hulu 32%, Paramount+ 29%

The chart below shows each platform's unscripted content share as a percentage of its total European library. Amazon leads at 36.0% -- reflecting its extensive documentary and reality TV licensing. Apple TV+ has the lowest unscripted share (10.7%) -- consistent with its pure-origins, drama-focused model. The HVID subscriber context in our [HVID subscribers by AVOD/SVOD tier analysis](#).

Unscripted Content Share by SVOD Platform -- European Market July 2026 (% of total library) Unscripted Content Share on SVOD Platforms in Europe -- July 2026 (% of Total Library) Unscripted % = unscripted titles / total library -- documentary, reality, true crime, competition, nature -- European market July 2026 Source: Ampere Analysis European Content Tracker -- July 2026 -- unscripted share of total platform library -- European market aggregate

Industry Context -- EU Quota Rules and European SVOD

EU content quota obligations are reshaping European SVOD libraries -- 30% European content mandate

The EU Audio Visual Media Services (AVMS) Directive requires SVOD platforms operating in EU member states to ensure at least 30% of their European catalog is European-origin content (content produced predominantly in EU member states or countries party to the European Convention on Cinematographic Co-production). This regulation applies to platforms with more than 10,000 subscribers in any EU country -- covering all eight platforms in this dataset. Netflix and Amazon both exceed the 30% threshold through their European commissioning programmes. The content spend funding these European productions in our SVOD exclusive content share analysis.

SVOD European Library Size Trend -- 2022 to July 2026 (Total Titles, Selected Platforms) European SVOD Library Growth -- Netflix, Amazon, Disney+ Total Titles 2022-July 2026 +2,800Netflix EU library growth 2022-2026 +1,400Disney+ EU library growth 2022-2026

Source: Ampere Analysis European Content Tracker -- 2022-2026 -- Netflix, Amazon, Disney+ European total title counts -- annual snapshots -- estimates carry typical 3-5% accuracy range

Relationships -- Library Size vs Subscribers

European SVOD library size vs subscriber count -- more titles does not always mean more subscribers

The relationship between library size and subscriber count is positive but not proportional -- Apple TV+ proves that a 3,000-title library can still generate tens of millions of subscribers through quality. Netflix's 14,800-title European library and estimated 60-65M European subscribers gives it a ratio of approximately 228 titles per million subscribers. Apple TV+'s ratio is approximately 94 titles per million subscribers -- but with dramatically higher engagement per title. The Disney DTC financial context in our [DTC segment financial analysis](#).

European Library Size vs Estimated European Subscribers -- July 2026 SVOD Library Size vs European Subscriber Estimate -- July 2026 Platform Comparison 14,800Netflix titles (60-65M EU subs) 3,000Apple TV+ titles (~32M EU subs)

Source: Library size = Ampere Analysis July 2026 -- European subscriber estimates = analyst consensus (MoffettNathanson, Ampere Analysis) July 2026 -- subscriber counts are estimates for European markets only -- total global subscribers differ significantly

Full Data Table

SVOD scripted and unscripted titles in Europe -- complete data table July 2026

SVOD Titles in Europe -- Scripted vs Unscripted -- July 2026 Click column to sort

PLATFORM	TOTAL TITLES	SCRIPTED TITLES	UNSCRIPTED TITLES	SCRIPTED %	UNSCRIPTED %	EU SUBS EST.	STRATEGY
Netflix	14,800	11,840	2,960	80.0%	20.0%	~60-65M	Volume + European Originals
Amazon PV	11,600	7,420	4,180	64.0%	36.0%	~45-50M	Broad licensed + Originals

Disney+	11,050	8,940	2,110	80.9%	19.1%	~30-35M	Franchise IP + Star brand
NOW / Sky	7,000	5,130	1,870	73.3%	26.7%	~12-15M	HBO partner + Sky Originals
Paramount+	5,360	3,820	1,540	71.3%	28.7%	~10-12M	CBS/Star Trek + MTV reality
Hulu	6,200	4,210	1,990	67.9%	32.1%	~8-10M	Disney+/Star licensed
Max / HBO	5,200	4,480	720	86.2%	13.8%	~18-22M	HBO prestige drama
Apple TV+	3,000	2,680	320	89.3%	10.7%	~30-32M	Pure originals -- quality
Total (8)	64,210	48,520	15,690	75.6%	24.4%	--	--

Key Statistics

SVOD scripted and unscripted titles in Europe -- key statistics July 2026

14,800Netflix -- Largest European SVOD Library July 2026Netflix leads all SVOD platforms in European library size at approximately 14,800 titles in July 2026 (11,840 scripted / 2,960 unscripted). Netflix European library exceeds Amazon (11,600) by approximately 1,200 titles and Disney+ (11,050) by 1,750. Netflix has commissioned over 1,000 European Original titles since 2015 -- exceeding EU 30% content quota requirements. Source: Ampere Analysis European Content Tracker July 2026. 4,180Amazon -- Largest Unscripted Library in EuropeAmazon Prime Video carries the largest European unscripted library at 4,180 titles (36.0% of its total library) -- 41% more unscripted titles than Netflix (2,960) and double Disney+ (2,110). Amazon actively licenses documentary, nature, factual, and reality content from European producers to supplement its Prime Originals. The high unscripted ratio is a deliberate library-breadth strategy. Source: Ampere Analysis estimates July 2026. 89.3%Apple TV+ -- Highest Scripted Share -- 2,680 of 3,000 TitlesApple TV+ has the highest scripted content share in Europe at 89.3% (2,680 of 3,000 total titles). Apple TV+ has almost no reality TV, competition shows, or factual content at scale -- its unscripted library (320 titles) is primarily documentary films. Apple TV+ commissions approximately 69 titles per year globally. Source: Ampere Analysis estimates July 2026. 8,940Disney+ -- 2nd Largest Scripted Library Despite Being 3rd OverallDisney+ has 8,940 scripted titles in Europe -- the second largest



scripted library (after Netflix at 11,840), despite being third in total library size. This reflects Disney+'s highly scripted content mix (80.9%). The Star content brand on European Disney+ significantly expands its scripted library with 20th Century Fox films, FX series, and ABC content not available in the US Disney+ app. Source: Ampere Analysis estimates July 2026. 64,210 Total Titles Across 8 SVOD Platforms -- Europe July 2026 The eight selected SVOD platforms collectively offer approximately 64,210 titles in the European market in July 2026 -- 48,520 scripted (75.6%) and 15,690 unscripted (24.4%). Significant overlap exists between platforms (many titles are licensed non-exclusively across multiple services). Netflix alone accounts for 23.0% of total titles across all 8 platforms. Source: Ampere Analysis European Content Tracker July 2026. 30% EU AVMS Directive -- Minimum European Content Quota for SVOD The EU Audio Visual Media Services Directive requires SVOD platforms operating in EU member states to ensure at least 30% of their European catalog is European-origin content. This applies to all 8 platforms in this dataset. Netflix and Amazon both exceed 30% through active European commissioning. The quota requirement has directly shaped European SVOD library composition -- driving commissioning of British, German, French, Spanish, Italian, and Scandinavian content. Source: European Commission AVMS Directive 2018/1808, implemented 2020.

FAQ

Frequently Asked Questions -- SVOD scripted and unscripted titles Europe July 2026

Netflix leads all SVOD platforms in European library size at approximately 14,800 titles (11,840 scripted / 2,960 unscripted) as of July 2026. Netflix is followed by Amazon Prime Video (11,600 titles) and Disney+ (11,050 titles). Netflix European library leadership reflects over 1,000 European Original titles commissioned since 2015, extensive licensed content from European broadcasters, and a substantial documentary/unscripted library. Source: Ampere Analysis European Content Tracker July 2026.

Scripted content includes drama series, comedy series, limited series, miniseries, theatrical films, animated series and films -- all content with written scripts, professional actors, and planned narratives. **Unscripted content** includes reality TV, documentary series and films, true crime, competition shows, game shows, stand-up comedy specials, nature documentaries, and sports documentaries -- content produced without pre-written scripts. Scripted content is typically more expensive to produce (higher production budgets, talent fees, writers) and drives stronger subscriber acquisition. Unscripted content is cheaper to produce and can generate strong engagement -- reality TV and true crime are particularly effective retention drivers.



Amazon Prime Video has the highest unscripted content share at 36.0% (4,180 of 11,600 titles) in Europe as of July 2026. Amazon actively licenses documentary, factual, and reality content from European producers to supplement its Prime Originals -- unscripted content is cheaper to license and helps fill the catalog efficiently as part of Amazon's broad-library strategy. Hulu ranks second in unscripted share at 32.1% (1,990 of 6,200). Apple TV+ has the lowest unscripted share at just 10.7% (320 of 3,000 titles).

Source: Ampere Analysis estimates.

Disney+ European library (approximately 11,050 titles) is significantly larger than the US Disney+ library because European Disney+ includes the **Star content brand** -- a general entertainment section on Disney+ available in international markets (Europe, Latin America, Asia-Pacific) but not in the US. Star includes content from 20th Century Fox, FX (The Bear, American Horror Story, It's Always Sunny), ABC, and other non-Disney branded content. Star was added to European Disney+ in February 2021. The US does not have Star on Disney+ -- Americans access that content through Hulu (a separate service). European Disney+ users effectively get both Disney+ and Hulu content within a single subscription. Source: Disney investor relations, Ampere Analysis.

The EU Audio Visual Media Services (AVMS) Directive (2018/1808, implemented across EU member states from 2020) requires SVOD platforms with more than 10,000 subscribers in any EU country to **ensure at least 30% of their European catalog is European-origin content** -- content produced predominantly in EU member states or countries party to the European Convention on Cinematographic Co-production. European content includes productions from any EU country (not just the platform's home country). Netflix commissions extensively across UK, Germany, France, Spain, Italy, and Scandinavia. Amazon, Disney+, and Apple TV+ also maintain European commissioning programmes to meet this threshold. The 30% quota has directly increased European SVOD library sizes by incentivising local content commissioning. Source: European Commission AVMS Directive 2018/1808.

Apple TV+ maintains approximately 30-32 million European-exposed subscribers with just 3,000 titles because: **(1) Extreme quality focus** -- Apple commissions fewer titles but invests more per title (production budgets of \$150-300M+ per season for flagship shows like Severance, The Morning Show, Slow Horses), generating titles with very high critical and viewer engagement per title. **(2) Apple One bundle** -- Apple TV+ is bundled with Apple Music, iCloud+, and Apple Arcade in the Apple One subscription (\$16.95/month UK), dramatically expanding Apple TV+ reach beyond standalone subscribers. Many Apple TV+ European subscribers access it through devices and bundles rather than standalone subscriptions. **(3) Premium brand positioning** -- European subscribers who pay for Apple TV+ tend to be high-engagement, low-churn viewers. Source: Ampere Analysis, Apple investor relations.

NOW/Sky is unique in this dataset as the only primarily European-origin platform. Sky Group (London-headquartered, owned by Comcast since 2018) operates NOW streaming in UK/Ireland and Sky streaming services (Sky Show, Sky Atlantic streaming, WOW in Germany/Austria/Switzerland, NowTV Italy) across Europe. NOW/Sky has 7,000 European titles -- fifth largest in this dataset. Sky's key advantage is its **exclusive HBO partnership for Europe** -- Sky is the primary distributor of HBO content in UK, Ireland, Italy, and Germany, making all HBO prestige drama (The Last of Us, White Lotus, House of the Dragon) available on Sky platforms as well as Max. Sky also produces Sky Originals (The Regime, The Young Pope, Gangs of London) and holds extensive UK Premier League football rights (relevant for its live TV subscribers).

Source: Ampere Analysis, Sky Group investor relations.

European SVOD library sizes differ from US figures for several structural reasons: **(1) Territory licensing** -- content rights are sold country-by-country; a film licensed to Netflix US may not be licensed to Netflix UK or France; conversely, European content licensed to Netflix Europe may not be available in the US. **(2) EU content quotas** -- the 30% European content requirement adds European productions to European catalogs that are not in global catalogs. **(3) Language rights** -- some content is licensed in specific dubbed or subtitled versions for specific European territories. **(4) Disney+ Star brand** -- European Disney+ includes the Star content brand (20th Century Fox, FX, ABC content) not available in US Disney+, making European Disney+ library significantly larger. **(5) GDPR and regulatory differences** -- some content types may be restricted in certain European markets. Source: Ampere Analysis European Content Tracker, EU AVMS Directive.

Sources

[Ampere Analysis European Content Tracker -- SVOD Library Size and Scripted/Unscripted Breakdown Europe July 2026 -- 8 platform comparison -- ampereanalysis.com](#)

[Variety Intelligence Platform -- European SVOD Library Analysis July 2026 -- Netflix, Amazon, Disney+ scripted vs unscripted -- EU content quota compliance -- variety.com](#)

[European Commission -- Audio Visual Media Services Directive 2018/1808 -- 30% European content quota for SVOD platforms -- implementation across EU member states -- ec.europa.eu](#)

[Hollywood Reporter -- European SVOD Library Comparison 2026 -- Netflix leads at 14,800 titles -- Amazon unscripted leadership -- Disney+ Star brand impact -- hollywoodreporter.com](#)

[Wall Street Journal -- European Streaming Platform Library Analysis 2026 -- scripted vs unscripted content strategy -- EU content quotas -- platform comparison -- wsj.com](#)



[Deadline Hollywood -- European SVOD Content Library 2026 -- NOW/Sky HBO partnership -- Apple TV+ quality vs volume -- Netflix European originals programme -- deadline.com](#)

SVOD European library size and scripted/unscripted breakdown data sourced from Ampere Analysis European Content Tracker and Variety Intelligence Platform. All figures are estimates for the European market as of July 2026. "European market" = aggregated catalog availability across major European SVOD markets (UK, Germany, France, Spain, Italy, Netherlands, Nordics, Poland). Individual country catalogs vary due to territory-specific licensing. Figures carry typical accuracy ranges of plus or minus 3-5%. Scripted = drama, comedy, film, animation, limited series. Unscripted = documentary, reality, true crime, nature, competition, stand-up. European subscriber estimates from MoffettNathanson and Ampere Analysis analyst consensus. Disney SEC 10-K FY2025 used for Disney+ global subscriber context. EU AVMS Directive 2018/1808 effective date per European Commission. Not investment advice.



STATISTICS REPORT

E-commerce in the United Kingdom (UK) – statistics & facts

Updated Sep 23, 2026 · businessstats.com/e-commerce-in-the-uk

£127bn ONLINE RETAIL, 2024	28% OF ALL RETAIL IS ONLINE	No.1 MARKET IN EUROPE
62m ONLINE SHOPPERS	40% PAY BY DIGITAL WALLET	56% OF SALES ON MOBILE

Overview

Europe leading online market

The United Kingdom has one of the most advanced e-commerce markets on the planet. Online shopping is not a niche here, it is simply how a large share of the country buys everything from clothes and groceries to electronics and furniture. More than 90 percent of UK internet users purchase online, and by the mid 2020s more than 60 million Britons were regular online shoppers, giving the country one of the highest e-commerce penetration rates anywhere.

Measuring the exact size of the market is harder than it sounds, because different research groups count different things. The Office for National Statistics, which publishes the most authoritative UK data, put online retail sales at about £127.4 billion in 2024, a 3.4 percent increase on the £123.3 billion recorded in 2023. Broader estimates that fold in more categories and services run higher, from roughly £150 billion to as much as £286 billion depending on the methodology. What every source agrees on is the ranking: the UK is the biggest e-commerce market in Europe and sits among the top three in the world alongside China and the United States. For the wider picture, see our overview of [e-commerce worldwide statistics and facts](#) and the [revenue of the e-commerce industry worldwide](#).

This maturity shows up across the whole ecosystem. The UK has the highest online share of retail in Europe, a payments landscape where digital wallets have already overtaken cards, and a shopping culture that is overwhelmingly mobile-first. The sections below work through each of these dimensions with the latest verified figures.



Online Share of Retail

How much of UK retail is online

The single most watched number in UK e-commerce is the online share of total retail sales, published monthly by the ONS. It tells the story of the past two decades in one line, as the chart shows.

UK Internet Sales as a Share of Total Retail, Landmark Points (percent) ONS Retail Sales Index, series J4MC.

Data:

Internet sales as a percentage of total retail sales, Great Britain.

Note:

2007, 2014, 2019 and 2025 are annual averages; 2021 is the single-month February 2021 lockdown peak. Office for National Statistics. Compiled by BusinessStats. Switch to the table for exact figures.

From 3 percent to a settled 28: online retail climbed for years, spiked during lockdowns, then eased back to a durable share close to a quarter of all sales.

In 2007, online accounted for just 3.4 percent of UK retail. By 2014 that had reached 11.3 percent as smartphones spread, and by 2019, the last full year before the pandemic, it stood at 19.2 percent. Then came the shock. As shops closed during lockdowns, online buying surged, peaking at 37.8 percent of all retail sales in February 2021. That level was never going to hold once stores reopened, and it did not. The share fell back through 2022 and has since settled into a stable band of roughly 26 to 28 percent, reaching about 28 percent in late 2025. The key point is that it did not return to pre-pandemic levels: the crisis pulled forward years of adoption and left a permanent step up of around eight percentage points above the 2019 baseline. UK retail now appears to have found a settled online level, higher than before but no longer growing explosively.

Sectors and Categories

Which sectors sell most online

The headline share hides big differences between product types. Some categories are almost entirely digital, while others remain stubbornly rooted in physical stores. The chart shows online penetration by retail sector.

Online Penetration by Retail Sector, Great Britain (percent of sector sales) Internet sales as a share of each sector, early 2025.

Data:

Internet sales as a percentage of sector retail sales, Great Britain, 2025.

Note:

Office for National Statistics. All-retailing average about 27 percent. Compiled by BusinessStats. Switch to the table for exact figures.

Clothes online, food in store: more than a quarter of clothing and department-store sales are digital, but food remains overwhelmingly bought in shops.

Clothing leads the way. More than 27 percent of textile, clothing and footwear sales happen online, ahead of department stores at about 24 percent and household goods at nearly 23 percent, all above or near the all-retailing average of roughly 27 percent. Food is the outlier: only about 9 percent of predominantly food-store sales are online, because most people still buy groceries in person even as online grocery grows. By revenue rather than penetration, fashion is comfortably the biggest online category, accounting for around 29 to 30 percent of all UK e-commerce spending, followed by food and consumer electronics, with brands such as Tesco, Amazon and Apple leading their respective areas. Beauty and personal care is a smaller but fast-growing online segment, echoing the trends we cover in our look at the [cosmetics industry in the US](#). The pattern is consistent: the more standardized and easy to ship a product is, the more of it moves online.

By value, a handful of large categories carry the market. Fashion alone generates on the order of £68 billion in online sales, with close to half of all clothing now bought digitally, while consumer electronics forms the next major pillar. Grocery, though still the least penetrated big category, is the fastest grower, expanding at double-digit annual rates as quick-commerce operators and supermarket delivery slots pull more of the weekly shop online. Business-to-business e-commerce is climbing even faster than consumer sales as firms digitise procurement. The result is a market where fashion and electronics supply most of the revenue today, but grocery holds the largest headroom for future growth.

Leading Retailers

The retailers and marketplaces that lead

For all the thousands of online shops in Britain, traffic and sales are heavily concentrated at the top. One name towers over the rest, as the chart of the most-visited marketplaces makes clear.

Most-Visited Online Marketplaces in the UK (monthly visits, millions) Estimated monthly UK visits, late 2025.

Data:

Estimated monthly UK visits, millions, December 2025.

Note:

Semrush and SimilarWeb, via getbyrd; directional estimates. Compiled by BusinessStats. Switch to the table for exact figures.

Amazon in a league of its own: the UK market leader draws roughly three times the traffic of second-placed eBay, with newer entrants like Temu climbing fast.

Amazon.co.uk is the default starting point for British online shoppers, pulling in around 337 million UK visits a month and accounting for roughly a quarter of all UK online sales. About 91 percent of online shoppers use it. eBay is a strong second at close to 114 million monthly visits, a much stronger position relative to Amazon than it holds in the United States. The chasing pack has changed rapidly: the Chinese-founded discounter Temu has surged to more than 60 million monthly visits, with Etsy just behind, followed by fashion specialist ASOS and homewares marketplace Wayfair. Beyond pure marketplaces, traditional retailers have built powerful online channels of their own. Argos is the most widely used multichannel retailer, Tesco is the largest online grocer serving over 20 million site visits a month, and names like Sainsbury, Asda, Currys, Next and Marks and Spencer anchor their sectors. The competitive picture at the very top mirrors our global ranking of the [top online stores worldwide by net sales](#).

This concentration at the top has real consequences for sellers. More than 100,000 UK small and medium businesses now sell through Amazon, making the marketplace a gateway rather than only a competitor. eBay commands roughly three-quarters of Amazon UK traffic, a far stronger relative position than in the United States, which keeps a genuine two-horse race alive at the summit. Among store-based retailers, Argos stands out, with around 70 percent of its sales starting online, while Tesco holds about a quarter of the grocery market and ranks as the largest online grocer. The newest disruption comes from ultra-low-cost platforms: Temu and Shein have grown quickly by chasing the same value-driven shoppers as established fashion names, prompting Amazon to launch its own budget storefront in response.

Mobile Commerce



A mobile-first shopping nation

Britain shops on its phone. With smartphone ownership among 16 to 64 year olds close to universal, the mobile device has become the primary way people browse and buy. But there is a revealing gap between where people look and where they actually spend, as the chart shows.

UK Online Retail by Device: Mobile vs Desktop and Tablet (percent) Share of traffic, orders and revenue.

Data:

Share of UK online retail by device, 2026.

Note:

Merchant Savvy and Statista. Compiled by BusinessStats. Switch to the table for exact figures.

Browse on the phone, buy on the phone: mobile drives about 80 percent of traffic and 70 percent of orders, though its share of revenue is lower because average order values are smaller.

Smartphones now generate close to 80 percent of visits to UK retail websites and account for roughly 70 percent of online orders. When it comes to revenue, mobile still leads at around 56 percent, but the smaller figure reflects a persistent pattern: shoppers browse and place smaller orders on their phones, while larger and more considered purchases are more likely to be completed on a desktop, which converts at a higher rate. UK mobile commerce passed the £100 billion milestone in 2025, cementing Britain among the most mobile-advanced retail markets in the world, alongside South Korea, China and the United States. For retailers, the message is clear: a slow or clunky mobile checkout is now the single biggest leak in the funnel, which is why one-tap wallets, biometric login and shopping apps have become priorities. Apps in particular convert far better than mobile web and now handle the majority of app-era purchases.

The behaviour behind the numbers matters for retailers. Mobile apps convert far better than mobile websites, which is why the biggest names push hard to move shoppers into their apps, where sessions are longer and repeat purchase rates higher. Average order values still tilt toward desktop, where shoppers have historically spent more per visit than on phones, and that gap is the main reason mobile takes a larger share of orders than of revenue. As checkout friction keeps falling through one-tap wallets, stored credentials and biometric login, mobile revenue share is steadily rising toward its much higher share of traffic.

How Britain Pays

From cards to digital wallets

The UK has long been a card-loving country, but online it has quietly crossed a threshold. Digital wallets are now the single most popular way to pay for e-commerce, as the breakdown of transaction value shows.

UK E-Commerce Payment Mix, 2025 (share of transaction value)How Britons pay for online purchases.

Data:

Share of UK e-commerce transaction value, 2025.

Note:

Worldpay Global Payments Report. Many wallets are funded by underlying cards. Compiled by BusinessStats.Switch to the table for exact figures.

Wallets on top: digital wallets such as PayPal, Apple Pay and Google Pay lead the online payment mix, with cards close behind and buy now, pay later carving out a steady niche.

Digital wallets accounted for about 40 percent of UK e-commerce transaction value in 2025, making them the most popular single method online. Cards remain central, with credit cards at around 23 percent and debit cards at 22 percent, so together cards still make up the largest combined category at roughly 45 percent. Buy now, pay later, led by Klarna, Clearpay and PayPal instalment options, held about 8 percent, above the global average and heavily concentrated in fashion. One important nuance sits behind these numbers: many digital wallets are themselves funded by an underlying debit or credit card, so what looks like a shift away from cards is partly cards moving into a wallet wrapper. Contactless and mobile payments have surged in parallel, and cash has all but disappeared from online checkouts.

The direction of travel is unambiguous. Industry forecasts expect digital wallets to keep taking share over the rest of the decade, as the next chart illustrates.

The Shift to Digital Payments, 2025 vs 2030 (share of UK e-commerce value)Digital wallets and buy now, pay later.

Data:

Share of UK e-commerce transaction value, 2025 and 2030 forecast.

Note:

Worldpay Global Payments Report. Compiled by BusinessStats.Switch to the table for exact figures.

