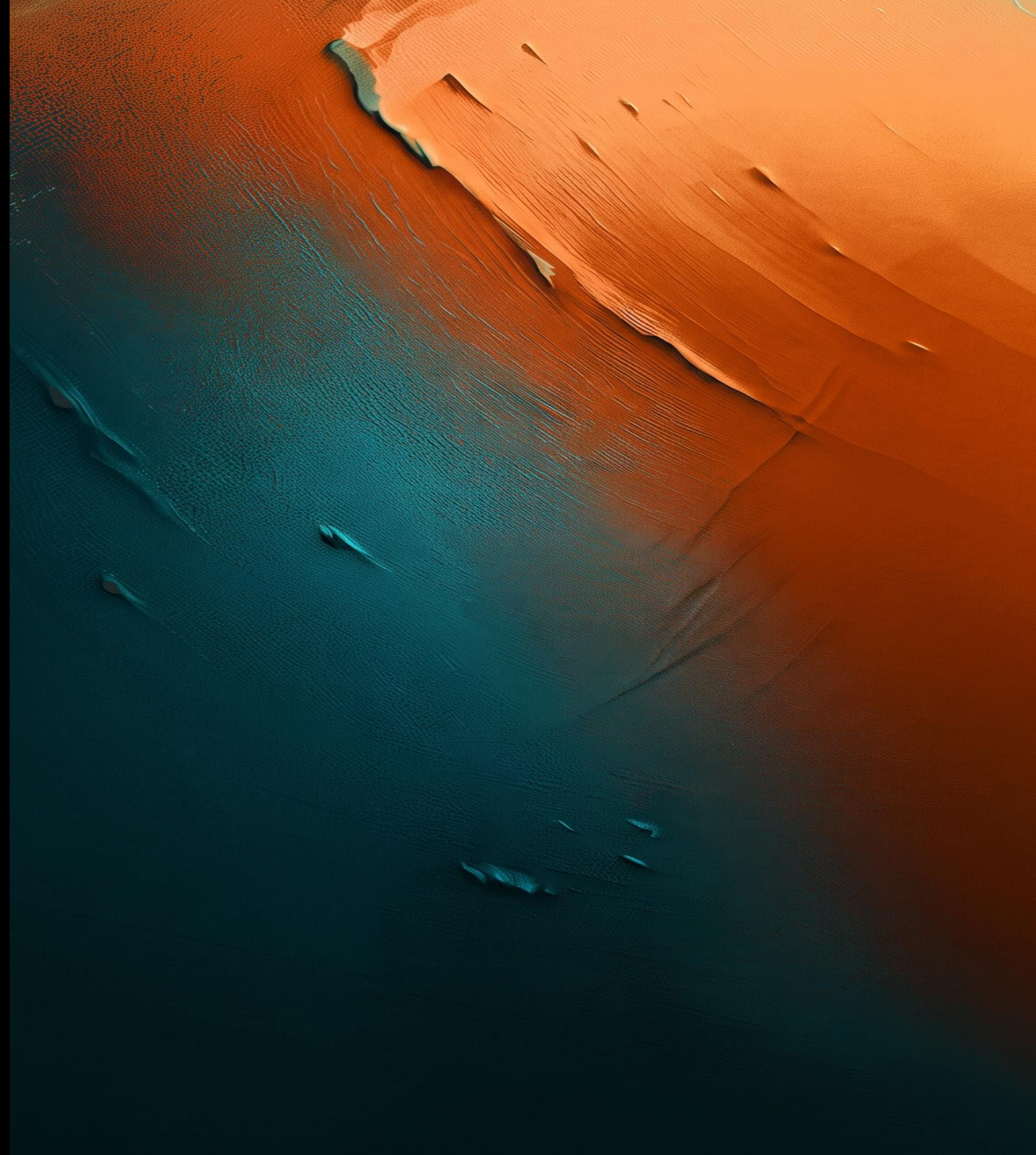


UK Online Spending Trends

Adobe Digital Insights

1 January – 31 August 2026

Adobe



Methodology

Adobe Digital Insights produces the only industry report that measures direct consumer transactions online.

