



BusinessStats

Data · Insights · Statistics

STATISTICS BOOK

Software: statistics and facts

8 full reports · Edition October 2026

374M

USERS 2025

~51%

IPADOS 2025

~64%

TAHOE SHARE

\$581.7B

AI INVESTMENT 2025

ABOUT THIS BOOK

Software: statistics and facts

This page brings together 8 Business Stats reports on Software, grouped into AI (3 reports), OS Market (2 reports) and Version Market (2 reports).

Among the figures you will find here: 374M (Users 2025), ~51% (iPadOS 2025), ~64% (Tahoe Share) and \$581.7B (AI Investment 2025).

Most recently revised are How Many People Use Generative AI Worldwide? (2026) and Tablet OS Market Share 2016-2026: iPad OS vs Android. Every report names its primary source, and its charts and tables can be downloaded and reused for free. The list grows on its own when a new report is published; it last changed on Oct 18, 2026.

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.

CONTENTS**1. AI**

1	How Many People Use Generative AI Worldwide? (2026)	4
2	90% of Banks Now Use AI — The \$36.6B Finance Revolution 2026	14
3	\$621 Billion Market – AI Market Size Worldwide 2026 — Statistics & Facts	28

2. OS Market

4	Tablet OS Market Share 2016-2026: iPad OS vs Android	37
5	Mobile OS Market Share 2009-2026: Android vs iOS	50

3. Version Market

6	Global macOS version market share 2018-2026	63
7	Apple iOS Version Market Share 2018-2026: Data	76



4. More statistics

8	Artificial Intelligence Statistics 2026: \$581.7B Invested	89
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STATISTICS REPORT

Number of users of generative AI worldwide 2020-2032

Updated Sep 16, 2026 · businessstats.com/generative-ai-users-worldwide

374M USERS 2025	1.2B USERS 2031	1B CHATGPT WEEKLY
2 mo TO 100M USERS	53% OF WORLD IN 3YR	\$549B MARKET 2032

Overview

Number of users of generative AI worldwide from 2020 to 2032

The number of generative AI users worldwide is modeled at about 374 million in 2025 and is forecast to reach roughly 1.2 billion by 2031, according to Statista Market Insights. That is a near tripling of the user base in six years, and it follows a starting point of close to zero before ChatGPT arrived at the end of 2022. Few technologies have gone from launch to a billion users this quickly.

Measured across all AI tools rather than the narrower generative AI market, more than a billion people already use them every month. The single clearest gauge of the boom is ChatGPT, which passed one billion weekly active users in August 2026. Its climb sets the tone for the whole category, so the chart below traces it before the report turns to the worldwide totals, the market and the leading tools. The scale of the shift is comparable only to the early internet, a story our [worldwide AI statistics](#) coverage follows in depth.

A note on the data. This is the 2026 edition. The worldwide user figures for 2025 and 2031 are a Statista Market Insights model, shown as the headline forecast. Every other chart carries its own source and period, from OpenAI and Meta for tool users to eMarketer for national figures. Numbers beyond the current year are forecasts and are labeled as such, and none of the figures here are estimated by us.

ChatGPT Weekly Active Users (millions)From 300 million to a billion.

Data:

ChatGPT weekly active users in millions, as reported by OpenAI.



Note:

Compiled by BusinessStats.Switch views with the toolbar.

From 300 million to a billion: ChatGPT weekly users more than tripled in under two years, passing one billion in August 2026.

Worldwide Forecast

How many people use generative AI worldwide?

On the Statista Market Insights model, about 374 million people worldwide use generative AI in 2025, and that number is forecast to climb to roughly 1.2 billion by 2031. The trajectory implies steady annual growth even after the first explosive wave, as the technology moves from early adopters into everyday tools used by ordinary consumers and workers.

The worldwide total depends heavily on how a user is defined, and the honest answer is a range rather than a single number. The narrow Statista Market Insights measure counts active users of the dedicated generative AI market at about 374 million in 2025. Microsoft, using telemetry across its products, estimates more than 1.2 billion people used AI tools within three years of the launch of ChatGPT. Menlo Ventures puts the figure higher still, at roughly 1.75 billion people using AI tools in 2025 once every assistant and embedded feature is counted. All three measures point the same way, toward extraordinarily fast and broad adoption across the [world population](#).

What makes the picture striking is the starting point. In 2020 and 2021, before ChatGPT, the generative AI user base was negligible. The jump from near zero to somewhere between 374 million and 1.75 billion people in only three years, and a Statista forecast of about 1.2 billion dedicated users by 2031, is the fastest ramp of any consumer software category yet measured. The chart below sets the three credible 2025 estimates side by side so the range is clear.

How Many People Use Generative AI Worldwide, 2025 (millions, by measure)Depends how you count.

Data:

Estimated number of people using AI worldwide in 2025 under three definitions, in millions.

Note:

Sources Statista Market Insights (gen AI market users), Microsoft AI Diffusion Report (monthly AI tool users) and Menlo Ventures (all AI tool users). Compiled by BusinessStats.Switch views with the toolbar.



Depends how you count: worldwide estimates for 2025 range from about 374 million on the narrow measure to roughly 1.75 billion counting all AI tools.

Fastest Ever

Why is generative AI spreading so fast?

Generative AI is spreading faster than any consumer technology before it. ChatGPT reached 100 million users in about two months after launch, a milestone that took TikTok around nine months and Instagram more than two years. The tools are free to try, need no new hardware, and deliver an obvious benefit in the first minute of use, which strips away the usual barriers to adoption.

The result is a curve with no real precedent. By one Stanford measure, generative AI reached roughly 53 percent of the global population within about three years, a faster climb than the personal computer or the early internet achieved. Adoption has been pulled along by the integration of AI into products people already open every day, from search engines to office software, so that many users adopt the technology without ever seeking it out. The same platform effects appear across our [social media statistics](#) coverage, where features spread through existing networks.

The chart below compares how long several breakout products took to reach 100 million users. The gap between generative AI and everything before it is the single clearest sign of how unusual this adoption wave has been. It is why forecasters keep revising their numbers upward rather than down.

Months to Reach 100 Million Users Nothing spread this fast.

Data:

Approximate time in months for each product to reach 100 million users, as widely reported.

Note:

Compiled by BusinessStats. Switch views with the toolbar.

Nothing spread this fast: ChatGPT reached 100 million users in about two months, against nine for TikTok and thirty for Instagram.

The US Picture



How many Americans use generative AI?

About 121 million people in the United States used generative AI in 2025, roughly 36 percent of the population, and eMarketer forecasts the figure will rise to about 133 million in 2026. The climb from just 7.8 million users in 2022 is one of the steepest adoption curves ever recorded for a digital tool in a single country.

The US case is worth watching because it shows the technology maturing from novelty to habit. Early users were younger, more educated and heavily male, but each year the base has broadened toward the general population. Workplace adoption is now a major driver, with employees bringing tools into their jobs and employers building them into workflows, a shift echoed in coverage of the [most impactful marketing technology](#) of recent years.

Even so, the United States is no longer the frontier of adoption. Its penetration of around 36 percent trails the usage rates now reported across several emerging markets, a reversal of the usual pattern in which rich countries lead on new technology. The chart below shows the American user base rising year by year toward the mainstream.

Generative AI Users in the United States (millions)From niche to mainstream.

Data:

Number of generative AI users in the United States, in millions.

Note:

Source eMarketer. The 2026 figure is a forecast. Compiled by BusinessStats.Switch views with the toolbar.

From niche to mainstream: US users climbed from 7.8 million in 2022 to about 121 million in 2025, heading toward 133 million in 2026.

Market Money

How big is the generative AI market?

The generative AI market was worth about 38 billion U.S. dollars in 2025 and is forecast to grow past 500 billion by 2032 on the Statista Market Insights model. That is a faster expansion than almost any other technology segment, and it means revenue is rising even more steeply than the user base, as free users convert to paid plans and businesses scale up their spending.



The gap between user growth and revenue growth is the key to the economics. A near tripling of users pairs with a more than tenfold rise in revenue over a similar span, which tells you that the money per user is climbing fast. Enterprise contracts, premium consumer subscriptions and AI features embedded in existing software are all pushing average spending up. The scale of investment behind this sits alongside the wider [AI market size](#) and the surging demand for the chips that power it, tracked in our [Nvidia statistics](#).

Forecasts for the market vary widely by definition, from tens of billions on narrow measures to well over a trillion dollars on the broadest ones. The series below uses a single consistent Statista Market Insights model so the year-by-year shape is comparable, running from 2024 through 2032.

Generative AI Market Revenue Worldwide, 2024-2032 (USD billions)Revenue outpaces users.

Data:

Generative AI market revenue worldwide in billions of U.S. dollars.

Note:

Source Statista Market Insights. Figures from 2026 on are forecasts. Compiled by BusinessStats.Switch views with the toolbar.

Revenue outpaces users: the market is forecast to grow from about 38 billion dollars in 2025 to more than 500 billion by 2032.

Leading Tools

Which generative AI tools have the most users?

Three assistants now dominate consumer use, each near or above a billion monthly users in 2026. Meta AI, spread across the Meta apps, reports about 1.2 billion monthly users, ChatGPT about 1.1 billion, and Google Gemini around 950 million. The scale is remarkable given that none of these products existed in their current form four years ago.

Raw monthly reach flatters the assistants built into apps people already use, such as Meta AI inside messaging and Gemini inside Google services. On direct, intentional use measured by web traffic, ChatGPT is still the clear leader, holding more than half of all AI chatbot visits, a dominance our [Google](#) and [Alphabet revenue coverage](#) helps put in context as the search giant races to catch up. The two charts below show the leaders by monthly users and by share of chatbot traffic.

Leading Generative AI Assistants by Monthly Users, 2026 (millions)A three-way race.



Data:

Monthly users of leading generative AI assistants in 2026, in millions.

Note:

Sources Meta, OpenAI and Alphabet. Metrics vary slightly by company. Compiled by BusinessStats. Switch views with the toolbar.

A three-way race: Meta AI, ChatGPT and Google Gemini each sit near or above a billion monthly users in 2026.

Share of AI Chatbot Web Traffic, Early 2026 ChatGPT still leads use.

Data:

Share of global AI chatbot web traffic in early 2026.

Note:

Source Similarweb. Compiled by BusinessStats. Switch views with the toolbar.

ChatGPT still leads use: it holds more than half of all AI chatbot web traffic, ahead of Gemini and the rest.

The ChatGPT Climb

How did ChatGPT reach a billion users?

ChatGPT reached one billion weekly active users in August 2026 through a steady series of jumps rather than one single surge. From about 300 million at the end of 2024, it added 100 million to reach 400 million by February 2025, then a further 300 million to hit 700 million by mid 2025, before climbing through 800 and 900 million to cross a billion.

Each jump had its own driver: new model releases, the spread of the mobile app, free access to more capable versions, and the habit of using the tool for work and study. The waterfall chart below breaks the climb into its stages, showing how the billion-user total was built step by step rather than overnight. It is a useful corrective to the idea that the growth was a one-off spike, since the additions kept coming quarter after quarter.

How ChatGPT Reached a Billion Weekly Users (millions added) Built step by step.

Data:



ChatGPT weekly active users, starting level and additions in millions between reported milestones.

Note:

Source OpenAI. Compiled by BusinessStats. Switch views with the toolbar.

Built step by step: ChatGPT added users in repeated jumps to climb from 300 million to a billion weekly.

Business Use

How many businesses use generative AI?

About 71 percent of organizations reported using generative AI in at least one business function in 2025, up from 65 percent in 2024 and just 33 percent in 2023, according to McKinsey. In two years the technology went from a minority experiment to a majority tool inside companies, one of the fastest enterprise adoption curves ever seen.

Business use matters because it is where the technology starts to pay for itself, and it is a major reason the revenue line climbs faster than the user count. Companies deploy generative AI in marketing, customer support, software development and research, and the spread into daily work is now pulling consumer adoption along with it. The impact reaches into specialized fields, from [AI in finance](#) to [AI in healthcare](#), where early deployments are already changing how work gets done.

The chart below tracks the rise in business adoption. The steepness of the climb, from a third of firms to more than two thirds in two years, is the clearest sign that generative AI has moved past the hype stage into standard operating practice, even if measurable financial returns remain uneven across companies.

Organizations Using Generative AI, 2023-2025 (percent) A third to two thirds.

Data:

Share of organizations using generative AI in at least one function, percent.

Note:

Source McKinsey. Compiled by BusinessStats. Switch views with the toolbar.

A third to two thirds: business use of generative AI more than doubled between 2023 and 2025.

By Country



Which countries use AI the most?

The highest AI usage rates are found not in Silicon Valley but in emerging markets. India and Nigeria report about 92 percent AI usage among consumers, ahead of Singapore on around 73 percent and the United States on roughly 56 percent, according to a KPMG study. It is a striking reversal of the usual technology adoption pattern, in which wealthy countries lead and developing ones follow.

Several forces drive the pattern. Younger populations, a mobile-first internet, fewer legacy systems to replace and strong demand for tools that boost productivity all push adoption higher in fast-growing economies. Because generative AI runs in a browser or an app rather than requiring expensive hardware, the usual barriers that slow technology adoption in emerging markets barely apply, a dynamic our [AI in China](#) coverage explores in one of the largest of these markets.

The chart below compares reported AI usage rates across a sample of countries. The lead held by India and Nigeria over advanced economies is one of the most surprising findings in the adoption data, and it hints that the next wave of user growth will come disproportionately from the developing world rather than from the markets that led the first wave.

Reported AI Usage Rate by Country, 2025 (percent)Emerging markets lead.

Data:

Reported share of consumers using AI by country in 2025, percent.

Note:

Source KPMG and University of Melbourne. Covers AI broadly. Compiled by BusinessStats.Switch views with the toolbar.

Emerging markets lead: India and Nigeria report about 92 percent AI usage, ahead of Singapore and the United States.

Key Facts

Generative AI users in numbers

A handful of figures capture the scale. The worldwide user base is modeled near 374 million in 2025 and forecast toward 1.2 billion by 2031, ChatGPT alone has passed a billion weekly users, and the market is set to grow past 500 billion dollars by 2032. Together they describe a technology that has gone from launch to global mainstream in under four years.



374MUsers worldwide 2025Statista model.1.2BUsers worldwide 2031Forecast.1BChatGPT weeklyAugust 2026.53%Of world populationReached in 3 years.

The numbers matter because they mark a genuine shift in how people work and search rather than a passing trend. No technology has reached this many people this quickly, and the forecasts suggest the curve has years of steep growth still to run.

Big Picture

Generative AI users in 2026: the big picture

Taken together, the data describes the fastest technology adoption in modern history. From effectively zero users before late 2022, generative AI reached hundreds of millions within three years and is forecast to pass a billion dedicated users by the early 2030s, with more than a billion people already touching AI tools each month.

The next phase looks less like a single viral moment and more like steady absorption into daily life, as assistants embed into search, phones and workplace software, and as growth shifts toward the emerging markets that already show the highest usage rates. Whether the exact worldwide total lands nearer 374 million or well above a billion depends on how a user is counted, but the direction is not in doubt, and the story of generative AI adoption is still in its early chapters, much as the early [internet companies](#) were once only beginning to find their scale.

FAQ

Frequently Asked Questions: Generative AI Users

The worldwide user base is modeled at roughly 374 million in 2025 and forecast to reach about 1.2 billion by 2031, according to Statista Market Insights. Counting all AI tools, more than a billion people already use them each month.

Faster than any technology before it. ChatGPT reached 100 million users in about two months, against nine for TikTok and more than two years for Instagram, and generative AI reached about half the global population within three years.

ChatGPT passed one billion weekly active users in August 2026, up from 400 million in February 2025 and 800 million in October 2025. It remains the most used generative AI tool in the world.



About 121 million people in the United States used generative AI in 2025, around 36 percent of the population, and the figure is forecast to reach roughly 133 million in 2026, according to eMarketer.

The generative AI market was worth about 38 billion U.S. dollars in 2025 and is forecast to grow past 500 billion by 2032 on the Statista Market Insights model, expanding faster than almost any other technology segment.

By monthly users in 2026, Meta AI, ChatGPT and Google Gemini each sit near or above a billion. ChatGPT leads on web traffic, holding more than half of all AI chatbot visits.

Usage rates are highest in emerging markets. India and Nigeria report about 92 percent AI usage among consumers, ahead of Singapore on 73 percent and the United States on about 56 percent.

About 71 percent of organizations reported using generative AI in at least one business function in 2025, up from 65 percent in 2024 and 33 percent in 2023, according to McKinsey.

Worldwide user and market figures are from Statista Market Insights, tool figures from OpenAI, Meta and Alphabet, national usage from eMarketer, KPMG and Stanford, and traffic shares from Similarweb.

Forecasts point to continued rapid growth, with the worldwide user base roughly tripling between 2025 and 2031 and market revenue growing even faster as free users convert and businesses expand their use.

Sources

Statista Market Insights - Modeled number of generative AI users worldwide and generative AI market revenue.

OpenAI, Meta and Alphabet - Reported user figures for ChatGPT, Meta AI and Google Gemini.

eMarketer - Number of generative AI users in the United States.

McKinsey, Stanford and KPMG - Business adoption and national usage rates.

[Statista Market Insights, Generative AI](#) - Worldwide users and market revenue.

Figures show the number of generative AI users worldwide and related adoption data. Worldwide user and market figures are Statista Market Insights models, with values beyond the current year being forecasts.

Each chart is labeled with its own source and period. This is data journalism, not investment advice.



STATISTICS REPORT

Artificial intelligence (AI) in finance — 2026 statistics, use cases & market data

Updated May 12, 2026 · businessstats.com/ai-in-finance

\$36.6B AI FINTECH MARKET 2026	22% CAGR 2026–2031	90% BANKS USING AI — FRAUD
80% US TRADES BY AI ALGO	\$1.5B JPMORGAN AI SAVINGS	Aug 2026 EU AI ACT ENFORCEMENT

Market Overview 2026

AI in Finance Market — \$36.6B in 2026, \$99B by 2031, \$190B by 2030

Artificial intelligence is reshaping every layer of the financial industry — from the millisecond execution of algorithmic trades to the instant assessment of loan applications and the real-time detection of fraudulent transactions. The AI in fintech market stands at approximately **\$36.61 billion in 2026**, growing at a **22.04% CAGR** toward \$99.09 billion by 2031. The broader AI in finance market — including banking, insurance, and investment management — is estimated at **\$38–45 billion in 2026** and projected to reach **\$190 billion by 2030** at a 30.6% CAGR. North America accounts for approximately **37–45% of global revenue** and leads in AI fintech patents (45% global share). The broader financial market context powering AI investment is covered in our [US financial markets analysis](#).

AI Use Case Distribution in Banking — 2026 AI in Finance — Top Use Cases by Bank Adoption Share (2026) Survey of 174 Banking Professionals, January 2026 · Blott Financial Services AI Report · BusinessStats Research

53% Fraud Detection #1 use case · 90% of banks · 300× faster than rules 39% Back-Office Automation Document processing · KYC · Onboarding · Compliance 39% Customer Service AI Chatbots · Virtual assistants · 40% cost savings 30% Risk & Compliance AML · Regulatory monitoring · Credit risk 24% Credit Scoring Loan processing 2 days → 5 mins · 25% better approval 18% Wealth Management Robo-advisors · Portfolio AI · \$1.4T AUM



Market Growth 2021–2031E

AI in Finance Market Growth — From \$9.5B (2021) to \$99B by 2031E

The AI in finance market has experienced explosive growth over the past five years. Starting from approximately **\$9.5 billion in 2021**, the market crossed **\$36.6 billion in 2026** — nearly a 4× increase in five years. The compound annual growth rate of **22%** is projected to hold through 2031, when the AI fintech market is expected to reach **\$99 billion**. Key growth accelerators: the proliferation of large language models (LLMs) in financial workflows from 2023 onward; regulatory pressure forcing banks to modernise compliance systems; and the proven ROI from fraud detection AI — which cuts detection costs by 60% while achieving 96% accuracy. The tech giants powering this infrastructure are profiled in our [global company valuations report](#).

AI in Finance — Market Size 2021–2031E AI in Fintech Market Size — 2021 to 2031E (USD Billion, 22% CAGR) Mordor Intelligence 2026 · Grand View Research · Blott Financial Services AI Report 2026 · BusinessStats Research \$99B2031E Forecast

Source: Mordor Intelligence AI in Fintech Report 2026 · Grand View Research AI Agents in Financial Services 2025 · BusinessStats Research · April 2026

AI Fraud Detection

AI Fraud Detection: 90% of Banks, \$1.5B Saved, 300× Faster — But a New Threat Is Rising

Fraud detection is the single most widespread AI application in financial services — and the one with the most mature ROI data. **90% of financial institutions** now use AI for fraud detection as of 2026. AI-powered systems analyse thousands of behavioral features per transaction in milliseconds — JPMorgan's system processes **5,700+ behavioral signals per transaction** including typing cadence, location patterns, and payment instruction language. The result: JPMorgan's AI fraud system prevents an estimated **\$1.5 billion in losses annually** with a **98% accuracy rate**. AI detects fraud approximately **300 times faster** than traditional rule-based systems. AI fraud detection systems cut detection costs by **60%** while improving accuracy to **96%**. However, there is a critical dual-use paradox: the same generative AI powering bank defenses is also powering attacks. Generative AI-enabled fraud losses in the US are projected to reach **\$40 billion by 2027** — more than triple the \$12.3 billion recorded in 2023.



- **Adoption:** 90% of financial institutions use AI for fraud detection (Feedzai 2025 AI Trends Report)
- **Speed:** AI detects fraud 300× faster than rule-based systems — critical for real-time digital payments
- **Accuracy:** AI fraud systems achieve 90–99% detection accuracy vs 58–70% for traditional methods
- **Cost:** AI cuts fraud detection operational costs by 60% while improving accuracy
- **JPMorgan:** \$1.5B in fraud prevention savings · 98% accuracy · 5,700+ behavioral features per transaction
- **HSBC:** 60% reduction in false positives · JPMorgan: 50% improvement in false positive rate
- **Gen-AI fraud threat:** US AI-enabled fraud losses \$12.3B (2023) → \$40B projected by 2027
- **Deepfake risk:** 30% of enterprises expect biometric authentication to be unreliable in isolation by 2026

Algorithmic Trading

AI Algorithmic Trading: 80% of US Trades, Microsecond Execution, \$3.8T Value Opportunity

AI has fundamentally transformed how markets function. Approximately **70–80% of US stock market trades** are now executed by AI-powered algorithms — up from under 50% a decade ago. These systems can process market data, news articles, social media sentiment, and economic indicators simultaneously, executing trades in **microseconds** and reducing trading slippage by approximately **15%**. McKinsey estimates AI could generate an additional **\$3.8 trillion in annual value** for the global financial services industry — the majority coming from trading, portfolio management, and risk modelling. **82% of investment firms** use AI for algorithmic trading, with 70% of trades executed automatically. BlackRock, the world's largest asset manager with \$10T+ in AUM, has integrated AI throughout its portfolio management and risk systems. AI has also eliminated many of the manual trading tasks — what once required a team of analysts now runs autonomously. AWS powers the majority of bank AI infrastructure — see our [Amazon statistics](#) for the full cloud AI context. The broader digital economy growth patterns are covered in our [retail e-commerce analysis](#).