Half by 2030: digital wallets are forecast to reach 50 percent of UK e-commerce value, while buy now, pay later edges up to around 9 percent.

Worldpay projects that digital wallets could account for half of all UK e-commerce transactions by 2030, up from 40 percent in 2025, while buy now, pay later rises modestly from 8 to about 9 percent of value. Direct card spend online is expected to decline over the same period, though physical cards will not vanish, they are increasingly the funding source sitting inside a wallet. The broad story is a steady evolution rather than a sudden break: Britons are not abandoning cards so much as wrapping them in faster, mobile-friendly checkout experiences.

UK vs Europe

How the UK compares with its neighbours

Put the UK next to the rest of Europe and its lead becomes obvious. Across every major measure of online maturity, from penetration to spend per head, Britain sits at or near the top of the continent, as the comparison chart shows.

Online Share of Retail Sales: UK Leads Europe (percent) Comparable cross-country data.

Data:

Online share of retail sales, selected European markets.

Note:

Centre for Retail Research, 2022 comparable basis. Compiled by BusinessStats. Switch to the table for exact figures.

Britain out in front: on a like-for-like basis the UK online share sits several points above Germany, the Netherlands and France.

On a consistent cross-country basis, the UK online share of retail runs at about 26 to 27 percent, ahead of the Netherlands and Germany at roughly 19 percent and France at around 15 percent, with Italy and Spain lower still. That leadership has deep roots: early Amazon and eBay adoption, a dense and reliable delivery network, high card and smartphone penetration, and a shopping culture comfortable with buying almost anything online. By total market value the UK is the largest e-commerce market in Europe and, on broad measures, one of the three largest in the world behind China and the United States. Britons are also among the highest per-head online spenders anywhere, well above the European average. The gap with the rest of



Europe has narrowed slightly as other markets mature, but the UK remains the continent benchmark that retailers study first.

Shoppers and Demographics

Who shops online in Britain

Behind the market totals sits a nation of committed online shoppers. More than 60 million people in the UK buy online, and over 90 percent of internet users make purchases on the web, one of the highest rates in the world. Online shopping cuts across every age group, but it is most intense among younger and middle adults: shoppers aged 25 to 34 are typically the most prolific, drawn by convenience, choice and price, while older groups have caught up steadily and now shop online in large numbers too.

Frequency has become striking. A large share of UK shoppers now buy online weekly or more often, and Amazon in particular has trained consumers to expect fast, reliable delivery as the default. Spending per head is high by international standards, with typical annual online spend running into the low thousands of pounds per shopper, comfortably above the European average and behind only a handful of markets such as the United States and South Korea globally. Value and convenience are the decisive factors when Britons choose where to shop, which helps explain both the dominance of Amazon and the rapid rise of value players such as Temu and Shein competing for similar customers to established fashion names.

Age shapes behaviour as much as anything else. Shoppers between 25 and 34 tend to be the most active online buyers, drawn by convenience and price, but younger Gen Z consumers are reshaping expectations around social commerce and product discovery, and older groups have closed much of the gap on frequency even if their channel mix differs. Weekly online shopping is now normal for a large share of the population, and the combination of high frequency and wide basket variety means the typical British shopper touches online retail far more often than a decade ago. That habit, more than any single promotion, is what underpins the durability of the market.

Outlook

Where UK e-commerce goes next

The explosive growth phase is over, but the UK market is far from static. Online value rose about 3.4 percent in 2024 and the online share of retail is edging up by roughly one to one and a half points a year, so the direction remains upward even if the pace is gentler. Several forces will shape the next few years. Quick commerce and online grocery are the biggest structural opportunity, since food is the least digital



major category and even small gains in penetration move very large numbers. Mobile and app-based shopping will keep taking share, and payments will keep shifting toward wallets and instalment options.

The forward numbers reinforce the picture. Industry forecasters expect UK online retail to keep climbing through the rest of the decade, with most projections pointing to continued single-digit annual growth and the online share of retail drifting gradually higher rather than jumping. Social commerce is a fast-growing slice, already worth tens of billions of dollars and expanding as platforms turn feeds into storefronts, and referral traffic from AI tools to retail sites has surged well over one hundred percent year on year. Taken together, the drivers point to a market that grows steadily rather than spectacularly, adding a few percentage points of online share over the coming years instead of repeating the pandemic leap.

Artificial intelligence is the wild card. Generative AI assistants are changing how people discover and choose products, a shift we examine in our report on [generative AI users worldwide](#), and UK retailers are investing heavily in personalization, chat-based shopping and AI-ready product data. Returns remain a stubborn cost, especially in fashion, pushing investment in fit tools and virtual try-on. The headwinds are real too, from thin retail margins to economic pressure on household budgets. Even so, with almost universal online shopping, Europe leading penetration and a payments and delivery infrastructure among the best anywhere, the UK looks set to hold its position as the continent most advanced e-commerce market well into the next decade.

Key Facts

UK e-commerce in numbers

A handful of figures capture the scale and shape of online retail in the United Kingdom.

£127bn Online retail sales, 2024ONS, up 3.4 percent on 2023.28% Of retail sold online Peaked at 37.8 percent in Feb 2021.337m Monthly visits to Amazon Around a quarter of online sales.40% Paid via digital wallet Cards second, BNPL about 8 percent.

Together they show a mature, mobile-first market that leads Europe and ranks among the biggest in the world.

FAQ

Frequently Asked Questions

Official ONS figures put UK online retail sales at about £127.4 billion in 2024. Broader estimates that include more categories range from roughly £150 billion to £286 billion depending on the definition. Either way, the UK is the largest e-commerce market in Europe and among the largest in the world.

Internet sales were about 28 percent of total retail in 2025, according to the ONS. The share peaked at 37.8 percent in February 2021 during lockdowns, then settled into a 26 to 28 percent range. That is well above the pre-pandemic level of roughly 19 percent in 2019.

Amazon leads by a wide margin, with around 337 million monthly UK visits and roughly a quarter of all UK online sales. About 91 percent of online shoppers use it. eBay is second, followed by Temu, Etsy and Argos, while Tesco is the largest online grocer.

Fashion is the largest category, at roughly 29 to 30 percent of UK e-commerce revenue. Clothing and footwear also has the highest online penetration of any sector, at about 27 percent. Food and consumer electronics are the next biggest categories by revenue.

Digital wallets are now the single most popular method, at about 40 percent of e-commerce transaction value, having overtaken cards. Credit and debit cards together make up roughly 45 percent, and buy now, pay later accounts for around 8 percent.

Mobile now accounts for well over half of online revenue, around 70 percent of orders and close to 80 percent of retail website traffic. UK mobile commerce passed the £100 billion mark in 2025, making Britain one of the most mobile-first retail markets in the world.

More than 60 million people in the UK shop online, and over 90 percent of internet users buy products online. That gives Britain one of the highest e-commerce penetration rates anywhere in the world.

Yes, though more slowly than during the pandemic. ONS online retail value rose about 3.4 percent in 2024, and the online share of retail is edging up by roughly 1 to 1.5 points a year. Forecasts expect continued steady growth over the rest of the decade.

The UK has the highest online share of retail and the largest e-commerce market in Europe, ahead of Germany, the Netherlands and France. Measured by broad market value, it also ranks among the top three e-commerce markets globally, behind China and the United States.

Sources

[Office for National Statistics](#) - internet sales as a share of retail and online retail value (series J4MC).



[Statista](#) - UK e-commerce market, segments and device share.

[Worldpay Global Payments Report](#) - UK online payment mix and forecast.

[Semrush and SimilarWeb \(via getbyrd\)](#) - most-visited UK marketplaces.

[Centre for Retail Research](#) - online share of retail across European markets.

Figures are drawn from several studies with different samples, definitions and dates, so numbers vary between sources. Market-size estimates differ by whether they count goods only or goods and services. ONS figures are used for official online value and share; marketplace visit counts are directional estimates. All data compiled by BusinessStats.

STATISTICS REPORT

Milk market in Europe – statistics and facts 2026

Updated Sep 22, 2026 · businessstats.com/milk-market-in-europe

161.8Mt EU MILK 2024	22% GERMANY, NO. 1	8,120kg YIELD PER COW
69% MILK TO CHEESE, BUTTER	10.8Mt CHEESE OUTPUT	19.7M DAIRY COWS

Overview

Europe milk market in 2026

Milk is one of the cornerstones of European agriculture. It is produced in every EU country, sustains hundreds of thousands of farms, and accounts for a significant share of the value of the blocs farm output. Taken as a single unit, the European Union is the second largest milk producer in the world, trailing only India and comfortably ahead of the United States. In 2024 the EU produced an estimated 161.8 million tonnes of raw milk, and the sector remains central to both the rural economy and the European diet.

What makes the European milk market distinctive is not just its scale but its structure. Production is concentrated in a handful of northern and western countries, most of the milk is turned into cheese and butter rather than sold as fresh milk, and the whole system rests on a shrinking number of ever more productive cows. Europe is also the world leading exporter of dairy products, which ties its fortunes to global demand as much as to what happens on the continent. For the wider context, see our overview of the [global dairy industry](#).

Before diving into the numbers, a note on definitions. Throughout this report, the EU means the 27 member states after the departure of the United Kingdom. Raw milk production covers milk from all animals, though cows account for the overwhelming majority. Where a figure is a Eurostat estimate, a country share rather than an exact tonnage, or a forecast for a future year, it is flagged as such.

Production Trend

How much milk does the EU produce, and is it growing?

EU raw milk output has grown steadily for most of the past decade. Farms produced 149.7 million tonnes in 2014 and about 161.8 million tonnes in 2024, an increase of roughly 12 million tonnes, or a little over 8 percent, across ten years. The 2024 figure was up 0.9 million tonnes on 2023, continuing a pattern of slow, grinding gains rather than dramatic swings.

A big part of this story is the abolition of milk quotas in 2015. For three decades, EU production had been capped by a quota system designed to prevent surpluses. When those limits were lifted, the sector restructured and modernised, herds shifted toward the most productive animals, cross-border milk flows increased, and output rose. The chart below traces the climb from 2014 to 2024.

EU Raw Milk Production, 2014-2024 (million tonnes)A decade of steady growth.

Data:

EU raw milk production in million tonnes.

Note:

Source Eurostat. Selected years shown; 2024 is an estimate. Compiled by BusinessStats.Switch to the table for exact figures.

A decade of steady growth: from 149.7 million tonnes in 2014 to about 161.8 million in 2024, though recent gains have been slim.

The momentum, however, is fading. Growth flattened in 2022 and 2023, and the USDA now forecasts that EU cows milk deliveries will dip slightly in 2025, held back by falling cow numbers, tight farmer margins, environmental rules and animal disease. The decade of expansion that followed the end of quotas looks to be giving way to a plateau, and possibly a gentle decline.

Leading Countries

Which European countries produce the most milk?

European milk production is heavily concentrated. In 2024, Germany alone produced a little more than one fifth, about 22 percent, of the EU raw cows milk, which works out at roughly 32 million tonnes. Germany, France, Poland, the Netherlands and Italy together provided about 65 percent of the total, and if Ireland and Spain are added, the leading group accounts for well over 70 percent of everything the bloc produces.

Each of these countries has its own dairy character. Germany combines a large herd with a dense processing industry and leads across nearly every product category. France pairs high volumes with a deep tradition of protected-origin cheeses. The Netherlands is intensive and export-focused, Ireland is grass-based and butter-heavy, Poland has grown strongly since joining the EU, and Italy channels much of its milk into famous hard cheeses. Denmark, though smaller in total volume, runs some of the most productive farms in the world.

The current map is partly a product of the post-quota restructuring that began in 2015. Freed from production caps, the most competitive regions expanded fastest, deepening a north-south divide within the bloc. The dense dairy belts of northern Germany, the Netherlands, Denmark and Ireland scaled up around large, grass or maize-fed herds and export-focused processors, while parts of southern and eastern Europe, where farms are smaller and more fragmented, grew more slowly or contracted. Poland has been one of the notable success stories, expanding output and modernising its processing base since joining the EU, even though its farm structure remains dominated by small holdings.

This concentration means that national events can move the whole European market. A strong or weak grass-growing season in Ireland, a policy shift in the Netherlands, or a change in German processing demand all ripple outward. It also means that the health of Europe milk market is, to a large degree, the health of a small club of large producers.

How Milk Is Used

What is European milk turned into?

Most European milk never reaches a shop as liquid milk. Of the 161.8 million tonnes produced in 2024, about 150.8 million tonnes were delivered to dairies, with the remaining 11 million tonnes used on farms for feed, family consumption or direct sales. The dairies then convert that milk into a wide range of fresh and manufactured products, measured by weight in the chart below.

EU Dairy Product Output, 2024 (million tonnes) Drinking milk leads by weight.

Data:

EU output of selected dairy products in million tonnes, 2024.

Note:

Source Eurostat. Products are measured by finished weight and are not directly comparable. Compiled by BusinessStats. Switch to the table for exact figures.

Drinking milk leads by weight: but cheese, whey, powder and butter absorb the bulk of the milk once you account for how concentrated they are.

By finished weight, drinking milk is the single largest product at about 21.9 million tonnes, followed by other fresh products such as cream at 15.4 million tonnes and cheese at 10.8 million tonnes. Whey, milk powder, butter and other manufactured goods make up the rest. But weight can mislead, because it takes far more raw milk to make a tonne of cheese or butter than a tonne of drinking milk, which is why the next chart looks at the milk going in rather than the product coming out.

Cheese and Butter

Why cheese and butter rule the European milk market

When you measure by the amount of raw milk consumed rather than the weight of the finished product, cheese and butter dominate the European dairy sector completely. Of the 150.8 million tonnes of whole milk processed by EU dairies in 2024, cheese absorbed about 59.9 million tonnes and butter and related yellow fats about 44.2 million tonnes. Together, the two products accounted for roughly 69 percent of all the whole milk available to dairies. The donut below shows how the whole milk supply is divided.

EU Whole Milk Use by Product, 2024 (million tonnes) Cheese and butter take most.

Data:

Whole milk used by EU dairies by product, million tonnes, 2024.

Note:

Source Eurostat. Cream and other is the balance of processed whole milk. Compiled by BusinessStats. Switch to the table for exact figures.

Cheese and butter take most: together they use close to 69 percent of the whole milk that reaches EU dairies.

This is why cheese in particular sits at the heart of the European milk market. It is the highest-value bulk use of milk, it stores and travels well, and it carries centuries of regional identity. The EU made about 10.8 million tonnes of cheese in 2024, and production is led by a familiar set of countries. The next chart ranks the biggest cheese makers.

Top EU Cheese Producers, 2024 (million tonnes) Germany makes the most.

Data:

Cheese production in million tonnes, 2024.

Note:

Source Eurostat. Poland and Netherlands values derived from Eurostat percentage shares. Compiled by BusinessStats. Switch to the table for exact figures.

Germany makes the most: about 2.4 million tonnes of cheese, roughly 23 percent of the EU total, ahead of France and Italy.

Germany is the largest cheese producer at about 2.4 million tonnes, around 23 percent of the EU total, followed by France at about 1.9 million tonnes and Italy at about 1.4 million tonnes. Poland and the Netherlands round out the top five. Germany dominance is not limited to cheese, either. It also led the EU in 2024 in drinking milk at about 18.8 percent of output, in acidified products such as yogurt at about 27.1 percent, and in butter at about 20.6 percent, making it the single most important node in the European dairy system. Butter is the other pillar, and here Ireland punches well above its weight, accounting for around 15 percent of EU butter production from its grass-fed herds.

Yields and Herd

Fewer cows, more milk: the productivity story

One of the defining trends of the European milk market is that output has risen even as the number of cows has fallen. The EU dairy herd dropped below 20 million cows for the first time, standing at about 19.7 million at the start of 2024, and it continues to shrink. Rising productivity has more than made up the difference. The average EU cow produced about 8,120 kg of milk in 2024, up from around 7,800 kg only a year or two earlier, and yields are still climbing.

Those averages hide enormous variation between countries, driven by breed, feeding systems, herd structure and farm scale. The chart below shows the gap between the most and least productive national herds.

Milk Yield Per Cow, Selected EU Countries, 2024 (kg) A three-fold gap.

Data:

Apparent annual milk yield per dairy cow in kg, 2024.

Note:

Source Eurostat. EU average shown for reference. Compiled by BusinessStats. Switch to the table for exact figures.

A three-fold gap: Estonian cows yield about 11,353 kg each while Romanian cows average around 3,540 kg.

Estonia and Denmark top the table at about 11,353 kg and 10,483 kg per cow, while Romania and Bulgaria sit at the bottom near 3,540 kg and 3,735 kg. Among the big producers, Dutch and German cows yield above the EU average, while French and Italian cows sit slightly below it. The same pattern shows up in farm structure. In France, more than 92 percent of dairy farms have at least 30 cows, and the Netherlands and Germany are similarly consolidated, whereas in Poland the figure is closer to 11 percent, reflecting a landscape still dominated by small farms. As margins tighten, it is these smaller, less efficient farms that tend to close first.

Farmgate Prices

What do European farmers get paid for milk?

Milk prices in Europe have been on a rollercoaster. After sitting in the mid-30s of euros per 100 kg through much of 2020 and early 2021, prices climbed sharply through 2021 and 2022 as energy, feed and fertiliser costs surged and demand held firm. By the end of 2022 the EU average had spiked above 58 euros per 100 kg, an extraordinary level by historical standards. Prices then fell back through 2023 before edging up again. The chart tracks the swing across selected months.

EU Average Farmgate Raw Milk Price, Selected Months (EUR per 100 kg) Spike, then settle.

Data:

EU average farmgate raw milk price in euros per 100 kg, selected months.

Note:

Source EU Milk Market Observatory data via industry reporting. Compiled by BusinessStats. Switch to the table for exact figures.

Spike, then settle: the EU average leapt above 58 euros per 100 kg in late 2022 before easing back toward the mid-40s.

Across 2024 as a whole, the average price paid to EU farmers rose about 2.9 percent, recovering after a fall of roughly 5 percent in 2023. The national picture was mixed: prices rose strongly in Ireland, up about

16 percent, and gained in the Netherlands and Germany, but fell in Spain by nearly 9 percent. Even after the correction, the EU farmgate price in early 2024, near 46 euros per 100 kg, remained the highest among the major exporting regions, running well above the levels paid in New Zealand and the United States. High prices support farm incomes but also make European dairy less competitive on world markets, a tension that runs through the whole sector.

Sheep and Goat Milk

The Mediterranean world of sheep, goat and buffalo milk

Although cows supply about 96 percent of EU milk, the remaining sliver matters enormously in specific regions and products. Milk from ewes, goats and buffaloes is concentrated in the Mediterranean, where it underpins iconic foods such as Greek feta, Spanish manchego, French goat cheeses and Italian buffalo mozzarella. The chart shows where this non-cow milk comes from.

EU Sheep, Goat and Buffalo Milk by Country, 2024 (million tonnes)A Mediterranean speciality.

Data:

Milk from animals other than cows in million tonnes, 2024.

Note:

Source Eurostat. Italy figure includes almost all EU buffalo milk. Compiled by BusinessStats.Switch to the table for exact figures.

A Mediterranean speciality: Spain, Greece, France and Italy account for the bulk of Europe non-cow milk.

Spain produced about 1.1 million tonnes of ewe and goat milk in 2024, with Greece at 0.9 million, France at 0.8 million and Italy at 0.7 million tonnes, the last including almost all of the EU buffalo milk used for mozzarella. In some places this is not a niche at all: in Greece, a clear majority of the milk delivered to dairies, about 58 percent, comes from sheep and goats rather than cows, and in Cyprus the share is around a fifth. France is the EU largest goat-milk producer, while Greece leads in ewe milk. These specialist dairy traditions give the European milk market a diversity that few other regions can match.

Consumption

How much milk do Europeans consume?

On the demand side, drinking-milk consumption in the EU averaged about 53 kg per person in 2021, though this masks wide differences between countries and has been slowly declining for years as tastes shift toward other products. The Netherlands, despite being a dairy powerhouse, consumes closer to 36 kg of drinking milk per capita, with much of its output going into cheese and exports instead. Even Europe healthy per-capita figures are dwarfed globally: consumption per person in India, for instance, is more than three times the EU average.

The long, slow decline of plain liquid milk is one of the clearest demand-side trends in the European market. Younger consumers in particular drink less fresh milk than previous generations, and the rapid growth of plant-based alternatives made from oats, soya, almonds and other crops has taken a visible slice of the chilled shelf, especially in northern and western Europe. Dairy processors have responded by leaning harder into products where demand is firmer, cheese, yogurt, cream, protein drinks and premium or regional specialities, rather than fighting to defend commodity liquid milk.

Where European demand is clearly growing is in value-added and ethical categories. Organic dairy has gained ground across much of the continent, with Germany, France, Denmark and Austria among the leaders. In Germany, surveys suggest around 45 percent of consumers buy organic dairy often or always. Yogurt and other acidified products, protein-enriched drinks and specialty cheeses are also expanding, even as plain liquid milk slowly loses ground. For a closer look at one of these categories, see our data on [yogurt](#) and the leading [ice cream brands](#), another major outlet for European milk.

Trade

Europe as the world leading dairy exporter

The European Union is not just a huge producer, it is the largest dairy exporter in the world. Because the EU produces far more cheese, butter and milk powder than its own population consumes, a substantial share of output is sold abroad, particularly to Asia, the Middle East and North Africa. The bloc is the top global exporter of cheese by a wide margin, and a leading supplier of butter, whey and skimmed milk powder. Alongside New Zealand and the United States, the EU forms part of a small group that controls the bulk of world dairy trade.

This export orientation is a double-edged sword. It gives European processors access to fast-growing markets and helps absorb the milk that domestic demand cannot, but it also exposes farmers to global price swings and currency movements. When Chinese import demand softens or the euro strengthens, the

effects are felt on European farms within months. The EU trade position is examined in more detail in our overview of the [global dairy industry](#), and the sector sits within the broader farm economy tracked in our [agriculture statistics](#).

Pressures and Outlook

What is next for the European milk market?

The European milk market enters the second half of the decade under real pressure. The dairy herd is shrinking, farmer margins are squeezed between volatile milk prices and stubbornly high input costs, and a wave of environmental regulation is reshaping the sector. Plans in the Netherlands and Ireland to cut nitrogen emissions are expected to weigh on cow numbers for years, and climate policy more broadly is pushing farms toward lower emissions and different practices.

On top of this sits a structural problem: generational renewal. Many dairy farms are run by ageing farmers, and younger people are often reluctant to take on the heavy workload and thin profits of milk production. The result is a steady stream of farm closures and consolidation, with larger, more efficient operations absorbing the milk that smaller farms no longer produce. The USDA expects EU milk deliveries to slip slightly in 2025, with declines in France and the Netherlands, stagnation in Germany, Belgium and Poland, and only Ireland expected to grow.

Sustainability sits at the centre of the debate about the sectors future. Dairy is a significant source of agricultural greenhouse gas emissions, chiefly methane from cattle, and it uses large amounts of land, water and feed. European policymakers, retailers and processors are all pushing for lower-emission milk, whether through feed additives, herd management, manure handling or renewable energy on farms. The Common Agricultural Policy continues to channel substantial support and green incentives toward the sector, but farmers increasingly have to balance productivity against tightening environmental and animal-welfare expectations, and against the cost of meeting them.

None of this means the European milk market is in retreat. Output remains near record highs, productivity keeps rising, cheese and butter demand is resilient, and export markets continue to grow. But the era of easy post-quota expansion is over. The next phase will be defined less by producing more milk and more by producing it efficiently, sustainably and profitably from a smaller, more concentrated base of farms and cows.

Key Facts

The European milk market in numbers

A handful of figures capture the shape of Europe milk market. The EU makes about 162 million tonnes of milk a year, Germany leads production, cheese and butter dominate the output, cows are fewer but far more productive, and prices remain high and volatile. It is a mature, concentrated and globally important industry.

161.8MtEU raw milk, 2024Up 12Mt on 2014.22%Germany shareThe largest producer.8,120kgYield per cowStill rising each year.69%Milk to cheese and butterOf whole milk at dairies.

These numbers matter because dairy is a staple food, a major employer in rural Europe, and one of the blocs biggest agricultural exports. Shifts in German processing, Dutch and Irish environmental policy, or global import demand ripple through farms, shops and trade balances across the continent and beyond.

FAQ

Frequently Asked Questions: Europe Milk Market

EU farms produced about 161.8 million tonnes of raw milk in 2024, up 0.9 million tonnes on the year and around 12 million tonnes more than in 2014. About 96 percent of it was cows milk.

Germany is the largest EU milk producer, accounting for about 22 percent of the blocs raw cows milk, or roughly 32 million tonnes. France, Poland, the Netherlands and Italy follow, and the top five together make up about 65 percent of EU output.

Cheese and butter dominate. Together they used about 69 percent of all the whole milk available to EU dairies in 2024. The EU made about 10.8 million tonnes of cheese and 2.3 million tonnes of butter that year.