Data is aggregated and anonymised to provide a pulse on the digital economy. The sample includes:

- 10s of billions of visits to U.K. retail websites every month
- 100 million+ product SKUs
- 18 product categories

**Prime Day, Heatwave and
World Cup Accelerate
Online Spending**

1

**UK Shoppers Switch to
Higher Priced Electronics,
Apparel and Sports
Equipment**

2

**Conversion Rates from AI
Sources Take Clear Lead
over Non-AI Sources**

3

**Social Fitness Trends Fuel
Momentum in Health and
Wellness Spending**

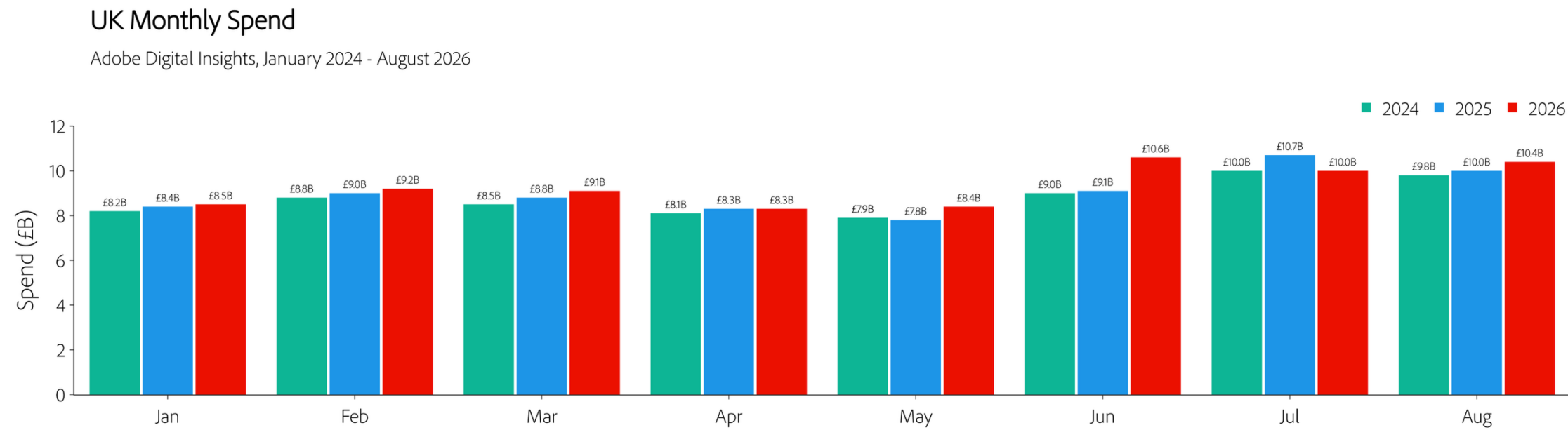
4

**Prime Day, Heatwave and
World Cup Accelerate Online
Spending**

Prime Day Pushes 2026 Ecommerce Growth Past 2025 Levels

- Online spending between January and August 2026 reached £74.5 billion, up 3.3% on the £72.1Bn spent over the same period in 2025.
- June is the highest spending month of 2026 so far: Amazon Prime Day moving from July to June pushed UK online spending to a June record of £10.6 billion – up 16.9% YoY.
- Online consumer spending accelerated in the 3 months to August 1st, growing at 4.9% YoY. The late Spring/early Summer period is becoming increasingly important for retailers, with growth rates steadily increasing every year since 2022.
- This contrasts with the slow start to the year, where online spending from January 1st – April 30th increased by just 2.1% compared with 2025. The slowest growth rate over this period since 2023.

Source: Adobe Digital Insights UK online spending data



Category Specific Events Drive Big Boosts

It's not just e-commerce wide events like Prime Day that retailers should be tracking and running promotions against. Each category has its own calendar of events that can drive much needed spending around key moments.