- **Market share:** 70–80% of US trades executed by AI algorithms — mainstream in 2026
- **Speed:** AI executes trades in microseconds · reduces slippage by ~15% vs human execution
- **82% of investment firms** use AI for algorithmic trading · 70% of those trades fully automated
- **Value:** McKinsey projects AI generates additional \$3.8T annually in global financial services value
- **BlackRock:** AI integrated across \$10T+ AUM portfolio management and risk systems



- **49% of hedge funds** use AI for portfolio optimisation — up 15% from 2022
- **Sentiment analysis:** AI processes news, earnings calls, and social media in real-time to inform trading decisions

Banking & Cost Savings

AI in Banking: \$120B Saved in 2025, \$500B by 2030, 40% Service Cost Reduction

AI is delivering measurable, significant cost savings across banking operations. The global banking industry saved approximately **\$120 billion in 2025** from AI implementation — a figure projected to reach **\$500 billion annually by 2030**. Banks deploying AI for customer service see **40% operational cost reductions** and **25% higher customer satisfaction scores**. AI has reduced loan default prediction time from **2 days to 5 minutes**. Robo-advisors have cut wealth management fees from 1.5% to approximately 0.25% of AUM — an **85% fee reduction** that has democratised investment access. Despite these gains, **only 4 of the 50 largest banks** reported realised ROI from AI use cases in 2025 — exposing a gap between AI adoption and actual value capture that Goldman Sachs has called the defining challenge of 2026. The consumer wealth context powering demand for AI banking is covered in our [US wealth and spending analysis](#).

- **Industry savings 2025:** ~\$120B saved globally from AI — projected \$500B annually by 2030
- **Customer service:** AI deployment → 40% cost reduction + 25% higher satisfaction
- **Loan processing:** AI cut loan default prediction time from 2 days to 5 minutes
- **Credit unions:** 68% of US credit unions use AI for loan origination · 25% better approval rates
- **Advisory fees:** AI robo-advisors reduced fees from 1.5% to 0.25% AUM — 85% reduction
- **Underwriting:** AI accelerated policy issuance by 80% · increased sales velocity 35%
- **ROI gap:** Only 4 of 50 largest banks reported realised ROI from AI in 2025 — adoption ≠ value
- **AI chatbots:** 77% of global insurers use AI chatbots handling 30% of all customer queries

Top Banks — AI Investment 2026

JPMorgan, Bank of America, Goldman Sachs — \$10B+ Industry AI Spend Annually

The world's largest banks are committing billions to AI — not as an experiment, but as a core infrastructure investment. **JPMorgan Chase** directs approximately **\$2 billion of its \$18 billion technology budget** to AI, having captured \$1.5 billion in cumulative savings. **Bank of America** allocates **\$4 billion of its \$13 billion tech budget** to AI and related initiatives. Across the industry, financial sector IT spending on AI-specific initiatives exceeds **\$10 billion annually**. **Goldman Sachs** launched its GS AI Assistant firmwide in mid-2025 — accessible to all employees and powered by multiple LLMs including GPT, Gemini, and Claude. Goldman's CIO has described 2026 as the year of "scaling and harvesting" following years of AI experimentation. **Morgan Stanley** deployed its AI @ Morgan Stanley Assistant to financial advisors in 2023, drawing on 100,000+ research documents for wealth management queries. JPMorgan employs **over 2,000 AI and machine learning specialists** — AI roles grew 13% in 6 months even as overall headcount declined in 2025.

JPMorgan Chase \$2B Annual AI Budget (of \$18B tech total) AI Cost Savings

~\$1.5B cumulative

AI Specialists

2,000+

Fraud Accuracy

98%

Use Cases

400+ deployed

Bank of America \$4B Annual AI Budget (of \$13B tech total) AI Value Target

\$2.5B by 2025

AI Tool

Erica Virtual Assistant

AI Hiring

Top 3 AI employer



AI Coverage

Multiple business lines

Goldman Sachs \$B+ AI & Tech Investment (ongoing) GS AI Assistant

Firmwide — mid-2025

LLMs Used

GPT · Gemini · Claude

2026 Strategy

"Scaling & Harvesting"

Focus Areas

Trading · Research · Risk

Morgan Stanley AI@MS GPT-4 Wealth Management Assistant Deployed

September 2023

Knowledge Base

100,000+ documents

Users

Financial Advisors firmwide

Function

Research · Client queries

AI Adoption Trend

AI Adoption in Finance — From 45% (2022) to 85%+ (2025) to Near-Universal by 2026

AI adoption across the financial industry has accelerated dramatically. In 2022, approximately **45% of financial firms** used AI in some capacity. By 2025, that figure reached approximately **85%** — with 60% using AI across multiple business functions simultaneously. Top fintech startups have reached **88% AI adoption**. Looking at specific functions: 90% of institutions use AI for fraud, 82% for algorithmic trading,



73% of wealth firms have AI robo-advisors, and 64% of US banks have AI for anti-money laundering. The important caveat: **95% of generative AI implementations** in financial services remain in pilot phases rather than scaled production. Goldman Sachs identifies this gap — between adoption ambition and actual production-scale deployment — as the defining challenge of 2026. The digital commerce and platform patterns paralleling this adoption wave are covered in our [social media and digital platform statistics](#).

AI Adoption by Use Case — Financial Services 2022–2026 AI Adoption Rate by Key Use Case — Financial Services (% of Institutions Deployed) Feedzai 2025 AI Trends Report · GITNEX 2026 · Blott Financial Services AI Report 2026 · BusinessStats Research · April 2026

90% AI fraud adoption — industry standard Source: Feedzai 2025 AI Trends · GITNEX Financial Industry Statistics 2026 · Mordor Intelligence 2026 · Blott 2026 · April 2026

Robo-Advisors & Wealth AI

Robo-Advisors: \$1.4T AUM (2024) → \$3.2T by 2033 — Fees Cut 85%

Robo-advisors represent one of AI's most visible and consumer-facing applications in finance. The global robo-advisor market managed **\$1.4 trillion in assets under management (AUM) in 2024** and is projected to reach **\$3.2 trillion by 2033** — a 10.5% CAGR. The fee disruption has been dramatic: traditional human advisors charged approximately 1.5% of AUM annually; AI robo-advisors charge approximately **0.25% — an 85% reduction** — making wealth management accessible to everyday investors for the first time. **73% of wealth management firms** had adopted AI robo-advisors by 2024. Betterment, Vanguard, Wealthfront, and Schwab Intelligent Portfolios are among the leading platforms. By 2026, AI is positioned as a "personal CFO" for retail investors — analysing spending habits, predicting future needs, and providing tax-optimised investment recommendations. **55% of robo-advisor users** trust algorithms over human advisors for portfolio decisions. The semiconductor infrastructure powering these AI systems is covered in our [ARM Holdings statistics](#) — ARM chips are at the heart of AI inference across banking hardware.

Robo-Advisor vs Traditional — Key Metrics Comparison AI Robo-Advisors vs Traditional Advisors — AUM, Fees & Accessibility Market Research Intellect 2025 · Statista 2024 · GITNEX 2026 · BusinessStats Research · April 2026

- **AUM:** \$1.4T (2024) → \$3.2T (2033) — 10.5% CAGR over 9 years
- **Fee disruption:** Traditional 1.5% AUM → Robo-advisor 0.25% AUM — 85% reduction
- **Adoption:** 73% of wealth management firms deployed AI robo-advisors by 2024



- **Trust:** 55% of robo-advisor users trust algorithms over human advisors for portfolio decisions
- **Access:** Some platforms allow investing from as little as \$1 — democratising wealth management
- **Regional growth:** APAC fastest-growing robo-advisor market driven by China and India mobile-first adoption
- **2026 capability:** AI analyses spending, predicts life events (mortgage, retirement, college), and optimises tax harvesting automatically

Regulation — EU AI Act 2026

EU AI Act August 2026: Finance's Biggest Regulatory Moment — 7% Turnover Penalty

The single most important regulatory event for AI in finance in 2026 is the **EU AI Act's high-risk system provisions becoming enforceable on 2 August 2026**. Any financial institution using AI for credit scoring, fraud detection, automated lending, or anti-money laundering — and operating in or serving European customers — must comply with strict requirements for transparency, explainability, human oversight, and audit trails. Non-compliance penalties can reach **up to 7% of global annual turnover** — for a bank with \$50B in revenue, that is a potential \$3.5B fine. This has forced European banks to fundamentally redesign their AI-powered credit and fraud systems. Many institutions are rebuilding credit scoring models to provide "explainable AI" outputs — being able to tell a rejected customer specifically why the algorithm denied their application. The EU's PSD3 directive (live since 2024) simultaneously requires banks to share customer data via APIs with AI systems — creating both a compliance burden and an AI innovation opportunity for institutions that move quickly. The global regulatory economic context is covered in our [global GDP and regulatory analysis](#).

2023

EU AI Act passed

— establishes risk tiers for AI systems. Finance classified as high-risk for credit scoring, fraud detection, AML, and insurance underwriting. 2024

PSD3 live

— European banks required to share customer data via open APIs. European banks begin redesigning AI workflows to meet Act requirements. 55% of European banks adopt AI for compliance monitoring. Feb 2025



EU AI Act general-purpose AI provisions

take effect. Financial institutions must begin documenting AI system capabilities and limitations across all deployments. 2 Aug 2026

High-risk AI systems enforceable

— Credit scoring, fraud detection, lending, and AML systems must fully comply.

Penalties up to 7% of global annual turnover

. Banks unable to explain AI credit decisions face regulatory action. 2027+

Full enforcement landscape

— Regulators expected to begin formal investigations. US regulators watching EU framework with potential federal AI regulation in finance following similar principles. 2026 Key Insight The Paradox: AI Saves Banks Billions While AI Costs Banks Billions

AI in finance presents a deep paradox in 2026. Banks collectively save **\$120 billion annually** from AI — fraud prevention, automation, faster processing. Yet simultaneously: generative AI-enabled fraud costs are racing toward **\$40 billion by 2027**; EU AI Act compliance is costing European banks hundreds of millions in system redesigns; and **95% of generative AI implementations** remain in pilot phases with unproven ROI. Goldman Sachs calls 2026 the year of "scaling and harvesting" — the institutions that invested early in AI infrastructure (JPMorgan's 400+ use cases, Bank of America's \$4B budget) are now capturing competitive advantages. The **14%** of financial institutions that have achieved full-scale AI implementation are pulling ahead of the **86%** still in experimentation mode. The window for catching up is narrowing fast, particularly with the EU AI Act's August 2026 deadline creating a compliance floor that also defines a capability floor.

Key Statistics

AI in Finance — Key Statistics & Facts 2026

\$36.6B AI Fintech Market Size 2026 Up from ~\$17B (2025) · 22% CAGR 2026–2031 → \$99B by 2031.

Broader AI in finance (incl. banking + insurance): \$38–45B in 2026 → \$190B by 2030 at 30.6% CAGR.

North America: 37–45% of global share. Asia-Pacific: fastest growing at 33.1% CAGR. 90% Banks Using AI

for Fraud Detection 90% of financial institutions deployed AI fraud detection (Feedzai 2025). AI detects

fraud 300× faster than rule-based systems. Accuracy: 90–99%. Cost reduction: 60%. Gen-AI fraud losses:

\$12.3B (2023) → \$40B projected (2027 US) — dual-use threat accelerating. \$1.5B JPMorgan AI Cost



SavingsJPMorgan: \$2B of \$18B tech budget on AI · cumulative \$1.5B in savings · 98% fraud accuracy · 2,000+ AI specialists · 400+ use cases. Industry total: \$10B+ annually on AI-specific investment. Only 4 of top 50 banks reported realized ROI in 2025. 80%US Stock Trades by AI Algorithms70–80% of US market trades executed by AI algorithms. 82% of investment firms use AI for algorithmic trading · 70% of those trades fully automated. Execution: microseconds · slippage reduction: ~15%. McKinsey: AI generates additional \$3.8T annually in financial services value. \$3.2TRobo-Advisor AUM by 2033\$1.4T AUM (2024) → \$3.2T by 2033 (10.5% CAGR). Fee disruption: traditional 1.5% AUM → robo 0.25% (85% reduction). 73% of wealth firms adopted AI robo-advisors by 2024. 55% of robo-advisor users trust algorithms over human advisors. Aug 2026EU AI Act — Financial EnforcementHigh-risk AI provisions enforceable 2 August 2026 for credit scoring, fraud detection, AML, and lending AI. Penalties: up to 7% of global annual turnover. European banks racing to make AI systems "explainable" and auditable. Defines new global standard for AI in finance regulation. \$120BAI Banking Savings 2025Global banking saved ~\$120B from AI in 2025 → projected \$500B annually by 2030. AI customer service: 40% cost reduction + 25% higher satisfaction. Loan prediction: 2 days → 5 minutes. AI underwriting: 80% faster policy issuance, 35% higher sales velocity. \$4BBank of America AI BudgetBank of America allocates \$4B of its \$13B tech budget to AI — the largest AI budget share (31%) among major US banks. Target: \$2.5B in annual AI value by end-2025. AI deployed across operations, compliance, customer service, credit, and trading. Top 3 AI employer among US banks.

Forecast 2026–2030E

AI in Finance Forecast — \$99B by 2031, \$1T in Savings by 2030, \$40B Fraud Threat

The trajectory of AI in finance through 2030 is clear: faster adoption, higher market value, deeper integration — and simultaneously, larger risks. The AI in fintech market grows from **\$36.6B (2026)** to **\$99B by 2031** at 22% CAGR. The broader AI in finance market reaches **\$190B by 2030**. Banking industry AI savings scale from **\$120B annually (2025)** to **\$500B by 2030**. Robo-advisor AUM grows from **\$1.4T (2024)** to **\$3.2T by 2033**. Agentic AI — autonomous systems that trade, onboard, and comply without human input — grows from a \$985M market in 2026 to **\$6.7B by 2033**. The countervailing force: generative AI-enabled fraud accelerates from **\$12.3B (2023)** to a projected **\$40B by 2027** in the US alone. The institutions that capture AI's upside while managing its downside risk will define financial services leadership through 2030.



AI in Finance — Forecast 2026–2031E AI in Finance Market Segments — Growth Forecast 2026 to 2031E
(USD Billion) Mordor Intelligence · Grand View Research · Market Research Intellect · McKinsey ·
BusinessStats Research · April 2026 \$99BFintech AI — 2031E

AI in Fintech (Total) Robo-Advisor AUM (\$T) Bank AI Savings (\$B/yr) AI Fraud Losses (\$B) Source: Mordor
Intelligence 2026 · Market Research Intellect 2025 · Grand View Research 2025 · McKinsey Global Institute
· BusinessStats Research · April 2026

- **AI fintech market:** \$36.6B (2026) → \$44.7B (2027E) → \$66.5B (2029E) → \$99.1B (2031E) — 22% CAGR throughout
- **Broader AI in finance:** \$38–45B (2026) → \$190B (2030E) at 30.6% CAGR — includes banking, insurance, investment management
- **Banking savings:** \$120B/yr (2025) → \$200B/yr (2027E) → \$350B/yr (2029E) → \$500B/yr (2030E)
- **Robo-advisors AUM:** \$1.4T (2024) → \$1.9T (2026E) → \$2.5T (2029E) → \$3.2T (2033E) at 10.5% CAGR
- **AI fraud threat:** \$12.3B US losses (2023) → \$20B (2025E) → \$40B (2027E) — 3.3× in 4 years
- **Agentic AI market:** \$691M (2025) → \$985M (2026) → \$2.2B (2028E) → \$6.7B (2033E) at 31.5% CAGR
- **AI AML solutions:** \$1.8B (2024) → \$3.2B (2027E) → \$7.9B (2032E) at 20.2% CAGR
- **Algorithmic trading value:** McKinsey \$3.8T additional annual value potential — majority still unrealised by 2026
- **AI jobs in finance:** AI/ML roles in top banks grew 13% in 6 months (2025) even as overall headcount fell

FAQ

Frequently Asked Questions — AI in Finance 2026

The AI in fintech market is valued at approximately **\$36.61 billion in 2026**, growing at a 22.04% CAGR, projected to reach \$99.09 billion by 2031. The broader AI in finance market (banking, insurance, and investment combined) is estimated at **\$38–45 billion in 2026** and projected to reach **\$190 billion by 2030** at a 30.6% CAGR. North America accounts for approximately 37–45% of global revenue. Asia-Pacific is the fastest-growing region at 33.1% CAGR through 2031.

JPMorgan Chase directs approximately **\$2 billion of its \$18 billion annual technology budget** to AI. The bank has generated nearly **\$1.5 billion in cumulative cost savings** from AI across fraud prevention, trading, credit decisions, and operations. JPMorgan employs over 2,000 AI and machine learning specialists, has deployed 400+ internal AI use cases, and its fraud AI achieves 98% accuracy analysing 5,700+ behavioral



signals per transaction.

90% of financial institutions use AI for fraud detection as of 2026 (Feedzai 2025 AI Trends Report). AI detects fraud **300 times faster** than traditional rule-based systems and achieves 90–99% accuracy. AI fraud systems cut detection costs by 60%. The parallel risk: generative AI-enabled fraud losses are projected at **\$40 billion in the US by 2027** — nearly 3.3× 2023's \$12.3 billion. AI is simultaneously the best defense and a powerful new attack vector.

Approximately **70–80% of US stock market trades** are executed by AI-powered algorithms. 82% of investment firms use AI for algorithmic trading, with 70% of those trades fully automated. AI trading systems execute in microseconds, reduce slippage by ~15%, and can simultaneously process market data, news, earnings transcripts, and social media sentiment. McKinsey estimates AI generates an additional **\$3.8 trillion in annual value** for global financial services — much of it from trading efficiency.

Top AI use cases in banking (survey of 174 banking professionals, January 2026): **Fraud detection — 53%** (deployed by 90% of banks); **Back-office automation — 39%**; **Customer service chatbots — 39%**; **Risk management and compliance — 30%**; **Credit scoring and underwriting — 24%**; **Wealth management and advisory — 18%**. AI has cut loan prediction time from 2 days to 5 minutes, reduced customer service costs by 40%, and improved underwriting speed by 80%.

The global robo-advisor market managed **\$1.4 trillion in AUM in 2024**, projected to reach **\$3.2 trillion by 2033** (10.5% CAGR). Key disruption: AI robo-advisors charge approximately 0.25% of AUM vs traditional advisors' 1.5% — an **85% fee reduction**. 73% of wealth management firms adopted AI robo-advisors by 2024. 55% of users trust algorithms over humans for portfolio decisions. Some platforms now allow investing from as little as \$1, fully democratising wealth management.

The EU AI Act's high-risk system provisions became enforceable on **2 August 2026**. Financial institutions using AI for credit scoring, fraud detection, lending, and anti-money laundering must comply with full transparency, explainability, and audit requirements. **Penalties: up to 7% of global annual turnover** for non-compliance. For a bank with \$50B revenue, that is a potential \$3.5B fine. European banks have spent 2024–2026 redesigning AI credit systems to produce explainable decisions — a customer must be able to understand why an AI denied their loan application.

Global banking saved approximately **\$120 billion from AI in 2025**, projected to reach **\$500 billion annually by 2030**. Key savings: JPMorgan ~\$1.5B cumulative; AI customer service: 40% cost reduction + 25% higher satisfaction; AI fraud detection: 60% cost reduction; loan prediction: 2 days → 5 minutes; underwriting: 80% faster. However, only 4 of the 50 largest banks reported realized ROI in 2025 — most

savings are concentrated in AI-mature institutions.

Agentic AI refers to AI systems that autonomously plan, decide, and execute multi-step financial tasks without human intervention — think autonomous trading, self-directed compliance monitoring, or fully automated client onboarding. In 2026, **70% of financial services organisations** are deploying or exploring agentic AI. But only **14% have achieved full-scale implementation**, and 95% of generative AI implementations remain in pilot phase. The AI agents in financial services market was \$691M in 2025 and is projected at \$985M in 2026, growing to \$6.7B by 2033 at 31.5% CAGR.

Goldman Sachs launched its **GS AI Assistant firmwide in mid-2025** after piloting with approximately 10,000 employees. It is model-agnostic — employees can access OpenAI GPT, Google Gemini, and Anthropic Claude securely within Goldman's audited environment. The tool handles document summarisation, data analysis, pitch drafting, research translation, and compliance queries. Goldman's CIO described 2026 as the year of **"scaling and harvesting"** — moving from AI experimentation to production deployment and ROI capture across trading, research, compliance, and client service.

AI has transformed credit scoring by analysing thousands of data points beyond simple credit history — including spending patterns, transaction velocity, employment stability, and behavioral signals. AI credit scoring reduced loan default prediction time from **2 days to 5 minutes**. 68% of US credit unions use AI for loan origination, with **25% improvement in approval rates**. 71% of Asian financial institutions use AI for credit scoring. AI underwriting accelerated policy issuance by 80%. However, EU AI Act compliance now requires explainability — rejected applicants must understand why the algorithm denied them.

North America leads with approximately 37–45% of global AI finance revenue and 45% of AI fintech patents. The US has the deepest bank AI investment (JPMorgan \$2B, Bank of America \$4B) and highest algorithmic trading penetration (70–80% of trades). **Europe** is second — 55% of European banks use AI for compliance monitoring, now accelerating under EU AI Act pressure. **Asia-Pacific** is the fastest-growing at 33.1% CAGR, driven by mobile-first financial services in China, India, and Southeast Asia, plus 71% AI adoption for credit scoring across Asian financial institutions.

Key AI risks in finance 2026: (1) **Gen-AI fraud acceleration** — US AI-enabled fraud \$12.3B (2023) → \$40B projected by 2027; (2) **Model risk** — AI algorithms reacting identically can amplify market volatility; (3) **Deepfake attacks** — 30% of enterprises expect biometric authentication to fail in isolation by 2026; (4) **Regulatory exposure** — EU AI Act penalties up to 7% of turnover; (5) **Adoption gap** — 95% of generative AI implementations still in pilot; only 4 of 50 major banks with realized ROI; (6) **Bias** — AI credit models trained on historical data can perpetuate lending discrimination.