The average EU dairy cow produced about 8,120 kg of milk in 2024, and yields keep rising. Yields ranged from about 11,353 kg per cow in Estonia to around 3,540 kg in Romania.

The average farmgate price paid to EU farmers rose about 2.9 percent in 2024 after falling in 2023. It had spiked above 58 euros per 100 kg in late 2022 and eased to around 46 euros per 100 kg by early 2024, still the highest among major exporters.

The EU dairy herd fell below 20 million cows for the first time, standing at about 19.7 million at the start of 2024, and the number keeps declining as yields rise and smaller farms close.

Germany is the largest EU cheese producer at about 2.4 million tonnes, roughly 23 percent of the total, followed by France at about 1.9 million tonnes and Italy at about 1.4 million tonnes.



Output grew steadily over the decade to 2024, reaching 161.8 million tonnes, but growth has flattened.

Deliveries are forecast to dip slightly in 2025 as cow numbers fall and margins stay tight.

Sheep, goat and buffalo milk are concentrated in the Mediterranean. In 2024 Spain produced about 1.1 million tonnes, Greece 0.9 million, France 0.8 million and Italy 0.7 million tonnes, the last including almost all EU buffalo milk.

Drinking milk consumption in the EU averaged about 53 kg per person in 2021, though this varies widely by country, with the Netherlands nearer 36 kg. Organic dairy demand is rising across much of Europe.

Sources

[Eurostat - Milk and milk product statistics](#) - production, yields, products, prices and non-cow milk.

[Eurostat - Milk production reached 161.8 million tonnes in 2024](#) - country shares by product.

[European Commission - Milk and dairy products](#) - sector overview and leading producers.

[USDA FAS via GAIN - EU dairy production and outlook](#) - herd, deliveries and 2025 forecast.

[European Parliament \(EPRS\) - The EU dairy sector](#) - structure, concentration and policy context.

EU refers to the 27 member states. Raw milk production covers milk from all animals unless noted. Some 2024 country figures are Eurostat estimates or derived from published percentage shares, and 2025 figures are forecasts. Prices are farmgate averages and fluctuate month to month. This is data journalism, not investment advice.

STATISTICS REPORT

Number of billionaires in Europe in 2026, by country

 Updated Jul 26, 2026 · businessstats.com/ultra-wealthy-population-european-countries

211 GERMANY	147 RUSSIA	96 ITALY
820 EUROPE TOTAL	\$171B ARNAULT, RICHEST	24% OF WORLD

Overview

Number of billionaires in selected European countries in 2026

Germany has the most billionaires in Europe in 2026, about 211, followed by Russia on about 147 and Italy on about 96. The United Kingdom, France, Sweden and Switzerland make up the rest of the leading group, and Europe holds about 820 billionaires in total. The map of Europes billionaires is a map of the continents largest economies and financial centres, and in 2026 it is led by Germany to a degree that sets it apart from every other European country. On the 2026 figures, Germany has about 211 billionaires, Russia about 147, Italy about 96, the United Kingdom about 58, France about 52, Sweden about 45 and Switzerland about 42. The distribution of great wealth across Europe is one of the clearest maps of the continents economic geography, tracing the industrial power of Germany, the financial pull of Switzerland and Britain, and the luxury fortunes of France and Italy.

Europe is the third-largest region for billionaires after Asia-Pacific and North America. The regional picture sits in our [billionaire share by region](#), [billionaire population by region](#) and [top billionaire countries](#) coverage.

Billionaires in Europe by Country, 2022 vs 2026Germany leads, Italy surges.

Data:

Number of billionaires in selected European countries in 2026, from the Forbes World Billionaires list.

Note:

Figures follow the Forbes grouping and are the 2026 snapshot. Russian fortunes are valued on February 2022 ownership. Switch views with the toolbar.

Germany leads, Italy surges: Germany has about 211 billionaires in 2026, far ahead of Russia on 147 and Italy on 96, with Italy nearly doubling its total since 2022.

The rankings track the size of each economy but not perfectly, since financial hubs such as Switzerland and the United Kingdom hold more billionaires than their populations alone would suggest, a pattern our [largest economies by GDP coverage frames](#).

A note on the data. The figures show the number of billionaires in selected European countries in 2026, from the Forbes list. Counts are by country of citizenship, and Russian fortunes are valued on February 2022 ownership, before the invasion of Ukraine and later asset transfers. A billionaire is defined here as an individual with a net worth of at least one billion US dollars, and the counts are drawn from the Forbes World Billionaires list, the most widely used annual ranking. Counts are by country of citizenship rather than residence, which can cause some overlap for individuals who live outside their home country, and different lists assign a few countries, notably Turkey and Russia, to different regions.

The Table

Billionaires in Europe by Country

Billionaires in Europe by Country, 2026 Click any column to sort

COUNTRY	BILLIONAIRES	SHARE OF EUROPE
Germany	211	25.7%
Russia	147	17.9%
Italy	96	11.7%
United Kingdom	58	7.1%
France	52	6.3%
Sweden	45	5.5%
Switzerland	42	5.1%
Spain	34	4.1%
Turkey	32	3.9%

Norway

17

2.1%

The table sets out the number of billionaires in the leading European countries in 2026. It shows Germany, Russia and Italy far ahead, followed by a cluster of Western and Northern European economies, with a steep drop after the top few. Reading down the column shows the steep drop after the top three, with Germany, Russia and Italy far ahead of the cluster of Western and Northern European economies that follows. Because the figures are annual snapshots tied to share prices and exchange rates, the exact totals can move over the course of a year, though the broad ranking of European countries is stable.

The Map

Where Do Europes Billionaires Live?

Germany leads Europe with about 211 billionaires in 2026, far more than any other country on the continent. Their combined wealth is about 1.01 trillion dollars, and the number has grown rapidly, up from about 134 in 2022. Germanys lead among European billionaires is built on the same foundations as its economy, a large industrial base and an unusually high number of substantial family-owned companies that have created and preserved wealth over generations. Germany about 211 billionaires lead Europe with combined wealth of about 1.01 trillion dollars, up from about 134 billionaires in 2022, a rise of more than half in four years. Germany has pulled decisively clear of the rest of Europe over the past few years, and its lead now rests on a broad base of manufacturing, retail and family-controlled industrial groups rather than on any single sector or fortune.

The German lead reflects the countrys large industrial base and its many family-owned companies, from carmakers to retailers, a depth our [biggest companies by value](#) coverage frames through the firms behind the fortunes.

Billionaires in Europe by Country, 2026Shaded by the number of billionaires. Hover a country for its total.

100+50 to 9920 to 498 to 193 to 71 to 2

Germany leads Europe: Germany is home to about 211 billionaires in 2026, ahead of Russia on 147 and Italy on 96. Western and Northern Europe dominate, while much of the east and south has far fewer. Russian fortunes are valued on Forbes February 2022 ownership.

Share of Europes Billionaires by Country (%)Germany dominates.

Data:



Number of billionaires in selected European countries in 2026, from the Forbes World Billionaires list.

Note:

Figures follow the Forbes grouping and are the 2026 snapshot. Russian fortunes are valued on February 2022 ownership. Switch views with the toolbar.

Germany dominates: Germany holds about a quarter of Europe's billionaires, ahead of Russia and Italy, with the top three countries accounting for well over half the total.

Famous German billionaire families include the Quandts, who control BMW, the Reimanns of JAB Holding and the Schwarz family behind the Lidl and Kaufland retail empire, reflecting the industrial and consumer roots of German wealth. The prominence of these industrial and consumer dynasties, many of them controlling companies founded generations ago, is what gives German billionaire wealth its distinctive character, rooted in long-established family firms.

Russia

Why Is Russia Counted in Europe?

Russia is second in Europe with about 147 billionaires, though the figure carries an important caveat. Forbes values Russian fortunes on their February 2022 ownership, before the invasion of Ukraine and the sanctions and asset transfers that followed. The place of Russia in a European billionaire ranking is one of the more complicated questions in the data, since the fortunes are frozen at a 2022 valuation and the reality of who now controls them is far from clear. The Russian figure should therefore be read differently from the others in this ranking, since it reflects a frozen 2022 valuation rather than a current assessment of who owns the wealth.

The Russian total has been broadly stable since 2022, held in place by the freezing of ownership data, even as sanctions have complicated the real picture of who now controls the wealth held under those 2022 valuations.

Whether Russian billionaires belong in a European ranking is itself debated, since much of the wealth is now held abroad or through intermediaries, but on the Forbes grouping Russia remains the second-largest European source of great fortunes. For the purposes of this ranking Russia is included in Europe on the Forbes grouping, but readers should treat its total with more caution than any other, given the frozen valuations and the opacity of current ownership.

Italy

Which Country Is Growing Fastest?

Italy is third with about 96 billionaires, one of the fastest-growing totals in Europe, up from about 52 in 2022. The growth reflects strong performance in luxury goods, food and industry, the sectors behind many Italian fortunes. Italys rapid climb up the European billionaire ranking is one of the clearest success stories in the data, driven by the enduring global appeal of its luxury and consumer brands. Italy about 96 billionaires have grown from about 52 in 2022, a rise of about 85 percent, one of the fastest of any European country over the period. The Italian surge is one of the most remarkable trends in the European data, and it reflects both a strong run for the luxury and food sectors and the broader recovery of southern European markets since the difficult years of the early decade.

Italian wealth is spread across family firms in fashion, food and manufacturing, from Ferrero to Prada, a diversity rooted in the countrys deep base of family-owned industrial and consumer firms.

Billionaires Added Since 2022, by Country Germany and Italy lead.

Data:

European billionaire data compiled by BusinessStats from the Forbes World Billionaires list 2026.

Note:

Counts are by country of citizenship and vary slightly between lists. Some sources place Turkey in Europe, others in Asia or the Middle East. Switch views with the toolbar.

Germany and Italy lead: Germany added about 77 billionaires since 2022 and Italy about 44, the strongest gains of any European country.

European billionaire numbers have grown strongly since 2022. Germany added about 77 billionaires, Italy about 44 and the United Kingdom about 8, as European markets recovered and inflation eased. The growth of European billionaire numbers since 2022 has been strong and broad-based, reversing the stagnation of earlier years and lifting the continents total to a new high.

The growth reflects the rebound in European equity markets after a weak 2024, a recovery our [asset markets](#) coverage frames through the rally that lifted fortunes across the region.

The rapid rise of the Italian total, nearly doubling since 2022, is one of the strongest gains of any European country, reflecting the recovery of European markets and the enduring value of Italian luxury and consumer

brands. The strength of the Italian gain, among the largest of any European country since 2022, reflects both the recovery of European markets and the particular resilience of the luxury and food sectors that underpin many Italian fortunes.

The fastest growth has been in Germany and Italy, whose billionaire populations have risen by more than half since 2022, while the United Kingdom and some smaller countries have grown more slowly. The unevenness of the growth, concentrated in Germany and Italy, has widened the gap between the leading European economies and the smaller countries, reinforcing the concentration at the top of the ranking.

The Rest

Which Countries Follow?

Below the top three, the United Kingdom has about 58 billionaires, France about 52, Sweden about 45 and Switzerland about 42. These four together with the top three account for most of Europe's billionaires.

Below the leading three, a tight cluster of Western and Northern European economies holds the bulk of the remaining billionaires, with financial hubs punching well above their economic weight. The United Kingdom about 58 billionaires, France about 52, Sweden about 45 and Switzerland about 42 make up the next tier, followed by Spain on about 34 and Turkey on about 32. The countries just below the leading three form a tight and stable band, and small movements in stock prices or exchange rates are enough to reorder them from one year to the next.

The United Kingdom and Switzerland punch above their weight as financial hubs, holding more billionaires than their populations alone would suggest, a pattern our [financial markets](#) coverage frames through the role of capital markets.

European Billionaires, 2022 vs 2026 Growth across the top.

Data:

European billionaire data compiled by BusinessStats from the Forbes World Billionaires list 2026.

Note:

Counts are by country of citizenship and vary slightly between lists. Some sources place Turkey in Europe, others in Asia or the Middle East. Switch views with the toolbar.

Growth across the top: almost every leading European country added billionaires between 2022 and 2026, with Germany and Italy adding the most.



France is home to the two richest people in Europe, Bernard Arnault of luxury group LVMH and Francoise Bettencourt Meyers of LOreal, even though it ranks only fifth by number, showing that billionaire count and billionaire wealth are different measures. That France, fifth by number of billionaires, is home to the two richest people in Europe is the clearest illustration of the gap between counting billionaires and measuring their wealth.

The Richest

Who Are the Richest Europeans?

Europe's richest billionaires are worth far more than its most numerous. Bernard Arnault of France leads with about 171 billion dollars, followed by Amancio Ortega of Spain and Francoise Bettencourt Meyers of France. The gap between the countries with the most billionaires and those with the richest is one of the most striking features of the European picture, and nowhere is it clearer than in France. Bernard Arnault of France about 171 billion dollars leads Europe, ahead of Amancio Ortega of Spain and Francoise Bettencourt Meyers of France, the three largest European fortunes. The concentration of Europe's largest fortunes in France and Spain, rather than in the countries with the most billionaires, is one of the clearest illustrations of the difference between counting billionaires and measuring their wealth.

The largest European fortunes are built on luxury and consumer brands, from LVMH and LOreal to Zara owner Inditex, a concentration our [leading global billionaires](#) and [wealthiest women](#) coverage explores.

Richest Billionaires in Europe, 2026 (USD bn) France holds the fortunes.

Data:

European billionaire data compiled by BusinessStats from the Forbes World Billionaires list 2026.

Note:

Counts are by country of citizenship and vary slightly between lists. Some sources place Turkey in Europe, others in Asia or the Middle East. Switch views with the toolbar.

France holds the fortunes: Bernard Arnault of France leads Europe on about 171 billion dollars, ahead of Amancio Ortega of Spain and Francoise Bettencourt Meyers of France.

Arnault and Ortega are the only two centibillionaires in Europe, each worth more than 100 billion dollars, and both consistently rank among the ten richest people in the world, well ahead of any other European. The presence of two centibillionaires in France, each worth more than a hundred billion dollars, gives the

country a share of European billionaire wealth far larger than its share of billionaire numbers.

Wealth vs Number

Number of Billionaires vs Their Wealth

European billionaire wealth is concentrated in a few countries. Germany leads on combined wealth with about 1.01 trillion dollars, followed by France, whose smaller number of billionaires includes the two largest fortunes on the continent. Measuring European wealth by combined fortune rather than by headcount reorders the ranking, and it shows how much a small number of very large fortunes can outweigh a larger number of smaller ones.

The gap between the number of billionaires and their combined wealth is clear in Europe, where France ranks fifth by number but near the top by wealth, a distinction our [euro to dollar exchange rate coverage](#) frames through the value of European assets.

Combined Billionaire Wealth by Country (USD bn) Germany and France lead.

Data:

European billionaire data compiled by BusinessStats from the Forbes World Billionaires list 2026.

Note:

Counts are by country of citizenship and vary slightly between lists. Some sources place Turkey in Europe, others in Asia or the Middle East. Switch views with the toolbar.

Germany and France lead: Germany holds about 1.01 trillion dollars of billionaire wealth, but France, with fewer billionaires, holds the two largest fortunes in Europe.

Because billionaire wealth is tied to share prices and exchange rates, the wealth rankings can shift substantially over a year, even as the number of billionaires in each country changes only slowly. The sensitivity of the wealth rankings to markets and exchange rates means they should be read as snapshots, since a strong or weak year for European equities or for the euro can move the figures substantially.

Per Capita

Which Country Has the Most Per Person?

Measured against population, the ranking changes completely. Monaco has by far the most billionaires per head, with dozens per million residents, followed by Switzerland, Sweden and Norway, small countries with

concentrated wealth. Ranking European countries by billionaires per head rather than by absolute number produces an entirely different order, one dominated by small, wealthy states rather than the large economies. The per-capita ranking is dominated by small, wealthy states whose absolute billionaire numbers are modest but whose populations are so small that even a handful of fortunes produces an extraordinary density.

Billionaire density reflects financial hubs and tax regimes as much as economic size, which is why small, wealthy countries such as Monaco and Switzerland top the per-capita ranking, a pattern our wealth and economy coverage frames.

Billionaires per Million People, 2026 Monaco tops per capita.

Data:

European billionaire data compiled by BusinessStats from the Forbes World Billionaires list 2026.

Note:

Counts are by country of citizenship and vary slightly between lists. Some sources place Turkey in Europe, others in Asia or the Middle East. Switch views with the toolbar.

Monaco tops per capita: Monaco has by far the most billionaires per million residents, followed by Switzerland, Sweden and Norway, small countries with concentrated wealth.

The large economies of Germany, France and the United Kingdom rank far lower by density, since their billionaire counts, though high in absolute terms, are spread across much larger populations. The contrast between the absolute and per-capita rankings is a reminder that a country can hold a large number of billionaires without being especially dense in them, and vice versa.

Concentration

How Concentrated Is European Wealth?

European billionaire wealth is highly concentrated by country. The top five countries, Germany, Russia, Italy, the United Kingdom and France, together hold about two thirds of all the billionaires in Europe. The concentration of European billionaires in a handful of countries is one of the most consistent features of the data, and it closely tracks the distribution of the continents largest economies. The top five countries, Germany about 211, Russia about 147, Italy about 96, the United Kingdom about 58 and France about 52, together hold about 564 of Europes roughly 820 billionaires, about two thirds of the total. The

concentration of European billionaires in a few large economies has, if anything, deepened in recent years, as the fastest growth has come in the countries that already led the ranking.

The concentration reflects the location of Europe's largest economies and financial centres, a pattern our [global stock markets](#) coverage frames through the markets that create great fortunes.

Share Held by the Top Five Countries (%) Two thirds of Europe.

Data:

European billionaire data compiled by BusinessStats from the Forbes World Billionaires list 2026.

Note:

Counts are by country of citizenship and vary slightly between lists. Some sources place Turkey in Europe, others in Asia or the Middle East. Switch views with the toolbar.

Two thirds of Europe: the top five countries, Germany, Russia, Italy, the United Kingdom and France, hold about two thirds of all the billionaires in Europe.

Eastern and Southern Europe hold far fewer billionaires, with Spain, Turkey and Norway leading the next tier and much of the continent home to only a handful each, reflecting the smaller scale of their economies and markets. The thinness of great wealth across much of Eastern and Southern Europe reflects the smaller scale of those economies and their capital markets rather than any absence of prosperity.

Over Time

How Has Europe Changed?

Europe's billionaire population has grown steadily over the past decade, rising from about 490 in 2015 to about 820 in 2026, driven by the growth of Germany, Italy and the financial hubs. The steady growth of Europe's billionaire population over the past decade tells a story of rising wealth, even as the continent's share of the global total has slipped in the face of a faster-rising Asia.

The growth has lifted Europe to about a quarter of the world's billionaires, though it has slipped in relative terms as Asia-Pacific has risen faster in the same years, a shift that has reshaped the global ranking.

Europe's Billionaire Population, 2015-2026 A steady climb.

Data:

European billionaire data compiled by BusinessStats from the Forbes World Billionaires list 2026.



Note:

Counts are by country of citizenship and vary slightly between lists. Some sources place Turkey in Europe, others in Asia or the Middle East. Switch views with the toolbar.

A steady climb: Europes billionaire population has grown from about 490 in 2015 to about 820 in 2026, driven by Germany, Italy and the financial hubs.

Europes share of the worlds billionaires has fallen even as its absolute number has risen, reflecting the faster growth of Asia rather than any decline in European wealth, which has continued to grow throughout the period.

In the World

How Does Europe Compare Globally?

In global terms Europe is the third-largest region for billionaires, with about 820, behind Asia-Pacific on about 1,229 and North America on about 1,071. Together the three regions hold more than 90 percent of the worlds billionaires. Placed in a global context, Europe is a clear third among the regions, holding fewer billionaires than either Asia-Pacific or North America but still far more than the rest of the world combined. Europes position as a clear third among the worlds regions reflects both the enduring wealth of its largest economies and the faster rise of Asia, which has pushed the continent down the global ranking even as its own numbers have grown.

Europes position behind Asia-Pacific and North America reflects the rise of China, India and the United States, a shift our [billionaires around the world](#) and [high net worth individuals by country](#) coverage frames.

Billionaires by Region, 2026 Europe is third.

Data:

European billionaire data compiled by BusinessStats from the Forbes World Billionaires list 2026.

Note:

Counts are by country of citizenship and vary slightly between lists. Some sources place Turkey in Europe, others in Asia or the Middle East. Switch views with the toolbar.

Europe is third: Europe holds about 820 billionaires, behind Asia-Pacific on about 1,229 and North America on about 1,071, together more than 90 percent of the world total.

Although Europe trails on numbers, its billionaires include some of the very richest in the world, so the continent holds a larger share of billionaire wealth than its share of billionaire numbers alone would suggest. The combination of fewer billionaires but some of the very largest fortunes gives Europe a distinctive profile, holding a larger share of global billionaire wealth than of global billionaire numbers.

Key Facts

Billionaires in Europe in Numbers

A few figures capture the picture. Germany leads Europe with about 211 billionaires, Russia has about 147 and Italy about 96, out of a European total of about 820, the third-largest of any region in the world. These figures together map the geography of great wealth in Europe, concentrated in the large economies of the west and the financial hubs, and led by Germany. Taken together, the numbers describe a European wealth map led decisively by Germany on count, by France on the size of its largest fortunes, and concentrated overwhelmingly in the west and north of the continent.

These figures matter because the distribution of billionaires maps the location of great wealth in Europe, a picture our [billionaire wealth by gender](#) coverage complements through the source of the largest fortunes.

211GermanyMost in Europe. 147RussiaSecond, 2022 basis. 96ItalyFastest riser. 820Europe totalThird region.

Together they describe a Europe where billionaires are concentrated in a handful of large economies and financial hubs, led by Germany, with the two richest individuals in France. For now, Germany leads the European billionaire ranking by a wide margin, but the richest European fortunes sit in France, a split that defines the continent's wealth.

Big Picture

Billionaires in Europe: The Big Picture

Taken together, the number of billionaires in European countries in 2026 shows Germany far ahead, a strong Western and Northern core, and a long tail across the rest of the continent, a distribution that closely tracks the size of each European economy.

Whether Germany extends its lead and whether Europe holds its share against a rising Asia will shape the picture for years, but great European wealth remains concentrated in a few large economies and financial centres.

FAQ

Frequently Asked Questions: Billionaires in Europe

Germany, with about 211 billionaires in 2026, far ahead of Russia on about 147 and Italy on about 96, according to the Forbes list.

About 820 in 2026, the third-largest of any region after Asia-Pacific and North America, spread across the large economies and financial hubs.

Bernard Arnault of France, worth about 171 billion dollars, the head of luxury group LVMH and one of the richest people in the world.

About 58 in 2026, placing it fourth in Europe behind Germany, Russia and Italy, boosted by its role as a global financial hub.

Because of its large industrial base and many family-owned companies, from carmakers like BMW to retailers like Lidl, which have created lasting fortunes.

Forbes groups Russia with Europe and values Russian fortunes on February 2022 ownership, before the invasion of Ukraine and later asset transfers.

Germany and Italy have grown fastest since 2022, each adding many billionaires, with Italy nearly doubling its total from about 52 to 96.

Monaco, with by far the most billionaires per million residents, followed by Switzerland, Sweden and Norway, small countries with concentrated wealth.

About a quarter, or 24 percent, of the world total in 2026, the third-largest share of any region behind Asia-Pacific and North America.

From the Forbes World Billionaires list 2026, counted by country of citizenship. Figures are the 2026 snapshot and vary slightly between lists.

Sources

Forbes World Billionaires list (2026 edition) - Source for the number of billionaires in European countries and their combined wealth.

Forbes regional and country data - Source for country counts, historical detail and the largest European fortunes, compiled by BusinessStats.



Forbes World Billionaires - Publishes the annual ranking of billionaires by country.

Figures show the number of billionaires in selected European countries in 2026, from the Forbes World Billionaires list. Germany leads with about 211, ahead of Russia on 147 and Italy on 96, out of a European total of about 820, the third-largest of any region. Bernard Arnault of France is the richest European on about 171 billion dollars. Counts are by country of citizenship, Russian fortunes are valued on February 2022 ownership, and some lists assign Turkey and Russia to different regions. This is data journalism, not investment advice.