Mother's Day remains a strong online spending event with gifting categories including flowers, photos, chocolates and jewellery spiking above average levels from the prior month, while the UK heatwave also drove spending on air conditioning, barbecues and outdoor furniture.

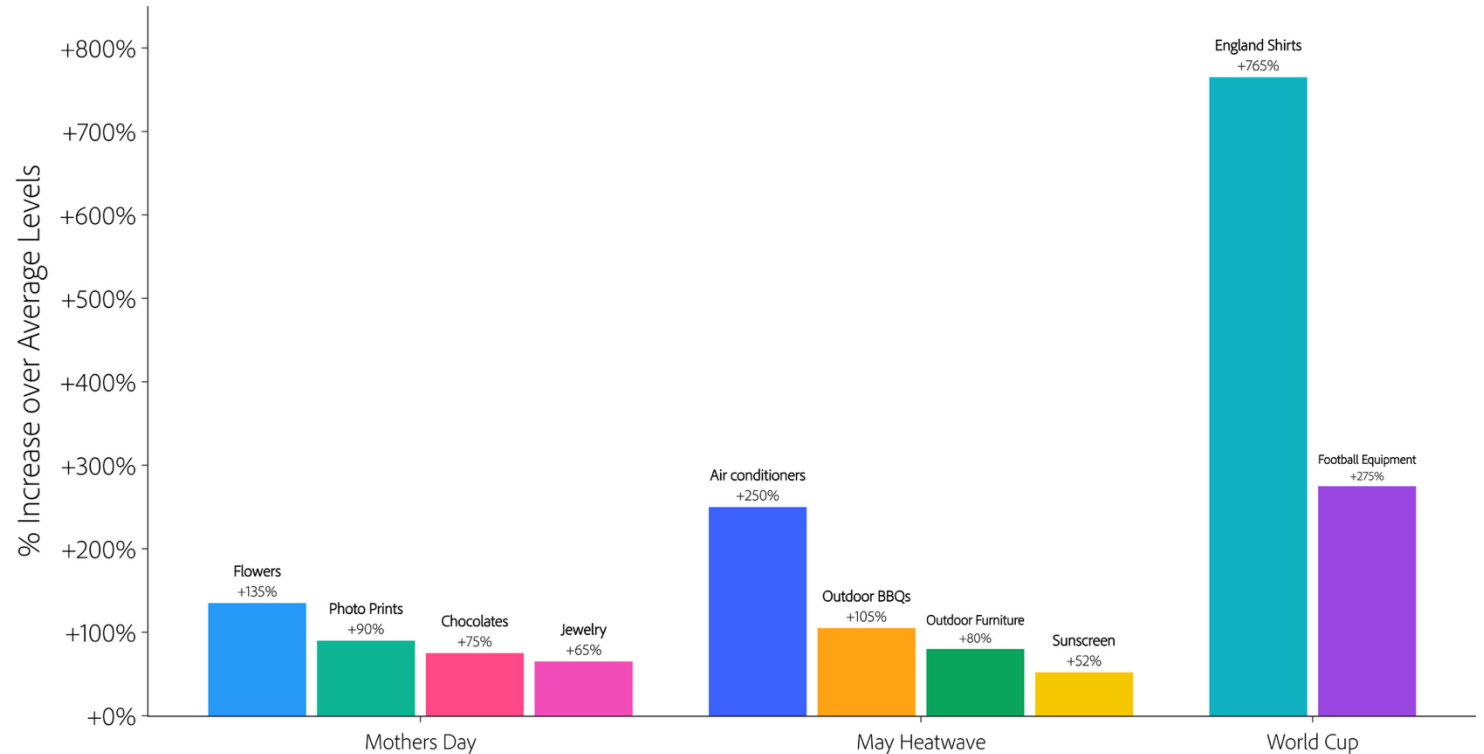
By far the biggest spike came from sales of football shirts and equipment in the run up to and during the World Cup.