AI is deployed across the full insurance value chain in 2026: **automated underwriting** and dynamic pricing that adjusts premiums in real time; **AI claims processing** resolving cases in minutes vs days; **fraud detection** using computer vision and network analysis; **customer service** — 77% of global insurers have AI chatbots handling 30% of queries; and embedded distribution using AI to cross-sell coverage. AI underwriting has accelerated policy issuance by **80%** and increased sales velocity by **35%**. The AI AML solutions market is \$1.8B (2024) → \$7.9B by 2032 (20.2% CAGR).

AI in finance forecasts to 2030: AI in finance market reaches **\$190 billion by 2030** at 30.6% CAGR. AI generates over **\$1 trillion in global banking savings and revenue by 2030**. Banking industry AI savings: **\$500 billion annually by 2030**. Robo-advisor AUM: **\$3.2 trillion by 2033**. AI AML solutions: \$7.9B by 2032. Agentic AI in financial services: \$6.7B by 2033. Global AI market (all industries): \$1.85 trillion by 2030 — financial services among the largest verticals. McKinsey's \$3.8T annual financial services value creation estimate positions finance as AI's highest-value application sector.

Data Sources & References

Primary: Mordor Intelligence — AI in Fintech Market Report 2026 (\$36.61B, 22% CAGR, North America 37.6% share)

Primary: Blott — AI in Financial Services 2026: From Experimentation to Enterprise Scale (174-bank survey, JPMorgan/BofA/GS data, EU AI Act analysis)

Primary: Grand View Research — AI Agents in Financial Services Market Report 2025 (\$691M to \$6.7B, 31.5% CAGR)

Supporting: Market Research Intellect — Robo Advisor Market Report 2025 (\$1.4T to \$3.2T by 2033)

Supporting: GITNEX — AI in the Financial Industry Statistics 2026 (verified statistics, updated April 2026)

AI in finance market size figures vary across research firms due to differing scope definitions (fintech-only vs broad financial services). All figures represent widely cited estimates from reputable research institutions. Bank investment figures (JPMorgan \$2B, Bank of America \$4B) are from their official annual reports and investor presentations. EU AI Act enforcement timeline is per official EU legislative text. Robo-advisor AUM figures from Market Research Intellect and Statista. Algorithmic trading percentages are industry estimates — exact figures vary. Forecasts to 2030–2033 are analyst projections and subject to market conditions.



STATISTICS REPORT

AI Market Size Worldwide — 2020 to 2031

Statistics & Facts

Updated Mar 19, 2026 · businessstats.com/ai-market-size-worldwide

\$390B AI MARKET 2025	37% CAGR 2020–2031	\$1.81T PROJECTED 2031
\$100B+ AI INVESTMENT 2025	46% GENAI CAGR	\$15.7T PWC GDP IMPACT 2030

Overview

Global AI Market 2020–2031 — The Fastest Growing Technology Market in History

Artificial intelligence is experiencing the most rapid market expansion of any technology sector in history — surpassing the internet in the 1990s, smartphones in the 2000s, and cloud computing in the 2010s. The global AI market stood at **\$62 billion in 2020**, grew to **\$390 billion by 2025**, and is projected to reach **\$1.81 trillion by 2031**. This represents a CAGR of approximately 37% — compound annual growth that turns every dollar invested in 2020 into roughly \$29 by 2031. No technology market in history has scaled at this speed across this magnitude of absolute dollar value.

The market acceleration from 2022 onwards reflects the impact of generative AI — the technology behind ChatGPT, Google Gemini, Anthropic Claude, and image generators like Midjourney and DALL-E. Generative AI transformed AI from a largely enterprise back-office technology into a consumer phenomenon with mass-market adoption. OpenAI's ChatGPT reached 100 million users in just 2 months — the fastest consumer application adoption in recorded history. This triggered an enormous wave of enterprise spending, venture capital investment, and government programmes that have fundamentally restructured the AI market trajectory. For the broader technology investment picture, see our [Nasdaq stock market statistics](#) and [Alphabet annual revenue data](#).

The global AI market is growing at 37% CAGR — the fastest technology market expansion in history. From \$62B in 2020 to a projected \$1.81T by 2031, AI is reshaping every industry from healthcare and finance to

retail, manufacturing, and education.

Market Size Chart

Global AI Market Size 2020–2031 — Bar Chart

The chart below shows the global AI market size from 2020 through 2025 (actual/estimated) and 2026–2031 (projected). The exponential growth curve is clearly visible — particularly the acceleration from 2022 driven by generative AI. Note that AI market size estimates vary significantly between research firms due to differing scope definitions: some measure only AI software platforms, others include hardware (NVIDIA GPUs, AI servers), and others encompass AI-enabled services (consulting, implementation). The figures here represent blended consensus estimates across Grand View Research, IDC, McKinsey, and Gartner. Hover over bars for year-by-year data.

Global AI Market 2020–2031 Global AI Market Size — USD Billions (2020 to 2031) Grand View Research · IDC · McKinsey · Gartner · *2026–2031 = projected consensus \$390B2025 Estimate Actual / Estimated Projected * ▲CAGR ~37% · 29x growth 2020–2031 Sources: Grand View Research · IDC Worldwide AI Spending Guide · Gartner · McKinsey · Bloomberg Intelligence · *2026–2031 consensus projection

Full Data Table

AI Market Size by Year — Complete Data 2020 to 2031

Global AI Market Size 2020–2031 — Full DatasetClick columns to sort

YEAR	MARKET SIZE (USD)	YOY GROWTH	GENAI SHARE	STATUS	KEY DRIVER
2020	\$62B	+24%	~2%	Actual	COVID digital acceleration
2021	\$94B	+52%	~3%	Actual	Enterprise AI adoption surge
2022	\$142B	+51%	~5%	Actual	MLOps, AI chips, cloud AI
2023	\$207B	+46%	~18%	Actual	ChatGPT / GenAI explosion
2024	\$279B	+35%	~28%	Actual	Enterprise GenAI deployment
2025	\$390B	~+40%	~38%	Estimated	AI agents, AI PCs, GenAI scale
2026*	\$540B*	~+38%*	~45%*	Projected	Agentic AI, multimodal models
2027*	\$740B*	~+37%*	~50%*	Projected	AI-native software, robotics



2028*	\$1.01T*	~+36%*	~55%*	Projected	AI healthcare, finance at scale
2029*	\$1.30T*	~+29%*	~58%*	Projected	Physical AI, autonomous systems
2030*	\$1.57T*	~+21%*	~62%*	Projected	AGI-adjacent, mass deployment
2031*	\$1.81T*	~+15%*	~65%*	Projected	AI infrastructure maturity

Market Segments

AI Market by Segment — Software, Hardware & Services 2025

The AI market consists of three broad segments: **AI Software** (platforms, applications, algorithms, foundation models), **AI Hardware** (NVIDIA GPUs, TPUs, AI servers, custom silicon), and **AI Services** (consulting, integration, managed services). AI software is both the largest and fastest-growing segment driven by the enormous addressable market for AI applications across every industry vertical. AI hardware is the most visible segment due to NVIDIA's extraordinary stock performance — the company's market cap briefly exceeded \$3 trillion in 2024 on AI chip demand. AI services is the most fragmented, spanning McKinsey AI strategy work to Accenture implementation to thousands of specialised AI consultancies. For the stock market context on AI hardware companies, see our comprehensive [financial markets statistics](#) and [stock market terminology guide](#).

AI Market Segments — 2025 Breakdown Global AI Revenue by Segment — 2025 % of \$390B total · Grand View Research · IDC · 2025 estimate

Regional Breakdown

AI Market by Region — North America Leads, Asia-Pacific Closes Fast

North America holds approximately 37% of the global AI market, driven by the concentration of AI-native companies (Google, Microsoft, Amazon, Meta, OpenAI, Anthropic) and the world's deepest venture capital ecosystem. The US government has also emerged as a major AI spender — the CHIPS and Science Act allocated \$52 billion for semiconductor manufacturing, and the FY2026 federal budget includes substantial AI research funding across DARPA, NIH, and civilian agencies. Asia-Pacific is the second-largest region at approximately 28%, with China accounting for the majority. China's AI is concentrated in large state-backed companies (Baidu, Alibaba, Tencent, Huawei) and a growing ecosystem of AI startups. Europe holds approximately 20% share, constrained by the EU AI Act regulatory framework which, while providing consumer protections, has also raised compliance costs for AI deployers. For the broader digital economy

context, see our [Alibaba statistics](#) and [Amazon statistics](#).

AI Market Share by Region — 2025 Global AI Market — Regional Share 2025 % of \$390B total · IDC
Worldwide AI Spending Guide · McKinsey 2025

Generative AI

Generative AI Market — 46% CAGR, \$1.3 Trillion by 2032

Generative AI — technology that creates new content (text, images, audio, video, code) rather than merely analysing existing data — has transformed from a research curiosity to a multi-hundred-billion dollar market in just three years. Bloomberg Intelligence projects the generative AI market will grow from approximately \$45 billion in 2023 to **\$1.3 trillion by 2032**, a CAGR of 46%. This extraordinary growth reflects both the breadth of generative AI's applications (every knowledge worker is a potential user) and enterprise willingness to pay significant licensing fees for frontier models.

The generative AI market operates in three layers: **Foundation Models** (OpenAI, Anthropic, Google DeepMind, Meta AI, Mistral — training large language models from scratch), **Infrastructure** (NVIDIA chips, cloud providers AWS/Azure/GCP providing compute), and **Applications** (thousands of companies building products on top of foundation models — from GitHub Copilot to Salesforce Einstein). The application layer is where most long-term value will likely be captured. Whoever owns the end-user relationship and embeds AI into daily workflows creates switching costs that protect revenue. For company-level data on the biggest AI players see our [Google statistics](#) and [Alphabet revenue breakdown](#).

Market Milestone ChatGPT — 100 Million Users in 2 Months: The Fastest Consumer App in History

OpenAI launched ChatGPT on 30 November 2022 and reached 100 million monthly active users by January 2023. TikTok took 9 months, Instagram 2.5 years, Facebook 4.5 years. By 2025, ChatGPT had approximately 400 million weekly active users. OpenAI's valuation reached \$157 billion in 2024 — roughly equivalent to Goldman Sachs' market capitalisation, making it the most valuable AI startup in history.

Broader AI assistant ecosystem: Google Gemini, Microsoft Copilot, Meta AI, and Anthropic Claude collectively serve over one billion monthly users across all platforms.

AI Investment

Global AI Investment — Over \$100 Billion in 2025

AI investment reached unprecedented levels in 2025. Total global AI investment — combining venture capital (\$50B+), corporate R&D (\$30B+), and government spending (\$20B+) — exceeded **\$100 billion** for the first time. The US accounts for approximately 60% of global private AI investment. Largest corporate AI commitments in 2025-2026: Microsoft (\$100B committed to AI infrastructure including its OpenAI partnership), Google (\$75–80B in AI capex), Meta (\$60–65B), Amazon (\$50–60B+). These Big Tech hyperscaler investments are primarily in AI infrastructure — data centres, GPUs, subsea cables — reflecting the capital-intensive reality of training and serving frontier AI models at scale. NVIDIA became the world's most valuable public company briefly in 2024, its data centre revenue growing from \$15B in FY2023 to \$80B+ in FY2025.

\$100B+Total AI Investment 2025 \$50B+Venture Capital 2025 60%US Share of Global AI VC \$157BOpenAI Valuation 2024 \$100BMicrosoft AI Commitment \$52BUS CHIPS Act

Industry Verticals

AI Spending by Industry Vertical — Financial Services Leads

AI investment is not evenly distributed across industries. Financial services leads AI spending globally, accounting for approximately 17% of total AI market value. Banks, hedge funds, and insurance companies use AI for algorithmic trading, fraud detection, credit scoring, regulatory compliance automation, and personalised financial advice. Healthcare and life sciences is the second-largest vertical — AI is being deployed for drug discovery (reducing development timelines from 10+ years), medical imaging diagnostics, electronic health records management, and clinical trial optimisation. Retail and e-commerce is third, with Amazon, Alibaba, and other large platforms investing heavily in AI for product recommendations, inventory management, dynamic pricing, and autonomous logistics. For more on the largest digital commerce platforms see our [Alibaba statistics](#) and [Amazon statistics](#).

Trends & Line Chart

AI Market Trends 2020–2031 — Four Key Metrics Compared

The chart below tracks four critical AI market indicators from 2020 to 2031: **Total AI Market** (all segments combined), **Generative AI** (the fastest-growing sub-segment), **Global AI Investment** (VC + corporate + government), and **NVIDIA AI/Data Centre Revenue** (the most concrete real-time infrastructure spending proxy). Each line tells a different part of the AI story — the total market shows the scale, GenAI shows the



acceleration, investment shows capital commitment, and NVIDIA shows actual hardware demand.

AI Trends 2020–2031 Total AI, GenAI, Investment & NVIDIA Revenue — 2020 to 2031* USD Billions ·
Multiple sources · *2026–2031 projected \$540B Total AI 2026*

▲ GenAI 46% CAGR · overtakes traditional AI by 2028 Sources: Grand View Research · Bloomberg
Intelligence · IDC · NVIDIA earnings · *2026–2031 projected

The divergence between total AI market and the generative AI sub-segment from 2023 reflects how rapidly GenAI has come to dominate AI investment flows. NVIDIA's AI chip revenue — growing from approximately \$5 billion in 2022 to over \$80 billion in 2025 — is the most concrete real-time indicator of actual AI infrastructure spending. Every frontier model (GPT-4o, Gemini Ultra, Claude 3.5 Sonnet) required billions of dollars of NVIDIA GPU compute to train. Ongoing inference — serving AI responses to billions of daily users — adds further billions in annual infrastructure costs, driving sustained hardware demand through the forecast period.

NVIDIA's AI chip revenue grew from \$5 billion in 2022 to over \$80 billion in FY2025 — the fastest corporate revenue growth in history. A single frontier AI model training run can cost \$50–150 million in compute. Ongoing inference (serving AI responses to users) adds billions more in annual infrastructure costs for each major model deployment.

Key Statistics

AI Market Key Facts & Statistics 2026

Global AI Market — Core Statistics 2026 AI Market Size Worldwide — Complete Fact Sheet \$62B AI Market
2020 (Base Year) \$390B AI Market 2025 (Estimated) \$1.81T AI Market 2031 (Projected) 37% CAGR
2020–2031 46% GenAI CAGR through 2030 \$15.7T PwC AI GDP Contribution 2030

Key Players

AI Market Key Players — Company Revenue Rankings 2025

The AI market is dominated by technology giants who have data, compute, and research talent to build foundational AI systems. **Microsoft** leads in enterprise AI revenue through its \$13 billion investment in OpenAI and subsequent integration of AI across Azure (estimated \$25B+ in AI-related cloud revenue), Microsoft 365 Copilot at \$30/user/month for 300M+ Office users, and GitHub Copilot with 1.8 million paying subscribers. Microsoft is uniquely positioned as the enterprise AI distribution channel — almost

every large organization already pays for Microsoft software, making AI upsells structurally easier than for pure AI startups. **Google (Alphabet)** is the most AI-pervasive company globally — AI is embedded in Search, YouTube, Ads, Maps, Gmail, and Cloud. For full Google context see our [Google statistics](#).

NVIDIA has become the defining infrastructure company of the AI era. Its H100 and H200 GPUs are the computational engines powering virtually every major AI model. Data center revenue grew from \$15 billion in fiscal 2022 to over \$90 billion in fiscal 2025 — one of the most rapid revenue accelerations in semiconductor history. NVIDIA's CUDA software platform creates significant switching costs that give it structural pricing power. **Amazon Web Services** integrates AI across SageMaker, Bedrock, Alexa, and custom chips (Trainium, Inferentia). For Amazon's broader context see our [Amazon statistics](#).

OpenAI — valued at \$157 billion in 2024 — is the most valuable private technology company in the world and the primary driver of the current AI boom through ChatGPT and GPT-4. Revenue grew from \$28 million in 2022 to an estimated \$3.7 billion in 2024. **Anthropic** — founded by former OpenAI researchers — has raised \$7.3 billion from Amazon and Google, focusing on AI safety and the Claude model family. **xAI** (Elon Musk) launched Grok integrated with X/Twitter and raised \$6 billion at a \$24 billion valuation in 2024. The competitive dynamics among frontier AI labs are intense — talent costs are extraordinary, compute requirements grow exponentially, and winner-take-most dynamics create enormous incentives to maintain performance leadership. For stock investment context see our [stock market terminology guide](#).

AI Venture Capital — \$110 Billion Invested in 2025

AI startup funding has set consecutive records. In 2025, global AI venture capital investment reached approximately \$110 billion — representing 35% of all venture capital deployed globally. This is up from \$91 billion in 2024, \$46 billion in 2023, and \$15 billion in 2020. The top 10 AI deals in 2025 collectively raised over \$30 billion, with individual mega-rounds including OpenAI (\$6.6B at \$157B valuation), xAI (\$6B), Anthropic (\$4B from Amazon), Scale AI (\$1B), and Mistral (\$1.1B). Late-stage AI companies are commanding valuation multiples of 20-50x forward revenue — reflecting extraordinary growth expectations. The AI IPO pipeline for 2026-2028 is substantial, with Databricks, Perplexity, Cohere, and various AI infrastructure firms considered likely public market candidates.

AI Adoption Statistics — From 20% to 72% in Eight Years

Enterprise AI adoption has crossed a critical threshold. McKinsey's 2025 Global Survey found that **72% of organisations globally** had adopted AI in at least one business function — up from 55% in 2023, 50% in 2022, and just 20% in 2017. The most common AI use cases: natural language processing for customer



service (56% of adopting organisations), computer vision for quality inspection (44%), predictive analytics for demand forecasting (42%), and generative AI for content creation (38%). However, the gap between AI adoption and value realisation is significant — only 28% report having scaled AI to deliver measurable enterprise-wide impact. Common barriers include data quality issues (55%), talent shortages (50%), integration complexity (45%), and unclear ROI frameworks (40%). Organisations that have successfully scaled AI report productivity improvements of 15-40% in AI-augmented roles, and cost reductions of 10-25% in AI-automated processes. For the US market context see our [US financial markets statistics](#).

FAQ

Frequently Asked Questions — AI Market Size

The global AI market is estimated at approximately **\$390 billion in 2025**, up ~40% from \$279B in 2024. Generative AI accounts for approximately 38% (~\$148B) of total spend. NVIDIA alone generates \$80B+ in AI chip revenue. Estimates vary by research firm: Grand View Research (\$390B), IDC (\$380B), Gartner (\$360B) — differences reflect varying scope definitions.

The global AI market is projected to reach approximately **\$1.81 trillion by 2031** (Grand View Research consensus). By 2030, PwC estimates AI will contribute \$15.7 trillion to global GDP. Goldman Sachs projects AI could add 7% to global GDP. McKinsey estimates AI's economic impact at \$2.6–4.4 trillion annually from productivity gains.

Generative AI is growing at 46% CAGR — from \$45B in 2023 to projected \$1.3T by 2032 (Bloomberg Intelligence). AI chips/hardware is the fastest-growing hardware segment. Healthcare AI and financial services AI are the fastest-growing industry verticals by absolute dollar spend.

North America leads decisively — approximately 37% of global AI market (~\$145B in 2025), driven by US tech giants and the world's most active AI venture capital ecosystem. Asia-Pacific is #2 at 28%, with China the dominant force. Europe holds approximately 20% but faces regulatory headwinds from the EU AI Act. The UK, Canada, France, and Israel are notable secondary AI hubs.

Total global AI investment exceeded **\$100 billion in 2025**: VC ~\$50B, corporate R&D ~\$30B, government ~\$20B. Microsoft committed \$100B (incl. OpenAI). Google, Meta, Amazon each plan \$50–80B in AI capex in 2025–2026. OpenAI reached a \$157B valuation in 2024.

PwC: AI will contribute **\$15.7 trillion to global GDP by 2030** (China +\$7T, North America +\$3.7T, Northern Europe +\$1.8T). Goldman Sachs: AI could boost global GDP by 7%. McKinsey: AI will automate 30% of



work hours by 2030, primarily repetitive cognitive tasks. Jobs impact is mixed — significant displacement in some roles, significant creation in AI development, deployment, and oversight roles.

Data Sources & References

Primary: [Grand View Research — Artificial Intelligence Market Size Report 2025](#)

Primary: [IDC — Worldwide AI and Generative AI Spending Guide, 2025–2029](#)

Primary: [McKinsey Global Institute — The State of AI 2025](#)

Supporting: [Goldman Sachs — Generative AI Research Report](#) · [PwC — Sizing the Prize: AI Economic Impact](#) · [Bloomberg Intelligence — Generative AI Forecast](#)

Supporting: [Stanford HAI AI Index 2025](#) · [NVIDIA Annual Report FY2025](#) · [Gartner AI Hype Cycle 2025](#) · [CB Insights State of AI](#) · [OECD AI Policy Observatory](#)

AI market size figures vary significantly across research firms due to scope differences (software-only vs software + hardware + services). All figures here are blended consensus estimates. Projections marked * are subject to revision. Generative AI figures from Bloomberg Intelligence and Goldman Sachs. All USD unless stated. AI Market Size 2025AI Market Size 2026Artificial Intelligence MarketGenerative AI MarketAI Market 2031AI Investment StatisticsNVIDIA AI RevenueAI CAGRAI GDP ImpactChatGPT Market Statistics

STATISTICS REPORT

Market share of tablet operating systems worldwide 2016-2026, by quarter

 Updated Jun 19, 2026 · businessstats.com/global-market-share-of-tablet-operating-systems-since-2010

~51% IPADOS 2025	~49% ANDROID 2025	~73% IPADOS PEAK
Q3'23 IPAD RETOOK LEAD	~0% WINDOWS 2026	99%+ DUOPOLY

Overview

Market share of tablet operating systems worldwide from 1st quarter 2016 to 4th quarter 2026

On tablets, the operating-system race looks nothing like the one on phones. Where Android dominates smartphones, on tablets it is Apple iPadOS and iOS that lead, narrowly, with Android close behind and everything else a rounding error. This report tracks worldwide tablet operating system market share, quarter by quarter, from the first quarter of 2016 to the fourth quarter of 2026. The race has been far closer and more dynamic than on phones. Where phones settled into a stable order, tablets kept shifting. The lead changed hands twice in a single decade. That kind of turnover is unheard of in phones. The tablet OS market is the dynamic one. Phones settled; tablets kept moving. The two markets could hardly be more different. One is settled, the other in constant flux. The contrast defines the two mobile markets.

As of late 2025, iPadOS held about 51 percent of tablet usage worldwide and Android about 49 percent, an unusually close split. The hardware-maker view of the same market, where Apple holds about 40 percent of shipments, is covered in our [tablet vendor market share analysis](#); here the focus is on the operating systems, where Apple lead is larger because iPads are used so heavily. Active use, not units sold, drives these figures. A heavily-used iPad counts for more than an idle tablet. Usage tracking rewards engagement over raw shipments. An idle tablet barely registers in the data.