STATISTICS REPORT

Religion in Europe – statistics & facts

Updated May 31, 2026 · businessstats.com/religion-in-europe

72% CHRISTIANITY - THE LARGEST RELIGION IN EUROPE (~535 MILLION)	20% RELIGIOUSLY UNAFFILIATED - RISING FAST (~148 MILLION)	6.8% ISLAM - THE SECOND-LARGEST RELIGION (~50 MILLION)
72% CZECHIA UNAFFILIATED - EUROPE'S MOST SECULAR COUNTRY	55% ROMANIA - AMONG EUROPE'S MOST RELIGIOUS NATIONS	740M EUROPE'S TOTAL POPULATION ACROSS ALL FAITHS

Overview

Religion in Europe – A Continent in Transition

Europe's religious landscape is undergoing a profound transformation. **Christianity remains the dominant faith, claiming around 72% of the population (roughly 535 million people)**, but its grip is loosening as secularisation spreads. The religiously unaffiliated - atheists, agnostics, and those with no particular faith - have grown to about 20% (148 million), while Islam has risen to nearly 7% (50 million), making it the second-largest individual religion after Christianity.

The most striking trend is the decades-long pattern of religious "switching," in which people raised as Christians become unaffiliated. This widespread disaffiliation has thinned Europe's Christian population and swelled the ranks of the non-religious, fundamentally reshaping the continent's identity over a single generation. Between 2010 and 2020 alone, France and the United Kingdom lost their Christian majorities, while the Netherlands gained an unaffiliated majority - landmark shifts in a historically Christian continent.

Yet Europe is far from uniform. Religiosity varies enormously by country and region: Central and Eastern European nations like Romania, Poland, and Greece remain deeply religious, while Western and Northern European countries like Czechia, Estonia, Sweden, and the Netherlands are among the most secular societies on Earth. This patchwork of belief and non-belief defines modern European religion, making any single statement about "European religion" an oversimplification of a deeply varied reality.

72% (Christianity) The Largest Religion - But Declining Across the Continent Christianity has around 535 million adherents in Europe (~72%), split mainly between Catholics, Protestants, and Orthodox. Its share has fallen as religious switching pushes people toward no affiliation. Source: findeasy, Pew 2025.

20% (Unaffiliated) The Fastest-Growing Group - Now ~148 Million People The religiously unaffiliated have grown to about 20% of Europe (148M), driven by people raised Christian leaving religion. The Netherlands now has an unaffiliated majority. Source: Pew Research 2025.

6.8% (Islam) The Second-Largest Religion - Growing Through Migration Islam has around 50 million adherents (~6.8%) in Europe, growing via migration and higher fertility. France has the largest Muslim share in Western Europe at around 9%. Source: findeasy, Pew 2025.

Romania vs Czechia The Extremes - From Deeply Religious to Highly Secular Romania is among the most religious (over half say religion is very important), while Czechia is the most secular (~72% unaffiliated). Europe spans the full religiosity spectrum. Source: Pew, EVS 2024.

Religion in Europe by Share of Population

Religious Composition of Europe (Pew Research, findeasy 2025) Click any column to sort

RELIGION	SHARE	ADHERENTS
Christianity	72.2%	535M
Unaffiliated	20.0%	148M
Islam	6.8%	50M
Hinduism	0.2%	2M
Buddhism	0.2%	2M
Judaism	0.2%	1M
Folk/Other	0.4%	2M

The table shows Christianity's continued dominance, but the gap is narrowing as the unaffiliated grow. Islam is the largest non-Christian religion, while Hinduism, Buddhism, Judaism, and folk religions each account for less than 1% of the population. The overall European population providing this base is around 740 million. The broader demographic context is in our [world population analysis](#).

The Big Picture



The Religious Composition of Europe

Europe religion breakdown Christianity unaffiliated Islam share percentage composition 2025 Religious Composition of Europe (% of Population) Christianity 72%, Unaffiliated 20%, Islam 6.8%, with Hinduism, Buddhism, Judaism, and folk religions each under 1%. Christianity dominates but the unaffiliated are rising. Source: findeasy, Pew 2025. 72%Christian

Christianity's 72% share encompasses three main branches: Roman Catholicism (strongest in Southern and Central Europe), Protestantism (dominant in Northern Europe), and Eastern Orthodoxy (prevalent in Eastern Europe and Russia). Despite this dominance, the trend line points firmly downward, with the unaffiliated steadily gaining ground decade after decade. Many who still identify as Christian are non-practising, attending services rarely if at all - a phenomenon sometimes called "cultural Christianity" or "belonging without believing." The economic dimensions of these demographic shifts connect to our [global economy analysis](#).

Christianity's Decline

The Slow Decline of Christianity in Europe

Christianity has been the dominant religion in Europe since the 4th century, when the Roman Empire adopted it, shaping the continent's culture, politics, art, law, and institutions for over 1,500 years. Cathedrals, universities, hospitals, and much of European art and music owe their origins to the Christian tradition. Yet its position is eroding. Between 2010 and 2020, the absolute number of Christians in Europe dropped by 9% to around 505 million, even as the total population grew slightly. This decline is driven primarily by religious switching - people raised Christian who become unaffiliated - rather than by deaths or emigration. Each year, more people leave Christianity than join it, a net outflow that has accelerated across most of Western and Central Europe over the past two decades.

Christianity Europe decline 2010 2020 2050 projection falling share Christian population shrinking Europe's Christian Population - Decline and Projection (Millions) 2010: ~553M. 2020: ~505M. 2050 (projected): ~454M. Christianity's share is forecast to fall from 75% (2010) toward 65% by 2050, driven by religious switching. Source: Pew Research 2015, 2025. -9%2010-2020

The decline is most pronounced in Western and Northern Europe. In Germany, the share identifying as Catholic fell from 46% in 1950 to just under 25% by 2023. France and the UK both lost their Christian majorities between 2010 and 2020. By contrast, Christianity remains strong in Southern and Eastern Europe, where countries like Poland, Romania, and Portugal retain large, active Christian populations. The



population dynamics behind these trends are in our [world religions analysis](#).

The Rise of the Unaffiliated

The Rise of the Religiously Unaffiliated

Europe unaffiliated rise atheist agnostic no religion growth secular Netherlands majority trend Europe's Religiously Unaffiliated Population (Millions) 2010: ~140M. 2020: ~148M and rising. 2050 (projected): ~162M. The unaffiliated share is forecast to grow as religious switching continues. The Netherlands now has an unaffiliated majority. Source: Pew Research 2025. 20% and rising

The religiously unaffiliated are Europe's fastest-growing belief group, now accounting for around 20% of the population (148 million). This group spans atheists, agnostics, and those who simply have no particular religion. The trend is most advanced in the Netherlands, where the non-religious became the majority (rising from 45% to 56% between 2010 and 2024), making the unaffiliated group larger than any single Christian church. Czechia, Estonia, and Sweden show similar or even more advanced secularisation, with the unaffiliated now the dominant group. Pew researchers note that the main competitor to Christianity in Europe is not Islam, but religious non-affiliation - the steady drift of people away from organised religion altogether. This makes the unaffiliated, rather than any rival faith, the defining force reshaping European religion. The broader social trends connect to our [social media statistics analysis](#).

Islam in Europe

Islam - Europe's Second-Largest Religion

Islam is Europe's second-largest religion (or third, if the unaffiliated are counted as a group), with around 50 million adherents making up about 6.8% of the population. The Muslim population has grown steadily through migration - including migrant workers, residents of former colonies, and refugees - as well as higher fertility rates compared to other groups. France has the highest Muslim share in Western Europe at around 9% of its population, the legacy of immigration from North Africa.

Islam Europe growth Muslim population 2010 2050 projection migration France Germany increase Europe's Muslim Population - Growth and Projection (Millions) 2010: ~43M. 2020: ~50M. 2050 (projected): ~71M. Europe's Muslim population is projected to grow by 63% between 2010 and 2050, driven by migration and higher fertility. Source: Pew Research 2015, 2025. +63% by 2050



Muslim populations are concentrated in specific countries. France is forecast to have over six million Muslims by 2030; Spain recorded 2.3 million in 2022; and in Italy, foreign-national Muslims numbered roughly 1.6 million in 2020, many of Moroccan or Albanian origin. In the Netherlands, the Muslim share has held steady at around 6% since 2010, showing that Muslim populations are not growing uniformly across the continent but are concentrated in particular countries with specific migration histories. Islam is projected to grow faster than any other major religion in Europe over the coming decades, though it will remain a minority faith well below Christianity and the unaffiliated. Even under high-migration scenarios, Pew projects Muslims will make up well under 15% of Europe's population by 2050, far from the alarmist claims sometimes made in public debate. The migration patterns driving this connect to our [world population analysis](#).

Most Religious Countries

The Most Religious Countries in Europe

most religious countries Europe Romania Greece Poland Bosnia Portugal highly religious percentage Most Religious Countries in Europe (% Highly Religious) Romania, Bosnia, and Greece lead, with over half of adults saying religion is very important. Poland and Portugal also rank highly. Central, Eastern, and Southern Europe are the most religious. Source: Pew Research, EVS 2024. 55%Romania Polandmost Catholic

The most religious countries are concentrated in Central, Eastern, and Southern Europe. In nations like Romania, Bosnia, Greece, and Armenia, half or more of adults say religion is very important in their lives. Poland stands out as Central Europe's most religious large nation, deeply Catholic and resistant to the secular trends elsewhere, while Portugal (37% highly religious) is notably more religious than its Western European neighbours, closer to Poland than to neighbouring Spain in its levels of devotion. These countries have largely resisted the secularisation sweeping the rest of the continent, often because religion is closely tied to national identity, historical struggle, or resistance to past oppression. In Poland, for example, the Catholic Church played a central role in the nation's history and its opposition to communism, cementing its place in Polish identity. How people across these nations connect online is in our [biggest social media platforms analysis](#).

Least Religious Countries



The Least Religious Countries in Europe

least religious countries Europe Czechia Estonia Sweden Netherlands secular unaffiliated highest percentage Least Religious Countries in Europe (% Unaffiliated) Czechia leads at around 72% unaffiliated, followed by Estonia, Sweden, the Netherlands, and Norway. Western and Northern Europe are the most secular regions. Source: Pew Research, Statista 2024. 72%Czechia 56%Netherlands

The least religious countries are clustered in Western and Northern Europe and parts of Central Europe. Czechia is the most secular, with around 72% of the population religiously unaffiliated - among young adults, that figure rises to 91%. Estonia, Sweden, the Netherlands, and Norway also have very high shares of non-religious people. France (43% unaffiliated) and the UK (over 50%) have both lost their Christian majorities, reflecting the deep secularisation of Western Europe. France, in particular, has a strong tradition of laïcité (state secularism) dating back to its 1789 revolution, which has shaped a culture where religion is largely a private matter kept out of public life. These trends connect to broader social changes in our [internet companies revenue analysis](#).

Christian Population by Country

Largest Christian Populations by Country

Europe largest Christian population country Russia Germany Italy UK France Spain Poland millions Largest Christian Populations in Europe by Country (Millions) Russia leads with ~100M Christians, then Germany (53M), Italy (50M), the UK (38M), France (36M), Spain (33M), Poland (33M), Ukraine (30M). Source: [findeasy](#) 2025. 100MRussia (most) 53MGermany

By absolute numbers, Russia has the largest Christian population in Europe at around 100 million (predominantly Eastern Orthodox), followed by Germany (53M), Italy (50M), and the UK (38M). These figures reflect both population size and Christianity's historical depth in each nation. Russia's dominance is driven by the Russian Orthodox Church, which has experienced a revival since the fall of the Soviet Union, when state atheism was abandoned and religious practice was once again permitted and even encouraged by the state. While Western European countries like Germany and the UK have large Christian populations in absolute terms, their share of the total population is falling fast. The wider global picture of faiths is in our [world religions analysis](#).

Future Projections

The Future of Religion in Europe

Europe's religious future points toward continued secularisation and growing diversity. Pew Research projects that Christianity's share will fall from around 75% in 2010 to about 65% by 2050, with the absolute Christian population dropping from 553 million to roughly 454 million. The religiously unaffiliated will grow from 140 million to around 162 million, while Europe's Muslim population is projected to increase by 63%, from 43 million to 71 million.

Europe religion projection 2010 2050 Christianity Islam unaffiliated future change forecast Pew Europe's Religious Future - 2010 vs 2050 Projection (Millions) Christianity: 553M to 454M (falling). Unaffiliated: 140M to 162M (rising). Islam: 43M to 71M (+63%). Christianity declines while Islam and the unaffiliated grow.

Source: Pew Research 2015. 2050projection

2010 2050 (projected)

The low overall fertility rate in Europe (1.6) is largely responsible for the projected decline of religions with below-replacement fertility, including Christians (1.6) and the unaffiliated (1.4). Islam's higher fertility and younger population, combined with migration, drive its faster growth. By mid-century, Europe will likely be a more religiously diverse and more secular continent than at any point in its history. The combination of a shrinking Christian majority, a growing unaffiliated population, and a slowly expanding Muslim minority points toward a fundamentally different religious landscape from the one that defined Europe for most of the past millennium. The long-term population trends are in our [US population demographics analysis](#).

Catholic vs Protestant vs Orthodox

The Three Branches of European Christianity

European Christianity is not monolithic - it divides into three major branches, each dominant in different regions. Roman Catholicism is strongest in Southern and Central Europe (Italy, Spain, Portugal, Poland, Ireland), Protestantism prevails in Northern Europe (the Nordic countries, parts of Germany, the UK historically), and Eastern Orthodoxy dominates in Eastern Europe and Russia (Greece, Romania, Serbia, Russia, Ukraine).

These divisions reflect centuries of history, from the Great Schism of 1054 that split Eastern Orthodoxy from Roman Catholicism, to the Protestant Reformation of the 16th century that fractured Western Christianity into Catholic and Protestant camps. Each branch developed its own traditions, liturgy, and relationship with the state, leaving a religious geography that still maps onto Europe today. Today, the

geographic pattern remains remarkably stable, even as overall religiosity declines. Catholicism is the largest single branch, with Italy alone home to around 50 million Catholics in 2025, and Spain nearly 33 million, though the share identifying as Catholic has been steadily declining in both countries, especially among the young.

European Christianity branches Catholic Protestant Orthodox share denomination breakdown regions The Branches of European Christianity (Approximate Share) Roman Catholic ~48%, Eastern Orthodox ~32%, Protestant ~18%, other Christian ~2% of European Christians. Catholicism dominates the south and centre, Orthodoxy the east. Source: Pew Research 2025. Catholic largest branch

The decline of Christianity affects all three branches, but unevenly. Catholic-majority countries like Poland and Ireland have remained more religious than Protestant-majority Northern European nations, which are among the most secular in the world. Orthodox-majority countries in Eastern Europe, such as Romania and Greece, have largely retained high religiosity, partly due to the close ties between national identity and the Orthodox Church. The regional economic context is in our [world GDP growth rate analysis](#).

Religion and the Young

Why Young Europeans Are Leaving Religion

The generational dimension of European secularisation is striking. Young Europeans are far less religious than their elders, suggesting the trend toward non-affiliation will accelerate as older, more religious generations pass on. In Czechia, an extraordinary 91% of young adults (aged 16-29) say they have no religious affiliation, the highest in Europe. Between 70% and 80% of young adults in Estonia, Sweden, and the Netherlands also categorise themselves as non-religious.

young Europeans non religious Czechia Estonia Sweden Netherlands Poland 16-29 age unaffiliated Share of Young Adults (16-29) With No Religion - by Country Czechia 91%, Estonia 80%, Sweden 75%, Netherlands ~70%, UK ~70%. Poland is the most religious for youth, with only 17% non-religious. Source: European Social Survey, Statista. 91% Czechia youth

By contrast, young people in Poland (only 17% non-religious) and Lithuania (25%) remain comparatively religious, maintaining the East-West and Catholic-secular divides into the next generation. The trend among the young confirms that "Christianity as default is gone" in much of Europe - in the UK, young Muslims (6%) are on the brink of overtaking young Anglicans. This generational shift virtually guarantees continued secularisation across most of the continent. The social factors behind these generational changes connect to our [social media statistics analysis](#).



Regional Divides

The East-West and North-South Religious Divides

Europe's religious map is defined by two great divides. The first is East-West: Central and Eastern European nations are generally far more religious than Western European ones. In countries like Armenia, Bosnia, Georgia, Greece, and Romania, half or more of adults say religion is very important in their lives, compared with about one-in-ten in France, Germany, the UK, and several other Western European countries. This divide has deep historical roots, partly reflecting the revival of religion in former communist states after decades of state-enforced atheism.

The second divide is North-South within Western Europe: Southern European countries like Portugal, Italy, and Spain tend to be more religious than Northern European ones like Sweden, Norway, and Denmark. Portugal, where 37% of adults are highly religious, stands out as significantly more devout than its Western European neighbours, in line with Poland. These patterns reflect the enduring influence of the Catholic Church in the south versus the more secularised Protestant north.

Europe religious commitment by region East West North South divide highly religious comparison Religious Commitment by European Region (% Highly Religious) Central/Eastern Europe and Southern Europe are far more religious than Western and Northern Europe. The East-West and North-South divides define Europe's religious map. Source: Pew Research 2024. Eastmost religious

These divides are not absolute - Czechia and Estonia, in Central/Eastern Europe, are among the most secular countries on Earth, while pockets of religiosity persist in Western Europe. But the broad pattern holds: religion remains a powerful force in the east and south, while the west and north lead the world in secularisation. The demographic and economic differences between these regions are explored in our [GDP per capita by country analysis](#) and [BRICS countries analysis](#).

Why It Matters

Why Europe's Religious Shift Matters

Europe's religious transformation has profound implications far beyond places of worship. Religion has historically shaped European politics, law, education, social norms, and national identity. As the continent secularises, these influences are evolving. Debates over religious symbols in public spaces, faith schools, religious holidays, and the role of churches in public life have intensified as societies become more diverse and more secular.



The rise of the unaffiliated and the growth of Islam also reshape political landscapes. Religious identity increasingly intersects with debates over immigration, integration, and national values across many European countries, becoming a flashpoint in elections and policy discussions from France to Sweden to Hungary. At the same time, the persistence of strong religiosity in Eastern and Southern Europe creates a cultural divide within the European Union, visible in differing attitudes toward social issues such as family, gender, and sexuality.

Europe religion importance public life politics society secular impact decline significance The Direction of Change - Europe's Religious Groups (Trend) Christianity: declining. Unaffiliated: rising fast. Islam: growing steadily. Other faiths: stable and small. The clear trend is toward a more secular, diverse Europe. Source: Pew Research 2025. Seculardirection

For businesses, policymakers, and researchers, understanding Europe's religious composition is essential. It affects consumer behaviour, holiday calendars, dietary markets (such as halal and kosher foods), demographic forecasting, and social policy. As Europe continues its shift toward secularism and diversity, the religious patterns documented here will keep evolving, making ongoing measurement vital. The economic implications connect to our [global economy analysis](#), and the demographic drivers to our [US population demographics analysis](#).

Key Statistics

Religion in Europe – Key Statistics

Europe religion change 2010 2020 Christianity unaffiliated Islam shift percentage trend summary How Europe's Religion Changed - 2010 to 2020 (Share %) Christianity fell from ~75% to ~72% over 2010-2020; unaffiliated rose from ~19% to ~20%; Islam grew from ~6% to ~6.8%. The direction of travel is clear: Christianity down, others up. Source: Pew Research 2025. Shiftunderway

535 million Christians in Europe - Around 72% of the Population Christianity remains Europe's largest religion at ~535M (72%), but its count fell 9% between 2010 and 2020. France and the UK lost their Christian majorities in that decade. Source: findeasy, Pew 2025. 148 million Religiously Unaffiliated - Europe's Fastest-Growing Group About 148M Europeans (20%) are religiously unaffiliated. The Netherlands gained an unaffiliated majority; Czechia is ~72% non-religious, rising to 91% among young adults. Source: Pew Research 2025. 50 million Muslims in Europe - Projected to Reach 71M by 2050 Islam has ~50M adherents (6.8%), projected to grow 63% to 71M by 2050 via migration and higher fertility. France has Western Europe's largest Muslim share (~9%). Source: Pew Research 2025. Czechia 72% Most Secular



Country - vs Deeply Religious RomaniaCzechia is Europe's most secular nation (~72% unaffiliated), while Romania and Bosnia are among the most religious (over half say religion is very important). Source: Pew, EVS 2024. FAQ

Frequently Asked Questions - Religion in Europe

Christianity, by far, with around 535 million adherents - roughly 72% of the population. It divides into Catholic, Orthodox, and Protestant branches. The religiously unaffiliated are second at about 20% (148M), followed by Islam at nearly 7% (50M). Hinduism, Buddhism, and Judaism each make up under 1%. Source: findeasy, Pew Research 2025.

Around 6.8% - about 50 million people. Islam is the second-largest individual religion after Christianity, growing through migration and higher fertility. France has the largest Muslim share in Western Europe at around 9%. Source: findeasy, Pew 2025.

Romania, Greece, Poland, and Bosnia are among the most religious. Over half of adults in Romania and Bosnia say religion is very important in their lives. Malta and Romania have the fewest non-believers in Europe (Romania around 1%). Central, Eastern, and Southern Europe are far more religious than the West and North. Source: Pew Research 2024.

Czechia (the Czech Republic), at around 72% unaffiliated. Among young adults aged 16-29, an extraordinary 91% say they have no religion - the highest in Europe. Estonia, Sweden, and the Netherlands are also highly secular, with the Netherlands now having an unaffiliated majority. Source: Pew Research, Statista 2024.

Yes - the Christian count fell 9% between 2010 and 2020 to around 505 million. France and the UK lost their Christian majorities in that decade. By 2050, Christianity's share is projected to fall to about 65%. Source: Pew Research 2025.

About 148 million - around 20% of the population. This group (atheists, agnostics, no religion) is Europe's fastest-growing. The Netherlands now has an unaffiliated majority, and Czechia is around 72% non-religious. Source: Pew Research 2025.

Mainly through religious "switching" - people raised Christian becoming unaffiliated. This decades-long pattern, combined with low fertility, has thinned the Christian population and swelled the non-religious. Pew calls non-affiliation Christianity's main competitor in Europe. Source: Pew Research 2025.



Russia, with around 100 million Christians (mostly Eastern Orthodox), the most in Europe. Germany (53M), Italy (50M), and the UK (38M) follow. These reflect population size and Christianity's historical depth.

Source: findeasy 2025.

Projected to grow 63% between 2010 and 2050, from 43 million to 71 million. This is driven by migration and higher fertility rates. France is forecast to have over 6 million Muslims by 2030. Source: Pew Research 2025.

Yes - France and the UK both lost their Christian majorities between 2010 and 2020, and the Netherlands gained an unaffiliated majority (rising from 45% to 56% non-religious between 2010 and 2024). These were landmark shifts in historically Christian nations, signalling the decline of Christianity as Europe's default identity. Source: Pew Research 2025.

Sources

[Pew Research Center - Religion in Europe \(2025\)](#) - Primary source for Christianity (505M, two-thirds), unaffiliated (a quarter), Islam (6%), and the 2010-2020 shifts (France/UK/Netherlands). Published June 2025. +-0%.

[findeasy - Europe Population by Religion 2026](#) - Source for the 2025 breakdown (Christianity 72.23%/535M, unaffiliated 20%/148M, Islam 6.81%/50M) and Christian population by country (Russia 100M, Germany 53M). Published December 2025.

[Statista - Religion in Europe Statistics and Facts](#) - Source for country-level detail (Netherlands unaffiliated majority, Germany Catholic decline, Portugal, Spain, Italy Muslim figures). Published December 2025.

[Pew Research Center - Projected Religious Population Changes in Europe](#) - Source for 2050 projections (Christianity 553M to 454M, Islam +63% to 71M, unaffiliated to 162M, fertility rates). Published April 2015.

Figures reflect self-identified religious affiliation and vary by source and survey method. Europe population ~740-753M. Christianity ~72% (535M), unaffiliated ~20% (148M), Islam ~6.8% (50M). Country religiosity from Pew and European Values Study. Projections from Pew (2015) for 2050. Shares are approximate (+- 2%). Not investment or demographic advice.

STATISTICS REPORT

Gasoline and Diesel Market in Europe 2026: Key Statistics & Facts

 Updated Apr 13, 2026 · businessstats.com/gasoline-diesel-market-europe

€1.871 EU AVG PETROL /L (APR 2026)	€2.076 EU AVG DIESEL /L (APR 2026)	100M MT EU ANNUAL GASOLINE PRODUCTION
~50% TAX SHARE OF FUEL PRICE	9% DIESEL NEW CAR SHARE 2025	17.4% BEV MARKET SHARE 2025

Overview

European Gasoline & Diesel Market — 2026 Snapshot

Europe's motor fuel market is undergoing its most dramatic structural shift in modern history. On one hand, **petrol and diesel prices remain elevated** across the EU — pushed higher by geopolitical instability, carbon pricing, and excise duties that account for nearly half of the pump price. On the other, demand is structurally declining as electric vehicles capture an ever-growing share of new car registrations. The **EU average petrol price reached €1.871 per litre** in late March 2026, while diesel averaged €2.076 per litre, representing increases of 14% and 30% respectively compared to prices seen before the U.S.-Israel conflict that began in late February 2026.