- Football shirts: +765% compared to average daily sales in May
- Football equipment: +275%
- Air conditioners: +250%

Source: Adobe Digital Insights UK online spending data

UK Event Based Spending

Adobe Digital Insights



UK Prime Day Shopping Provides Boost to Retail

June's Prime Day event again proved to be the biggest online spending moment in H1.

UK shoppers spent more than £2.3 billion across the four days, up 11.4% on 2025, with £763 million spent on day one alone, making it the highest spending day of the year so far.

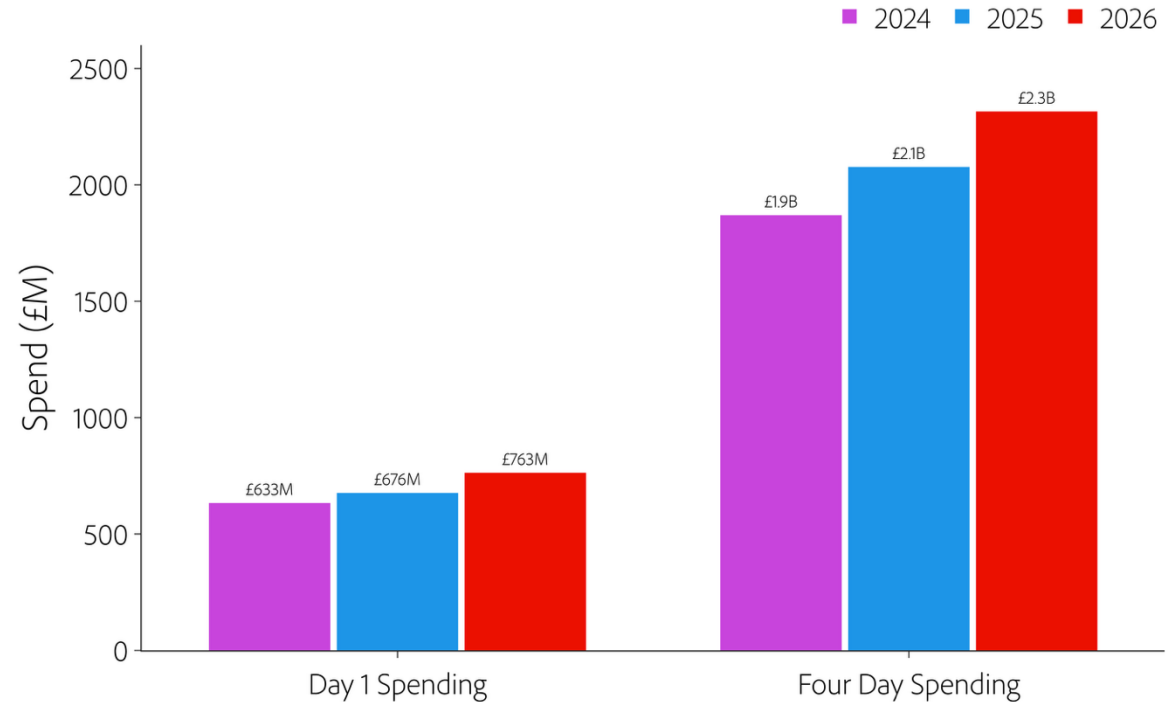
Prime Day saw significant uplift in spending in non-essential categories as shoppers seized the moment to take advantage of deep discounts before they disappeared.

- Retailers reduced prices by 12% on average with the largest savings seen in:
 - Apparel – down 17%
 - Electronics– down 17%
 - Televisions– down 15%
 - Home and garden – down 14%
 - Appliances – down 12%
- The largest increases in sales came in:
 - Smart watches – up 120%
 - Video Games and Consoles – up 85%
 - Refrigerators and Freezers – up 85%
 - Smart Home Devices – up 75%
 - Headphones and Speakers– up 70%

Source: Adobe Digital Insights UK online spending data

UK Prime Day Spend

Adobe Digital Insights, Day 1 vs. Four-Day Event, 2024-2026



**UK Shoppers Switch to Higher
Priced Electronics, Apparel
and Sports Equipment**

UK Shoppers Switch to More Premium Goods in Electronics, Apparel and Sports Equipment

Methodology:

For categories tracked by Adobe, prices were separated into 4 quartiles from the highest to lowest prices. Shares of units sold in the most expensive and least expensive quartiles were totaled from January to August 2026 and compared to the same period in 2025.