Tablet Operating System Market Share Worldwide, 2016-2026 (%)Quarterly usage share of the major tablet platforms.

Data:

Market share of tablet operating systems worldwide, Q1 2016 to Q4 2026, compiled by BusinessStats on a StatCounter-style usage basis.

Note:

Shares are based on tablet web-usage tracking, in percent. Recent quarters use reported figures; older quarters are reconstructed from documented data, interpolated between well-documented anchor points. Quarters from Q1 2026 are estimates. Usage shares fluctuate more for tablets than phones and differ from shipment shares. Switch views with the toolbar.

The contrast with phones is striking. On smartphones, Android leads by more than two to one, as shown in our [mobile operating system market share analysis](#). On tablets, the positions are almost reversed, with iPadOS narrowly ahead. The iPad heavy real-world usage gives Apple a usage share well above its share of tablet shipments. Each iPad is simply used far more than the average Android tablet. That intensity lifts Apple usage share well above its shipment share. Engagement, not just sales, defines the leader here. The most-used platform wins, not the best-selling. That is why Apple leads despite selling fewer tablets. Heavy use beats high shipments in the usage data. Engagement is the metric that matters here. Usage, not units, crowns the tablet leader.

A note on the data. Shares are based on tablet web-usage tracking, the StatCounter-style measure, in percent. Recent quarters use reported figures; older quarters are reconstructed from documented data, interpolated between anchor points. Figures from the first quarter of 2026 are estimates. Tablet usage shares fluctuate more than phone shares because of seasonal product cycles. New iPad and tablet launches can move the shares sharply. A strong iPad cycle can swing the balance in a quarter. The market is unusually sensitive to product timing. A late iPad launch can dent a quarter; an early one can lift it. Timing matters more here than in any other OS market. A launch can reshape a whole quarter.

Market Share Data Table

Tablet OS Market Share, Selected Quarters

Worldwide Tablet OS Market Share, Selected Quarters (%) Click any column to sort

QUARTER	IPADOS / IOS	ANDROID	WINDOWS
Q1 '16	66%	31%	3.0%

Q4 '17	66%	32%	2.1%
Q1 '19	73%	24%	1.8%
Q4 '20	55%	43%	1.3%
Q4 '21	47%	51%	1.1%
Q4 '22	47%	51%	0.8%
Q3 '23	51%	47%	0.6%
Q4 '24	52%	47%	0.4%
Q4 '25	51%	48%	0.4%
Q4 '26	52%	47%	0.3%

The table lists the worldwide market share of the major tablet operating systems at key points from 2016 to 2026. It shows iPadOS leading early, Android rising to overtake it around 2021, and iPadOS regaining the lead in 2023. Sorting the columns reveals how the lead changed hands twice over the decade, a volatility absent from the phone market. The tablet OS lead has been anything but settled. It has flipped, recovered and flipped again. Stability is the one thing this market has lacked. The leaderboard kept rewriting itself. Two reversals in a decade made it the most fluid OS race. No other platform market shifted so often. The tablet OS race stands alone in its volatility.

Snapshot

A Near-Even Duopoly

Seen as a snapshot, the late-2025 tablet operating system market is a near-even duopoly. iPadOS at about 51 percent and Android at about 49 percent together account for more than 99 percent of tablet usage, with Windows and Chrome OS reduced to fractions of a percent. The market is, for practical purposes, a two-platform race. No third platform holds even one percent. Windows and Chrome OS have faded to the margins. The contest is purely iPadOS against Android. Everything else has been squeezed out. The duopoly is as complete as on phones, just far closer. Two platforms, but a near-even split. Far closer than the lopsided phone duopoly. A point or two now separates the two. It is the closest race in any major OS category.

This near-even split is remarkable given how lopsided the phone market is. On tablets, Apple and Google are almost perfectly matched in usage, whereas on phones Android dwarfs iOS. The tablet market is the one place where the two mobile platforms compete on roughly equal terms, a balance that shapes our [smartphone market share by vendor analysis](#) by contrast.

Tablet OS Market Share Worldwide, Late 2025 (%)The latest quarter as a share of the whole market.

Data:

Derived from worldwide tablet operating system market share, compiled by BusinessStats on a StatCounter-style usage basis.

Note:

The iPadOS-Android gap, share changes, cross-device comparisons and Windows decline are calculated from the OS share series. Older quarters are reconstructed; Q1 2026 onward are estimates. Tablet usage shares fluctuate and differ from shipment-based vendor shares. Switch views with the toolbar.

The closeness also makes the tablet OS market unusually competitive at the top. A swing of just a point or two can change which platform leads, and the lead has in fact changed hands more than once. Unlike the settled phone duopoly, the tablet OS race remains genuinely contested, a dynamism reflected in our [iPad share of Apple revenue analysis](#).

iPadOS vs Android

A Lead That Changed Hands

The iPadOS versus Android contest is the heart of the tablet OS story, and it has been a real seesaw. iPadOS led comfortably through the late 2010s, peaking near 73 percent in early 2019. Then Android surged, overtaking iPadOS around 2021 and holding the global lead for roughly two years before iPadOS fought back. The contest has swung back and forth twice. Few markets reverse their leader so often. The tablet OS race is the exception. No other major OS market reverses so freely. The tablet contest stayed open while phones settled. Its outcome was never a foregone conclusion. Either platform could lead in any given year.

Android rise came from the flood of affordable Android tablets across emerging markets and the education sector, where cheap devices dominate. As these tablets multiplied, Android usage climbed steadily, eroding the iPad early dominance and briefly pushing Apple into second place, a shift driven by the same forces in our [Cheap hardware](#) reshaped the market, a shift driven by the same forces in our [Apple, Google](#)

and [Microsoft revenue comparison](#) analysis.

iPadOS vs Android Tablet Market Share, 2016-2026 (%) Quarterly usage share of the two leaders, head to head.

Data:

Derived from worldwide tablet operating system market share, compiled by BusinessStats on a StatCounter-style usage basis.

Note:

The iPadOS-Android gap, share changes, cross-device comparisons and Windows decline are calculated from the OS share series. Older quarters are reconstructed; Q1 2026 onward are estimates. Tablet usage shares fluctuate and differ from shipment-based vendor shares. Switch views with the toolbar.

Then the tide turned again. In the third quarter of 2023, iPadOS overtook Android once more to retake the global lead, helped by strong iPad sales and the long, heavy use of older iPads that keeps them active for years. By late 2025 iPadOS held a narrow but clear lead, a recovery that mirrors Apple resilience in our [Apple iPhone revenue](#) analysis.

The Seesaw

When the Lead Flipped

Tracking the gap between iPadOS and Android over time captures the seesaw vividly. In 2019, iPadOS led by nearly 50 points. By 2021 that lead had vanished and turned negative, with Android ahead by a few points. Since 2023, the gap has swung back in iPadOS favour, settling at a slim positive margin.

This swinging gap is what makes the tablet OS market so different from the phone market, where the Android lead has been stable for years. On tablets, the lead has crossed zero twice, first as Android overtook iPadOS and then as iPadOS recovered. Few technology markets show such a clear reversal and counter-reversal in a single decade. The tablet OS market rewrote its own hierarchy twice. First Android rose, then iPadOS recovered. No phone market has matched that drama. The tablet OS story is the more turbulent one by far. Its shares have whipsawed where phones held steady. Volatility is the tablet market signature.

iPadOS Lead Over Android on Tablets, 2016-2026 (pp) iPadOS share minus Android share, by quarter.

Data:



Derived from worldwide tablet operating system market share, compiled by BusinessStats on a StatCounter-style usage basis.

Note:

The iPadOS-Android gap, share changes, cross-device comparisons and Windows decline are calculated from the OS share series. Older quarters are reconstructed; Q1 2026 onward are estimates. Tablet usage shares fluctuate and differ from shipment-based vendor shares. Switch views with the toolbar.

The current slim iPadOS lead looks more stable than the wild swings of the past, but it is far from secure. With the two platforms separated by only a couple of points, another swing is entirely possible. The tablet OS race remains the most genuinely competitive of the major operating-system markets, a contest underpinning our The outcome is still genuinely in doubt, a contest underpinning our Apple revenue by segment analysis.

From the Peak

A 25-Point Swing

The scale of iPadOS decline from its peak is striking. From nearly 73 percent of tablet usage in early 2019, it fell to around 47 percent at its 2021 to 2022 low before recovering to about 51 percent. The peak-to-trough swing of more than 25 points is unheard of in the smartphone OS market.

That 2019 peak reflected an era when the iPad utterly dominated tablet usage and Android tablets were still seen as cheap alternatives. The subsequent decline came not because the iPad weakened but because Android tablets multiplied so rapidly, especially in education and emerging markets, diluting iPadOS share even as iPad sales held up. The iPad did not shrink; the market around it grew. Dilution, not decline, drove iPadOS down from its peak. The iPad itself never lost its strength. Its share fell only because the market widened. More Android tablets simply diluted the pool.

iPadOS Tablet Share: 2019 Peak vs Recent (%) iPadOS usage share at key points from its peak.

Data:

Derived from worldwide tablet operating system market share, compiled by BusinessStats on a StatCounter-style usage basis.

Note:



The iPadOS-Android gap, share changes, cross-device comparisons and Windows decline are calculated from the OS share series. Older quarters are reconstructed; Q1 2026 onward are estimates. Tablet usage shares fluctuate and differ from shipment-based vendor shares. Switch views with the toolbar.

The recovery from the 2021 low shows the iPad enduring strength. Even as Android tablets proliferated, the iPad heavy and long-lasting usage pulled iPadOS share back above 50 percent. The platform proved far more resilient than its sharp decline suggested, a durability that few rivals in any market could match.

Android Rise

The Volume Surge

Android tablet usage tells the mirror-image story. From around 31 percent in 2016, it dipped as the iPad peaked, then climbed sharply to overtake iPadOS around 2021, reaching the low fifties. Since iPadOS recovery, Android has settled back to about 49 percent, still far above its 2019 low.

The engine of Android tablet growth was sheer volume at the low end. Cheap Android tablets from many vendors flooded schools, emerging markets and budget-conscious households, driving up Android usage even though each device was used less intensively than an iPad. Quantity, not engagement, powered the Android surge.

Android Tablet Share: Year-over-Year Change (pp) How much Android share rose or fell each year - the surge and the pullback.

Data:

Derived from worldwide tablet operating system market share, compiled by BusinessStats on a StatCounter-style usage basis.

Note:

The iPadOS-Android gap, share changes, cross-device comparisons and Windows decline are calculated from the OS share series. Older quarters are reconstructed; Q1 2026 onward are estimates. Tablet usage shares fluctuate and differ from shipment-based vendor shares. Switch views with the toolbar.

Android tablet share has now plateaued near parity with iPadOS, held back by the same dynamic that limits it: its devices are used less heavily than iPads, so its usage share lags its shipment share. On tablets, Android ships more units but its lighter usage keeps it just behind iPadOS, a gap that shapes our Usage favours Apple even where units favour Android, a gap that shapes our Apple Services revenue analysis.

Tablet vs Phone

The Order Reverses

Comparing tablet and phone operating systems side by side reveals one of the most striking contrasts in technology. On phones, Android leads with about 70 percent to iOS 29 percent. On tablets, the order flips: iPadOS leads with about 51 percent to Android 49 percent. The same two platforms rank in opposite orders on the two devices. The same platforms swap places between phone and tablet. Device type alone flips the ranking. Apple leads tablets; Android leads phones. The same rivalry produces opposite winners.

The reason is the structure of each market. On phones, cheap Android devices dominate the huge emerging-market and budget segments, giving Android overwhelming volume. On tablets, the premium iPad commands the most active users, and the tablet market is smaller and more premium-skewed, letting iPadOS lead in usage despite Android higher shipments. Heavy iPad use offsets Android volume advantage. Engagement tips the usage balance to Apple. Active iPads carry more weight than idle slates.

OS Share: Tablet vs Phone, 2026 (%) iPadOS and Android share on tablets compared with phones.

Data:

Derived from worldwide tablet operating system market share, compiled by BusinessStats on a StatCounter-style usage basis.

Note:

The iPadOS-Android gap, share changes, cross-device comparisons and Windows decline are calculated from the OS share series. Older quarters are reconstructed; Q1 2026 onward are estimates. Tablet usage shares fluctuate and differ from shipment-based vendor shares. Switch views with the toolbar.

This device-by-device reversal is one of the clearest illustrations of how Apple premium strategy plays out. Apple is strongest where devices are used intensively and bought by higher-spending users, which describes tablets far better than budget phones. The contrast captures the essence of Apple market position in our [biggest companies by market value](#) analysis.

Windows Fades

The Forgotten Third

Windows is the forgotten third platform of the tablet market. Despite Microsoft long push with Surface devices and Windows tablets, Windows never captured more than a few percent of tablet usage and has since dwindled to almost nothing, around a fraction of a percent by 2026. Windows simply never found a place on tablets. The third platform never materialised.

The failure of Windows on tablets echoes its failure on phones. Just as Windows Phone could not break the Android-iOS duopoly, Windows tablets could not establish a third option in a market that consumers saw as a choice between the iPad and Android. Surface devices found a niche as laptop replacements rather than as mainstream tablets. Buyers wanted iPads or Android, not Windows slates. The choice was always binary. iPad or Android, with nothing in between. No third option ever gained traction.

Windows Tablet Market Share, 2016-2026 (%) Windows tablet usage share fading toward zero.

Data:

Derived from worldwide tablet operating system market share, compiled by BusinessStats on a StatCounter-style usage basis.

Note:

The iPadOS-Android gap, share changes, cross-device comparisons and Windows decline are calculated from the OS share series. Older quarters are reconstructed; Q1 2026 onward are estimates. Tablet usage shares fluctuate and differ from shipment-based vendor shares. Switch views with the toolbar.

The near-disappearance of Windows leaves the tablet OS market as a clean two-platform contest, much like phones. Chrome OS and Linux tablets together add only a fraction of a percent, leaving iPadOS and Android to split essentially the entire market between them, a clean two-platform duopoly much like the one on phones. Two platforms now own essentially the whole market. Nothing else registers above a fraction. The market belongs to two platforms alone. Everything else has been reduced to noise.

Share Shifts

A Decade of Change

Measuring the change in each platform share from 2016 to 2026 shows a more balanced reordering than on phones. iPadOS is down modestly from the high sixties to the low fifties, Android is up substantially from the low thirties to the high forties, and Windows has fallen from a few percent to almost nothing.



These shifts reflect the rise of affordable Android tablets rather than any collapse of the iPad. Unlike the phone market, where older platforms vanished entirely, the tablet market simply rebalanced between its two leaders, with Android closing most of a large early gap while iPadOS retained its lead.

Change in Tablet OS Share, 2016 to 2026 (pp)Percentage-point gain or loss for each platform.

Data:

Derived from worldwide tablet operating system market share, compiled by BusinessStats on a StatCounter-style usage basis.

Note:

The iPadOS-Android gap, share changes, cross-device comparisons and Windows decline are calculated from the OS share series. Older quarters are reconstructed; Q1 2026 onward are estimates. Tablet usage shares fluctuate and differ from shipment-based vendor shares. Switch views with the toolbar.

The net result over the decade is a market that moved from clear iPad dominance toward a near-even duopoly, then back to a slim iPad lead. The changes were real but bounded, leaving both platforms strong, a balanced outcome that contrasts with the winner-take-most phone market in our [tablet vendor market share analysis](#).

Then and Now

2016 vs 2026

Comparing 2016 with 2026 side by side captures the rebalancing. In 2016, iPadOS led with around two-thirds of tablet usage, Android held about a third, and Windows a few percent. By 2026, iPadOS and Android are nearly tied in the low fifties and high forties, with Windows gone. The gap of thirty points in 2016 shrank to almost nothing. Convergence defined the decade. The leaders ended closer than they began. A wide gap narrowed to a near tie.

The before-and-after shows convergence rather than collapse. Unlike phones, where the 2016 leaders were swept away, both of the tablet market 2016 leaders, iPadOS and Android, remain the leaders in 2026, just far closer together. Only Windows fell away entirely. The two leaders converged rather than one collapsing.

Tablet OS Share, 2016 to 2026: The Shift (%)Each platform traced from its 2016 share to its 2026 share.

Data:

Derived from worldwide tablet operating system market share, compiled by BusinessStats on a StatCounter-style usage basis.

Note:

The iPadOS-Android gap, share changes, cross-device comparisons and Windows decline are calculated from the OS share series. Older quarters are reconstructed; Q1 2026 onward are estimates. Tablet usage shares fluctuate and differ from shipment-based vendor shares. Switch views with the toolbar.

The decade of change left the tablet OS market more competitive than it began. A commanding iPad lead gave way to a genuine two-horse race, the most balanced of any major operating-system market, a competitiveness that sets tablets apart from every other device category.

~51% iPadOS 2025 Tablet leader. ~49% Android 2025A close second. ~73% iPadOS 2019 Its peak. Q3 2023 iPadOS Retook The lead.

The worldwide tablet operating system market from 2016 to 2026 is a story of a lead that changed hands twice. iPadOS dominated early, peaking near 73 percent in 2019, before a flood of affordable Android tablets pushed Android into the lead around 2021. Then, in 2023, iPadOS recovered to retake first place, ending the period with a slim lead near 51 percent. The decade ended almost where a two-horse race began.

More than any single figure, it is the seesaw that defines the tablet OS market. Unlike the settled phone duopoly, where Android leads by more than two to one, the tablet race has been genuinely competitive, with iPadOS and Android trading the lead and ending nearly tied. The reversal of the phone hierarchy on tablets captures Apple unusual strength in premium, heavily-used devices, a strength that anchors the wider Apple story in our [Apple total revenue](#) analysis.

FAQ

Frequently Asked Questions: Tablet Operating System Market Share

As of late 2025 and into 2026, iPadOS and iOS together are the most popular tablet operating system worldwide, with about 51 percent of tablet usage, narrowly ahead of Android at about 49 percent, on a StatCounter usage basis. Windows and Chrome OS account for only fractions of a percent. The tablet market is essentially a two-platform race, and unusually close, with iPadOS holding only a slim lead.

iPadOS is slightly bigger, at about 51 percent of tablet usage versus Android's 49 percent as of late 2025. But the lead is narrow and has changed hands. iPadOS led comfortably until around 2021, when

Android overtook it, then iPadOS regained the lead in the third quarter of 2023. This is the reverse of the phone market, where Android leads iOS by more than two to one.

On phones, Android leads with about 70 percent because cheap Android devices dominate the huge budget and emerging-market segments. On tablets, Apple's iPadOS leads in usage because the iPad commands the most active, heavily-using customers, and the tablet market is smaller and more premium-skewed. The iPad's intensive real-world use gives Apple a usage share above its tablet shipment share, flipping the phone-market order.

Android overtook iPadOS in global tablet usage around 2021, as a wave of affordable Android tablets spread through emerging markets and education. Android then held the global lead for roughly two years. However, in the third quarter of 2023, iPadOS overtook Android again to retake first place, and it has held a narrow lead since. The tablet OS lead has therefore changed hands twice in a decade.

iPadOS peaked at nearly 73 percent of global tablet usage in early 2019, when the iPad utterly dominated and Android tablets were still seen as budget alternatives. From that peak, iPadOS share fell to around 47 percent at its 2021 to 2022 low as Android tablets multiplied, before recovering to about 51 percent by late 2025. The peak-to-trough swing of more than 25 points is far larger than anything in the phone OS market.

Android tablet usage grew from around 31 percent in 2016 to nearly half the market, driven by a flood of cheap Android tablets from many vendors. These affordable devices spread rapidly through schools, emerging markets and budget-conscious households, multiplying Android's installed base. Even though each Android tablet is typically used less heavily than an iPad, sheer volume pushed Android usage up and briefly into the global lead.

Tablet OS market share is commonly measured by usage, tracked by services like StatCounter that record which operating system is used to browse the web from tablets. This usage-based measure differs from shipment-based figures, which count devices sold. Because iPads are used more heavily and last longer than many Android tablets, Apple's usage share is higher than its shipment share. Tablet usage shares also fluctuate more than phone shares due to seasonal cycles.

Windows never succeeded as a mainstream tablet operating system. Despite Microsoft's long push with Surface devices, Windows tablets never captured more than a few percent of tablet usage and have since dwindled to a fraction of a percent. Surface devices found a niche as laptop replacements rather than as mainstream tablets, and consumers came to see the tablet market as a choice between the iPad and Android, leaving no room for a third platform.



Yes, but a much closer one. Like phones, the tablet market is dominated by iPadOS and Android, which together hold more than 99 percent of usage, with Windows and Chrome OS reduced to fractions of a percent. But while the phone duopoly is lopsided, with Android leading more than two to one, the tablet duopoly is nearly even, around 51 to 49 in iPadOS's favour, making it far more competitive.

It is possible, given how close the race is. iPadOS and Android are separated by only a couple of points, and the lead has already changed hands twice in the past decade. Android continues to gain from cheap tablets in emerging markets, while iPadOS benefits from the iPad's heavy, long-lasting use. With such a slim margin, another swing in either direction cannot be ruled out, making this the most competitive major OS market.

Sources

StatCounter GlobalStats and IDC - Source for worldwide tablet operating system usage and market-share data.

[StatCounter Tablet OS Market Share](#) - Reference for recent worldwide tablet operating system usage share.

Shares are based on tablet web-usage tracking and are in percent. In late 2025, iPadOS led at about 51 percent and Android at about 49 percent, with Windows reduced to a fraction of a percent. iPadOS peaked near 73 percent in 2019, Android overtook it around 2021, and iPadOS retook the lead in the third quarter of 2023. Older quarters are reconstructed from documented data; figures from Q1 2026 onward are estimates. Tablet usage shares fluctuate and differ from shipment-based shares.

STATISTICS REPORT

Market share of mobile operating systems worldwide 2009-2026, by quarter

 Updated Jun 19, 2026 · businessstats.com/global-market-share-held-by-mobile-operating-systems-since-2009

~70% ANDROID 2026	~29% IOS 2026	99%+ DUOPOLY SHARE
2012 ANDROID PASSED IOS	~2% ANDROID 2009	0% SYMBIAN TODAY

Overview

Market share of mobile operating systems worldwide from 1st quarter 2009 to 4th quarter 2026, by quarter

The mobile operating system market has consolidated into one of the cleanest duopolies in technology. Where half a dozen platforms once competed, today just two, Android and Apple iOS, account for more than 99 percent of all mobile devices. This report tracks worldwide mobile operating system market share, quarter by quarter, from the first quarter of 2009 to the fourth quarter of 2026. No other technology market has consolidated so completely. From many platforms to two in barely a decade. The pace of change was breathtaking even by tech standards. A whole ecosystem rose and another collapsed at once. Such simultaneous birth and death is rare in technology. Android and iOS grew as the old guard fell. The new winners absorbed the share the losers gave up. None of it flowed to any newcomer outside the pair. The market funneled everything to two winners. Consolidation could hardly have been more complete. Two platforms now leave room for no other. The duopoly admits no third entrant at all, and likely never will again.