The **EU-27 produces approximately 100 million metric tons of gasoline** annually, primarily through its network of oil refineries, of which Germany alone hosts the most in Europe. Gas oil and diesel production is more than twice as high. However, the 2025 closure of a BP refinery in Germany has already begun to affect production capacity. The market outlook is complex: while combustion engine vehicles (particularly hybrids) continue to drive significant near-term demand, the **diesel passenger car is in structural decline**, with new registrations falling 22.4% year-over-year in December 2025 alone. This connects to broader trends in our [global electricity market analysis](#), [European electricity statistics](#), and the [France electricity industry data](#).

Fuel Prices by Country

Petrol and Diesel Prices Across Europe — April 2026

Fuel prices vary dramatically across European countries, reflecting differences in **excise duties, VAT rates, pre-tax product costs, and supply chain factors**. As of 2 April 2026 (EC Weekly Oil Bulletin), the EU-27 average price of Euro-super 95 petrol was €1.871 per litre, while diesel averaged €2.076 per litre. Within the EU, diesel prices range from just €1.21 per litre in Malta to €2.46 in the Netherlands — a difference of more than €1.25 per litre for the same product.

The chart below shows the **petrol price range across key European countries**. Notice how Western European nations with high excise duties (Netherlands, Denmark, Germany, Finland) cluster at the top, while Eastern and Southern European countries including Malta, Hungary, Spain, and Slovenia offer significantly cheaper fuel. The gap reflects decades of divergent national tax policies, with the EU setting only minimum excise duty floors rather than harmonised rates.

Retail Prices · April 2026 Petrol (Euro-Super 95) Price by Country — EU & Major European Markets (€/litre)
 Business Stats Research · European Commission Weekly Oil Bulletin · 2 April 2026. All prices include all taxes and duties. €2.363 Netherlands — Most Expensive

Netherlands €2.363/L vs Malta €1.340/L — over €1 difference within the EU Source: European Commission Weekly Oil Bulletin · 2 April 2026

A key insight: **the Netherlands charges the highest gasoline excise duty in the EU at €0.789 per litre**, followed by Italy (€0.728/L) and Greece (€0.700/L). For diesel, the UK charges the highest excise duty (€0.626/L), followed by Italy (€0.617/L) and Belgium (€0.600/L). This is why the Netherlands and Scandinavian countries consistently top European fuel price rankings — their pre-tax product prices are similar to the EU average, but the tax component is dramatically higher.

Most Expensive Petrol Netherlands €2.363/L Excise duty: €0.789/L — highest in EU. VAT 21%. Total tax ~55% of pump price. Most Expensive Diesel Netherlands €2.46/L Denmark €2.36/L close behind. Germany €2.29/L. Finland €2.27/L. Cheapest Petrol Malta €1.340/L Government subsidised prices. Lowest excise duty at EU minimum. No domestic refinery. Cheapest Diesel Malta €1.21/L Nearly half the Dutch price. Bulgaria €1.35/L. Romania €1.38/L also very cheap. EU Average Petrol EU-27 €1.871/L +14% since late February 2026. EU minimum excise duty: €0.359/L. VAT varies 19–27%. EU Average Diesel EU-27 €2.076/L +30% since late February 2026. EU minimum excise duty on diesel: €0.330/L. European petrol and diesel prices by country April 2026 (Business Stats Research · EC Weekly Oil Bulletin 2 April 2026): EU-27 avg petrol €1.871/L · diesel €2.076/L · Most expensive: Netherlands petrol €2.363/L, diesel €2.46/L ·

Cheapest: Malta petrol €1.340/L, diesel €1.21/L · Major markets: Germany petrol ~€1.80/L · France ~€1.72/L · Spain ~€1.56/L · Italy ~€1.78/L · UK (non-EU) ~€1.65/L · Taxes account for ~50% of all EU pump prices.
Source: European Commission Weekly Oil Bulletin · April 2026.

Production & Consumption

European Gasoline & Diesel — Production and Consumption Data

The EU is a major global producer of refined petroleum products. The bloc produces approximately **100 million metric tons of motor gasoline annually**, while gas oil and diesel production exceeds **200 million metric tons per year** — more than twice the gasoline output. This reflects the historical dominance of diesel vehicles in European road transport, particularly for commercial freight, buses, and logistics. Germany is home to the most oil refineries in Europe and is the dominant producer, accounting for approximately **23.2% of the European gasoline market** by value.

The chart below compares petrol and diesel **road sector consumption in the EU** over the past decade. The trend is revealing: gasoline consumption has remained relatively stable (supported by hybrids), while diesel consumption in the road sector has been in gradual decline since its 2015–2017 peak — a trend that is now accelerating sharply. The Eurostat data covers 2013–2022; the most recent 2023–2025 estimates show continued decline in diesel and modest support in gasoline from hybrid vehicle growth.

Production · EU-27 EU Gasoline vs Diesel/Gas Oil Annual Production (Million Metric Tons) Business Stats Research · Eurostat · FuelsEurope Statistical Report · 2024 2x+ Diesel vs Gasoline Output

EU produces ~100M MT gasoline · ~210M+ MT diesel/gas oil annually Source: Business Stats Research · Eurostat · FuelsEurope · EC DG Energy · 2024

An important structural fact: **taxation on gasoline is generally higher than on diesel** across EU member states. This is intentional policy — diesel has historically been taxed at lower rates because it is the primary fuel for commercial vehicles (freight, agriculture, construction, logistics) which are considered economically vital. However, this diesel subsidy-by-proxy has come under increasing pressure from environmental policy, as diesel combustion produces more particulate matter and nitrogen oxides than gasoline, despite lower CO₂ per litre.

- **Germany — Europe's Refinery Hub:** Germany hosts more oil refineries than any other European country, making it the dominant processor of crude oil into motor fuels for the broader European market. The 2025 closure of a BP refinery in Germany has affected production capacity and is expected to

tighten supply in the coming years.

- **Diesel dominates non-road sectors:** While passenger car diesel is in steep decline, diesel remains the dominant fuel for freight trucks, agricultural machinery, construction equipment, ships, and rail. These sectors are far slower to electrify and will sustain diesel demand well into the 2030s.
- **Biofuel blending rising:** EU policy now mandates increasing shares of biofuel blending into motor fuels. Standard EU petrol is E5 (up to 5% ethanol) or E10 (up to 10%), while diesel must contain a share of FAME biodiesel. This blending is a transitional measure as the bloc moves toward synthetic e-fuels — a theme covered in our [U.S. fossil fuel consumption](#) analysis.
- **E10 adoption expanding:** E10 petrol (10% ethanol blend) has become the standard in France, Germany, and several other EU markets, displacing E5. Higher ethanol content reduces fossil fuel consumption per litre but requires compatible vehicles — most cars built after 2000 are E10-compatible.

Fuel Taxes & Duties

European Fuel Taxes — Excise Duties and VAT by Country

Fuel taxation is the single most important factor determining pump prices across Europe. **Taxes account for approximately 50% of motor fuel consumer end prices in the EU** — comprising two components: an excise duty (fixed per litre) and VAT (a percentage of the total price including excise duty). The EU mandates minimum excise duty floors: **€0.359 per litre for unleaded petrol** and **€0.330 per litre for diesel**. Member states are free to charge higher rates, creating dramatic divergences.

The chart below shows excise duty rates on petrol across EU member states. The Netherlands stands out dramatically — its excise duty of €0.789 per litre is more than double the EU minimum and more than 40% higher than the EU average. This is why Dutch drivers pay nearly €1 more per litre than their counterparts in Malta or Bulgaria, despite buying the same product from the same global oil market.

Tax Policy · EU-27 · 2026 Excise Duty on Gasoline by EU Country (€ per litre, 2026) Business Stats
 Research · Tax Foundation · EC Directorate General for Energy · 2026 €0.789 Netherlands — EU High
 EU minimum excise duty: €0.359/L · Netherlands €0.789/L — highest in EU Source: Business Stats
 Research · Tax Foundation · EC DG Energy · 2026

Key facts on European fuel taxation and its policy implications:

- **Netherlands leads EU gas tax at €0.789/L:** Followed by Italy (€0.728/L) and Greece (€0.700/L). The Netherlands' aggressive fuel taxation reflects its long-standing environmental policy and its position as

a major transit hub for imported fuels into Western Europe.

- **UK highest diesel excise in Europe:** Despite leaving the EU, the UK levies the highest excise duty on diesel at approximately €0.626 per litre, followed by Italy (€0.617/L) and Belgium (€0.600/L). The UK's fuel duty freeze — held constant since 2011 until 2026 — has been a major political issue.
- **Bulgaria and Malta at EU minimum:** These two countries charge only the EU minimum excise duty on diesel (€0.330/L), resulting in some of Europe's cheapest fuel prices at the pump.
- **The EU minimum beats U.S. maximums:** The EU's minimum excise duty on gasoline (€0.359/L, approximately \$1.47/gallon) actually exceeds the highest combined federal and state gas tax in the U.S. — approximately \$1.25/gallon in California — highlighting the stark difference in fuel tax philosophy between Europe and the U.S. See our [fintech statistics](#) for broader European financial regulation context.
- **VAT adds another 18–27%:** All EU member states levy VAT on top of excise duties. Standard rates range from 18% (Malta, Luxembourg) to 27% (Hungary). This means the VAT component alone can account for 20–25% of the total pump price in high-tax countries.

European fuel excise duties 2026 (Business Stats Research · Tax Foundation · EC DG Energy): Netherlands highest gasoline excise €0.789/L · Italy €0.728/L · Greece €0.700/L · EU minimum gasoline excise: €0.359/L · Diesel excise minimum: €0.330/L · UK highest diesel excise €0.626/L · Bulgaria & Malta at EU minimum · Taxes = ~50% of EU pump price. Source: Tax Foundation · EC DG Energy · February 2026.

Vehicle Registrations

New Car Registrations by Fuel Type — Europe 2024 & 2025

The composition of new car sales in Europe tells the definitive story of fuel market transition. In **2024**, **66.6% of new EU car registrations were petrol engine vehicles**, 16.9% were diesel, and 13.5% were battery-only electric vehicles (BEVs), according to Eurostat. By 2025, diesel's share had collapsed further to just **9% of new registrations**, while BEVs climbed to **17.4% market share** (1,880,370 vehicles), and hybrid vehicles now account for approximately 60% of all new registrations. This is not a temporary dip; it is a structural revolution driven by EU CO₂ regulations, consumer preference shifts, and rapidly improving EV competitiveness.

The chart below shows the dramatic shift in European new car registrations by fuel type from 2015 to 2025. The diesel collapse is the most striking trend — from nearly 50% in 2016 to just 9% a decade later. Petrol's share has been more resilient, supported by hybrid technology, but is also on a downward trend. Battery-

electric vehicles have been the primary beneficiary, with the EU's four largest EV markets (Germany, Netherlands, Belgium, France) representing 62% of all BEV registrations in 2025.

Market Share · EU-27 New Car Registrations by Fuel Type — EU 2015 to 2025 (%) Business Stats Research · Eurostat · ACEA · Electric Cars Report · 2025 –27% Diesel YoY Decline 2024–25

Diesel: 49% in 2016 → 9% in 2025 · BEV: 0.5% → 17.4% over same period Source: Business Stats Research · Eurostat · ACEA · Electric Cars Report · 2025

The monthly data for December 2025 is particularly striking: **petrol registrations fell 19.2% year-over-year**, while diesel fell 22.4% in the same month. Battery-electric registrations, meanwhile, surged 51% in December 2025 alone. Germany, Europe's largest car market and historically a diesel stronghold, saw BEV registrations grow 43.2% in 2025. The Netherlands (+18.1%), Belgium (+12.6%), and France (+12.5%) all recorded strong BEV growth. This rapid shift has direct implications for long-term gasoline and diesel demand in Europe. See our full [European electricity statistics](#) for EV infrastructure context.

New Car Registrations by Fuel Type — EU-27 (2024 vs 2025)[Click to sort](#)

FUEL TYPE	2024 SHARE (%)	2025 SHARE (%)	YOY CHANGE	KEY DRIVER
Battery Electric (BEV)	13.5%	17.4%	+3.9pp ↑	EU CO ₂ regulations, EV subsidies
Plug-in Hybrid (PHEV)	~8%	~9%	+1pp ↑	Bridge technology, tax incentives
Full Hybrid (HEV)	~29%	~34%	+5pp ↑	Fuel efficiency, no charging needed
Petrol (ICE)	~43%	~27%	–16pp ↓	Losing to hybrids; Dec 2025 –19% YoY
Diesel (ICE)	16.9%	~9%	–7.9pp ↓	Structural collapse; Dec 2025 –22% YoY
LPG / CNG / Other	~2%	~2%	Stable	Niche alternative fuel segment

EV Transition Impact

The EV Transition — Impact on Europe's Gasoline and Diesel Market

The electrification of Europe's passenger car fleet represents the most significant structural challenge to fuel demand since the introduction of the automobile. **Diesel's share of new European car registrations plummeted from a peak of approximately 49% in 2016 to just 9% in 2025** — a 27-percentage-point collapse in under a decade. This shift is driven by three irreversible forces: EU regulatory mandates (the CO₂ fleet average regulations), consumer preference shifts toward lower-running-cost EVs, and the rapid

improvement of battery technology and charging infrastructure.

Market Insight Diesel Is Not Dead — It Just Moved Off the Road

While diesel passenger car sales have collapsed, diesel fuel demand remains substantial and structurally resilient in non-road sectors. Road freight (heavy trucks), agriculture, maritime shipping, construction, and rail — sectors that collectively consume more diesel than passenger cars — are far slower to electrify and will sustain significant diesel demand through the 2030s and beyond. The story of European diesel is not one of elimination, but of migration: from passenger cars toward commercial and industrial applications where alternatives remain economically unviable at scale.

The EU's regulatory trajectory is clear. The 2035 effective ban on new internal combustion engine passenger car sales (with exemptions for synthetic e-fuels) provides a hard deadline for the passenger car fuel market. However, several factors complicate the transition timeline. The EU's 2025 CO₂ compliance flexibility (allowing automakers to use three-year rolling averages) has provided temporary relief for some manufacturers and may slow EV adoption in 2025–2026. Battery supply chain constraints and the slow rollout of fast-charging infrastructure in Eastern Europe remain genuine barriers to faster uptake. The energy implications connect to our [global nuclear energy data](#), [EU energy prices analysis](#), and [global chemical industry data](#).

European new car registrations by fuel type 2025 (Business Stats Research · ACEA · Eurostat): Diesel collapsed from 49% (2016) to 9% (2025) · Battery-electric (BEV) rose to 17.4% · Hybrid vehicles now ~43% of new registrations · December 2025: diesel -22.4% YoY, BEV +51% YoY · Germany +43.2% BEV growth · Netherlands +18.1% · Belgium +12.6% · France +12.5% · EU 2035 effective ICE ban imminent. Source: ACEA · Eurostat · Electric Cars Report · April 2026. Market Outlook 2025–2030 European Gasoline & Diesel Market — Key Projections 2026 Diesel demand returns to structural decline (Kpler) 25%+EV share of new sales projected by 2026 2035 Effective ICE ban — new car sales 8% EU Muslim population projected to reach by 2030 €0.359 EU minimum excise — petrol (€/L) €39.93B Europe gasoline market value 2025 (USD)

Key Statistics

Gasoline and Diesel Market in Europe — Key Statistics 2026

€1.871/LEU-27 Average Petrol Price — April 2026 Euro-super 95 (RON 95), retail price inclusive of all taxes and duties. Source: European Commission Weekly Oil Bulletin, 2 April 2026. This represents a 14% increase

from €1.64/L seen before the U.S.-Israel conflict escalation in February 2026. €2.076/LEU-27 Average Diesel Price — April 2026 Gas oil B7 (standard diesel), inclusive of all taxes. +30% from €1.59/L pre-conflict. Diesel is more expensive than petrol in approximately 25% of European countries, including the Netherlands, Denmark, Germany, and Finland. €2.363/L Netherlands — Most Expensive EU Petrol Nearly double Malta's price. Netherlands charges the highest excise duty in the EU at €0.789/L on petrol. Diesel even pricier at €2.46/L — highest in the EU. Price reflects aggressive environmental taxation and transit hub pricing. €1.340/L Malta — Cheapest EU Petrol Government-subsidised pricing. Minimum EU excise duty applied. Diesel just €1.21/L — cheapest in the EU. Bulgaria (€1.35/L petrol) and Romania (€1.38/L) also among the cheapest. Eastern EU countries benefit from lower pre-tax prices and lower duties. ~100M MTEU Annual Motor Gasoline Production Produced through approximately 80+ oil refineries across the EU, with Germany hosting the most. The 2025 BP refinery closure in Germany affects near-term production capacity. Gas oil/diesel production exceeds 200 million MT per year. ~50% Tax Share of EU Motor Fuel End Price Taxes comprise two components: excise duty (fixed per litre) + VAT (percentage). Denmark February 2024: product cost €0.9/L, taxes €1.09/L out of €1.99/L total. EU minimum excise: €0.359/L petrol, €0.330/L diesel. VAT ranges 18–27% across member states. €0.789/L Netherlands — Highest EU Gasoline Excise Duty More than double the EU minimum. Italy €0.728/L, Greece €0.700/L. For diesel: UK highest at ~€0.626/L (non-EU), Italy €0.617/L, Belgium €0.600/L. The EU minimum excise on petrol (€0.359/L) exceeds California's total gas tax — the highest in the U.S. 66.6% Petrol Engine Share of New EU Car Registrations — 2024 Eurostat data for full year 2024: 66.6% petrol, 16.9% diesel, 13.5% BEV. By 2025 diesel collapsed to ~9%, BEV rose to 17.4%. Hybrid vehicles (HEV + PHEV) now account for approximately 43% of all new registrations combined — the dominant powertrain category. –22.4% Diesel New Car Registrations — December 2025 YoY Monthly data from ACEA. Diesel fell 22.4% YoY in December 2025 alone. Petrol fell 19.2% in the same month. Full-year 2025 saw diesel's share fall from 16.9% (2024) to approximately 9%. Diesel peaked at ~49% market share in 2016 — now at a structural floor. 17.4% Battery EV Share of New EU Car Registrations — 2025 1,880,370 BEVs registered in EU in 2025. December 2025: +51% YoY surge. Key markets: Germany +43.2%, Netherlands +18.1%, Belgium +12.6%, France +12.5%. These four countries represent 62% of all EU BEV registrations. BEVs now outsell diesel in the EU. \$39.93B Europe Gasoline Market Value — 2025 Market valued at USD 39.93 billion in 2025, estimated to reach USD 40.51 billion in 2026. Germany leads with 23.2% market share, driven by strong automotive industry and high premium gasoline demand. France holds significant share due to ongoing shift from diesel to petrol vehicles. 2035 EU Effective ICE Vehicle Ban (New Sales) The EU regulation mandating zero CO₂ emissions from new passenger cars takes effect in 2035, effectively banning new ICE-only vehicles.

Exemptions for synthetic e-fuels (e-fuels lobbied by Porsche, Ferrari) may allow some continued ICE sales. This regulation is the primary structural force driving diesel's collapse in new car sales. [FAQ](#)

Frequently Asked Questions — European Gasoline & Diesel Market 2026

As of 2 April 2026, the average price of Euro-super 95 petrol across the EU-27 is **€1.871 per litre**, according to the European Commission Weekly Oil Bulletin. This is the retail price inclusive of all taxes and duties. The price rose 14% from approximately €1.64/L seen before the U.S.-Israel conflict escalation in late February 2026. The most expensive EU country is the Netherlands at €2.363/L, while the cheapest is Malta at €1.340/L.

The EU-27 average price of diesel (gas oil) as of 2 April 2026 is **€2.076 per litre**, inclusive of all taxes. This represents a 30% increase from approximately €1.59/L seen before the late-February 2026 geopolitical escalation — a sharper rise than petrol over the same period. Diesel prices range from €1.21/L in Malta (cheapest) to €2.46/L in the Netherlands (most expensive).

Malta consistently has the cheapest petrol (€1.340/L) and diesel (€1.21/L) in the EU, supported by government price subsidies and minimum EU excise duty application. **The Netherlands** is consistently the most expensive, with petrol at €2.363/L and diesel at €2.46/L — nearly double Malta's price. Among major economies: Germany ~€1.80/L petrol, France ~€1.72/L, Spain ~€1.56/L, Italy ~€1.78/L.

The primary driver of price differences is **national excise duty rates**. The EU sets minimum floors (€0.359/L petrol, €0.330/L diesel) but allows member states to charge more. The Netherlands charges €0.789/L excise on petrol — more than double the EU minimum. Italy charges €0.728/L and Greece €0.700/L. All countries also add VAT (18–27%), which is calculated on top of the excise duty. Countries like Malta and Bulgaria apply only minimum excise duties, resulting in prices roughly half those of the Netherlands.

Taxes account for approximately **50% of the motor fuel consumer end price** across the EU on average, though this varies significantly by country. In high-tax countries like the Netherlands, Denmark, and Italy, the tax share can reach 55–60% of the pump price. In lower-tax countries like Malta or Bulgaria, the tax share may be 35–40%. The tax comprises two components: a fixed excise duty (per litre) and VAT (a percentage applied to the total price including the excise duty).

The EU produces approximately **100 million metric tons of motor gasoline per year**, primarily through its network of oil refineries across Germany (the largest refinery hub), France, Italy, the Netherlands, and Poland. Gas oil and diesel production is more than twice as high — exceeding **200 million metric tons**

annually. Germany hosts more oil refineries than any other EU country. The 2025 closure of a BP refinery in Germany has affected production capacity for the near term.

Diesel's share of new car registrations in the EU collapsed to approximately **9% in 2025**, down from 16.9% in 2024 and a peak of approximately 49% in 2016. In December 2025 alone, diesel registrations fell 22.4% year-over-year. Battery-electric vehicles (BEVs) now outsell diesel in the EU with a 17.4% market share in 2025. Hybrid vehicles (HEV + PHEV) are now the dominant powertrain category, accounting for approximately 43% of new registrations.

The European Union's Energy Taxation Directive requires member states to levy a minimum excise duty of **€0.359 per litre on unleaded petrol** (Euro-super 95) and **€0.330 per litre on diesel**. Member states are free to — and frequently do — charge significantly more. The diesel minimum is lower than petrol's because diesel is primarily used for commercial transport and is considered economically vital. Notably, the EU minimum petrol excise duty (\$1.47/gallon equivalent) exceeds the highest combined gas tax in the United States.

As of April 2026, the **EU average diesel price (€2.076/L) is higher than petrol (€1.871/L)** — unusual historically and largely a result of the recent geopolitical shock driving a disproportionate 30% surge in diesel prices vs. 14% for petrol. In normal market conditions, diesel is typically cheaper than petrol in most EU countries because diesel carries a lower minimum excise duty. Approximately 25% of EU countries (Netherlands, Denmark, Germany, Finland) consistently have more expensive diesel than petrol even in normal conditions.

Diesel's structural decline in European passenger cars is driven by three forces: (1) **EU CO₂ regulations** — fleet average emissions targets forcing automakers to shift toward electric and hybrid vehicles; (2) **consumer and urban policy** — diesel bans in major city centres (Paris, Madrid, Amsterdam), diesel surcharges, and negative consumer perception following the 2015 "Dieselgate" emissions scandal; (3) **rapid EV improvement** — battery-electric vehicles are now economically competitive on a total cost of ownership basis for many drivers, particularly in Western Europe where electricity prices per kilometre are lower than diesel.

The escalation of U.S.-Israel military action beginning 28 February 2026 caused a sharp spike in European fuel prices. Between 23 February and 30 March 2026, EU average petrol rose from **€1.64 to €1.87 per litre (+14%)**, while diesel surged from **€1.59 to €2.08 per litre (+30%)**. The diesel spike was sharper because Middle East conflicts particularly affect shipping routes and distillate supply chains. The impact connects to our [U.S. chemical industry](#) for broader context.

The EU regulation effectively banning the sale of new internal combustion engine-only (ICE) passenger cars takes effect from **2035**. From that year, all new cars sold in the EU must emit zero CO₂ — in practice requiring battery-electric or hydrogen fuel cell powertrains. An exemption exists for vehicles running exclusively on **synthetic e-fuels** (carbon-neutral fuels produced from captured CO₂ and renewable hydrogen), successfully lobbied for by Germany, Porsche, and Ferrari. The 2025–2026 CO₂ compliance flexibility (three-year rolling averages) has provided temporary relief to automakers during the transition.

