



BusinessStats

Data · Insights · Statistics

STATISTICS DOSSIER

Europe: statistics and facts

12 reports · 2 sections · 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 DOSSIER

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.

KEY FIGURES AT A GLANCE

FIGURE	WHAT IT MEASURES	REPORT
24.8%	UK -- Highest Netflix Ad-Supported Share in Europe Feb 2026	Ad-Supported Netflix and Disney+ in Europe 2026, by Country
£127bn	Online Retail, 2024	UK E-Commerce Statistics: £127bn Online, No.1 in Europe
14,800	Netflix -- Most Titles in Europe July 2026	Netflix Leads SVOD Library in Europe 2026 – 14,800 Titles
161.8Mt	EU Milk 2024	Europe Milk Market 2026: 162M Tonnes, Fewer Cows
211	Germany	Billionaires in Europe by Country 2026 (Ranked)

72%

Christianity - The Largest Religion in Europe (~535 Million)

What Is the Main Religion in Europe? Christianity, Islam and More

€1.871

EU Avg Petrol /L (Apr 2026)

Gasoline and Diesel Market in Europe 2026: Statistics & Facts

2,700 TWh

EU-27 Generation

2,700 TWh Grid — Electricity in Europe Statistics & Facts 2026

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01

Netflix

2 reports

1.1

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

Updated May 10, 2026

24.8%

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

14.2%

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

12.8%

POLAND -- LOWEST NETFLIX AD-SUPPORTED SHARE FEB 2026

18.5%

EUROPEAN AVERAGE -- NETFLIX AD-SUPPORTED FEB 2026

8.9%

EUROPEAN AVERAGE -- DISNEY+ AD-SUPPORTED FEB 2026

+9.6pp

NETFLIX LEAD OVER DISNEY+ -- EUROPEAN AVERAGE

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

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

1.2

Netflix Leads SVOD Library in Europe 2026 – 14,800 Titles

Updated May 6, 2026

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



Netflix leads Europe SVOD at 14,800 titles in July 2026. Amazon 11,600, Disney+ 11,050, NOW/Sky 7,000, Max 5,200. Scripted vs unscripted breakdown by platform.

Full report with charts and data: businessstats.com/number-scripted-unscripted-titles-svod-platforms-europe



02

More statistics

10 reports

2.1

UK E-Commerce Statistics: £127bn Online, No.1 in Europe

Updated Sep 23, 2026

£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

UK online retail hit £127 billion in 2024, nearly 28 percent of all sales and the biggest e-commerce market in Europe. See the latest UK data and trends.

Full report with charts and data: businessstats.com/e-commerce-in-the-uk

2.2

Europe Milk Market 2026: 162M Tonnes, Fewer Cows

Updated Sep 22, 2026

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

How Europe makes 162 million tonnes of milk from a shrinking herd of 19.7 million cows: top countries, cheese and butter split, record yields and 2026 prices.

Full report with charts and data: businessstats.com/milk-market-in-europe



2.3

Billionaires in Europe by Country 2026 (Ranked)

Updated Jul 26, 2026

211

GERMANY

147

RUSSIA

96

ITALY

820

EUROPE TOTAL

\$171B

ARNAULT, RICHEST

24%

OF WORLD

Germany has the most billionaires in Europe in 2026, about 211, ahead of Russia on 147 and Italy on 96, out of a European total of about 820.

Full report with charts and data: businessstats.com/ultra-wealthy-population-european-countries

2.4

What Is the Main Religion in Europe? Christianity, Islam and More

Updated May 31, 2026

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

Christianity is the largest religion in Europe at around 72%, but the unaffiliated (20%) are rising fast and Islam (6.8%) is growing. Stats by country.

Full report with charts and data: businessstats.com/religion-in-europe



2.5

Gasoline and Diesel Market in Europe 2026: Statistics & Facts

Updated Apr 13, 2026

€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

EU average petrol €1.87/L, diesel €2.08/L in 2026. Fuel prices by country, excise duties, production data, EV impact and diesel decline. Full European fuel market statistics & facts.

Full report with charts and data: businessstats.com/gasoline-diesel-market-europe

2.6

2,700 TWh Grid — Electricity in Europe Statistics & Facts 2026

Updated Apr 1, 2026

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

Europe electricity 2026: EU-27 generates 2,700 TWh, 48% from renewables. Germany leads at 500 TWh. France 70% nuclear. Avg price €0.28/kWh. Full country data & 2030 forecast.

Full report with charts and data: businessstats.com/electricity-in-europe



2.7

1.9% Eurozone — Inflation in Europe Statistics 2026

Updated Mar 24, 2026

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)

Inflation in Europe 2026: eurozone at 1.9%, down from 10.6% peak in 2022. Services inflation sticky at 3.4%. ECB cutting rates. Country data & forecasts.

Full report with charts and data: businessstats.com/inflation-in-europe

2.8

\$47 Trillion Sector Banking in Europe 2026 — Statistics & Facts

Updated Mar 20, 2026

\$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

Banking in Europe statistics & facts 2026: European banking sector assets worth \$47 trillion. ECB holds €7.7T balance sheet. Top banks ranked. Digital banking adoption, NPL ratios and 2030 forecasts.

Full report with charts and data: businessstats.com/banking-sector-in-europe



2.9

\$92 Billion Market — Fintech in Europe 2026 — Statistics & Facts

Updated Mar 19, 2026

\$92B

EUROPEAN MARKET 2026

35

UK FINTECH UNICORNS

\$45B

REVOLUT VALUATION

7M+

OPEN BANKING USERS

20%

CAGR 2026–2032

\$280B

PROJECTED 2032

Fintech in Europe statistics & facts 2026: European fintech market worth \$92B. UK leads with 35 unicorns. Revolut valued at \$45B. Open banking adoption and 2032 forecasts.

Full report with charts and data: businessstats.com/fintech-in-europe

2.10

Business Travel in Europe 2026: EUR 389.9B Spend, Ranked

Updated Sep 29, 2026

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

European business travel spending will reach 389.9 billion euros in 2026, up 8.2 percent. Germany leads at 80.1 billion dollars. Markets, costs and hotel rates.

Full report with charts and data: businessstats.com/business-travel-in-europe-statistics-facts

HOW TO CITE THIS DOSSIER

Business Stats (2026). **Europe: statistics and facts**. Retrieved Oct 18, 2026,
<https://businessstats.com/europe-topic-overview/>

Methodology

Every figure in this dossier comes from a Business Stats report that names its primary source: statistics offices, central banks, company filings and original surveys. The reports are updated continuously; this PDF shows them as of Oct 18, 2026.

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