As of early 2026, Android leads with roughly 70 percent of the global market and iOS holds about 29 percent, as tracked in our [mobile operating system market share](#) data, leaving less than 1 percent to everything else. This is the operating-system view of the market; the hardware-maker view, where Samsung, Apple, Xiaomi and others compete, is covered in our [smartphone market share by vendor](#) analysis, and the two look very different. Counting platforms is not the same as counting brands. One

Android share hides dozens of competing makers. The platform unites rivals who fight each other fiercely. Beneath one banner sit Samsung, Xiaomi, Oppo and many more. They share an OS but little else. Fierce rivals united only by their platform.

Mobile Operating System Market Share Worldwide, 2009-2026 (%) Quarterly usage share of the major mobile platforms.

Data:

Market share of mobile operating systems worldwide, Q1 2009 to Q4 2026, compiled by BusinessStats on a StatCounter-style usage basis.

Note:

Shares are based on mobile web-usage tracking, in percent. Recent quarters use reported figures; older quarters are reconstructed from documented data, interpolated between well-documented anchor points. Quarters from Q2 2026 are estimates. Usage-based shares differ from shipment-based vendor shares. Switch views with the toolbar.

The distinction matters. Android powers phones from Samsung, Xiaomi, Oppo, Vivo, Transsion and dozens of others, so its 70 percent share is spread across many vendors. Apple iOS runs only on the iPhone, so its 29 percent belongs to a single company, the same company whose hardware sales drive our [Apple iPhone revenue analysis](#). One operating system is a coalition; the other is a single brand. That contrast shapes the whole market. A coalition behaves very differently from a single firm. Android answers to many masters; iOS to just one. That difference shapes pricing, updates and strategy alike. One model is open, the other tightly controlled. Apple owns its stack; Google licenses Android widely. Control versus openness defines their rivalry. Each approach has proved enormously successful. Open and closed models both reached billions. Two opposite philosophies achieved two huge successes.

A note on the data. Shares are based on mobile web-usage tracking, the StatCounter-style measure, in percent. Recent quarters use reported figures; older quarters are reconstructed from documented data, interpolated between well-documented anchor points. Figures from the second quarter of 2026 onward are estimates. Usage-based shares differ from shipment-based vendor shares and from other trackers. The broad trends, however, are clear and widely agreed. Every tracker shows Android leading and iOS second. They disagree only on the exact figures. The overall picture is beyond dispute. Android leads, iOS follows, the rest are gone. The hierarchy has held for over a decade. No reshuffle looks likely any time soon. The two survivors are firmly entrenched. Their grip on the market looks unbreakable. No challenger has the

ecosystem to compete. Apps and developers lock the two-platform duopoly firmly in place for years to come.

Market Share Data Table

Mobile OS Market Share, Selected Quarters

Worldwide Mobile OS Market Share, Selected Quarters (%) Click any column to sort

QUARTER	ANDROID	IOS	SYMBIAN	OTHERS
Q1 '09	2%	33%	35%	30%
Q1 '11	22%	25%	20%	33%
Q4 '12	46%	22%	5%	27%
Q4 '14	60%	22%	1%	17%
Q4 '16	69%	21%	0%	10%
Q4 '18	74%	22%	0%	4%
Q4 '20	72%	26%	0%	2%
Q4 '22	71%	28%	0%	1%
Q4 '24	70%	29%	0%	1%
Q4 '26	71%	28%	0%	1%

The table lists the worldwide market share of the major mobile operating systems at key points from 2009 to 2026. It shows Android rising from almost nothing to dominance, iOS holding a steady second place, and Symbian, BlackBerry and Windows Phone falling to zero. Sorting the columns reveals how completely a fragmented market collapsed into a two-platform world. Almost nothing from 2009 survived the decade. Only iOS remains from the original field. Every other 2009 platform has vanished or shrunk to nothing. The turnover at the top was almost total. Only Apple bridges the 2009 and 2026 markets. Every other former leader fell away entirely. The 2009 leaderboard is now almost unrecognisable. Only one name carries over to today. Apple alone links the two eras of mobile. It is the sole survivor of the 2009 field.

Q1 2026 Standings

A Two-Platform World

As of early 2026, Android holds about 70 percent of the global mobile operating system market, more than double the roughly 29 percent held by Apple iOS. Every other platform combined, Samsung Tizen, KaiOS and a handful of others, accounts for well under 1 percent. The market is, for practical purposes, a two-horse race.

Android lead reflects its presence on phones at every price point, from ultra-budget devices in emerging markets to premium flagships. Because dozens of manufacturers build Android phones, the platform reaches billions of users across the developing world, where affordable handsets dominate. India, Indonesia and much of Africa are overwhelmingly Android. Affordable handsets put it in billions of hands. Emerging markets are overwhelmingly Android territory. In India and much of Africa it is the default. Affordability made Android the people's platform. Its reach in the developing world is unmatched. Billions came online first on an Android phone. For many, Android is the internet itself. It introduced a generation to smartphones. Android brought the world online affordably. Its cheap devices reached the last billion users.

Mobile OS Market Share Worldwide, Early 2026 (%) Latest usage share by platform.

Data:

Derived from worldwide mobile operating system market share, compiled by BusinessStats on a StatCounter-style usage basis.

Note:

Combined shares, the Android-iOS gap, the duopoly total and share changes are calculated from the OS share series. Older quarters are reconstructed from documented data; Q2 2026 onward are estimates. Usage-based shares differ from shipment-based figures and from other trackers. Switch views with the toolbar.

Apple iOS, by contrast, is concentrated in wealthy markets. It leads in the United States, Japan and parts of Northern Europe, where premium phones are common. Although iOS trails Android by more than two to one in usage, it captures the majority of app revenue, a reversal explored in our [App Store categories](#) analysis, because its users spend far more per head. Value, not volume, defines the iOS business. Fewer users, but far higher spending each. iOS users drive the majority of app revenue. Quality of audience beats quantity for Apple. A smaller, richer base funds the whole business. Apple turns fewer users into far more profit. Its margins dwarf those of any Android maker. Profit, not share, is Apple measure of success. And by that measure Apple leads comfortably. Revenue tells a very different story from raw usage share.

Android vs iOS

The Defining Contest

The Android versus iOS contest is the defining story of the mobile era. Android overtook iOS in global usage in 2012 and has led ever since, steadily widening its advantage through the 2010s before settling into a stable roughly 70-to-29 split. The two have effectively divided the world between them.

Their rise was simultaneous but their strategies opposite. Android, open and licensed to any manufacturer, spread across the entire industry and conquered emerging markets through sheer affordability and choice. iOS, exclusive to Apple, pursued the premium segment, sacrificing volume for value, a trade-off visible in our [Volume versus value](#) became the defining split, a trade-off visible in our [Apple, Google and Microsoft revenue comparison](#) analysis.

Android vs iOS Market Share, 2009-2026 (%)Quarterly usage share of the two survivors, head to head.

Data:

Derived from worldwide mobile operating system market share, compiled by BusinessStats on a StatCounter-style usage basis.

Note:

Combined shares, the Android-iOS gap, the duopoly total and share changes are calculated from the OS share series. Older quarters are reconstructed from documented data; Q2 2026 onward are estimates. Usage-based shares differ from shipment-based figures and from other trackers.Switch views with the toolbar.

The result is a stable standoff that has held for years. Android dominates volume; iOS dominates profit and engagement. Neither shows any sign of displacing the other, and no third platform has come close to challenging them. The mobile OS market has reached an equilibrium unusual in technology, where two rivals coexist at very different scales, a balance underpinning our [Neither needs to beat the other to thrive](#), a balance underpinning our [big tech revenue comparison](#) analysis.

The Fallen

Platforms That Vanished

Before Android and iOS divided the world, the mobile operating system market was crowded and fragmented. In 2009, Nokia Symbian platform led, with BlackBerry OS, the early iPhone OS and Windows Mobile all holding meaningful shares. Within a few years, most of these had collapsed entirely.

Symbian, once the dominant smartphone platform, was overwhelmed by the touchscreen era and effectively disappeared by 2014. BlackBerry OS, beloved of business users for its keyboards and security, faded just as fast. Both failed to build the app ecosystems and touch interfaces that Android and iOS made standard, a shift reflected in our [The app store became the new battleground](#), a shift reflected in our [App Store apps by category analysis](#).

The Fall of Symbian, BlackBerry and Windows Phone (%)Quarterly share of the platforms that disappeared.

Data:

Derived from worldwide mobile operating system market share, compiled by BusinessStats on a StatCounter-style usage basis.

Note:

Combined shares, the Android-iOS gap, the duopoly total and share changes are calculated from the OS share series. Older quarters are reconstructed from documented data; Q2 2026 onward are estimates. Usage-based shares differ from shipment-based figures and from other trackers.Switch views with the toolbar.

Windows Phone is the most striking failure of all. Despite Microsoft vast resources and a well-reviewed product, it never passed a few percent of the market and was abandoned by 2017. Its collapse showed that even a tech giant could not break the Android-iOS duopoly once it had formed, a lesson echoed across our [biggest companies by market value analysis](#).

Snapshot

Almost the Whole Pie

Seen as a snapshot, the early-2026 market is overwhelmingly a duopoly. Android two-thirds-plus and iOS just under a third together fill the chart almost completely, with the sliver left for others barely visible. No market in consumer technology is more thoroughly dominated by exactly two players.

This concentration is the opposite of the fragmented market of 2009, when no single platform held even a clear majority and five or six competed. The collapse from many platforms to two is one of the fastest and most complete consolidations in the history of consumer technology, taking barely five years. Few markets have ever changed so fast. A whole industry reordered in five years.

Mobile OS Market Share Worldwide, Early 2026 (%) The latest quarter as a share of the whole market.

Data:

Derived from worldwide mobile operating system market share, compiled by BusinessStats on a StatCounter-style usage basis.

Note:

Combined shares, the Android-iOS gap, the duopoly total and share changes are calculated from the OS share series. Older quarters are reconstructed from documented data; Q2 2026 onward are estimates. Usage-based shares differ from shipment-based figures and from other trackers. Switch views with the toolbar.

The duopoly is also remarkably stable. The Android-iOS split has barely moved in years, hovering around 70-to-29 or 71-to-28 quarter after quarter. Unlike the volatile vendor market beneath it, the operating-system layer has settled into an equilibrium that looks set to persist, a stability rare in our The split has barely moved in years, a stability rare in our [Apple total revenue analysis](#).

Android Rise

From Nothing to Dominance

Android rise is one of the great growth stories in technology. From a negligible 2 to 4 percent of the market in 2009, the year after its launch, it climbed to overtake every rival and reach roughly 70 percent by the mid-2010s, a level it has held since. No platform has ever scaled to so many users so quickly.

The engine of that rise was the open licensing model. By giving Android away to any manufacturer, Google ensured it would run on phones at every price, from dozens of brands, in every market. This flooded the world with affordable Android devices and built an installed base now measured in the billions, a scale that anchors our Billions of devices now run Android, a scale that anchors our [Apple revenue by segment analysis](#) as the counterweight to iOS.

Android Market Share Worldwide, 2009-2026 (%) Android usage share climbing from launch to dominance.



Data:

Derived from worldwide mobile operating system market share, compiled by BusinessStats on a StatCounter-style usage basis.

Note:

Combined shares, the Android-iOS gap, the duopoly total and share changes are calculated from the OS share series. Older quarters are reconstructed from documented data; Q2 2026 onward are estimates. Usage-based shares differ from shipment-based figures and from other trackers. Switch views with the toolbar.

Android growth has now plateaued, not because it is failing but because it has saturated the market. With around 70 percent of all devices and most of the affordable segment, there is little room left to grow except as the overall smartphone market expands. Its dominance is mature, stable and, for now, unchallenged.

The Duopoly

Two Platforms, One Market

Perhaps the most telling measure is the combined share of Android and iOS together. In 2009, the two accounted for under 40 percent of the market, with the majority split among Symbian, BlackBerry and others. By 2014 they had passed 95 percent, and today they exceed 99 percent, a near-total duopoly.

This rise of the duopoly came directly at the expense of the older platforms. As Symbian, BlackBerry and Windows Phone collapsed, almost all of their share flowed to Android and iOS rather than to any new entrant. The market did not just consolidate; it consolidated around exactly two winners.

Android and iOS Combined Market Share, 2009-2026 (%) The two leaders combined share, rising toward 100 percent.

Data:

Derived from worldwide mobile operating system market share, compiled by BusinessStats on a StatCounter-style usage basis.

Note:

Combined shares, the Android-iOS gap, the duopoly total and share changes are calculated from the OS share series. Older quarters are reconstructed from documented data; Q2 2026 onward are estimates. Usage-based shares differ from shipment-based figures and from other trackers. Switch views with the

toolbar.

The completeness of the duopoly is what makes the mobile OS market so unusual. In most industries, even dominant players leave room for a meaningful third option. In mobile operating systems, the third option has effectively ceased to exist, leaving a market structure that shapes the entire app economy in our [Apple Services revenue analysis](#).

Then and Now

2009 vs 2026

Comparing 2009 with 2026 side by side captures the scale of the transformation. In 2009, Symbian led with around a third of the market, iOS and BlackBerry held substantial shares, and Android was a rounding error. By 2026, Android commands 70 percent, iOS 29 percent, and the rest have vanished.

Almost nothing about the 2009 market survived. Of the platforms that mattered then, only iOS remains relevant, and even it has been recast from a leading platform into the smaller half of a duopoly. Every other 2009 leader, Symbian, BlackBerry, Windows Mobile, is gone, an extinction rare in any market.

Mobile OS Market Share: 2009 vs 2026 (%) Each platform share at the start and end of the period.

Data:

Derived from worldwide mobile operating system market share, compiled by BusinessStats on a StatCounter-style usage basis.

Note:

Combined shares, the Android-iOS gap, the duopoly total and share changes are calculated from the OS share series. Older quarters are reconstructed from documented data; Q2 2026 onward are estimates. Usage-based shares differ from shipment-based figures and from other trackers. Switch views with the toolbar.

The before-and-after comparison is the clearest possible illustration of how fast and how completely the mobile OS market changed. In the span of a single phone generation, a fragmented field of established platforms was replaced by a stable duopoly of two newcomers, a turnover that reshaped the entire technology industry in the span of a single decade.

iOS Over Time

The Steady Second

Apple iOS share has followed a steadier path than any other platform. After an early lead in the first years of the smartphone era, it was overtaken by Android in 2012 and has since held a remarkably stable share, drifting between roughly 20 and 30 percent and settling near 29 percent in recent years.

This stability is itself remarkable. While Android surged and the older platforms collapsed, iOS simply held its ground, neither collapsing nor breaking out. Apple deliberate focus on the premium segment capped its volume share but gave it an unusually loyal and high-spending user base, the foundation of its enduring place in the market.

Apple iOS Market Share at Selected Points (%) iOS usage share, steady through the smartphone era.

Data:

Derived from worldwide mobile operating system market share, compiled by BusinessStats on a StatCounter-style usage basis.

Note:

Combined shares, the Android-iOS gap, the duopoly total and share changes are calculated from the OS share series. Older quarters are reconstructed from documented data; Q2 2026 onward are estimates. Usage-based shares differ from shipment-based figures and from other trackers. Switch views with the toolbar.

In recent years iOS has even edged upward, from the low 20s to around 29 percent, as Apple expanded in markets like India and as its installed base grew. While it remains the smaller half of the duopoly by usage, its share has been quietly rising, a trend that supports the premium strategy that defines its place in the market.

Share Shifts

Winner Takes Most

Measuring the change in each platform share from 2009 to 2026 shows the full reordering. Android is the overwhelming gainer, adding nearly 70 percentage points. iOS is modestly up. And Symbian, BlackBerry and Windows Phone are the great losers, each falling from meaningful shares to zero.

These shifts capture a winner-take-most dynamic. The gains were concentrated almost entirely in Android, with iOS taking a smaller steady slice, while the losses were spread across every older platform. The



market did not redistribute share evenly; it funneled it overwhelmingly to one new winner.

Change in Mobile OS Market Share, 2009 to 2026 (pp)Percentage-point gain or loss for each platform.

Data:

Derived from worldwide mobile operating system market share, compiled by BusinessStats on a StatCounter-style usage basis.

Note:

Combined shares, the Android-iOS gap, the duopoly total and share changes are calculated from the OS share series. Older quarters are reconstructed from documented data; Q2 2026 onward are estimates. Usage-based shares differ from shipment-based figures and from other trackers. Switch views with the toolbar.

The pattern of gains and losses also explains why the market is now so stable. With every weak platform already eliminated and the two survivors firmly entrenched, there are no more shares to redistribute. The dramatic changes are behind us, leaving a settled duopoly that defines the modern mobile world and the entire app economy built on these two platforms.

~70%Android 2026Market leader. ~29%iOS 2026A clear second. 99%+DuopolyAndroid plus iOS.

~2%Android 2009Its starting point.

The worldwide mobile operating system market from 2009 to 2026 is a story of consolidation as dramatic as any in technology. A fragmented field led by Symbian, with BlackBerry, early iOS and Windows Mobile all competing, collapsed within a few years into a clean duopoly. Android rose from almost nothing to roughly 70 percent, iOS settled at about 29 percent, and every other platform disappeared.

More than any single figure, it is the completeness of the duopoly that defines the market. Two operating systems now run more than 99 percent of the world phones, one a coalition of dozens of hardware makers and the other a single premium brand. The contest between volume and value, Android breadth against Apple depth, has reached a stable equilibrium that shapes the whole mobile economy, a balance that anchors the wider mobile economy and the app stores built upon it.

FAQ

Frequently Asked Questions: Mobile Operating System Market Share

Android is the most popular mobile operating system worldwide in 2026, with about 70 percent of the global market, according to usage-based trackers like StatCounter. Apple iOS is second at roughly 29 percent. Together they account for more than 99 percent of all mobile devices. Every other platform, including Samsung Tizen and KaiOS, holds well under 1 percent combined, making the market effectively a two-platform duopoly.

As of early 2026, Android holds about 70 percent of the global mobile operating system market and Apple iOS about 29 percent, a roughly 70-to-29 split on a usage basis. Android leads because it runs on phones from many manufacturers at every price point, while iOS runs only on the iPhone. The split has been stable for several years, though iOS has edged up slightly from the low 20s a decade ago.

Android overtook iOS in global mobile operating system usage in 2012. Android launched in 2008 with a tiny share, but its open licensing model spread it across dozens of manufacturers and price points, driving explosive growth. It passed iOS in 2012 and has led every year since, widening its advantage through the 2010s before settling into a stable roughly 70-to-29 lead that persists today.

Symbian, Nokia's platform and the smartphone leader of 2009, and BlackBerry OS both collapsed because they failed to adapt to the touchscreen and app-store era that Android and iOS defined.

Symbian was overwhelmed by 2014, and BlackBerry OS faded just as fast. Neither built the modern app ecosystems or touch interfaces that consumers came to expect, and both were swept aside as Android and iOS took over the market.

Mobile operating system market share is commonly measured by usage, tracked by services like StatCounter that record which OS is used to browse the web. This usage-based measure differs from shipment-based figures, which count phones sold. Usage share reflects the active installed base and web activity, so a platform with many heavily used devices ranks highly. This analysis uses a StatCounter-style usage basis, which differs from vendor shipment shares.

Operating system share measures platforms (Android versus iOS), while vendor share measures hardware makers (Samsung, Apple, Xiaomi and others). They look very different: Android holds about 70 percent of the OS market, but that share is split among many vendors like Samsung, Xiaomi, Oppo and Vivo, all of which use Android. Apple is the only iOS vendor, so its roughly 18 percent vendor share equals most of iOS's 29 percent OS share.

Although iOS holds only about 29 percent of mobile usage versus Android's 70 percent, it captures the majority of app revenue, often around 60 to 65 percent of consumer app spending. This is because iOS users are concentrated in wealthy markets like the United States, Japan and Northern Europe, and tend to spend far more on apps and subscriptions. Android's huge share is dominated by lower-spending users in emerging markets.

It is highly unlikely in the near term. Android and iOS together hold more than 99 percent of the market, and even Microsoft, with vast resources, failed to establish Windows Phone as a third platform before abandoning it in 2017. The duopoly is reinforced by the enormous app ecosystems built around both. Some efforts, like Huawei's HarmonyOS, exist mainly in China, but no platform has come close to challenging the global duopoly.

In 2009, the year after its launch, Android held only about 2 to 4 percent of the global mobile operating system market. At the time, Nokia's Symbian led with roughly a third of the market, while BlackBerry OS, the early iPhone OS and Windows Mobile all held meaningful shares. Android's climb from that tiny base to about 70 percent by the mid-2010s is one of the fastest growth stories in technology history.

Not much. After the dramatic consolidation of 2009 to 2014, when many platforms collapsed into the Android-iOS duopoly, the market has been remarkably stable. The Android-iOS split has hovered around 70-to-29 for years, with only small movements. iOS has edged up slightly, but neither platform is displacing the other, and no third platform is emerging. The era of rapid change in mobile operating systems appears to be over.

Sources

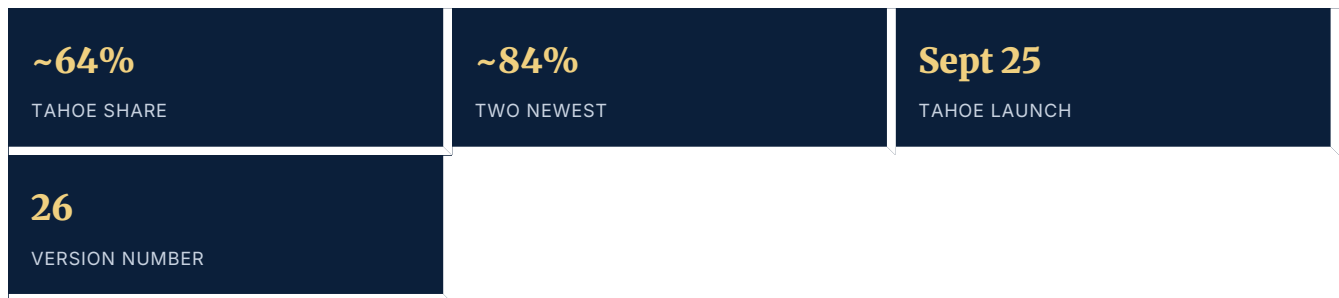
StatCounter GlobalStats, IDC and Counterpoint Research - Source for worldwide mobile operating system usage and market-share data.

[StatCounter Mobile OS Market Share](#) - Reference for recent worldwide mobile operating system usage share.