No — diesel demand will not disappear from Europe, but it is undergoing a profound structural shift. While **diesel passenger car sales are in structural collapse**, diesel remains essential and structurally difficult to replace in commercial road freight (heavy trucks), agricultural machinery, construction equipment, maritime shipping, and rail. These sectors collectively consume far more diesel than passenger cars and will continue to demand diesel fuel through the 2030s and beyond. According to Kpler, after a temporary 2025 boost, diesel demand in Europe is set to return to structural decline from 2026 onward.

Data Sources & References

Primary: [European Commission Directorate-General for Energy — Weekly Oil Bulletin No. 2230, 2 April 2026. EU-27 retail fuel prices by country, inclusive of all taxes and duties.](#)

Primary: [Tax Foundation — Diesel and Gas Taxes in Europe 2026 \(February 2026\). Excise duty rates by EU member state for petrol and diesel. EU minimum excise duty data and cross-country comparisons.](#)

Primary: [Eurostat / FuelsEurope — EU-27 new car registrations by fuel type \(2024, 2025\). Final energy consumption motor gasoline and diesel road sector 2013–2022. ACEA EU Car Sales 2025 data compilation.](#)

All fuel price data sourced from the European Commission Weekly Oil Bulletin as of 2 April 2026 (reflecting 30 March 2026 market prices). Production figures from Eurostat and FuelsEurope Statistical Report. Vehicle registration data from Eurostat (2024) and ACEA/Electric Cars Report (2025). Excise duty data from Tax Foundation (2026) and EC DG Energy (February 2025 comparison). Market valuation (USD) from Market Data Forecast Europe Gasoline Market Report. All prices in EUR per litre unless otherwise stated.

Business Stats Research · April 2026. gasoline diesel market Europe statistics Europe fuel prices 2026 EU petrol diesel price by country diesel price Europe gasoline price Europe fuel tax Europe excise duty European fuel market diesel consumption Europe EU minimum excise duty petrol diesel Netherlands fuel price Malta fuel price cheapest EU Germany France Italy fuel price 2026 petrol price Europe 2026 diesel statistics Europe facts FuelsEurope EC oil bulletin EV transition diesel decline Europe diesel new car registrations Europe 2025 battery electric vehicle market share EU European Commission weekly oil bulletin fuel production EU refinery



STATISTICS REPORT

Electricity in Europe — Statistics & Facts 2026

Updated Apr 1, 2026 · businessstats.com/electricity-in-europe

2,700 TWh EU-27 GENERATION	1,150 GW INSTALLED CAPACITY	48% RENEWABLES SHARE
19% WIND — #1 SOURCE	€0.28/kWh EU AVG HH PRICE	35 GW OFFSHORE WIND

Overview

2,700 TWh, 48% Renewables — Europe Leads the World in Clean Electricity

The European Union has achieved a remarkable milestone: as of 2025-2026, approximately **48% of EU electricity** comes from renewable sources — making the EU the world's most renewable-intensive major economic region. This transformation has been driven by a combination of extraordinary policy ambition (the EU Green Deal, REPowerEU, the revised Renewable Energy Directive), collapsing renewable technology costs (solar down 90% since 2010, wind down 70%), and the shock of the 2022 Russian gas crisis that made energy independence a strategic imperative. The EU's approximately **2,700 TWh of annual generation** from approximately **1,150 GW of installed capacity** represents a power system undergoing its most fundamental structural change in a century — the transition from fossil fuel-dominated generation to a predominantly renewable system within a single generation.

The diversity within Europe's electricity landscape is extraordinary. **France** generates approximately 70% of its electricity from nuclear — the world's highest share — making it one of the world's least carbon-intensive large electricity systems. **Denmark** generates approximately 88% from renewables — almost entirely wind. **Poland** still generates approximately 70% from coal and lignite, making it the EU's most carbon-intensive electricity system. **Norway** (outside the EU) generates approximately 90%+ from hydropower and has among the world's cheapest and cleanest electricity. This diversity reflects the continent's geographic resource endowment (Scandinavian hydro, North Sea wind, Southern European solar, Eastern European coal) and the very different national policy paths chosen since the 1970s.

Understanding France's electricity model in detail is covered in our dedicated [France electricity industry analysis](#), and the broader global electricity context is in our [global electricity market article](#).

The 2022 energy crisis — triggered by Russia's invasion of Ukraine and the subsequent disruption of Russian gas supplies to Europe — was simultaneously the most severe energy shock since the 1970s oil crisis and the most powerful accelerator of Europe's clean energy transition. EU governments collectively spent approximately €700-800 billion supporting households and businesses through the crisis, while accelerating renewable permitting, expanding LNG import infrastructure, and enacting the Electricity Market Reform to prevent future gas price spikes from devastating consumer bills. The crisis's economic consequences for European industry — particularly the energy-intensive chemical, aluminium, and steel sectors — have had lasting competitiveness implications explored in our [global chemical industry analysis](#).

EU-27 electricity 2026: 2,700 TWh from 1,150 GW. Renewables 48% — world's highest major bloc. Wind 19% — now EU's #1 source, overtook gas in 2023. Solar 10%. Hydro 12%. Nuclear 13%. Gas 17%. Coal/lignite 14%. Germany leads at 500 TWh. France 490 TWh (70% nuclear). Denmark 88% renewable. Including UK, Norway, Turkey, Ukraine: total European generation ~3,500 TWh. Offshore wind fleet ~35 GW — world's largest.

Generation by Country

EU Electricity by Country — Germany Leads, France Second, Huge Diversity

Germany is the EU's largest electricity producer at approximately **500 TWh annually**, generated from approximately 260 GW of installed capacity. Germany's electricity mix has undergone a structural revolution — completing its nuclear phase-out in April 2023 (closing the last 3 operating reactors: Isar 2, Emsland, Neckarwestheim 2) while building the world's most ambitious onshore wind and solar capacity at scale. As of 2026, approximately 62% of German electricity comes from renewables (wind ~35%, solar ~12%, biomass ~8%, hydro ~4%), with natural gas approximately 22% and coal/lignite approximately 16%. Germany's electricity prices remain the highest in the EU at approximately €0.31/kWh household — partly because the coal and gas generation required to fill the nuclear gap is more expensive than France's nuclear baseload. The financial market impact of Germany's energy transition is explored in our [German financial markets analysis](#).

Italy (approximately 305 TWh) is the EU's third-largest electricity producer, with a mix that includes gas (~44%), renewables (~45% including significant hydro, solar, and wind), and minimal nuclear (Italy decommissioned all nuclear plants following a 1987 referendum). **Spain** (approximately 295 TWh) has made remarkable progress in renewable deployment — approximately 54% renewable electricity including world-class solar and wind resources. Spain's "Iberian exception" — a temporary gas price cap agreed

with Portugal in 2022 — demonstrated how market design interventions can temporarily insulate consumers from wholesale price spikes. **Poland** (approximately 190 TWh) remains the EU's most coal-dependent large electricity system, generating approximately 70% from coal and lignite — though Poland is accelerating renewable investment significantly and plans to add approximately 15 GW of offshore wind in the Baltic Sea by 2035. The economic impact of Europe's diverse electricity systems on countries' broader competitiveness is reflected in our analysis of [the world's largest economies](#).

EU Countries by Electricity Generation — 2025 (TWh)

Generation Rankings Top EU Countries by Electricity Generation — 2025 (TWh) BusinessStats Research · Eurostat nrg_cb_e · ENTSO-E Transparency Platform 2025 ~500 TWh Germany — #1 Annual Generation (TWh) Top 5 generate ~67% of EU-27 electricity Sources: BusinessStats Research · Eurostat nrg_cb_e 2025 · ENTSO-E Transparency Platform · National TSOs

EU Countries — Renewable Electricity Share 2025 (%)

Renewable Share EU Countries — Renewable Electricity Share 2025 (%) BusinessStats Research · Eurostat Energy Statistics · IRENA 2025 · National Grid Operators

EU Electricity Mix

EU Electricity Mix — Wind 19% Now #1, Coal Declining, Gas Still 17%

The EU's electricity mix in 2025-2026 reflects the most advanced stage of the energy transition of any major economic region. **Wind energy** has become the EU's single largest electricity source at approximately **19-20% of generation** (~510-540 TWh annually) — a historic milestone achieved in 2023 when wind overtook natural gas for the first time. This includes both onshore wind (approximately 230 GW installed, ~14% of EU electricity) and offshore wind (approximately 35 GW installed, ~5% of EU electricity). **Natural gas** has fallen to approximately **17%** (~460 TWh) — down from approximately 25% in 2019, accelerated by the 2022 crisis that made gas extremely expensive and drove both fuel switching and demand reduction. **Nuclear** contributes approximately **13%** (~350 TWh) — almost entirely from France, with smaller contributions from Belgium, Slovakia, Hungary, Sweden, and Finland.

Solar PV contributes approximately **10%** of EU electricity (~270 TWh) and remains the fastest-growing source — growing approximately 20-25% annually. The EU installed approximately 65 GW of new solar in 2023 and 2024, with deployment accelerating across all member states driven by IEA incentive frameworks and dramatically falling module costs. **Hydropower** provides approximately **12%** (~325 TWh),

primarily from Austria (78% renewable, dominated by hydro), Sweden (hydro + wind), France, Portugal, and Italy. Hydro output varies significantly by year depending on precipitation — the 2022 drought reduced EU hydro generation by approximately 20-25% below average. **Coal and lignite** continue their structural decline at approximately **14%** (~380 TWh) — concentrated almost entirely in Poland (approximately 135 TWh from coal), Germany (approximately 80 TWh), and the Czech Republic and Bulgaria. The coal share has fallen from approximately 32% in 2015 to approximately 14% in 2026 — a decline largely driven by EU ETS carbon pricing, renewables competitiveness, and national phase-out commitments. This energy transition has significant implications for the industrial sectors tracked in our [chemical industry worldwide analysis](#), where electrification of industrial processes and green hydrogen production are key growth vectors.

EU-27 Electricity Mix by Source — 2026

EU Electricity Mix EU-27 Electricity Generation by Source — 2026 BusinessStats Research · Eurostat Energy Statistics · ENTSO-E Transparency Platform 2025

Renewables Revolution

Europe's Renewable Revolution — Wind World Leader, Solar Accelerating, Offshore Emerging

Europe is the global pioneer of large-scale renewable electricity deployment — particularly offshore wind, which is almost entirely a European invention. The EU's approximately **230 GW of onshore wind capacity** generates approximately 14% of EU electricity. The **United Kingdom** leads globally in offshore wind with approximately **15 GW** of installed capacity, followed by Germany (~9 GW), the Netherlands (~4 GW), Denmark (~2.5 GW), and Belgium (~2.5 GW). Total European offshore wind capacity reached approximately **35-38 GW** in 2025-2026, generating approximately 130-150 TWh — equivalent to the entire electricity consumption of Belgium and the Netherlands combined. The EU's **offshore wind target of 111 GW by 2030** and **300 GW by 2050** represents the most ambitious offshore build programme in history, requiring approximately 10-15 GW of new installation per year — compared to approximately 3-4 GW per year currently.

Solar PV is the fastest-growing electricity source in Europe as in the rest of the world, with the EU installing approximately **65 GW of new solar annually** in 2023-2024. The EU's total solar installed capacity reached approximately **300+ GW** by end-2025, generating approximately 270 TWh — approximately 10% of EU

electricity. Spain leads EU solar deployment by generation, followed by Germany, the Netherlands, Italy, and France. The declining cost of solar — now approximately €35-50/MWh for utility-scale projects in Southern Europe — has driven a wave of unsubsidised merchant solar projects that compete directly in wholesale markets. The interconnection of solar output across Europe's diverse geography — sunny Southern Europe generating at peak when Northern European solar production is minimal — is one of the key arguments for expanded EU electricity grid interconnection and transmission capacity. The renewable energy investment dynamics are directly relevant to the financial market analysis in our [global nuclear energy statistics](#), which examines how the nuclear and renewable sectors compete and complement each other in decarbonising electricity systems.

EU Renewable Electricity Growth — Wind & Solar 2015 to 2026 (TWh)

Renewables Growth EU-27 Wind & Solar Generation — 2015 to 2026 (TWh) BusinessStats Research · IRENA
EU Renewable Statistics · Eurostat Energy Data 2025 +380 TWh Wind Growth +240 TWh Solar Growth

Wind overtook gas as EU's #1 source in 2023 Sources: IRENA Renewable Capacity Statistics 2025 ·

Eurostat nrg_cb_e · ENTSO-E · BusinessStats Research Key Insight 2023 Landmark — Wind Became EU's Largest Electricity Source

In 2023, wind energy overtook natural gas to become the EU's single largest electricity source for the first time in history — generating approximately 17-18% of EU electricity versus gas at approximately 17%. By 2025-2026, wind's lead had extended to approximately 19-20% versus gas at approximately 17%. This milestone was achieved through the combination of continued onshore wind deployment (approximately 15-16 GW/year in the EU), growing offshore wind generation, and the sharp decline in gas generation following the 2022 crisis. Equally remarkable is that solar — at near-zero EU generation in 2010 — had grown to approximately 10% of EU electricity by 2026, meaning wind and solar together provided approximately 29-30% of EU electricity — more than gas and coal combined in many Northern European countries. The speed of this transformation is unprecedented in energy history.

Prices by Country

EU Electricity Prices — €0.11 Bulgaria to €0.35 Denmark, Industrial Gap vs USA

European electricity prices are among the highest in the world — a structural challenge that sits at the heart of EU industrial competitiveness debates. The EU-27 average household electricity price of approximately

€0.28/kWh is approximately **2× the US average** (~\$0.14/kWh) and approximately **3× China's average** (~€0.08/kWh). The 2022 crisis pushed EU average household prices to approximately €0.35/kWh at their peak — with some countries temporarily exceeding €0.40/kWh. By H1 2025, prices had normalised to approximately €0.28/kWh on average as wholesale electricity prices fell from their crisis peaks. The full detailed analysis of EU energy prices by country is covered in our dedicated [EU energy prices statistics](#) article.

The price variation within Europe reflects very different national energy policies, tax structures, and generation mixes. Countries with abundant low-cost nuclear (France at €0.24/kWh) or hydropower (Norway at ~€0.10-0.12/kWh, outside the EU) have structural price advantages. Countries with high taxes and levies on electricity (Denmark at €0.35/kWh, Germany at €0.31/kWh) have the highest retail prices — though a significant portion of their electricity bill is tax revenue rather than energy cost per se. **Industrial electricity prices** — at approximately €0.14-0.18/kWh for EU medium-large consumers — are approximately 2-3× higher than US industrial electricity prices (~\$0.07/kWh), creating a structural competitiveness disadvantage for energy-intensive European industries. This was highlighted prominently in the **Draghi Report on EU Competitiveness (September 2024)**, which estimated the energy cost gap imposes approximately €800 billion per year of competitive disadvantage on the EU economy versus the United States. The connection between EU electricity prices and the broader financial and corporate performance environment is explored in our [German financial markets analysis](#).

EU Household Electricity Prices — 2025 (€/kWh)

Price ComparisonEU + Selected European Countries — Household Electricity Prices H1 2025 (€/kWh)BusinessStats Research · Eurostat nrg_pc_204 H1 2025 · Including all taxes & levies €0.35Denmark High €0.11Bulgaria Low

3.2× range from Bulgaria €0.11 to Denmark €0.35 Sources: Eurostat nrg_pc_204 H1 2025 · BusinessStats Research · All prices EUR/kWh including taxes

Europe Electricity — Full Country Data Table

Electricity in Europe — Country Data 2025Click column to sort

COUNTRY	GENERATION (TWH)	RENEWABLE %	NUCLEAR %	COAL %	HH PRICE (€/KWH)
Germany	~500	~62%	0%	~16%	€0.310
France	~490	~27%	~70%	0%	€0.238

Italy	~305	~45%	0%	~5%	€0.248
Spain	~295	~54%	~20%	~2%	€0.210
Poland	~190	~22%	0%	~70%	€0.162
Sweden	~175	~72%	~29%	~0%	€0.185
Netherlands	~120	~40%	~3%	~10%	€0.255
Belgium	~90	~28%	~46%	~1%	€0.298
Czech Republic	~83	~17%	~37%	~40%	€0.178
Austria	~73	~78%	0%	~3%	€0.268
Denmark	~43	~88%	0%	~3%	€0.352
Portugal	~60	~67%	0%	~4%	€0.222
Greece	~55	~45%	0%	~18%	€0.195
Finland	~85	~45%	~42%	~2%	€0.132
Romania	~70	~42%	~18%	~20%	€0.158
Bulgaria	~40	~28%	~34%	~25%	€0.112
UK (non-EU)	~310	~48%	~15%	~2%	€0.280
Norway (non-EU)	~165	~93%	0%	0%	€0.110

Key Statistics

Electricity in Europe — Key Statistics at a Glance

2,700 TWh EU-27 Annual Generation From 1,150 GW installed capacity. ~9% of global electricity. 27 member states. 48% EU Renewables Share World's highest major bloc. Wind 19%, Hydro 12%, Solar 10%, Bioenergy 7%. Up from 22% in 2010. 19% Wind — EU's #1 Source Overtook gas in 2023. ~510-540 TWh. 230 GW onshore + 35 GW offshore. Target 300 GW offshore by 2050. ~500 TWh Germany — EU's #1 Producer 62% renewables. 0% nuclear post-April 2023. 22% gas. 16% coal. €0.31/kWh — most expensive. ~490 TWh France — 70% Nuclear World's highest nuclear share. €0.24/kWh. World #1 net exporter. 56 reactors. 6 new EPR2 approved. 88% Denmark — Most Renewable EU Almost entirely wind. EU's highest renewable share. But also highest electricity price at €0.35/kWh. €0.28/kWh EU-27 Avg Household Price 2× US avg

(\$0.14). 3× China avg (\$0.09). Range: €0.11 (Bulgaria) to €0.35 (Denmark). 35 GWEuropean Offshore WindWorld's largest fleet. UK 15 GW, Germany 9 GW, Netherlands 4 GW. Target 111 GW by 2030. 70%Poland — Most Coal-DependentEU's least clean electricity. ~720 gCO₂/kWh. Transitioning — 15 GW offshore wind planned by 2035. 93%Norway Hydro (Non-EU)Essentially 100% clean electricity. ~€0.10-0.12/kWh. Major exporter to Germany, Netherlands, UK. 65 GWEU Solar Added Per YearRecord 2023-2024. 300+ GW total installed. Solar 10% of EU electricity. Target 600 GW by 2030. 3,500+ TWhTotal European GenerationIncluding UK (~310), Norway (~165), Turkey (~380), Switzerland (~65), Ukraine (~130), and others.

EU Renewables Share Trend — 2010 to 2026 (%)

The white line chart below tracks the EU-27 renewable electricity share from 2010 through 2026, showing the steady structural transformation — from approximately 20% in 2010 to approximately 48% in 2026 — driven by wind and solar cost collapses and successive EU renewable energy directives.

Renewables TrendEU-27 Renewable Electricity Share — 2010 to 2026 (%)BusinessStats Research · Eurostat nrg_cb_e Annual Data · ENTSO-E · IEA 20%2010 48%2026

+28 percentage points in 16 years — fastest of any major region Sources: Eurostat nrg_cb_e · IRENA Renewable Statistics · BusinessStats Research 2026 Estimate

European Offshore Wind Capacity — 2015 to 2030 Target (GW)

The white dual-line chart below shows the growth of European offshore wind installed capacity from 2015 through 2025, with the EU 2030 target of 111 GW shown. The UK leads globally; the EU collectively is targeting a nearly 3× increase in offshore wind capacity by 2030.

Offshore WindEuropean Offshore Wind Capacity — 2015–2026 & 2030 Target (GW)BusinessStats Research · WindEurope Annual Statistics · IRENA 2025 · EU Commission 38 GWEurope 2025 111 GWEU Target 2030

UK world's largest offshore fleet at ~15 GW Sources: WindEurope Annual Statistics 2025 · IRENA Offshore Wind Report · EU Commission REPowerEU · BusinessStats Research Europe electricity forecast 2030: EU-27 generation grows to 3,000-3,200 TWh. Renewables reach 60-65%. Solar target 600 GW (from 300 GW). Offshore wind target 111 GW (from 35 GW). Coal phase-out underway — Germany by 2038, Poland by 2049. EV charging adds 200+ TWh new demand. Heat pumps add 150+ TWh. EU Electricity Market Reform (2024) enables CfDs and PPAs for investment certainty. Norway green hydrogen exports to EU begin.

Baltic Sea offshore wind accelerates.

Forecast 2030

European Electricity Forecast 2030 — 60% Renewables, 3,000+ TWh, Offshore Wind Surge

EU electricity generation is projected to grow from approximately 2,700 TWh (2026) to approximately **3,000-3,200 TWh by 2030** — a CAGR of approximately 2-4% annually, driven by the electrification of road transport (EVs), heating (heat pumps), and industry. The renewable share is projected to reach approximately **60-65% of EU electricity by 2030** — up from approximately 48% today — driven primarily by solar and wind expansion. The EU's REPowerEU programme targets approximately **1,236 GW of total renewable capacity by 2030**, requiring solar capacity to grow from approximately 300 GW to approximately 600 GW and offshore wind from approximately 35 GW to approximately 111 GW. These targets are ambitious — requiring approximately 10-15 GW of offshore wind installation per year (versus approximately 4 GW in 2024) and 80-100 GW of solar per year.

The most transformative near-term development in European electricity will be the **offshore wind surge**. The North Sea is set to become a truly pan-European offshore energy hub — with proposed capacity of approximately 300 GW by 2050 covering the North Sea alone. New projects include the UK's massive Hornsea and Sofia offshore wind farms (each exceeding 1,000 MW), Germany's large-scale Baltic Sea expansion, the Netherlands' ambitious offshore programmes, and Denmark's "energy islands" concept — artificial islands serving as offshore electricity hubs. Poland is developing approximately 15 GW of Baltic Sea offshore wind by 2035, which would transform it from the EU's most coal-dependent to one of its more renewable electricity systems. The investment implications of this offshore wind build-out for European financial markets, utility valuations, and industrial competitiveness are explored in our analysis of [the world's largest economies](#).

The **coal phase-out** will be the most significant structural change in EU electricity supply through 2030. Germany has committed to closing all coal plants by 2038 (most by 2030), Poland — the EU's largest coal generator — has agreed to phase out coal by 2049 with significant reductions by 2030, and most other EU coal-using countries have 2030-2035 phase-out dates. Replacing approximately 380 TWh of coal generation with renewables requires an extraordinary deployment rate — achievable only with reformed permitting, grid expansion, and continued technology cost reduction. The EU Electricity Market Reform (April 2024) supports this transition by expanding Contracts for Difference (CfDs) and Power Purchase

Agreements (PPAs) that provide investment certainty for new clean generation capacity. The nuclear policy dimension — with France building new EPRs, Finland's new EPR operating, and several Central European countries planning new nuclear — is analysed comprehensively in our [global nuclear energy statistics](#) report.

European Electricity Outlook Electricity in Europe — 2030 Key Projections 3,000-3,200 TWh EU-27 Generation 2030 60-65% Renewables Share 2030 600 GW Solar Capacity Target 2030 111 GW Offshore Wind Target 2030 €0.22-0.25 EU Avg HH Price 2030 E ~0% W. Europe Coal Share 2035 Europe electricity forecast 2030: EU-27 grows to 3,000-3,200 TWh. Renewables reach 60-65%. Solar target 600 GW. Offshore wind target 111 GW. Poland 15 GW Baltic offshore by 2035. Coal near-zero in Western Europe by 2030. EV charging +200 TWh. Heat pumps +150 TWh. Norway green hydrogen exports begin. EU Electricity Market Reform CfDs and PPAs support investment certainty.

FAQ

Frequently Asked Questions — Electricity in Europe

The EU-27 generates approximately **2,700 TWh annually** from approximately 1,150 GW of installed capacity. Including all European countries (UK ~310 TWh, Norway ~165 TWh, Turkey ~380 TWh, Ukraine ~130 TWh, Switzerland ~65 TWh), total European generation exceeds **3,500 TWh annually**. Germany leads EU generation at ~500 TWh, followed by France (~490 TWh), Italy (~305 TWh), Spain (~295 TWh), Poland (~190 TWh), and Sweden (~175 TWh). The EU's 2,700 TWh represents approximately 9% of global electricity generation (~29,000 TWh).

Approximately **48% of EU-27 electricity** comes from renewables as of 2025-2026 — the highest share of any major economic region globally. Breakdown: wind ~19% (EU's #1 source), hydro ~12%, solar ~10%, bioenergy ~7%. Several EU members generate 60-90% from renewables: Denmark (~88%), Austria (~78%), Sweden (~72%), Portugal (~67%), Ireland (~50%). Norway (non-EU) generates ~93% from hydro. The EU renewable share has grown from ~22% in 2010. Target: 60-65% by 2030, requiring 80-100 GW solar/year and 10-15 GW offshore wind/year.

Germany is the EU's largest electricity producer at approximately **500 TWh annually**. France is second (~490 TWh), followed by Italy (~305 TWh), Spain (~295 TWh), Poland (~190 TWh), and Sweden (~175 TWh). Outside the EU: Turkey (~380 TWh) and the UK (~310 TWh) are significant producers. Norway (~165 TWh) generates nearly entirely from hydro. Russia (~1,100 TWh) is by far the largest producer in geographic Europe, but is generally excluded from EU/Western European statistics. Top 5 EU countries

generate approximately 67% of EU-27 electricity.

EU-27 average household electricity: approximately **€0.28/kWh** (H1 2025, Eurostat). Range: Denmark €0.35/kWh (highest EU) to Bulgaria €0.11/kWh (cheapest EU). Germany €0.31, Belgium €0.30, France €0.24, Spain €0.21. Norway (non-EU): ~€0.10-0.12/kWh (abundant cheap hydro). UK: ~€0.28/kWh (~£0.24). EU industrial electricity: approximately €0.14-0.18/kWh — approximately **2-3x more expensive than US** (\$0.07/kWh), creating a major competitiveness concern. EU prices have fallen from the 2022-2023 crisis peak of ~€0.35/kWh average.

Wind energy is now the EU's largest single electricity source at approximately **19-20% of generation** — having overtaken natural gas in 2023. This is a historic milestone. The ranking as of 2025-2026: wind ~19%, gas ~17%, hydro ~12%, solar ~10%, nuclear ~13%, bioenergy ~7%, coal/lignite ~14%, other ~4%. Renewables collectively provide approximately 48%. Wind's rise from ~7% (2010) to ~19% (2026) is one of the fastest energy transitions in history. Wind overtaking gas means that on most days, more EU electricity is generated by wind turbines than by gas-fired power plants — unthinkable 15 years ago.

Europe is the **global leader in offshore wind**. European installed offshore wind capacity: approximately **35-38 GW** generating approximately 130-150 TWh annually. UK leads globally at ~15 GW offshore, followed by Germany (~9 GW), Netherlands (~4 GW), Denmark (~2.5 GW), Belgium (~2.5 GW). EU target: **111 GW offshore wind by 2030**, 300 GW by 2050. Major upcoming projects: UK Hornsea 3 (2.8 GW), Germany Baltic Sea expansion, Poland 15 GW Baltic offshore by 2035, France 18 GW offshore by 2035. Offshore wind costs have fallen ~60-70% since 2012. The North Sea is targeted to become a 300 GW pan-European offshore energy hub by 2050.

ENTSO-E (European Network of Transmission System Operators for Electricity) is the association of European electricity transmission system operators (TSOs) — the entities responsible for managing national high-voltage grids. ENTSO-E includes **39 TSOs from 35 countries**. It coordinates: cross-border electricity flows, European grid security, 10-year network development plans (TYNDP), pan-European electricity market data publication, and common technical standards. The European synchronous grid — managed cooperatively through ENTSO-E — is the world's largest synchronously connected AC power system, connecting most of EU and neighbouring countries at 50 Hz. ENTSO-E's Transparency Platform is a key public data source for European electricity statistics.

EU electricity generation projected to reach approximately **3,000-3,200 TWh by 2030** (from ~2,700 TWh). Renewables share projected to reach approximately **60-65%** (from ~48%). REPowerEU targets: solar 600 GW (from ~300 GW), offshore wind 111 GW (from ~35 GW). EV charging adds ~200+ TWh new demand.

Heat pumps add ~150+ TWh. Coal near-zero in Western Europe by 2030. Natural gas falls to ~12-14% as renewables grow. EU household electricity prices projected to fall toward **€0.22-0.25/kWh by 2030** as renewable expansion reduces marginal generation cost. Industrial prices toward €0.12-0.14/kWh via PPAs.

Among EU members, **Denmark** leads at approximately **88% renewables** — predominantly wind. Next: Austria (~78%, mainly hydro), Sweden (~72%, hydro + wind), Portugal (~67%, wind + hydro + solar), Latvia (~65%, hydro + wind), Ireland (~50%, wind). Outside the EU: **Norway ~93% renewables** (essentially all hydro) and Iceland ~100% (hydro + geothermal). Germany at ~62% is remarkable given its scale (~500 TWh). Spain at ~54% and Portugal at ~67% demonstrate Southern Europe's solar + wind potential. Finland at ~45% is rapidly growing due to its new Olkiluoto 3 EPR (nuclear counted as low-carbon but not renewable in EU definitions).

Nuclear provides approximately **13% of EU-27 electricity** (~350 TWh) — almost entirely from France (70% of its electricity), Belgium (~46%), Slovakia (~59%), Hungary (~44%), Finland (~42%), and Sweden (~29%). France's 56 reactors generate approximately 70% of all EU nuclear electricity. **Germany completed its nuclear phase-out April 2023**. The EU taxonomy classifies new nuclear as sustainable. New nuclear: Finland's Olkiluoto 3 EPR (1,600 MW) operational 2023, France planning 6 new EPR2 reactors, Poland developing its first nuclear plant, Sweden reversing phase-out. Nuclear complements renewables by providing 24/7 carbon-free baseload — a key distinction from intermittent solar and wind.

EU generation (~2,700 TWh) is approximately 61% of US (~4,400 TWh) and 30% of China (~9,000 TWh). **EU leads in renewable share:** ~48% vs USA ~25% and China ~36%. **EU prices highest:** ~€0.28/kWh household vs USA ~\$0.14/kWh (~€0.13) and China ~€0.08/kWh. **EU industrial electricity most expensive:** ~€0.15-0.18/kWh vs USA ~\$0.07 and China ~€0.07 — a 2-3× gap driving industrial competitiveness concerns (Draghi Report). **EU carbon intensity lower** than US and China: ~230 gCO₂/kWh vs USA ~380 and China ~530, primarily due to France's nuclear and growing EU renewables. Norway (non-EU) has the world's cleanest large electricity system at approximately 30 gCO₂/kWh.

The European electricity market is the world's most highly interconnected. EU interconnection target: **at least 15% of installed capacity** by 2030. Key interconnections: France-UK IFA/Eleclink (~5.4 GW total submarine cables), NordLink HVDC Norway-Germany (1.4 GW), NordBalt Sweden-Lithuania (700 MW), Celtic Interconnector Ireland-France (700 MW, under construction), Viking Link UK-Denmark (1.4 GW, operational 2024), extensive AC ties across France/Germany/Switzerland/Austria/Italy/Spain/Benelux. These allow electricity trading, price convergence, and renewable integration across borders. Norway's abundant cheap hydro acts as a "battery" for Northern Europe — storing water when wind/solar is

abundant, generating when it's scarce. Target: a fully integrated EU internal electricity market with 15% interconnection by 2030.

Data Sources & References

Primary: [Eurostat — Electricity production, consumption and market overview \(nrg_cb_e, nrg_ind_peh\) — EU-27 country-level data 2024-2025](#)

Primary: [ENTSO-E Transparency Platform — Pan-European electricity generation, interconnection, and market data 2025](#)

Primary: [IEA — Europe Energy Outlook 2025 and EU Electricity Statistics](#)

BusinessStats: All country generation rankings, renewable share analysis, electricity mix calculations, price comparisons, offshore wind data, and 2030 forecast projections are BusinessStats proprietary research combining the above primary sources with IRENA Renewable Capacity Statistics 2025, ACER Annual Market Monitoring Report 2025, national TSO annual reports, and BloombergNEF European Power Outlook 2025.

Generation figures for calendar year 2024-2025. EU-27 aggregate data from Eurostat nrg_cb_e. Country-level generation estimates combine Eurostat with national TSO data. UK and Norway included as separate entries (non-EU members). Renewable share percentages based on gross electricity generation.

Household electricity prices from Eurostat H1 2025. Not investment or financial advice. electricity in Europe statisticsEurope electricity statistics 2026EU electricity generation 2026European electricity market 2026electricity production Europe by countryEurope electricity mix 2026renewable electricity Europe 2026solar electricity Europe statisticswind electricity Europe statisticsnuclear electricity Europe 2026hydropower Europe statisticscoal electricity Europe 2026gas electricity EuropeEurope electricity price 2026EU electricity prices 2026Germany electricity statistics 2026France electricity statistics 2026UK electricity statistics 2026Italy electricity statistics 2026Spain electricity statistics 2026Poland electricity statistics 2026Sweden electricity statistics 2026Norway electricity statistics 2026Europe electricity consumption 2026Europe electricity per capitaEurope electricity forecast 2030Europe energy transition electricityEU Green Deal electricityEurope net zero electricityelectricity carbon intensity EuropeEurope electricity grid statisticsENTSO-E statistics 2026European electricity market reform 2024electricity interconnection Europeoffshore wind Europe 35 GWEurope electricity investment 2026REPowerEU electricity statisticsEU 48 percent renewables 2026wind EU largest source 2023EU 2700 TWh electricityEU 1150 GW capacityDenmark 88 percent renewablesPoland 70 percent coal electricityEU electricity 60 percent renewables 2030offshore wind 111 GW 2030solar 600 GW Europe 2030EU coal



phase-out statisticsEurope electricity vs USA ChinaEU industrial electricity 2-3x USANorway hydro 93
percent electricity



STATISTICS REPORT

Inflation in Europe — Statistics & Facts 2026

Updated Mar 24, 2026 · businessstats.com/inflation-in-europe

1.9% EUROZONE INFLATION FEB 2026	2.1% EU INFLATION FEB 2026	10.6% PEAK (OCT 2022)
3.4% SERVICES INFLATION	-3.2% ENERGY PRICES	8.3% ROMANIA (HIGHEST)

Overview



STATISTICS REPORT

Banking in Europe — Statistics & Facts 2026

Updated Mar 20, 2026 · businessstats.com/banking-sector-in-europe

\$47T TOTAL BANKING ASSETS	5,400 EU CREDIT INSTITUTIONS	€7.7T ECB BALANCE SHEET
2.5% ECB DEPOSIT RATE 2026	1.9% AVG NPL RATIO 2025	60%+ DIGITAL BANKING ADOPTION

Overview

Banking in Europe 2026 — A \$47 Trillion Sector in Transformation

The European banking sector is the largest in the world by total assets, with approximately **\$47 trillion** held across the EU27 and UK combined as of 2026. This compares to approximately \$24 trillion for US commercial banks and approximately \$52 trillion for Chinese banks — making European banking one of the world's two largest banking systems. The EU alone has approximately 5,400 credit institutions, down from over 8,000 in 2008 as post-crisis consolidation, low profitability, and regulatory pressure have driven mergers and closures. European banking is governed by a sophisticated multi-layered regulatory architecture: at the European level by the ECB's Single Supervisory Mechanism (SSM), the European Banking Authority (EBA), and the Single Resolution Board (SRB); at the national level by institutions such as the BaFin (Germany), PRA (UK), AMF (France), and Banca d'Italia. For broader European financial market context see our [UK financial markets](#), [Germany financial markets](#) and [France financial markets](#) data.

The decade from 2015 to 2025 was one of profound challenge and transformation for European banking. The legacy of the 2008 financial crisis and the 2010-2012 eurozone sovereign debt crisis — which left many European banks with dangerously high non-performing loan (NPL) ratios, particularly in Italy, Greece, Spain, and Portugal — took years to resolve. The ECB's unprecedented negative interest rate policy (NIRP), maintained from 2014 to 2022, compressed bank net interest margins to historically low levels, squeezing profitability across the continent. The COVID-19 pandemic required massive government-backed loan guarantee schemes to prevent a wave of corporate defaults. Yet by 2025, European banks had emerged in a significantly healthier state than at any point since 2008: NPL ratios had fallen to approximately 1.9%, capital ratios were at record highs, and the ECB's rate normalisation from 2022-2024 restored net interest

income. European banks reported combined net profits of approximately \$120 billion in 2025 — the strongest performance since before the financial crisis.

The European Central Bank headquarters in Frankfurt is the nerve centre of eurozone monetary policy and banking supervision. The ECB's rate-cutting cycle in 2024-2025, following a period of rapid rate rises to combat post-COVID inflation, marked a turning point for European bank profitability and the broader credit environment across the eurozone. [EU+UK Banking Assets 2015–2026](#) [European Banking Sector Total Assets — 2015 to 2026 USD Trillions](#) · [ECB Statistical Data Warehouse](#) · [S&P Global \\$47T2026 Assets Total Assets \(USD Trillions\)](#)

[\\$47T — World's Largest Banking System Sources: ECB Statistical Data Warehouse · S&P Global Market Intelligence 2026](#)

[Top Banks by Assets](#)

Top 10 European Banks by Total Assets 2025

HSBC is Europe's largest bank by total assets at approximately **\$3.0 trillion**, reflecting its historical position as the banking bridge between Europe and Asia. BNP Paribas — France's largest bank and one of the most globally diversified European financial institutions — is second at approximately \$2.9 trillion. Credit Agricole at \$2.7 trillion, Societe Generale at \$1.7 trillion, and Deutsche Bank at \$1.6 trillion complete the top 5. The UK contributes four of the top ten European banks by assets (HSBC, Barclays, Lloyds, NatWest), reflecting the City of London's historical role as the dominant European financial centre. French banks (BNP Paribas, Credit Agricole, Societe Generale) are notable for their size relative to the French economy — the combined assets of France's three largest banks exceed French GDP by approximately 3x, reflecting the French tradition of large universal banks. For deeper country context see our [UK financial markets](#) and [Germany financial markets](#) statistics.

[Top 15 European Banks — Key Metrics 2025](#)[Click to sort](#)

RANK	BANK	COUNTRY	TOTAL ASSETS (\$T)	MARKET CAP (\$B)	CET1 RATIO (%)
1	HSBC	UK	\$3.0T	\$185B	14.9%
2	BNP Paribas	France	\$2.9T	\$88B	13.7%
3	Credit Agricole	France	\$2.7T	\$42B	17.2%
4	Societe Generale	France	\$1.7T	\$26B	13.1%

5	Deutsche Bank	Germany	\$1.6T	\$32B	13.8%
6	Barclays	UK	\$1.5T	\$44B	13.5%
7	Santander	Spain	\$1.8T	\$73B	12.8%
8	ING Group	Netherlands	\$1.1T	\$53B	14.3%
9	UniCredit	Italy	\$1.0T	\$65B	15.9%
10	Lloyds Banking	UK	\$0.9T	\$38B	14.0%
11	NatWest Group	UK	\$0.8T	\$31B	13.6%
12	Nordea	Finland	\$0.7T	\$42B	17.0%
13	Intesa Sanpaolo	Italy	\$0.9T	\$58B	13.3%
14	ABN AMRO	Netherlands	\$0.4T	\$13B	13.8%
15	BBVA	Spain	\$0.8T	\$52B	12.6%

ECB & Monetary Policy

ECB Monetary Policy 2026 — Rates Cut to 2.5% as Inflation Returns to Target

The European Central Bank cut its deposit facility rate to **2.5% in early 2026**, completing a rate-cutting cycle that began in June 2024 following the rapid rate rises of 2022-2023 designed to combat post-COVID inflation. At its peak in September 2023, the ECB deposit rate reached 4.0% — the highest level since the euro's introduction in 1999. The rate normalisation from 4.0% to 2.5% over 18 months reflects the ECB's assessment that eurozone inflation has returned sustainably to its 2% target, with headline HICP inflation averaging approximately 2.1% in late 2025. The ECB's balance sheet — which peaked at approximately €8.8 trillion in 2022 following years of quantitative easing (QE) — shrank to approximately **€7.7 trillion by early 2026** as the bank continued its quantitative tightening (QT) programme, allowing bonds purchased under the Asset Purchase Programme (APP) and the Pandemic Emergency Purchase Programme (PEPP) to mature without reinvestment. For broader European market context see our [UK financial markets and global financial markets data](#).

ECB Deposit Rate 2015–2026 ECB Deposit Facility Rate — 2015 to 2026 % per annum · European Central Bank · Monthly decisions 2.5%Rate Mar 2026

Peak 4.0% (Sep 2023) → 2.5% (Mar 2026) Source: European Central Bank — Monetary Policy Decisions 2015–2026

Capital & NPL Ratios

European Bank Capital Ratios & NPLs — Strongest Position Since 2008

European banks entered 2026 in their strongest capital position since before the 2008 financial crisis. The average Common Equity Tier 1 (CET1) ratio — the primary measure of bank capital adequacy under Basel III — stood at approximately **15.8% across EU significant institutions**, significantly above the minimum regulatory requirement of 4.5% and well above the 7-8% levels seen during the post-crisis stress period of 2011-2013. Non-performing loans (NPLs) — loans where borrowers are more than 90 days past due — declined to an average ratio of approximately **1.9% of total loans** in 2025, down from a crisis-era peak of over 6% in 2015 and representing the lowest level since the ECB Banking Supervision began publishing data. The improvement in NPL ratios has been particularly dramatic in the southern European economies that suffered most during the sovereign debt crisis: Italy's NPL ratio fell from 17% in 2016 to approximately 3.2% in 2025; Greece's fell from 45% to approximately 6%; Portugal's from 18% to approximately 3%. For financial stability context see our Germany financial markets and France financial markets data.

CET1 Capital Ratios by Country — 2025 Average CET1 Capital Ratio by Country — Europe 2025 % Common Equity Tier 1 · EBA Risk Dashboard Q4 2025

NPL Ratios by Country — Southern Europe Most Improved

NPL Ratios by Country — 2025 Non-Performing Loan Ratio by Country — Europe 2025 % of total loans · EBA Risk Dashboard Q4 2025

Digital Banking

Digital Banking in Europe — 60% Adoption, Transforming Traditional Banks

Digital banking adoption across Europe reached approximately **60% of the adult population** in 2025 — defined as using online or mobile banking at least once per month. The Nordic countries lead with adoption rates above 90%: Sweden (96%), Norway (95%), Denmark (94%), and Finland (93%) are among the most digitally advanced banking markets in the world. The Netherlands (92%), Luxembourg (87%), and Estonia (88%) follow. Southern and Eastern Europe show lower but rapidly rising adoption: Italy (58%), Portugal



(61%), Poland (74%), Romania (56%). The COVID-19 pandemic was the most significant single driver of digital banking adoption — millions of Europeans who had previously resisted online banking were forced onto digital channels during lockdowns and subsequently became permanent digital banking users. Traditional European banks have responded to the digital challenge with massive IT investment: the major European banks collectively spent approximately \$65 billion on technology in 2025, with digital transformation programs running into the billions at individual institutions like BBVA, ING, and Deutsche Bank. The fintech challenge — led by Revolut, Monzo, and N26 — has accelerated traditional bank digital investment. For fintech context see our [Fintech in Europe statistics](#) and [global Fintech data](#).

Digital Banking Adoption by Country — 2025 Online/Mobile Banking Adoption — Europe 2025 % of adults using online or mobile banking monthly · Eurostat · EY Banking Barometer 2025 Digital banking adoption across Europe reached 60% in 2025, with Nordic countries leading at 90%+. Traditional banks have responded by investing \$65 billion in technology annually, while neobanks like Revolut (50M users) and Monzo (10M users) continue to attract customers with superior mobile experiences and lower fees.

Country Rankings

European Banking — Country Rankings by Sector Assets 2025

France has the largest banking sector relative to GDP in Europe — the combined assets of French banks represent approximately 3.8x French GDP, reflecting the traditional French model of large universal banks with extensive international operations. The UK's banking sector — \$12 trillion in assets — is the second largest in Europe despite Brexit, and London remains the dominant European financial centre by most measures: FX trading, bond issuance, derivatives, and fund management all remain primarily UK-based. Germany's banking sector is characterised by a three-pillar structure — private commercial banks (Deutsche Bank, Commerzbank), savings banks (Sparkassen), and cooperative banks (Volksbanken, Raiffeisenbanken) — which makes it uniquely decentralised compared to other major European markets. For country-specific analysis see our detailed [UK financial markets](#), [Germany financial markets](#), and [France financial markets](#) articles.

European Banking Assets by Country — 2025 European Banking Sector Total Assets by Country 2025 % of \$47T total · ECB Statistical Data Warehouse · S&P Global 2025

European Banking and Climate Finance

Climate risk has moved from the periphery to the centre of European banking strategy and regulation. The ECB conducted its first climate stress test in 2022, finding that European banks would face significant credit losses under a disorderly climate transition scenario. Since then, all major European banks have published detailed climate transition plans, established net-zero targets (typically 2050 with intermediate 2030 milestones), and begun integrating climate risk into credit assessment processes. The European green bond market — where banks play a critical role as both issuers and underwriters — reached approximately \$450 billion in issuance in 2025, with European issuers accounting for approximately 45% of the global total. Green mortgages — home loans with preferential rates for energy-efficient properties — are becoming mainstream across European banking, with major banks in Germany, the Netherlands, France, and the UK all offering green mortgage products. Sustainable finance disclosure requirements under the EU Sustainable Finance Disclosure Regulation (SFDR) and the EU Taxonomy are creating significant compliance requirements but also competitive advantages for banks that invest early in sustainability data infrastructure. The transition risk embedded in European bank loan books — lending to fossil fuel industries, carbon-intensive real estate, and high-emission manufacturing — represents a significant risk management challenge that will shape European banking strategy through 2030.

Cross-Border Banking Consolidation in Europe

European banking remains significantly more fragmented than the US market, where the top 5 banks control approximately 45% of industry assets compared to approximately 25% for the top 5 in Europe. The political and regulatory barriers to pan-European banking consolidation have historically been substantial: national governments have been reluctant to see domestic banking champions acquired by foreign rivals; regulatory complexity increases when combining institutions supervised by multiple national competent authorities and the ECB; and cultural integration challenges are amplified by operating across multiple languages and legal systems. Yet the pressure for consolidation is building. UniCredit's unsolicited approach to acquire Commerzbank — Germany's second-largest commercial bank — in late 2024 sparked intense debate about European banking nationalism and whether Germany's government would block a strategic acquisition. The ECB has long advocated for cross-border consolidation as a path to stronger, more efficient European banking. Santander (Spain) and BBVA (Spain) have both made significant acquisitions beyond their home markets, demonstrating that pan-European banking models are viable. The next decade is likely to see more consolidation — particularly in markets like Germany and Italy that remain over-banked — and the emergence of true pan-European banking champions capable of competing

globally with US and Chinese institutions.

European Banking and the Digital Euro

The European Central Bank's digital euro project — a central bank digital currency (CBDC) for the eurozone — is one of the most consequential strategic questions facing European banking. The ECB launched the digital euro investigation phase in 2021 and moved to the preparation phase in 2023, with a target launch window of 2027-2028 subject to EU legislative approval. A digital euro would provide eurozone citizens with a direct digital claim on the ECB — essentially a risk-free digital alternative to commercial bank deposits. For commercial banks, the digital euro presents a complex challenge: if citizens can hold digital euros directly with the ECB, it could reduce demand for commercial bank deposits, particularly in times of stress when digital euro holdings would carry zero credit risk. The ECB has proposed holding limits (likely €3,000 per person) to prevent excessive disintermediation of commercial banks. European banks have responded with a mix of engagement and concern — recognising that CBDCs are coming while lobbying hard for design features that protect their deposit-taking business. The digital euro could also accelerate payment innovation, reducing dependence on Visa, Mastercard, and US payment infrastructure — a strategic priority for European policy makers seeking payment sovereignty.

Key Statistics

Banking in Europe — Key Statistics & Facts 2026

Several data points illustrate the scale and complexity of European banking in 2026. European banks collectively employ approximately **2.8 million people** — making the financial sector one of the continent's largest employers. The eurozone's total bank lending to the private sector — households and businesses — reached approximately **€13.5 trillion** in 2025, growing at approximately 3% annually as rate cuts improved credit conditions. Mortgage lending dominates household credit at approximately €8 trillion, reflecting high homeownership rates and the importance of property finance across European economies. European banks' return on equity (ROE) improved to approximately **11.5% in 2025** — the strongest performance since 2007 and a dramatic recovery from the near-zero or negative ROE years of 2014-2019 when NIRP destroyed net interest income. The ECB's stress test results in 2024 showed that all 57 significant institutions tested would maintain capital ratios above minimum requirements even under a severe adverse scenario — reflecting the sector's improved resilience. The Banking Union — comprising the Single Supervisory Mechanism, Single Resolution Mechanism, and the (still incomplete) European Deposit Insurance Scheme — has significantly improved the architecture of European financial stability since its

introduction in 2014.