Shares are based on mobile web-usage tracking and are in percent. In early 2026, Android led at about 70 percent and Apple iOS at roughly 29 percent, together exceeding 99 percent of the market. Older quarters are reconstructed from documented data, interpolated between well-documented anchor points; figures from Q2 2026 onward are estimates. Usage-based shares differ from shipment-based vendor shares and between trackers, so figures are indicative of scale and trend.

STATISTICS REPORT

macOS version market share worldwide 2018-2026

Updated Jun 17, 2026 · businessstats.com/worldwide-macos-version-market-share


Overview

macOS market share worldwide from 2018 to 2026, by version

How quickly do Mac users adopt each new version of macOS, and how long do older versions linger? This report tracks the market share of each major macOS version worldwide, month by month, from 2018 to 2026, from High Sierra through to the latest release, macOS Tahoe. It is a portrait of a steady, predictable upgrade cycle, one that is slower and more fragmented than the equivalent pattern on the iPhone, reflecting the longer lives and more varied uses of Mac computers. Where iPhones are replaced every few years and updated almost in lockstep, Macs persist for far longer, producing a richer mix of versions in active use at any moment. That diversity is the central fact that shapes everything in this report. It is what sets the Mac apart from the tightly synchronised iPhone. The contrast between the two platforms runs through every chart here. It is the single most important idea for understanding macOS adoption. Everything else in this analysis follows from that one fundamental difference.

The shape of the data is a series of overlapping waves. Each autumn Apple releases a new macOS version, named after a place in California, and over the following year it climbs to become the most used version, while its predecessor recedes. The volumes of Macs running this software are tracked in our [Apple Mac sales analysis](#), though Mac users tend to upgrade more gradually than iPhone owners do.

macOS Version Market Share, 2018-2026 (%) Share of worldwide macOS desktop usage held by each major version, by month.

Data:

macOS major-version market share, worldwide desktop, modelled by BusinessStats.

Note:

StatCounter cannot separate macOS versions since Catalina because of an Apple reporting issue, so this major-version view is modelled on TelemetryDeck data and release timing. Figures are estimates, in percent. Switch views with the toolbar.

As of mid-2026, macOS Tahoe, released in September 2025 with the new Liquid Glass design, is the dominant version, used by a clear majority of Macs. Its predecessor, Sequoia, holds a substantial minority, and a long tail of older versions, Sonoma, Ventura and earlier, accounts for the rest. The two newest versions together cover the large majority of active Macs, but a meaningful slice runs older software. That blend of a dominant newest version and a stubborn older tail is the signature shape of the macOS installed base. No other major platform combines fast majority adoption with so durable a tail. The Mac sits in a category of its own in that respect. Few ecosystems balance currency and longevity so distinctively. The Mac manages to stay modern while honouring older hardware.

An important note on the data. StatCounter, the usual source for version share, cannot correctly separate macOS versions released since Catalina, because Apple reports them all as Catalina, a known measurement issue. This report therefore uses a modelled major-version view, informed by TelemetryDeck data and the timing of each release. The figures are careful estimates of the real adoption pattern, not exact counts. The trends they capture are reliable, even where the precise monthly percentages should be read with appropriate caution. The direction of travel matters far more than any single decimal point. Readers should weigh the overall pattern, not the exact figures. The broad arc is what these estimates capture best. Precise monthly counts are beyond what any model can promise here.

Version Data Table

macOS Versions: Release, Peak Share and Mid-2026 Share

macOS Major Versions: Release Year, California Namesake, Peak Share and Mid-2026 ShareClick any column to sort

VERSION	RELEASED	NAMED AFTER	PEAK SHARE	MID-2026
Tahoe	2025	Lake Tahoe	63.8%	63.8%

Sequoia	2024	Sequoia NP	65.9%	20.5%
Sonoma	2023	Sonoma	65.5%	3.9%
Ventura	2022	Ventura	63.2%	0.9%
Monterey	2021	Monterey	64.5%	0.3%
Big Sur	2020	Big Sur	64.1%	0.1%
Catalina	2019	Catalina Is.	66.6%	0.0%
Mojave	2018	Mojave	60.7%	0.0%
High Sierra	2017	High Sierra	47.7%	0.0%

The table lists the major macOS versions covered, their release year and the California place they are named after, along with the approximate peak share each reached and its share as of mid-2026. The newest versions dominate the recent figures, while older releases have dwindled to small remnants. Sorting the columns shows how each version rose to prominence and then gave way to its successor. Read top to bottom, the table is a roll-call of the California place names Apple has worked through over the years. Each name marks a year in the Mac steady march forward. The list reads almost like a calendar of Apple recent history. Each release marks another step in the platform evolution.

Current Share

Tahoe Takes the Lead

As of mid-2026, the macOS landscape is led decisively by Tahoe, the version released in September 2025. It is used by a clear majority of Macs worldwide, having climbed steadily since its launch. Its arrival brought the Liquid Glass interface, a translucent redesign shared with iOS, and it was notable as the final version of macOS to support Intel-based Macs.

Behind Tahoe sits Sequoia, the previous version, still running on roughly a fifth of Macs as users gradually upgrade. Further back, Sonoma, Ventura and a scattering of older releases make up a long tail. This tail is longer than on the iPhone, reflecting the many older Macs that remain in service, a durability that supports Apple ecosystem revenue tracked in our [Apple Mac revenue](#) analysis.

macOS Version Share, Mid-2026 (%)Share of macOS desktop usage by version as of June 2026.

Data:

macOS major-version market share, worldwide desktop, modelled by BusinessStats.

Note:

StatCounter cannot separate macOS versions since Catalina because of an Apple reporting issue, so this major-version view is modelled on TelemetryDeck data and release timing. Figures are estimates, in percent. Switch views with the toolbar.

The current snapshot captures a healthy but unhurried upgrade cycle. A clear majority of Macs run the latest version within a year of its release, a strong adoption rate by industry standards, yet a persistent minority lingers on older software. This balance of rapid majority adoption and a stubborn tail is the defining characteristic of macOS version share, and it underpins the steady ecosystem revenue in our [Apple total revenue analysis](#).

All Versions

The Overlapping Waves

Plotting all the major versions together reveals the overlapping-wave pattern clearly. Each version rises from nothing after its autumn release, peaks as the dominant version within a year or so, then declines as its successor takes over. The lines cross in a regular cadence, one handover each year, tracing the steady annual rhythm of the macOS release cycle, a pattern that mirrors the one in our [iOS version share analysis](#).

What stands out is how each version peaks at a somewhat lower level and is overtaken a little faster in recent years, a sign of gradually quickening adoption. The newest versions, Sequoia and Tahoe, climbed to majority share more briskly than the likes of Mojave or Catalina did, helped by smoother update mechanisms and the free, prominent upgrade prompts Apple now uses. The same machinery that drives fast iPhone adoption is increasingly at work on the Mac, pulling users forward each autumn. The annual cadence has become almost ritualistic in its regularity.

macOS Versions: Share Over Time (%) Share of macOS desktop usage held by each major version, by month.

Data:

macOS major-version market share, worldwide desktop, modelled by BusinessStats.

Note:

StatCounter cannot separate macOS versions since Catalina because of an Apple reporting issue, so this major-version view is modelled on TelemetryDeck data and release timing. Figures are estimates, in percent. Switch views with the toolbar.

The trend lines also show the persistent floor of older versions that never quite disappears. Unlike on the iPhone, where old versions fade close to zero, macOS retains a visible base of older releases, the legacy of long-lived Macs and machines that can no longer upgrade. This fragmentation is modest but real, and distinguishes the Mac from the more uniform iPhone base. The Mac is simply a more varied platform, spanning a decade of hardware in a way the iPhone rarely does. A Mac bought years ago often still runs, just on older software. That durability is a quiet strength, even as it adds fragmentation.

macOS Tahoe

The Current Release

macOS Tahoe, version 26, is the current release and the centrepiece of the recent data. Launched in September 2025, it carried a new naming scheme, jumping from version 15 to 26 to align with the year-based naming Apple adopted across its platforms, matching iOS 26. Its headline feature was Liquid Glass, a translucent interface redesign that gave the Mac its freshest look in years. The redesign generated unusual excitement for a macOS release, helping to pull users onto the new version more quickly than usual. A striking redesign can be a powerful adoption driver in its own right. Tahoe novelty clearly helped speed its uptake. A fresh look gives users a reason to upgrade sooner.

Tahoe adoption followed the familiar macOS curve, climbing steadily through late 2025 and into 2026 to become the most used version by early in the year. By mid-2026 it ran on a clear majority of Macs, a healthy adoption pace that reflected both the appeal of its redesign and the smooth, free upgrade path Apple provides, a strategy that underpins the ecosystem value in our [Apple revenue by segment analysis](#).

macOS Tahoe (26) Adoption (%) Share of macOS desktop usage running Tahoe, by month since launch.

Data:

Derived from the modelled macOS major-version share, compiled by BusinessStats.

Note:

Combined shares, peaks, adoption speeds and snapshots are calculated from the modelled monthly series, in percent of macOS desktop usage. Switch views with the toolbar.

Tahoe also carries historic significance as the last version of macOS to support Intel-based Macs. From the next release onward, macOS will run only on Apple silicon, completing the transition begun in 2020. This makes Tahoe a kind of bridge, the final release to span both the Intel and Apple silicon eras, before the Mac becomes a wholly Apple-chip platform. The long transition that began in 2020 thus reaches its conclusion with the release that follows Tahoe. The Mac will then be, for the first time, a single-architecture platform. That unification promises a simpler, more efficient future for the Mac. The end of Intel support closes a long chapter in the Mac story.

Two Newest Versions

Staying Current

A useful way to gauge fragmentation is to track the combined share of the two newest macOS versions. Across the period, the two most recent releases together have typically accounted for a large majority of active Macs, usually somewhere above eighty percent. This high combined share shows that most Mac users stay reasonably current, running either the latest version or the one before it. For developers and Apple alike, that concentration is a considerable advantage, keeping most users on supported, secure software. A concentrated base is easier to protect and easier to build for. Both Apple and third-party developers benefit from that concentration.

That said, the two-newest share on macOS sits a little below the equivalent figure on the iPhone, where the two latest versions often exceed eighty-five percent. The gap reflects the Mac longer tail of older software, a structural difference between the platforms. Macs simply last longer and upgrade a little more slowly than iPhones, a contrast visible against our [iPhone 15 adoption analysis](#).

Combined Share of the Two Newest macOS Versions (%) Combined share of the two most recent macOS versions, by month.

Data:

Derived from the modelled macOS major-version share, compiled by BusinessStats.

Note:

Combined shares, peaks, adoption speeds and snapshots are calculated from the modelled monthly series, in percent of macOS desktop usage. Switch views with the toolbar.

The combined share of the two newest versions has crept upward over the years, a sign that adoption is gradually accelerating. As Apple has refined its update process and as more Macs run Apple silicon, which



handles updates smoothly, the proportion of users staying current has risen. The Mac is slowly becoming a little more like the iPhone in its upgrade behaviour, though a gap remains. The convergence is real but partial, and the Mac structural differences ensure it will never fully close. Long-lived hardware guarantees a permanent gap between the two platforms. The Mac will always carry more history with it than the iPhone. That is the natural cost of building such durable machines.

Year-End Snapshots

Same Shape, New Names

Taking snapshots at the end of selected years shows how completely the macOS landscape turns over. At the end of 2020, Catalina dominated while Big Sur, just released, was beginning its climb. By the end of 2022 Monterey led with Ventura rising; by the end of 2024 Sonoma led with Sequoia rising; and by mid-2026 Tahoe led with Sequoia receding. Four snapshots, four different leaders, yet the same underlying picture each time, a dominant version flanked by a rising successor and a fading tail. The cast changes every year, but the play is always the same. That predictability is the defining trait of the macOS cycle. It makes the platform unusually easy to forecast and plan around.

Each snapshot looks structurally similar, a dominant version, a rising successor and a tail of older releases, yet the specific versions are entirely different. This regularity is the essence of the macOS cycle: the names and numbers change every year, but the underlying shape of adoption stays remarkably constant, a predictability that few software platforms match. Windows, by contrast, sees versions linger for many years, with no such clean annual handover. Apple control over its ecosystem produces a tidiness Microsoft can only envy.

macOS Version Mix at Selected Dates (%) Share by version at the end of selected years.

Data:

Derived from the modelled macOS major-version share, compiled by BusinessStats.

Note:

Combined shares, peaks, adoption speeds and snapshots are calculated from the modelled monthly series, in percent of macOS desktop usage. Switch views with the toolbar.

Comparing the snapshots also reveals the gradual acceleration of adoption. The leading version commands a slightly larger share in the more recent snapshots, and the tail of very old versions has thinned over time. The macOS base is becoming modestly more current, even as it retains more fragmentation than the tightly

clustered iPhone ecosystem. The Mac is becoming more current, but it remains, and will likely always remain, a more varied platform than the phone. That is a feature of the Mac longevity, not a flaw in its adoption.

Adoption Speed

Reaching a Quarter of Macs

Measuring how quickly each version reaches a quarter of all Macs captures the pace of adoption. In the earlier part of the period, versions like Mojave and Catalina took several months to cross the twenty-five percent mark. More recent versions, Sonoma, Sequoia and Tahoe, reached that threshold noticeably faster, a clear sign of accelerating uptake. The gap between a version release and its rise to prominence has narrowed steadily over the years. Newer versions simply reach critical mass sooner than their predecessors did.

This quickening reflects several factors: smoother and more automated update mechanisms, the prevalence of Apple silicon Macs that update reliably, and Apple increasingly prominent prompts encouraging users to upgrade. Each new release tends to reach majority status a little sooner than its predecessor, a trend that strengthens Apple control over its platform and its security posture. The faster users move to the newest version, the more uniform and defensible the Mac base becomes. Security and consistency both improve as adoption accelerates.

Months for Each macOS Version to Reach 25% ShareTime from release for each version to reach a quarter of macOS usage.

Data:

Derived from the modelled macOS major-version share, compiled by BusinessStats.

Note:

Combined shares, peaks, adoption speeds and snapshots are calculated from the modelled monthly series, in percent of macOS desktop usage. Switch views with the toolbar.

Faster adoption benefits both Apple and its users. It means new features and security fixes reach more Macs more quickly, and it simplifies life for developers, who can target newer software with greater confidence. The accelerating pace is a quiet but meaningful improvement in the health of the Mac platform, narrowing the historic gap with the faster-moving iPhone, and supporting the margins detailed in our [Apple net income analysis](#).

Fragmentation

The Persistent Tail

Tracking the combined share of older versions, those beyond the two most recent, measures the Mac fragmentation directly. This older share has hovered in the mid-to-high teens for much of the period, higher than on the iPhone, and represents the Macs running software two or more generations behind the latest release. It is the clearest single measure of how fragmented the Mac base is. Tracking it over time shows whether the platform is growing more or less uniform.

Several factors sustain this older base. Macs are durable and expensive, so many remain in use for five, seven or even ten years, long after they stop receiving the newest macOS. Some older Macs cannot run the latest versions at all, and some users, particularly in business settings, deliberately defer upgrades for stability, a caution echoed across the enterprise market. In managed environments, IT departments often hold back updates until they have tested them thoroughly.

Combined Share of Older macOS Versions (%) Combined share of versions beyond the two most recent, by month.

Data:

Derived from the modelled macOS major-version share, compiled by BusinessStats.

Note:

Combined shares, peaks, adoption speeds and snapshots are calculated from the modelled monthly series, in percent of macOS desktop usage. Switch views with the toolbar.

The older share has slowly declined over the years as adoption has quickened and as more of the installed base has shifted to Apple silicon. But it has not vanished, and it is unlikely to. A persistent tail of older macOS versions is a structural feature of the Mac, the price of long-lived hardware, and a clear point of difference from the more uniform world of the iPhone in our [Apple iPhone revenue analysis](#).

Peak Share

How High Each Version Climbed

Comparing the peak share each version reached shows how dominant each release became at its height. Most major versions climbed to somewhere around half to two-thirds of all Macs at their peak, before their

successor pulled them down. The peaks have risen gradually over time, with the most recent versions reaching higher pinnacles than the earlier ones. The ceiling on any single version share has risen as adoption has quickened.

The rising peaks reflect the same accelerating adoption seen elsewhere in the data. As each version reaches majority faster and climbs higher, it signals a Mac base that is increasingly willing and able to stay current. The trend mirrors, at a slower pace, the very high peaks seen on the iPhone, where the newest version routinely commands a commanding majority. The Mac is climbing toward that pattern, even if it has not yet reached it.

Peak Share Reached by Each macOS Version (%)The highest share each major version reached at its peak.

Data:

Derived from the modelled macOS major-version share, compiled by BusinessStats.

Note:

Combined shares, peaks, adoption speeds and snapshots are calculated from the modelled monthly series, in percent of macOS desktop usage. Switch views with the toolbar.

No macOS version, however, has reached the towering peaks common on the iPhone, where a single version can exceed eighty percent. The Mac more fragmented base, with its persistent tail of older releases, caps how high any single version can climb. This structural ceiling is a defining feature of macOS adoption, and a lasting contrast with the iPhone tighter ecosystem detailed in our [smartphone vendor share analysis](#).

Version Lifecycles

A Consistent Curve

Overlaying the lifecycle of each version, aligned to its months since release, reveals a strikingly consistent adoption curve. Each version rises steeply in its first few months, reaches its peak around the time its successor launches, then declines along a similar path. The curves are near-replicas of one another, a testament to the regularity of the macOS cycle. Each version walks almost the same path as the one before it, just shifted forward by a year.

The consistency of these lifecycle curves is what makes macOS adoption so predictable. Knowing how past versions behaved allows a confident forecast of how the current version will rise and fall. The newer



curves are slightly steeper, reflecting the gradual acceleration of adoption, but the overall shape has held remarkably steady across nearly a decade of releases. That stability makes the macOS cycle one of the most forecastable in all of consumer software.

macOS Version Lifecycles, by Months Since Release (%) Share over time for recent versions, aligned to months since each release.

Data:

Derived from the modelled macOS major-version share, compiled by BusinessStats.

Note:

Combined shares, peaks, adoption speeds and snapshots are calculated from the modelled monthly series, in percent of macOS desktop usage. Switch views with the toolbar.

These lifecycle patterns ultimately reflect Apple control over its ecosystem. By providing free annual upgrades, prominent prompts and smooth update mechanisms, Apple has engineered an adoption curve that is the envy of the wider computing industry, where upgrades are often slow and fragmented, a coherence that supports the company overall strength in our [big tech revenue comparison analysis](#).

Tahoe Mid-2026 Leader Clear majority. ~84% Two Newest Of all Macs. Sept '25 Tahoe Launch Liquid Glass. Intel Last Support Tahoe ends it.

Across nearly a decade, macOS version share has told a story of steady, predictable renewal. Each autumn a new version arrives, climbs to dominance within a year, and gives way to its successor, in a cycle so regular that the only thing that changes is the name. The latest chapter belongs to Tahoe, which by mid-2026 commands a clear majority, carrying the new Liquid Glass design and marking the end of Intel support on the Mac. It is a fitting capstone to a transition that reshaped the Mac over half a decade.

Beneath the regularity lies a quiet trend toward faster adoption and a slowly shrinking, but stubbornly persistent, tail of older versions. The Mac remains more fragmented than the iPhone, the natural result of long-lived hardware and varied uses, yet it grows a little more current with each passing year. The macOS upgrade cycle stands as one of the most orderly in computing, a model of how a platform can renew itself year after year, a coherence that supports the company standing in our [biggest companies by market value analysis](#).

FAQ

Frequently Asked Questions: macOS Version Share

As of mid-2026, macOS Tahoe, released in September 2025, is the most popular version, running on a clear majority of Macs worldwide. Its predecessor, Sequoia, holds roughly a fifth, with Sonoma, Ventura and older versions making up a long tail of the remainder.

Mac users update fairly quickly but more slowly than iPhone users. A new macOS version typically reaches a majority of Macs within about a year of release. However, macOS has a longer tail of older versions than iOS, reflecting the longer lifespan of Mac hardware and the deferral of upgrades in business settings.

It is a careful estimate, not an exact count. StatCounter, the usual source for version share, cannot correctly separate macOS versions released since Catalina, because Apple reports them all as Catalina, a known measurement issue. This report therefore uses a modelled major-version view informed by TelemetryDeck data and release timing.

macOS Tahoe is version 26 of macOS, released in September 2025. It introduced the Liquid Glass interface, a translucent redesign shared with iOS 26, and adopted a year-based naming scheme, jumping from version 15 to 26. Tahoe is also notable as the final version of macOS to support Intel-based Macs.

Macs last much longer than iPhones, often remaining in use for five to ten years, so more of them run older software. Some older Macs cannot install the latest macOS at all, and business users often defer upgrades for stability. As a result, macOS has a larger tail of older versions than the more uniform iPhone base.

Apple adopted a year-based naming scheme across its platforms in 2025, naming versions after the upcoming year rather than using sequential numbers. So macOS went from version 15, Sequoia, to version 26, Tahoe, aligning it with iOS 26 and Apple other operating systems for consistency.

macOS Big Sur, released in 2020 as version 11, was the first to support Apple silicon Macs, marking the jump from the long-running version 10 series. macOS Tahoe in 2025 is the final version to support Intel Macs, so the next release will run only on Apple silicon, completing the transition.

Since 2013, macOS versions have been named after notable places in California, including Mojave, Catalina, Big Sur, Monterey, Ventura, Sonoma, Sequoia and Tahoe. The naming replaced the earlier big-cat theme, such as Mavericks and Yosemite reflecting California landmarks rather than animals.



A clear majority of Macs typically run the latest macOS version within a year of its release. As of mid-2026, macOS Tahoe ran on well over half of active Macs, while the two newest versions combined accounted for a large majority, somewhere above eighty percent of the Mac base.

Yes, gradually. Recent macOS versions have reached majority status faster than older ones, helped by smoother update mechanisms, the spread of Apple silicon Macs that update reliably, and more prominent upgrade prompts. The tail of older versions has slowly thinned, though it remains larger than on the iPhone.

Sources

[TelemetryDeck macOS Version Survey](#) - Source for macOS version adoption signals used to inform the model.

StatCounter Global Stats and Apple release records - Used for overall macOS share and version release timing.

macOS version shares are modelled, in percent of macOS desktop usage. StatCounter cannot separate macOS versions since Catalina, because Apple reports them all as Catalina, a known measurement issue, so this major-version view is modelled on TelemetryDeck data and the timing of each release. The figures are careful estimates of the real adoption pattern, not exact counts. Not investment advice.

STATISTICS REPORT

Mobile Apple iOS market share worldwide 2018–2026, by version

 Updated Jun 16, 2026 · businessstats.com/mobile-apple-ios-version-share-worldwide

~68% IOS 26 SHARE	~19% IOS 18 SHARE	>85% TWO NEWEST
~6mo TO TWO THIRDS	~12mo VERSION REIGN	~3 VERSIONS OVER 1%

Overview

Mobile Apple iOS operating system market share worldwide from January 2018 to June 2026, by version

Few companies move their users onto new software as quickly as Apple. Every September a new version of iOS arrives, and within months it becomes the version most iPhones run, while the previous one fades and older releases dwindle to a thin tail. This report tracks Apple iOS market share worldwide by version, month by month, from January 2018 to June 2026, capturing one of the most striking features of the Apple ecosystem: how fast and how uniformly hundreds of millions of devices adopt each new release. No other software platform of comparable size turns over its base so quickly or so completely. The speed is a structural feature of how Apple designs and ships its software.

As of mid-2026, iOS 26, the redesigned version Apple introduced in September 2025 under its new year-based naming, runs on roughly two thirds of active iPhones, with the prior iOS 18 holding most of the rest. That concentration is no accident; it is the product of Apple tight control over its hardware and software. The devices shipping those updates are tracked in our [Apple smartphone shipments](#) analysis, and the speed of adoption reflects how new most of that installed base is.

Apple iOS Version Market Share Worldwide, 2018-2026 (%) Share of iOS devices running each major version, by month.

Data:

Apple iOS version market share, based on StatCounter GlobalStats web-traffic data, compiled by BusinessStats.

Note:

The current distribution reflects actual StatCounter readings; the monthly history is modelled on Apple documented adoption pattern and published StatCounter snapshots. Shares are of iOS devices, in percent. Switch views with the toolbar.

This rapid, uniform adoption stands in sharp contrast to the Android world, where dozens of manufacturers and carriers slow the spread of each new release and fragmentation runs deep. On iOS, by contrast, the two newest versions together almost always account for the vast majority of devices. For developers, this means they can target the latest features quickly; for users, it means a more secure and consistent experience across the platform.

A note on the data matters here. The figures are based on StatCounter web-traffic measurements, the standard public source for operating-system version share. The current distribution reflects actual readings, while the monthly history is modelled on Apple well documented adoption pattern and published snapshots. The result is a faithful picture of how iOS versions rise and fall, even where exact month-by-month values are estimates. The money behind these devices appears in our [Apple iPhone revenue analysis](#).

Version Data Table

Apple iOS Major Versions: Launch, Peak, Reign and Current Share

Apple iOS Major Versions: Launch Year, Peak Share, Months as Most-Used and June 2026 Share Click any column to sort

VERSION	LAUNCHED	PEAK SHARE	MONTHS AS #1	JUNE 2026
iOS 11	2017	89.4%	12	0.8%
iOS 12	2018	80.3%	12	0.4%
iOS 13	2019	79.2%	12	0.1%
iOS 14	2020	79.5%	12	0.3%
iOS 15	2021	79.4%	12	2.0%

iOS 16	2022	79.4%	12	3.4%
iOS 17	2023	79.0%	12	3.4%
iOS 18	2024	82.3%	15	19.4%
iOS 26	2025	63.0%	3	67.8%

The table summarises each major iOS version from iOS 11 to iOS 26, showing the year it launched, the peak share it reached, how many months it spent as the single most-used version, and its share as of June 2026. The pattern is remarkably consistent: most versions peak around 80 percent and reign for about a year before the next release takes over. The exception is iOS 26, whose slower start tells its own story. Sorting the columns reveals just how uniform Apple update cycle has been. The lone outlier in the table is the one that reveals the most about user behaviour. A single slow year stands out precisely because every other year was so uniform. The table rewards a second look precisely because the pattern is so steady.

Current Distribution

Two Versions, Most of the Base

As of June 2026, the iOS landscape is dominated by two versions. iOS 26, launched the previous September, runs on roughly two thirds of active iPhones, while iOS 18, the prior year release, holds close to a fifth. Everything older, iOS 17 and back, together makes up only a small remainder, scattered across devices that cannot or have not updated. This is the characteristic shape of the iOS installed base at almost any moment: one dominant version, one substantial runner-up, and a thin tail. No other major operating system maintains so concentrated a version profile. The shape barely changes from month to month, only the version names do.

That a year-old version still holds nearly a fifth of devices reflects iOS 26 unusually slow start, not a failure of adoption. In a typical year the newest version would already command three quarters or more of the base by this point. The redesign at the heart of iOS 26 gave some users pause, a dynamic that affects how Apple monetises its ecosystem, explored in our [iPhone share of Apple revenue](#) analysis, where software engagement underpins services growth.

Apple iOS Version Distribution, June 2026 (%)
 Share of iOS devices on each version as of June 2026
 (actual StatCounter reading).

Data:



Apple iOS version market share, based on StatCounter GlobalStats web-traffic data, compiled by BusinessStats.

Note:

The current distribution reflects actual StatCounter readings; the monthly history is modelled on Apple documented adoption pattern and published StatCounter snapshots. Shares are of iOS devices, in percent. Switch views with the toolbar.

Even so, the concentration is extraordinary by the standards of any other platform. The newest two versions of iOS together account for the overwhelming majority of devices, leaving older releases with negligible share within a year or two of being superseded. For a platform spanning more than a billion active devices worldwide, this degree of uniformity in software versions is something no rival ecosystem comes close to matching.

Two Newest Versions

The Low-Fragmentation Signature

One of the clearest ways to see iOS low fragmentation is to track the combined share of the two newest versions over time. That figure almost never falls below about 85 percent and frequently sits above 90, meaning the overwhelming majority of iPhones run either the current release or the one immediately before it. The line stays remarkably high and stable across the entire period, year after year. The line barely wavers, even as the underlying versions cycle through completely. Newcomers replace incumbents without the combined total ever dipping much.

This is the metric that most distinguishes iOS from Android. On Android, the two newest versions might together account for only a minority of devices, with the rest spread across a long tail of older releases held back by manufacturers and carriers. The contrast is stark in our [smartphone market share by vendor](#) analysis, where the sheer number of Android makers explains why their update picture is so much more fragmented than Apple.

Combined Share of the Two Newest iOS Versions (%) Share of devices on the current and immediately previous iOS version, by month.

Data:

Derived from Apple iOS version share, based on StatCounter GlobalStats, compiled by BusinessStats.

Note:

Adoption speeds, peaks, fragmentation and reign lengths are calculated from the version-share series, in percent of iOS devices. Switch views with the toolbar.

The practical consequences are large. Because almost every active iPhone runs a recent version, Apple can roll out new features, security fixes and privacy changes to nearly its entire base within months. Developers can adopt the latest tools without stranding users, and the platform stays coherent. This software uniformity is one of the quiet advantages that makes the iPhone ecosystem so durable and so profitable.

Adoption Speed

How Fast Each Version Spread

Comparing how quickly each version reached a given share after launch reveals Apple consistent adoption engine, and the one recent exception to it. For years, each new iOS release climbed to roughly two thirds of devices within about six months of its September debut, a pace few software platforms can match. The bars for iOS 12 through iOS 18 are strikingly similar, a sign of how reliable the cycle had become. For years, Apple adoption looked less like a rollout and more like a switch being flipped. Users simply moved, in their hundreds of millions, almost on schedule. That predictability let Apple plan features years ahead with real confidence.

Then came iOS 26. Six months after its launch it had reached only about forty percent of devices, far below the pace of its predecessors. The redesigned interface, and some user reluctance to change, slowed the rollout in a way Apple had not seen in years. This unusual hesitancy is worth watching, as it touches the broader smartphone upgrade cycle tracked in our [global smartphone shipments](#) analysis, where slower software adoption can hint at slower hardware refresh.

iOS Version Share Six Months After Launch (%) Each version share of devices six months after its September launch.

Data:

Derived from Apple iOS version share, based on StatCounter GlobalStats, compiled by BusinessStats.

Note:



Adoption speeds, peaks, fragmentation and reign lengths are calculated from the version-share series, in percent of iOS devices. Switch views with the toolbar.

Even iOS 26 slower pace, however, would count as fast adoption on any other platform. Reaching forty percent of an entire global installed base within six months is something Android versions rarely approach. The episode is a reminder that Apple adoption advantage is so large that even a disappointing year still outpaces the competition, while underlining how much a major redesign can affect user behaviour. Even a stumble, by Apple standards, would be a triumph for almost anyone else. The bar for disappointment at Apple is set higher than most rivals ever reach. Context matters: even Apple weakest adoption year embarrasses the competition. That gap has persisted for the better part of a decade.

Peak Share

The Ceiling of iOS Adoption

The peak share each version reaches tells a consistent story. Most major iOS releases climb to around eighty percent of devices at their height, typically in the summer before the next version launches, when the current release has had nearly a full year to spread. The peaks are remarkably uniform, clustering in a narrow band that reflects Apple steady, predictable update cadence. The narrow band of peaks is itself a kind of corporate signature. The ceiling has held steady through nearly a decade of releases.

The versions that fall short of that band are instructive. iOS 26 had not yet peaked by mid-2026, still climbing toward its eventual high, while the very oldest version in the window was already past its prime when the period began. These peaks sit atop a vast and valuable installed base, the same base that drives the revenue detailed in our [Apple total revenue](#) analysis, where engaged, up-to-date users spend more.

Peak Share Reached by Each iOS Version (%) The highest share of devices each major iOS version reached.

Data:

Derived from Apple iOS version share, based on StatCounter GlobalStats, compiled by BusinessStats.

Note:

Adoption speeds, peaks, fragmentation and reign lengths are calculated from the version-share series, in percent of iOS devices. Switch views with the toolbar.

What the peaks reveal is the ceiling of iOS adoption: not quite one hundred percent, because a small share of devices always lag on older versions, whether for compatibility, habit or hardware limits. But a peak near eighty percent for a single software version, across more than a billion devices, is a concentration of users that no other operating system achieves, and it underpins the coherence of the whole platform.

The iOS 18 to 26 Handover

The Slowest Changeover in Years

The most recent transition, from iOS 18 to iOS 26, is worth examining closely because it broke the usual pattern. In a typical year the new version overtakes its predecessor within a couple of months of launch. This time, iOS 18 clung to the lead well into the winter, and iOS 26 took far longer than usual to pull ahead, reflecting genuine user hesitation about the redesign. The usual quick handover became, for once, a drawn-out contest.

Tracking the two lines as they cross shows the slowest changeover in recent iOS history. iOS 26 rise was gradual through late 2025 before accelerating in 2026, while iOS 18 decline was correspondingly drawn out. The pattern echoes the way product cycles shape Apple results across categories, visible in our [Apple revenue by segment analysis](#), where a single product or release can move the numbers for quarters.

iOS 18 vs iOS 26 Share Over Time (%) Share of devices on iOS 18 and iOS 26 through the transition, by month.

Data:

Apple iOS version market share, based on StatCounter GlobalStats web-traffic data, compiled by BusinessStats.

Note:

The current distribution reflects actual StatCounter readings; the monthly history is modelled on Apple documented adoption pattern and published StatCounter snapshots. Shares are of iOS devices, in percent. Switch views with the toolbar.

By mid-2026 iOS 26 had firmly taken the lead, but the transition left a larger-than-usual share of devices on the older version. Whether this reflects a one-off reaction to a bold redesign or a new, more cautious upgrade behaviour among iPhone users will only become clear with the next release. Either way, the iOS 18 to iOS 26 handover stands out as an unusual chapter in an otherwise metronomic update history. It is the rare moment when Apple rhythm visibly faltered. Whether it was a one-off or a turning point remains an



open question.

Fragmentation

Few Versions in Real Use

Fragmentation, the number of versions in meaningful use at once, is the measure on which iOS most clearly outshines its rivals. At any given month, only a handful of iOS versions hold more than a sliver of the market, typically just two or three with any real presence. The count stays low and stable across the entire period, a visual signature of a tightly managed platform. Where rivals show a long tail of versions, iOS shows a short, sharp spike. That spike is the visual proof of a platform under firm central control. The contrast with Android sprawling version map could hardly be sharper.

This low fragmentation is a direct result of Apple control over both hardware and software, and of its long support windows that keep even older iPhones eligible for new releases. The contrast with the wider device market is sharp; the revenue that flows from this coherent ecosystem is mapped in our [worldwide smartphone market revenue analysis](#), where Apple captures a disproportionate share of industry value.

Number of iOS Versions Above One Percent ShareCount of iOS versions holding more than one percent of devices, by month.

Data:

Derived from Apple iOS version share, based on StatCounter GlobalStats, compiled by BusinessStats.

Note:

Adoption speeds, peaks, fragmentation and reign lengths are calculated from the version-share series, in percent of iOS devices. Switch views with the toolbar.

For everyone who builds on iOS, low fragmentation is a gift. It means fewer versions to test against, faster feature rollout, and a more secure base overall, since security patches reach nearly everyone quickly. It is one of the least visible but most important reasons the iPhone has remained such an attractive platform for developers and such a safe one for users over so many years. Low fragmentation quietly protects hundreds of millions of devices at once. Security updates reach almost everyone, almost immediately, by default. That blanket coverage is among the platform most underrated strengths.

Time at the Top

The Annual Rhythm

How long each version spends as the single most-used release is another window into Apple cadence. For most of the period, each version reigned for almost exactly twelve months, from its autumn launch until the next September, when its successor took over. This near perfect annual rhythm is one of the most regular patterns in all of consumer technology. You could almost set a calendar by the annual changing of the guard. That dependability is rare enough in technology to be worth pausing on. Few companies anywhere run a release cycle this disciplined. The result is a platform that feels coherent to everyone who touches it. That coherence is one of Apple's quiet competitive moats.

The exceptions prove the rule. iOS 18 reigned noticeably longer than a year, because its successor iOS 26 was so slow to overtake it, while iOS 26 itself had held the top spot only briefly by mid-2026. The discipline behind this cadence reflects the scale of Apple operation, including the workforce that builds and ships each release, detailed in our [Apple employee count](#) analysis.

Months Each iOS Version Spent as the Most-Used
Number of months each version held the largest share of devices.

Data:

Derived from Apple iOS version share, based on StatCounter GlobalStats, compiled by BusinessStats.

Note:

Adoption speeds, peaks, fragmentation and reign lengths are calculated from the version-share series, in percent of iOS devices. Switch views with the toolbar.

The regularity of these reigns is what makes the iOS version landscape so predictable. Unlike platforms where a popular version can linger for years, iOS turns over on a dependable annual schedule, with each release ceding the lead to the next almost on cue. That predictability is valuable to everyone in the ecosystem, from Apple itself to the millions of developers who plan their work around it. Predictability, in this case, is itself a feature of the platform.

Yearly Snapshots

The Version Mix Each June

Taking a snapshot of the version mix each June, across the years, distills the whole story into a series of stacked columns. In every year, one version dominates while the previous one holds a meaningful slice and



older releases shrink to a thin band at the edge. The columns look strikingly similar from year to year, a testament to how consistent the adoption cycle has been. Each column is a near-replica of the last, save for the version names. Read top to bottom, the snapshots are the smartphone era in miniature. Each band marks another generation of devices and another wave of upgrades. The story repeats, year after year, with almost mechanical regularity.

Reading the snapshots in sequence shows the relentless march of versions: iOS 11 gives way to 12, then 13, 14, 15, 16, 17, 18 and finally 26, each occupying the dominant band in turn. The only visible break in the rhythm is the most recent year, where iOS 26 slower rise left iOS 18 with an unusually large share. This concentration of value sits among the assets explored in our [most valuable companies](#) analysis.

Apple iOS Version Mix Each June, 2018-2026 (%) Share of devices on each major version, sampled in June of each year.

Data:

Derived from Apple iOS version share, based on StatCounter GlobalStats, compiled by BusinessStats.

Note:

Adoption speeds, peaks, fragmentation and reign lengths are calculated from the version-share series, in percent of iOS devices. Switch views with the toolbar.

The yearly snapshots also make clear how quickly old versions vanish. A release that dominates one June is typically a minor footnote two Junes later, pushed aside by two newer generations. This swift turnover keeps the iOS base modern and secure, and it is one of the reasons the platform avoids the long, insecure tails of outdated software that plague more fragmented ecosystems. Old iOS versions do not linger; they are swept aside within a year or two.

Adoption Curves

Months Since Launch, Compared

Plotting each version share against the number of months since its launch overlays the adoption curves directly, making their shapes easy to compare. For iOS 16, 17 and 18, the curves are almost identical: a steep climb over the first half-year to around two thirds of devices, then a gentler rise toward a peak before the next launch. The consistency is the clearest sign of Apple finely tuned update machine. When the curves overlap this neatly, the precision is unmistakable.



Against those near-identical curves, iOS 26 stands apart. Its line climbs more slowly and stays below its predecessors for months, the clearest single illustration of its sluggish start. The gap between iOS 26 curve and the others is a measure of how much the redesign affected behaviour, in a way that ripples through the broader digital economy charted in our [internet and platform companies revenue analysis](#).

iOS Adoption Curves: Share by Months Since Launch (%) Each version share plotted against months since its launch.

Data:

Derived from Apple iOS version share, based on StatCounter GlobalStats, compiled by BusinessStats.

Note:

Adoption speeds, peaks, fragmentation and reign lengths are calculated from the version-share series, in percent of iOS devices. Switch views with the toolbar.

Adoption curves like these are more than a curiosity; they shape how Apple plans features, how developers schedule support, and how security teams gauge exposure. The fact that iOS curves are usually so predictable is itself a strategic asset, and the rare deviation of iOS 26 is a useful warning that even the most reliable patterns can shift when a company asks its users to embrace a dramatic change. The curve for iOS 26 is, in effect, a record of that hesitation.

~68% iOS 26 June 2026 share. >85% Two Newest Almost always. ~6 mo To Two Thirds Typical adoption. ~12 mo Version Reign The annual cycle.

Across more than eight years, Apple iOS has shown a pattern of adoption that no rival platform can match: each new version sweeping across hundreds of millions of devices within months, the two newest releases almost always covering the vast majority of the base, and old versions fading on a dependable annual schedule. The version-share data is, in effect, a portrait of the most tightly managed software ecosystem in the world, one that turns over its entire installed base with remarkable speed and uniformity. No competitor has built anything quite like it.

The story is not entirely static, however. The unusually slow adoption of iOS 26, slowed by a bold redesign, is a reminder that even Apple cannot take user behaviour for granted, and that a single controversial change can disrupt a rhythm built over years. Whether the next release restores the old cadence or confirms a more cautious mood among iPhone owners, the iOS version landscape will remain one of the most revealing windows into how Apple manages, and depends upon, its vast and loyal user base. How that base responds to the next release will be telling.

FAQ

Frequently Asked Questions: Apple iOS Versions

As of June 2026, iOS 26 is the most popular version, running on roughly two thirds of active iPhones, according to StatCounter web-traffic data. The previous version, iOS 18, holds close to a fifth of devices, while everything older together makes up only a small remainder.

Apple iOS adoption is famously fast. For most recent versions, the new release reached roughly two thirds of active devices within about six months of its September launch, and peaked near 80 percent before the next version arrived. This is far quicker than adoption on most other platforms.

iOS 26, launched in September 2025, introduced a major visual redesign that gave some users pause, slowing its rollout. Six months after launch it had reached only about 40 percent of devices, well below the pace of earlier versions, though that still counts as fast adoption by the standards of any rival platform.

On iOS, the two newest versions almost always account for more than 85 percent of active devices, because Apple controls both hardware and software and supports older iPhones for years. Android, with dozens of manufacturers and carriers, spreads its users across many more versions, leading to far deeper fragmentation.

In 2025 Apple switched to year-based naming, so the version after iOS 18 became iOS 26, aligned with the 2026 model year rather than continuing the old number sequence. It is the same kind of annual release as before, simply renamed to match the calendar year ahead.

The figures are based on StatCounter GlobalStats, which measures operating-system version share from web traffic across billions of page views. The current distribution reflects actual StatCounter readings, while the month-by-month history shown here is modelled on Apple documented adoption pattern and published StatCounter snapshots.

Most iOS versions remain the single most-used release for about twelve months, from their September launch until the next version overtakes them the following autumn. This near-annual rhythm is one of the most regular patterns in consumer technology, though iOS 18 reigned longer because iOS 26 was slow to overtake it.

Combined, the two newest iOS versions almost always hold more than 85 percent of active devices, and often more than 90 percent. This means the overwhelming majority of iPhones run either the current release or the one immediately before it, leaving older versions with very little share.



Rapid, uniform adoption lets Apple deliver new features, security fixes and privacy changes to nearly its entire user base within months. It also lets developers target the latest tools without stranding users, and keeps the platform secure and coherent, which is one reason the iPhone ecosystem is so durable and profitable.

The current distribution is taken from actual StatCounter readings and is accurate. The monthly history is modelled on Apple well-documented adoption pattern and published StatCounter snapshots, so individual months are estimates rather than exact readings. The overall shape, with rapid adoption and low fragmentation, faithfully reflects the real iOS landscape.

Sources

[StatCounter GlobalStats - iOS Version Market Share](#) - Source for current iOS version distribution.

Apple Inc. developer support pages - Reference for documented iOS adoption patterns and release timing.

Figures are based on StatCounter GlobalStats, which measures iOS version share from web traffic across billions of page views and counts both iPhone and iPad. The current distribution reflects actual StatCounter readings; the month-by-month history is modelled on Apple documented adoption pattern and published StatCounter snapshots, so individual months are estimates rather than exact readings. Not investment advice.



STATISTICS REPORT

Artificial Intelligence Worldwide: Statistics and Facts 2026

Updated Oct 6, 2026 · businessstats.com/artificial-intelligence-ai-worldwide-statistics

\$581.7B AI INVESTMENT 2025	\$344.7B PRIVATE AI FUNDING 2025	88% ORGANISATIONS USING AI
18.8% ADULTS USING GENAI Q2 2026	\$193.7B NVIDIA DATA CENTER FY2026	485 TWh DATA CENTRE POWER 2025

Overview

Artificial intelligence in 2026: the measured picture

Artificial intelligence has moved from a research field into a capital-intensive industry. The money now flows in three layers: investors fund the companies that build models and applications, cloud providers and large platforms build data centres, and chip makers supply the processors that train and run the models. Each layer reports its own numbers, and together they show how fast the build-out is happening.

Use is the second half of the story. Surveys of large companies, official business statistics and telemetry of AI tools all point the same way, but they measure different things, so this report keeps them apart.

Market size forecasts vary widely by method and are covered in our separate [AI market size analysis](#). Here the focus is on measured spending, output, adoption, energy and policy.