\$47T Total EU+UK Assets 2.8M Banking Employees 11.5% Avg ROE 2025 15.8% Avg CET1 Ratio 1.9% Avg NPL Ratio \$120B Net Profits 2025 Profitability Recovery European Banks Posted \$120B in Net Profits in 2025 — Best Performance Since Before the 2008 Crisis

The interest rate normalisation cycle of 2022-2024 — when the ECB raised rates from -0.5% to 4.0% in just 14 months — was transformative for European bank profitability. Higher rates dramatically widened net interest margins: the spread between what banks earn on loans and pay on deposits expanded significantly, restoring the core earnings engine that had been suppressed by a decade of ultra-low rates. Combined net profits of approximately \$120 billion across European banks in 2025 represent a dramatic recovery from the near-zero collective profitability of 2019-2021. UniCredit, ING, Nordea, and Santander were among the standout performers, each reporting ROE above 15%. The challenge for 2026 is managing the transition as rates decline — maintaining the profitability gains from rate normalisation while growing fee income, managing costs through digital transformation, and navigating a credit cycle where rate-sensitive borrowers may come under pressure.

Forecast 2030

European Banking Forecast — Consolidation, Digital and AI to 2030

European banking in 2030 will be shaped by four primary forces. First, **consolidation** — the European banking market remains highly fragmented compared to the US, where the top 5 banks dominate far more completely. Cross-border European banking mergers — long discussed but rarely achieved due to regulatory complexity and national protectionism — are increasingly likely as banks seek scale to fund digital transformation. UniCredit's attempted acquisition of Commerzbank in 2024-2025 signalled the beginning of a new M&A cycle. Second, **digital transformation** — traditional banks will continue closing branches (European bank branch numbers have halved since 2008), investing in mobile-first customer experiences, and competing directly with neobanks on product quality. Third, **AI integration** — artificial intelligence will transform credit risk assessment, fraud detection, customer service, and regulatory compliance — reducing costs while improving service quality. Fourth, **climate risk** — European banks face increasing regulatory pressure to assess and disclose climate-related financial risks, manage transition risk in fossil fuel lending portfolios, and direct capital toward green finance. For the broader economic context see our [GDP statistics](#) on the European economies driving banking growth.

European Banking Forecasts 2030 European Banking Sector — Key Projections to 2030 \$55T Total Assets 2030 (proj.) 75%+ Digital Banking Adoption 2030 4,000 EU Credit Institutions 2030 <1.5% Target NPL Ratio 2030 2027 Digital Euro Launch (proj.) \$80B+ Green Bond Issuance 2030

FAQ

Frequently Asked Questions — Banking in Europe

The European banking sector holds approximately **\$47 trillion in total assets** across the EU27 and UK combined — the world's largest banking system. The EU alone accounts for \$35 trillion, with the UK adding \$12 trillion.

HSBC is Europe's largest bank at approximately \$3.0 trillion in total assets, followed by BNP Paribas (\$2.9T), Credit Agricole (\$2.7T), Santander (\$1.8T), and Societe Generale (\$1.7T).

The ECB deposit facility rate is **2.5% as of early 2026**, cut from a peak of 4.0% in September 2023. The cuts reflect inflation returning to the ECB's 2% target after the post-COVID inflation surge.

The average NPL (non-performing loan) ratio for European banks is approximately **1.9% in 2025** — the lowest since ECB Banking Supervision began. This is down from a crisis-era peak of over 6% in 2015.

There are approximately **5,400 credit institutions** operating in the EU as of 2026, down from over 8,000 in 2008. Post-crisis consolidation, low profitability, and regulatory pressure have driven significant reduction in bank numbers.

Data Sources & References

Primary: [ECB Statistical Data Warehouse — Banking Supervision Statistics](#)

Primary: [EBA Risk Dashboard Q4 2025](#)

Supporting: [S&P Global Market Intelligence — European Banks 2025](#) · [EY European Banking Barometer 2025](#) · [Eurostat Digital Economy Statistics](#)

All asset figures in USD unless stated. EU figures cover EU27 member states. ECB balance sheet in EUR. CET1 ratios from EBA Risk Dashboard — significant institutions only. Digital banking adoption from Eurostat ICT household survey 2025. Forecasts are projections subject to revision. Banking in Europe 2026 European Banks Statistics ECB Interest Rate 2026 Largest European Banks European NPL Ratio Digital Banking Europe CET1 Capital Ratio ECB Monetary Policy



STATISTICS REPORT

Fintech in Europe — Statistics & Facts 2026

Updated Mar 19, 2026 · businessstats.com/fintech-in-europe

\$92B EUROPEAN MARKET 2026	35 UK FINTECH UNICORNS	\$45B REVOLUT VALUATION
7M+ OPEN BANKING USERS	20% CAGR 2026–2032	\$280B PROJECTED 2032

Overview

STATISTICS REPORT

Business Travel in Europe: Statistics and Facts 2026

 Updated Sep 29, 2026 · businessstats.com/business-travel-in-europe-statistics-facts

EUR 389.9B EUROPE SPEND 2026F	+8.2% GROWTH 2026F	\$80.1B GERMANY SPEND 2025
123M EU BUSINESS TRIPS 2024	EUR 850.70 AVERAGE COST PER TRIP	53% EUROPE SHARE OF MEETINGS

Overview

Business travel in Europe in numbers

Business travel covers trips made for work: client visits, internal meetings, conferences, trade fairs and incentive trips. Western Europe accounted for 23.4 percent of global business travel spending in 2024, and the region is unusual because much of its travel crosses short distances between closely connected economies. A manager can fly from Frankfurt to Paris in about an hour or take a train between Amsterdam and Brussels in under two.

The latest GBTA forecast shows spending growing strongly, but most of the increase reflects higher prices for flights, hotels and meals rather than more trips. Eurostat data show that EU residents took fewer business trips in 2024 than in 2019, even as spending passed its pre-pandemic level. Companies are also changing how they travel, with more rail, more combined trips and more attention to cost and carbon. The wider travel sector is covered in our [global tourism](#) report.

EUR 389.9B European spending forecast 2026 GBTA, up 8.2 percent. 17.7% Top six markets share of global spend Germany, UK, France, Italy, Spain, Netherlands. 3.1 nights Average business trip length Europe, GBTA 2025. 38% Business travellers using rail Europe, against 8 percent in North America. Global Context

Global business travel: 1.47 trillion dollars in 2024

Globally, GBTA estimates business travel spending of 1.47 trillion dollars in 2024, up 10 percent, and forecasts 1.565 trillion dollars in 2025, up 7 percent. Growth is expected to continue at 8.1 percent in 2026 to 1.692 trillion dollars, then slow to between 5 and 6.5 percent a year, passing 2 trillion dollars in 2029. Western Europe accounted for 23.4 percent of global spending in 2024 and had reached 103 percent of its 2019 level.

Global Business Travel Spending, 2024 to 2029 (trillion US dollars) Actual 2024 spending and GBTA forecasts to 2029.

Data:

Global Business Travel Association, Business Travel Index Outlook 2025, executive summary.

Note:

2025 onwards are forecasts; values in nominal US dollars. Compiled by BusinessStats. Switch to the table for exact figures.

Two trillion by 2029: global business travel spending is forecast to grow from 1.47 trillion dollars in 2024 to 2.02 trillion dollars in 2029.

The United States, at 395.4 billion dollars in 2025, and China, at 373.1 billion dollars, are by far the largest markets, together accounting for almost half of the global total. Germany ranks third in the world, ahead of Japan. The US picture is covered in our [business travel in the US](#) report and Japan in our [business travel in Japan](#) report.

European Spending

European spending: 389.9 billion euros in 2026

In November 2025, GBTA forecast European business travel spending of 389.9 billion euros in 2026, or 448.2 billion dollars, up 8.2 percent. That implies about 360.3 billion euros in 2025. Spending is forecast to reach 414.5 billion euros in 2027 and 441.6 billion euros in 2028, an increase of 22.6 percent over three years. Western Europe accounts for 88 percent of the European total and emerging Europe for 12 percent.

European Business Travel Spending, 2025 to 2028 (billion euros) GBTA forecast of total business travel spending in Europe.



Data:

GBTA, European Business Travel Spending to Reach 389.9 Billion Euros in 2026, November 10, 2025.

Note:

2025 value calculated by BusinessStats from the 2026 forecast and 8.2 percent growth rate; values in billion euros. Compiled by BusinessStats. Switch to the table for exact figures.

Up 81 billion euros in three years: European business travel spending is forecast to rise from about 360.3 billion euros in 2025 to 441.6 billion euros in 2028.

The split between Western and emerging Europe matters for suppliers. Of the 2025 total, about 317 billion euros was spent in Western Europe and about 43 billion euros in emerging Europe, which includes Poland, Turkey and Central and Eastern Europe. Emerging Europe is smaller but in several markets growing faster, helped by lower costs and manufacturing investment.

European Business Travel Spending by Region, 2025 (billion euros) Share of European business travel spending in Western and emerging Europe.

Data:

GBTA European forecast, November 2025 (88 percent Western Europe, 12 percent emerging Europe).

Note:

euro values are BusinessStats calculations from the shares and the 2025 estimate. Compiled by BusinessStats. Switch to the table for exact figures.

Western Europe dominates: 88 percent of European business travel spending, about 317 billion euros, is in Western Europe.

Country Markets

Country markets: Germany 80.1 billion dollars, UK 60.2 billion dollars

Seven European countries are in the global top 15 for business travel spending. In 2025, Germany spent 80.1 billion dollars, the United Kingdom 60.2 billion dollars, France 46.9 billion dollars, Italy 40.0 billion dollars, Spain 26.7 billion dollars, Turkey 24.1 billion dollars and the Netherlands 23.7 billion dollars, according to GBTA. The top six Western European markets together spent 277.6 billion dollars, or 17.7 percent of global business travel spending.

Business Travel Spending by European Country, 2025 (billion US dollars) European countries in the global top 15 for business travel spending.

Data:

GBTA Business Travel Index Outlook 2025, top 15 markets.

Note:

2025 values are GBTA forecasts in nominal US dollars. Compiled by BusinessStats. Switch to the table for exact figures.

Germany leads Europe: German business travel spending of 80.1 billion dollars is a third higher than the UK and ranks third in the world.

Germany owes its position to its export industry, its dense network of regional headquarters and its role as the largest trade fair venue in the world. Business travellers are a major source of demand for German city hotels, covered in our report on the [accommodation industry in Germany](#). The UK market is covered in detail in our [business travel in the UK](#) report.

COUNTRY	SPENDING (BILLION US DOLLARS)	GROWTH 2025	GLOBAL RANK
Germany	80.1	plus 4 percent	3
United Kingdom	60.2	plus 14 percent	5
France	46.9	plus 4 percent	6
Italy	40.0	plus 8 percent	9
Spain	26.7	0 percent	13
Turkey	24.1	plus 9 percent	14
Netherlands	23.7	minus 1 percent	15

Market Growth

Market growth: UK up 14 percent, Netherlands down 1 percent

Growth rates in 2025 differ widely. The United Kingdom was the fastest-growing large European market at 14 percent, followed by Turkey at 9 percent and Italy at 8 percent. Germany and France grew 4 percent each, Spain was flat and the Netherlands fell 1 percent. For comparison, spending grew 10 percent in the

US, 15 percent in India and 2 percent in China.

Business Travel Spending Growth by European Country, 2025 (%)Forecast change in business travel spending in 2025 compared with 2024.

Data:

GBTA Business Travel Index Outlook 2025.

Note:

nominal US dollar growth, which includes exchange rate effects. Compiled by BusinessStats.Switch to the table for exact figures.

UK leads growth: UK business travel spending grew 14 percent in 2025, while the Netherlands declined 1 percent.

Because GBTA reports in US dollars, exchange rates affect these growth figures. A stronger pound or euro raises the dollar value of spending even if local-currency budgets are unchanged. Economic conditions matter too: weak industrial output held back German and Dutch spending, while strong services and finance sectors supported the UK.

RANK	COUNTRY	SPENDING (BILLION US DOLLARS)	GROWTH
1	United States	395.4	plus 10 percent
2	China	373.1	plus 2 percent
3	Germany	80.1	plus 4 percent
4	Japan	74.4	plus 6 percent
5	United Kingdom	60.2	plus 14 percent
6	France	46.9	plus 4 percent
7	South Korea	44.7	plus 14 percent
8	India	43.0	plus 15 percent
9	Italy	40.0	plus 8 percent
10	Brazil	30.4	plus 2 percent
11	Canada	28.1	plus 10 percent

12	Australia	27.9	plus 5 percent
13	Spain	26.7	0 percent
14	Turkey	24.1	plus 9 percent
15	Netherlands	23.7	minus 1 percent

The table puts European markets in context. Seven of the 15 largest business travel markets are in Europe, but together they spend 301.7 billion dollars, less than the United States alone. Germany is the only European country in the global top three, and the gap between the UK in fifth place and fast-growing Asian markets such as South Korea and India, both growing at 14 to 15 percent, is narrowing.

Air Travel

Air travel: European airline demand up 6.0 percent

Air travel remains the backbone of international business trips in Europe, even as rail takes share on shorter routes. According to IATA, international passenger demand on European airlines, measured in revenue passenger kilometres, grew 6.0 percent in 2025, with capacity up 5.9 percent and a record load factor of 84.1 percent. Globally, passenger demand grew 5.3 percent and the load factor reached a full-year record of 83.6 percent.

Airline Passenger Demand Growth by Region, 2025 (%)Change in international revenue passenger kilometres by region of airline registration.

Data:

IATA, Strong 2025 Passenger Demand Masks Ongoing Capacity Constraints, January 29, 2026.

Note:

covers all passengers, not only business travellers. Compiled by BusinessStats.Switch to the table for exact figures.

Full planes: European airlines grew international demand 6.0 percent in 2025 and filled a record 84.1 percent of seats.

High load factors matter for business travellers because full planes mean fewer discounted seats and higher last-minute fares, one reason spending grows faster than trip numbers. IATA said supply chain problems, which delayed new aircraft deliveries, added more than 11 billion dollars to airline costs in 2025,

limiting how quickly capacity can grow. Airline data cover all passengers, so they show the constraint on seats rather than the business share alone.

EU Business Trips

EU business trips: 123 million, still below 2019

Eurostat measures the number of trips, not spending. In 2024, EU residents made just over 123 million trips for professional purposes, 10.3 percent of all tourism trips. Business trips rose 11.6 percent from 2023 but remained 1.3 percent below 2019. Business nights recovered more slowly: they rose 6.4 percent in 2024 but were still 8.0 percent below 2019, because trips have become shorter.

EU Business Trips and Nights, Change to 2024 (%)Change in trips and nights for professional purposes by EU residents.

Data:

Eurostat, Tourism statistics - characteristics of tourism trips, 2024 data.

Note:

covers EU residents aged 15 and over. Compiled by BusinessStats.Switch to the table for exact figures.

Recovery incomplete: EU business trips were 1.3 percent and business nights 8.0 percent below 2019 in 2024, despite strong growth from 2023.

Most business trips are short and close to home. Eurostat found that 75.6 percent lasted three nights or fewer and 72.1 percent were domestic. That combination, fewer nights per trip and more spending per trip, explains why spending has recovered faster than volumes. It also means hotels near offices and airports benefit more than resorts. Where Europeans travel for leisure is covered in our [outbound tourism in European countries](#) report.

123M+EU business trips 202410.3 percent of all trips.75.6%Trips of three nights or fewerEU, 2024.72.1%Business trips that are domesticEU, 2024.-8.0%Business nights vs 2019EU, 2024.

Putting the spending and trip data side by side shows the size of the price effect. Western European business travel spending reached 103 percent of its 2019 level in 2024 in GBTA data, while EU business trips were at about 99 percent and business nights at 92 percent. In other words, companies were paying roughly as much as before the pandemic for fewer nights away. With about 1.2 billion tourism trips by EU residents in 2024, business trips remain a small but high-value slice of the total: one trip in ten, but a much

larger share of hotel spending on weekdays and of premium airline seats.

Traveller Behaviour

Traveller behaviour: 3.1 nights, 850.70 euros per trip

GBTA surveyed more than 7,300 business travellers worldwide for its 2025 European outlook. European respondents reported an average trip length of 3.1 nights and an average cost per trip of 850.70 euros, or 977.82 dollars. Costs vary widely: trips from the UK averaged about 1,305 euros, while trips from Poland and Sweden averaged between 639 and 646 euros.

European Business Traveller Attitudes and Behaviour, 2025 (%) Share of European business travellers agreeing with each statement.

Data:

GBTA, European Business Travel Spending to Reach 389.9 Billion Euros in 2026, November 2025; survey of more than 7,300 business travellers worldwide.

Note:

European respondents only. Compiled by BusinessStats. Switch to the table for exact figures.

Travel still pays: 83 percent of European business travellers say their trips achieve business objectives, but only 40 percent are comfortable booking with AI.

Europe stands out for rail. 38 percent of European business travellers use rail, compared with 8 percent in North America and 4 percent in Latin America, reflecting high-speed networks such as those between Paris, Brussels, Amsterdam, Frankfurt and London. European travellers are also the most cautious about AI booking tools, with 40 percent comfortable using them, the lowest of any region. Loyalty programmes remain important to 81 percent. GBTA also found that 57 percent were less likely to combine business and leisure than in previous years, suggesting that the bleisure trend has cooled.

Key Drivers of European Business Travel

- **Prices:** higher fares, hotel rates and daily allowances lift spending faster than trip numbers.
- **Rail:** high-speed routes replace short-haul flights on many city pairs.
- **Meetings and fairs:** Europe hosts over half of international association meetings.
- **Cost control:** companies consolidate trips, as shorter stays and fewer nights show.

- **Sustainability:** carbon targets push companies towards rail and fewer, longer visits.

Meetings and Events

Meetings and events: Europe hosts 53 percent of the world total

Europe is the global centre for international conferences. ICCA counted 12,438 international and regional association meetings in 2025, up 10.8 percent, held in 162 countries and 1,603 cities. Europe hosted 53 percent of them. In the country ranking, the United States was first, followed by four European countries: Italy, Germany, Spain and the United Kingdom. France was seventh, Portugal eighth and the Netherlands ninth.

European cities dominate the city ranking. Lisbon was first in the world with 188 association meetings attracting more than 100,000 participants, followed by Paris, Barcelona and Vienna. Prague, Copenhagen and London were also in the top ten. Italy hosted 616 meetings in 2025, down from 635 in 2024. ICCA expects more than 15,000 association meetings by 2030, generating about 18.54 billion dollars in delegate spending.

RANK	COUNTRY	CITY
1	United States	Lisbon
2	Italy	Paris
3	Germany	Barcelona
4	Spain	Vienna
5	United Kingdom	Singapore
6	Japan	Prague
7	France	Copenhagen
8	Portugal	London
9	Netherlands	Seoul
10	China	Tokyo

Trade Fairs

Trade fairs: 12.7 million visitors in Germany

Trade fairs are a large and specifically European form of business travel. According to AUMA, the German trade fair association, Germany held 304 trade fairs in 2025 with about 192,000 exhibiting companies, of which about 99,000 came from abroad. The fairs attracted more than 12.7 million visitors, up 1.9 percent, including about 2.8 million international visitors, and used more than 6.9 million square metres of rented space.

304Trade fairs in Germany 2025AUMA.192,000Exhibiting companiesAbout 99,000 from abroad.12.7MTrade fair visitorsUp 1.9 percent.2.8MInternational visitorsUp 2.9 percent.

China supplied 18 percent of foreign exhibitors at German fairs and Italy about 11 percent, followed by the Netherlands, Spain, the United States and Turkey. AUMA warned that forecasts for the first quarter of 2026 point to 2.3 percent fewer exhibitors and 4.6 percent less rented space than at previous editions, a sign that tighter company budgets are reaching the events sector.

Hotel Rates 2026

Hotel rates 2026: Europe up 2.4 percent, Amsterdam up 11 percent

Hotels are one of the largest cost items for business travellers. The Amex GBT Hotel Monitor 2026 forecasts that hotel rates in Europe will rise 2.4 percent in 2026, a relatively stable year. Several cities stand out. Amsterdam is forecast to rise 11 percent, followed by Edinburgh at 5.7 percent and Barcelona and Milan at 5.1 percent each. Madrid is forecast at 4.8 percent and London and Zurich at 4.2 percent.

Forecast Change in Business Hotel Rates by European City, 2026 (%)Forecast change in average hotel rates for business travellers in 2026.

Data:

Amex GBT Consulting, Hotel Monitor 2026.

Note:

forecasts; Europe regional average plus 2.4 percent. Compiled by BusinessStats.Switch to the table for exact figures.

Amsterdam is the outlier: hotel rates in Amsterdam are forecast to rise 11 percent in 2026, more than four times the European average of 2.4 percent.



Paris and Copenhagen are forecast at 2.4 percent, in line with the regional average, and Warsaw at 2.3 percent. Amex GBT notes that tax changes and restrictions on short-term rentals, which push demand back into hotels, explain most of the larger increases. For companies, this means hotel budgets in 2026 should rise modestly overall but sharply in a few high-demand cities. Accommodation markets outside Europe are compared in our [hospitality industry in Canada](#) report.

Outlook

Outlook: spending up, trips flat

The data point to a market where value is growing faster than volume. GBTA expects European spending to rise from about 360 billion euros in 2025 to 441.6 billion euros in 2028, an average of about 7 percent a year, while Eurostat shows that the number of business trips has only just returned to around the 2019 level. Hotel rates are forecast to rise 2.4 percent in 2026 and early 2026 trade fair data show fewer exhibitors.

Three trends will shape the next few years: the continued shift to rail on short routes, careful use of AI booking tools in a region where only 40 percent of travellers are comfortable with them, and the concentration of meetings in a small group of well-connected cities such as Lisbon, Paris, Barcelona and Vienna. Risks include weak industrial growth in Germany and the Netherlands, trade tensions that reduce cross-border deals, and corporate cost cutting. Europe as a leisure destination is covered in our ranking of the [most visited countries in the world](#).

Key Dates and Data Releases

- **November 10, 2025:** GBTA forecasts European spending of 389.9 billion euros for 2026.
- **January 29, 2026:** IATA reports 6.0 percent growth for European airlines in 2025.
- **Early 2026:** AUMA reports 12.7 million visitors at German trade fairs in 2025.
- **May 2026:** ICCA names Lisbon the top city for association meetings in 2025.
- **2026:** Amex GBT forecasts European hotel rates up 2.4 percent.

Readers planning travel budgets should treat the 2026 to 2028 values as forecasts. GBTA revises its outlook each year, and past editions have been cut or raised by several percentage points when economic conditions changed. The Eurostat, ICCA, IATA and AUMA figures in this report are measured outcomes for 2024 and 2025 and are less likely to change.



Key Facts

European business travel in numbers

EUR 389.9B European spending 2026F Up 8.2 percent, GBTA. EUR 441.6B European spending 2028F GBTA. \$80.1B Germany spending 2025 Largest in Europe. +14% UK spending growth 2025 Fastest large market. 12,438 Association meetings worldwide 53 percent in Europe. +2.4% European hotel rates 2026F Amex GBT. FAQ

Aladdin questions answered with data

GBTA forecasts European business travel spending of 389.9 billion euros, or 448.2 billion dollars, in 2026, up 8.2 percent from about 360 billion euros in 2025.

Germany, with 80.1 billion dollars in 2025, followed by the United Kingdom with 60.2 billion dollars and France with 46.9 billion dollars, according to GBTA.

EU residents made just over 123 million trips for professional purposes in 2024, 10.3 percent of all tourism trips, according to Eurostat.

Spending has passed its 2019 level, but EU business trips were still 1.3 percent below 2019 in 2024 and business nights 8.0 percent below.

GBTA puts the average European business trip at 850.70 euros for 3.1 nights. Trips from the UK average about 1,305 euros.

38 percent of European business travellers use rail, compared with 8 percent in North America and 4 percent in Latin America, according to GBTA.

Lisbon was the top city in the ICCA 2025 rankings with 188 association meetings, followed by Paris, Barcelona and Vienna.

Germany held 304 trade fairs in 2025 with about 192,000 exhibitors and more than 12.7 million visitors, according to AUMA.

Amex GBT forecasts a 2.4 percent rise in European hotel rates in 2026, with Amsterdam up 11 percent and Barcelona and Milan up 5.1 percent.

GBTA estimates global business travel spending of 1.47 trillion dollars in 2024 and forecasts 1.692 trillion dollars in 2026 and more than 2 trillion dollars in 2029.



Sources

[Global Business Travel Association \(GBTA\)](#) - European business travel forecast, November 2025.

[GBTA](#) - Business Travel Index Outlook 2025, executive summary.

[Eurostat](#) - characteristics of tourism trips, 2024 data.

[ICCA](#) - GlobeWatch Country and City Rankings 2025.

[IATA](#) - full-year 2025 passenger market analysis, January 2026.

[AUMA](#) - German trade fair industry, final statement 2025.

[Amex GBT](#) - Hotel Monitor 2026.

GBTA spending values are estimates and forecasts in the currency published; 2025 to 2029 figures are projections. The 2025 European euro total and the Western and emerging Europe split in euros are BusinessStats calculations from GBTA figures. Eurostat trip data cover EU residents only. ICCA meeting counts cover rotating international association meetings.

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