\$581.7B Global corporate AI investment 2025
AI Index 2026, record high.3,499 Newly funded AI companies
2025Up 70.8 percent.17.1MH100-equivalent AI compute
Global capacity, end of 2025.29.6 GWA
AI data center power capacity
AI Index 2026. Investment

AI investment: 581.7 billion dollars in 2025

The Stanford Institute for Human-Centered AI tracks corporate investment in AI companies across four channels: private investment, mergers and acquisitions, minority stakes and public offerings. In its 2026 AI Index, total corporate investment rose from 14.57 billion dollars in 2013 to a record 581.69 billion dollars in

2025. The 2025 total was 129.9 percent higher than the 253.02 billion dollars recorded in 2024.

Private investment, which captures venture and growth funding rounds, was the largest channel at 344.66 billion dollars, up 127.5 percent from 151.48 billion dollars. Mergers and acquisitions added 214.44 billion dollars. The remaining 22.59 billion dollars came from minority stakes and public offerings. Generative AI companies alone raised 170.87 billion dollars of private money, nearly half the private total and more than three times their 2024 level.

Global Corporate Investment in AI by Type, 2025 (billion US dollars) Private funding, mergers and acquisitions and other deals in AI companies.

Data:

Stanford HAI, AI Index Report 2026, Economy chapter (total 581.69 billion dollars, private 344.66 billion dollars, mergers and acquisitions 214.44 billion dollars).

Note:

minority stakes and public offerings shown as the remainder calculated by BusinessStats. Compiled by BusinessStats. Switch to the table for exact figures.

Private money leads: venture and growth rounds supplied 59 percent of the 581.7 billion dollars invested in AI companies in 2025.

The AI Index also groups private funding by focus area, and the biggest category in 2025 was AI infrastructure, models, research and governance at 143.22 billion dollars, larger than any application area.

MEASURE	2024	2025	CHANGE
Total corporate AI investment	253.02 billion dollars	581.69 billion dollars	plus 129.9 percent
Private AI investment	151.48 billion dollars	344.66 billion dollars	plus 127.5 percent
Generative AI private investment	not stated in this edition	170.87 billion dollars	more than 200 percent
Infrastructure, models, research and governance	not stated	143.22 billion dollars	largest focus area
Newly funded AI companies	about 2,049 (calculated)	3,499	plus 70.8 percent

Investment by Country

Where AI money goes: the United States takes 83 percent

Private AI investment is concentrated in one country to a degree seen in few other industries. The United States attracted 285.88 billion dollars in 2025, which is 82.9 percent of the global private total. China was second at 12.41 billion dollars, the United Kingdom third at 5.90 billion dollars, followed by France at 4.36 billion dollars, Canada at 4.28 billion dollars and Germany at 4.09 billion dollars. Europe as a whole raised 20.92 billion dollars.

Private Investment in AI by Country, 2025 (billion US dollars) Top 11 countries by private funding raised by AI companies.

Data:

Stanford HAI, AI Index Report 2026, Economy chapter, private investment in AI by geographic area, 2025.

Note:

private investment only, excluding mergers and acquisitions. Compiled by BusinessStats. Switch to the table for exact figures.

One country dominates: US companies raised 285.9 billion dollars of private AI money in 2025, more than the next ten countries combined many times over.

Counting companies rather than dollars gives a broader picture. In 2025, 3,499 AI companies received a new round of funding worldwide. The United States accounted for 1,953 of them, or 55.8 percent, but the next places were much closer together, led by the United Kingdom, China and India.

RANK	COUNTRY	NEWLY FUNDED AI COMPANIES
1	United States	1,953
2	United Kingdom	172
3	China	161
4	India	92
5	Germany	84
6	France	79

7	Israel	64
8	South Korea	59
9	Japan	56
10	Singapore	49

For the companies that dominate this spending, see our profiles of [Nvidia](#), [Amazon](#) and the wider [big tech revenue comparison](#).

Models and Patents

Who builds the models: 59 from the US, 35 from China

The AI Index counts notable models, meaning models that set a new state of the art, were widely cited or had large real-world impact. In 2025, organisations based in the United States released 59 notable models, China 35 and South Korea 8. Industry produced more than 90 percent of notable models, a share that has risen steadily as training runs have become too expensive for most universities.

Notable AI Models by Country of Origin, 2025 (number) Count of notable machine learning models released by organisations in each country.

Data:

Stanford HAI, AI Index Report 2026, Research and Development chapter, based on Epoch AI data.

Note:

a model with developers in several countries can be counted for each of them. Compiled by BusinessStats. Switch to the table for exact figures.

A two-country race: the United States and China released 94 of the notable AI models counted in 2025, with South Korea a distant third.

Model development rests on computing power. The AI Index estimates that global AI compute capacity has grown 3.3 times a year since 2022 and reached about 17.1 million H100-equivalent processors at the end of 2025, up from roughly 50,000 in early 2022. Nvidia supplies more than 60 percent of that capacity. AI data center power capacity reached 29.6 gigawatts, and the United States alone hosts 5,427 data centers, more than any other country. Our [data centers statistics](#) page covers the facilities themselves.

Patents tell a different story from models. The AI Index reports that China holds 74.2 percent of AI patents granted worldwide. For generative AI specifically, the World Intellectual Property Organization counted about 54,000 patent families filed between 2014 and 2023, more than a quarter of them published in 2023 alone. Inventors based in China filed 38,210 of these, six times as many as the United States.

RANK	COUNTRY	PATENT FAMILIES
1	China	38,210
2	United States	6,276
3	South Korea	4,155
4	Japan	3,409
5	India	1,350

Chips

The chip bottleneck: Nvidia data center revenue of 193.7 billion dollars

The clearest single measure of AI spending on hardware is the data center revenue of Nvidia, the main supplier of AI accelerators. In fiscal 2022, which ended in January 2022, the segment earned 10.61 billion dollars. Revenue rose to 15.01 billion dollars in fiscal 2023, then jumped to 47.5 billion dollars in fiscal 2024 after the launch of ChatGPT set off a race to build training clusters.

The increase continued: 115.2 billion dollars in fiscal 2025 and 193.7 billion dollars in fiscal 2026, which ended in January 2026. Data center sales were 89.7 percent of total company revenue of 215.9 billion dollars. In the second quarter of fiscal 2027, reported in August 2026, data center revenue was 89.0 billion dollars in a single quarter, up 117 percent from a year earlier.

Nvidia Data Center Segment Revenue, FY2022 to FY2026 (billion US dollars)Annual revenue from data center products, mostly AI accelerators and networking.

Data:

Nvidia financial results releases for fiscal years 2022 to 2026, filed with the SEC.

Note:

fiscal 2026 ended January 25, 2026. Compiled by BusinessStats.Switch to the table for exact figures.



Eighteen times in four years: Nvidia data center revenue grew from 10.6 billion dollars in fiscal 2022 to 193.7 billion dollars in fiscal 2026.

For the third quarter of fiscal 2027, Nvidia guided to total revenue of about 108.0 billion dollars. Growth rates are slowing as the base gets larger, but the absolute increase each year is still rising. How the company compares with other chip and technology firms is covered in our ranking of the [biggest companies in the world by market value](#).

Big Tech Capex

Data centre spending: big tech capex heads past 650 billion dollars

The other side of Nvidia revenue is the capital spending of its largest customers. Four companies, Alphabet, Amazon, Meta and Microsoft, spent about 384 billion dollars on property and equipment in their latest full fiscal years, most of it on servers and data centres. All four have guided to much higher spending in 2026.

Capital Expenditure of Big Tech Companies, Latest Year vs 2026 Guidance (billion US dollars)Reported capital spending and the midpoint of 2026 guidance.

Data:

Amazon 2025 purchases of property and equipment; Alphabet 2025 capital expenditure; Meta 2025 capital expenditure including finance lease principal; Microsoft fiscal year to June 2025 including finance leases, summed from quarterly figures. Guidance: Amazon about 200, Alphabet 195 to 205, Microsoft about 175 for calendar 2026, Meta 130 to 145 billion dollars.

Note:

midpoints calculated by BusinessStats. Compiled by BusinessStats.Switch to the table for exact figures.

Spending roughly doubles: guidance implies about 710 billion dollars of combined 2026 capex from four companies, up from about 384 billion dollars.

Guidance has been raised during 2026: Alphabet moved from 175 to 185 billion dollars to 195 to 205 billion dollars, and Meta from 115 to 135 billion dollars to 130 to 145 billion dollars. Microsoft lowered its figure from about 190 to about 175 billion dollars only because it reclassified some leases.

These are company figures with different definitions, so the totals are indicative rather than exact. The direction, though, is not in doubt. The IEA counted more than 400 billion dollars of capital spending by five



large technology companies in 2025 and expects a further increase of about 75 percent in 2026. Revenue trends for the same firms can be followed in our [Alphabet annual revenue](#) and [Facebook statistics](#) reports.

Electricity

AI and electricity: data centres to use 950 TWh by 2030

Every new data centre needs power, and AI servers use far more of it than conventional ones. The International Energy Agency estimates that data centres consumed about 415 terawatt hours of electricity in 2024, around 1.5 percent of global electricity use. Consumption grew 17 percent in 2025 to about 485 terawatt hours, and electricity use in AI-focused data centres grew 50 percent.

Global Data Centre Electricity Consumption, 2024 to 2030 (terawatt hours) Measured use in 2024 and 2025 and the IEA base case projection for 2030.

Data:

International Energy Agency, Energy and AI, April 2025, and Key questions on energy and AI, April 2026.

Note:

the 2025 report projected about 945 terawatt hours for 2030; the 2026 update gives about 950. Compiled by BusinessStats. Switch to the table for exact figures.

Doubling by 2030: data centre electricity use is set to rise from 485 terawatt hours in 2025 to about 950 terawatt hours, roughly 3 percent of global demand.

Demand is concentrated in a few places. In 2024, the United States accounted for about 45 percent of data centre electricity use, China for about 25 percent and Europe for about 15 percent. In the IEA base case, US consumption rises by about 240 terawatt hours to 2030, an increase of 130 percent, and Chinese consumption by about 175 terawatt hours, or 170 percent. Europe adds about 45 terawatt hours, a rise of 70 percent.

Accelerated servers, the category that includes AI processors, are growing about 30 percent a year against 9 percent for conventional servers and account for roughly half of the projected increase. For grid operators, the issue is less the global total than local concentration: data centre clusters in northern Virginia, Dublin or Singapore already take a large share of regional supply. National context is available in our reports on the [global electricity market](#) and [electricity in the United States](#).

Business Adoption

Business adoption: 88 percent of organisations use AI

McKinsey has asked executives about AI use every year since 2017, which makes its survey the longest consistent view of corporate adoption. In 2017, 20 percent of respondents said their organisation used AI in at least one business function. The share peaked at 58 percent in 2019, dipped to 50 percent in 2022, then climbed quickly once generative AI arrived: 55 percent in 2023, 72 percent in early 2024, 78 percent by mid-2024 and 88 percent in the 2025 survey.

Share of Organisations Using AI in at Least One Business Function, 2017 to 2025 (%)
 Share of McKinsey survey respondents reporting AI use in their organisation.

Data:

McKinsey Global Surveys on the state of AI, published 2022, August 2023, May 2024, March 2025 and November 2025.

Note:

survey years with no published value are omitted, so bars are not evenly spaced in time. Compiled by BusinessStats. Switch to the table for exact figures.

From one in five to nearly nine in ten: reported AI use rose from 20 percent of organisations in 2017 to 88 percent in 2025.

The Stanford AI Index, which draws on the same survey, notes that adoption was highest in Europe at 91 percent and North America at 90 percent in 2025. About 70 percent of organisations reported regular use of generative AI in at least one function, compared with about a third in 2023.

Using AI somewhere is not the same as using it at scale. The 2026 edition of the McKinsey survey, based on 1,719 respondents interviewed in May and June 2026, found that 44 percent of organisations say AI is now scaling across the enterprise, up from 38 percent a year earlier. Among large organisations, 40 percent report scaling AI agents, up from 27 percent, while smaller firms were flat at 22 percent.

Sector use cases are covered in more depth in our reports on [AI in finance](#), [AI in healthcare](#) and [AI-driven retail in China](#).

Europe

Europe: one in five firms uses AI, from 42 percent in Denmark to 5 percent in Romania

Official statistics give a more cautious reading. Eurostat asks a representative sample of EU enterprises with 10 or more employees whether they use any AI technology. The share was 7.65 percent in 2021 and 8.06 percent in 2023, then jumped to 13.48 percent in 2024 and 19.95 percent in 2025. In other words, the share of EU firms using AI rose by about 12 percentage points in two years, after barely moving before.

Share of Enterprises Using AI Technologies in Selected EU Countries, 2025 (%) Enterprises with 10 or more employees using at least one AI technology.

Data:

Eurostat, Use of artificial intelligence in enterprises, dataset isoc_eb_ai, news release December 11, 2025.

Note:

Netherlands value marked as a series break by Eurostat; financial sector excluded. Compiled by BusinessStats. Switch to the table for exact figures.

A Nordic lead: 42.0 percent of Danish firms used AI in 2025, eight times the 5.2 percent in Romania.

The gap between countries is wide. Denmark, Finland and Sweden lead, each above 35 percent, followed by Belgium, Luxembourg and the Netherlands at about a third. The large economies sit near or below the average: Germany at 26.0 percent, Spain at 20.3 percent, France at 18.2 percent and Italy at 16.4 percent. Romania, Poland and Bulgaria are below 9 percent. Denmark recorded the largest increase from 2024, at 14.5 percentage points, followed by Finland at 13.5 points.

GROUP	SHARE
All enterprises, 2021	7.65 percent
All enterprises, 2023	8.06 percent
All enterprises, 2024	13.48 percent
All enterprises, 2025	19.95 percent
Small (10 to 49 employees), 2025	17.00 percent
Medium (50 to 249 employees), 2025	30.36 percent
Large (250 or more employees), 2025	55.03 percent

Size explains much of the difference with private surveys. More than half of large EU firms used AI in 2025, against 17 percent of small firms, and small firms make up the great majority of enterprises in every country. The most common uses were analysis of written language at 11.8 percent of firms, generation of pictures, video or audio at 9.5 percent and generation of written or spoken language at 8.8 percent.

US Firms

United States: about one in five firms uses AI

The US Census Bureau asks a large sample of employer businesses every two weeks about AI in its Business Trends and Outlook Survey. Under the original question, which asked about AI used to produce goods or services, the share rose from 3.7 percent in September 2023 to 5.4 percent in February 2024.

In November 2025 the Census Bureau broadened the question to ask about AI use in any business function. Under the new wording, overall use hovered between 17 and 20 percent from December 2025 to May 2026, and reached 37 percent among firms with 250 or more employees. The Federal Reserve Board puts US firm adoption at about 18 percent at the end of 2025. The two series cannot be joined because the question changed.

PERIOD	SHARE OF FIRMS	QUESTION WORDING
September 2023	3.7 percent	AI used to produce goods or services
February 2024	5.4 percent	AI used to produce goods or services
December 2025 to May 2026	17 to 20 percent	AI used in any business function
May 2026, firms with 250 or more employees	37 percent	AI used in any business function

Taken together with Eurostat, the official data suggest that a fifth of firms in both the EU and the United States now use AI in some form. The much higher McKinsey figure reflects a sample tilted towards large companies, where adoption is close to universal.

AI Users by Country

AI users by country: 70.1 percent in the UAE, 31.3 percent in the US

Microsoft measures how many people use generative AI tools, based on anonymised device telemetry adjusted for market share. In the first quarter of 2026, 17.8 percent of the global working-age population, people aged 15 to 64, used generative AI, up from 16.3 percent in the second half of 2025. The share rose



again to 18.8 percent in the second quarter of 2026.

Share of Working-Age Population Using Generative AI by Country, Q1 2026 (%) People aged 15 to 64 using generative AI tools, selected countries.

Data:

Microsoft AI Economy Institute, AI Diffusion Report 2026 Q1, May 2026.

Note:

estimates based on Microsoft telemetry adjusted for device and browser market share; measures generative AI use only. Compiled by BusinessStats. Switch to the table for exact figures.

Small, connected economies lead: seven in ten working-age adults in the UAE use generative AI, against fewer than one in three in the United States.

The ranking does not follow the investment ranking. The United States, home to most leading AI developers, was 21st at 31.3 percent, while small, highly digital economies such as the UAE and Singapore lead. China reached 16.4 percent on this measure, below the world average. In the second quarter of 2026, the UAE rose to 73.3 percent and Singapore to 64.3 percent, while Ireland at 49.9 percent and France at 49.6 percent moved ahead of Norway.

The divide between richer and poorer countries is large. Microsoft estimates usage at 27.5 percent in the Global North and 15.4 percent in the Global South in the first quarter of 2026, so a working-age adult in a richer country is almost twice as likely to use generative AI.

ChatGPT

ChatGPT: 900 million weekly users

The most widely used single AI product is ChatGPT. OpenAI said 500 million people used it every week at the end of March 2025, 700 million weekly active users by September 2025 and more than 800 million users in October 2025. In February 2026, the company reported more than 900 million weekly active users, more than 50 million consumer subscribers and more than 9 million paying business users.

ChatGPT Weekly Active Users, March 2025 to February 2026 (million) User milestones published by OpenAI.

Data:



OpenAI, March funding update (March 31, 2025), How people are using ChatGPT (September 2025), Introducing apps in ChatGPT (October 6, 2025) and Scaling AI for everyone (February 27, 2026).

Note:

the October 2025 figure is stated as more than 800 million users; points are not evenly spaced in time.

Compiled by BusinessStats. Switch to the table for exact figures.

400 million added in 11 months: ChatGPT weekly users rose from 500 million in March 2025 to more than 900 million in February 2026.

Only about one weekly user in 18 pays for a consumer plan. For context on how quickly other platforms grew, see our data on [the benefits of generative AI in social media marketing](#).

Jobs and Skills

Jobs: 170 million created, 92 million displaced by 2030

The World Economic Forum Future of Jobs Report 2025, based on a survey of more than 1,000 large employers, expects technology and other structural trends to create 170 million jobs and displace 92 million between 2025 and 2030, a net gain of 78 million. About 22 percent of current jobs will be affected. AI and big data top the list of fastest-growing skills.

Employers plan to respond in two ways at once. 77 percent intend to upskill their workforce for AI, while 41 percent expect to reduce headcount where AI automates tasks. The McKinsey 2026 survey points the same way, with 39 percent of respondents expecting AI to reduce total employment at their organisation in the coming year, up from 32 percent.

170MJobs created by 2030WEF Future of Jobs 2025.92MJobs displaced by 2030Net gain of 78 million.62%Wage premium for AI skillsPwC 2026, up from 57 percent.34%Productivity growth, AI-exposed sectors2018 to 2025, against 24 percent.

The PwC 2026 Global AI Jobs Barometer, based on job advertisements and company financial data, finds that workers with AI skills command an average wage premium of 62 percent, up from 57 percent a year earlier. Companies in the most AI-exposed sectors recorded productivity growth of 34 percent between 2018 and 2025, against 24 percent for those least able to use AI, and the number of jobs requiring AI skills grew 69 percent against 9 percent for all jobs.

Regulation



Regulation: 58 US federal AI rules in 2025

Governments are catching up. The AI Index counts AI-related regulations issued by US federal agencies, which rose from one in 2016 to 58 in 2025; the Executive Office of the President accounted for 28 of them. At state level, the number of AI-related bills passed rose from fewer than 10 in 2020 to 150 in 2025. The number of witnesses called to US congressional hearings on AI went from 5 in 2017 to 102 in 2025.

In Europe, the AI Act entered into force on 1 August 2024 and is the first comprehensive AI law in a major economy. Its obligations apply in stages, starting with bans on certain uses and rules for general-purpose models, followed by requirements for high-risk systems.

Outlook

Outlook: what the numbers point to for 2026 and beyond

The build-out is still accelerating: capex guidance implies another large step up in 2026, Nvidia guided to about 108 billion dollars of revenue for a single quarter, and the IEA expects data centre electricity use to double by 2030.

Adoption is following more slowly: about one firm in five in the EU and the United States uses AI, and scaling across the enterprise is under way in only a minority of firms. Three questions will decide the pace: whether revenue from AI products grows fast enough to justify the capital spending, whether power grids can connect new data centres in time, and how regulation evolves in Europe, the United States and China.

Key Facts

Artificial intelligence in ten numbers

\$581.7B Corporate AI investment 2025 Up 129.9 percent. \$285.9B US private AI investment 2025 82.9 percent of the world. 59 Notable US AI models 2025 China: 35. \$193.7B Nvidia data center FY2026 Up 68 percent. 19.95% EU firms using AI 2025 Denmark 42.0 percent. 70.1% UAE adults using GenAI Highest in the world, Q1 2026. 900M+ ChatGPT weekly users February 2026. 950 TWh Data centre power 2030 IEA projection. FAQ

Questions people ask about artificial intelligence data

The Stanford AI Index 2026 reports global corporate investment in AI of 581.69 billion dollars in 2025, up 129.9 percent, including 344.66 billion dollars of private investment and 214.44 billion dollars of mergers

and acquisitions.

The United States, with 285.88 billion dollars of private AI investment in 2025, about 23 times more than China at 12.41 billion dollars. The United Kingdom was third at 5.90 billion dollars.

In the McKinsey 2025 survey, 88 percent of organisations used AI in at least one function. Official data are lower: 20.0 percent of EU firms with 10 or more employees in 2025, and about 17 to 20 percent of US firms in early 2026.

In the Microsoft AI Diffusion Report for Q1 2026, the UAE led with 70.1 percent of the working-age population using generative AI, followed by Singapore at 63.4 percent and Norway at 48.6 percent.

OpenAI reported more than 900 million weekly active users in February 2026, up from 500 million in March 2025, along with more than 50 million consumer subscribers.

Nvidia data center revenue, mostly AI accelerators and networking, was 193.7 billion dollars in fiscal 2026, 89.7 percent of total revenue of 215.9 billion dollars.

The IEA estimates that data centres used about 485 terawatt hours in 2025, up 17 percent, and projects about 950 terawatt hours by 2030. AI-focused data centre use grew 50 percent in 2025.

The United States released 59 notable AI models in 2025, China 35 and South Korea 8, according to the AI Index. China holds 74.2 percent of AI patents granted.

The WEF expects 170 million jobs to be created and 92 million displaced by 2030, a net gain of 78 million, while 41 percent of employers plan headcount cuts where AI automates tasks.

The EU AI Act entered into force in August 2024. In the United States, federal agencies issued 58 AI-related regulations in 2025 and states passed 150 AI-related bills.

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[World Economic Forum](#) - Future of Jobs Report 2025.

[PwC](#) - 2026 Global AI Jobs Barometer.

[WIPO](#) - Patent Landscape Report on Generative AI, July 2024.

Adoption measures are not comparable across sources: McKinsey surveys mostly large organisations, Eurostat covers EU enterprises with 10 or more employees, the Census Bureau changed its question in November 2025 and Microsoft measures individuals. Capital expenditure definitions differ by company. Remainder values, midpoints and shares marked as calculations were computed by BusinessStats from the published figures.



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Methodology

Every figure comes from a Business Stats report that names its primary source: statistics offices, central banks, company filings and original surveys. Estimates and projections are labelled as such.

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