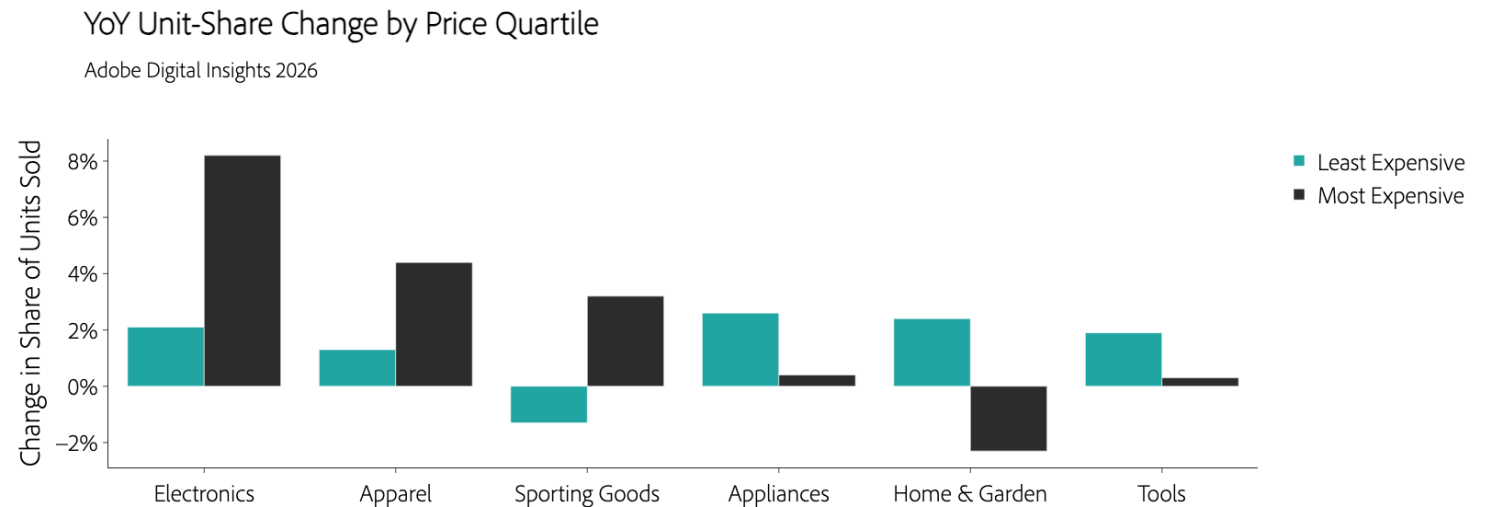
Source: Adobe Digital Insights UK online spending data

Trading Up: Shares of the most expensive quartile of goods increased across some categories. Consumers are moving to more expensive items in:

- Electronics (up 8.2%)
- Apparel (up 4.4%)
- Sporting Goods (up 3.2%)

Trading Down: Shares of the cheapest goods purchased increased across other categories, albeit at a slower pace than last year:

- Appliances (up 2.6%)
- Home & Garden (up 2.4%)
- Tools (up 1.9%)



**Conversion Rates from AI
Sources Take Clear Lead over
Non-AI Sources**

Rising Generative AI Referrals:

The New Front Door For Retail

Traffic to UK retail sites from AI sources has increased by 1,439%, between October 2024 and August 2026, driven by continued consumer adoption of ChatGPT, Gemini, Claude, Copilot and others and the expansion of shopping-specific features. Compared with August 2025, AI traffic in August 2026 was up 149%.

A survey conducted by Adobe in March 2026 found that 37% of UK shoppers have used AI assistants to shop, primarily for price comparison, product research, and deal-finding. Shoppers also reported higher purchase confidence and lower return rates when AI has been part of the process.

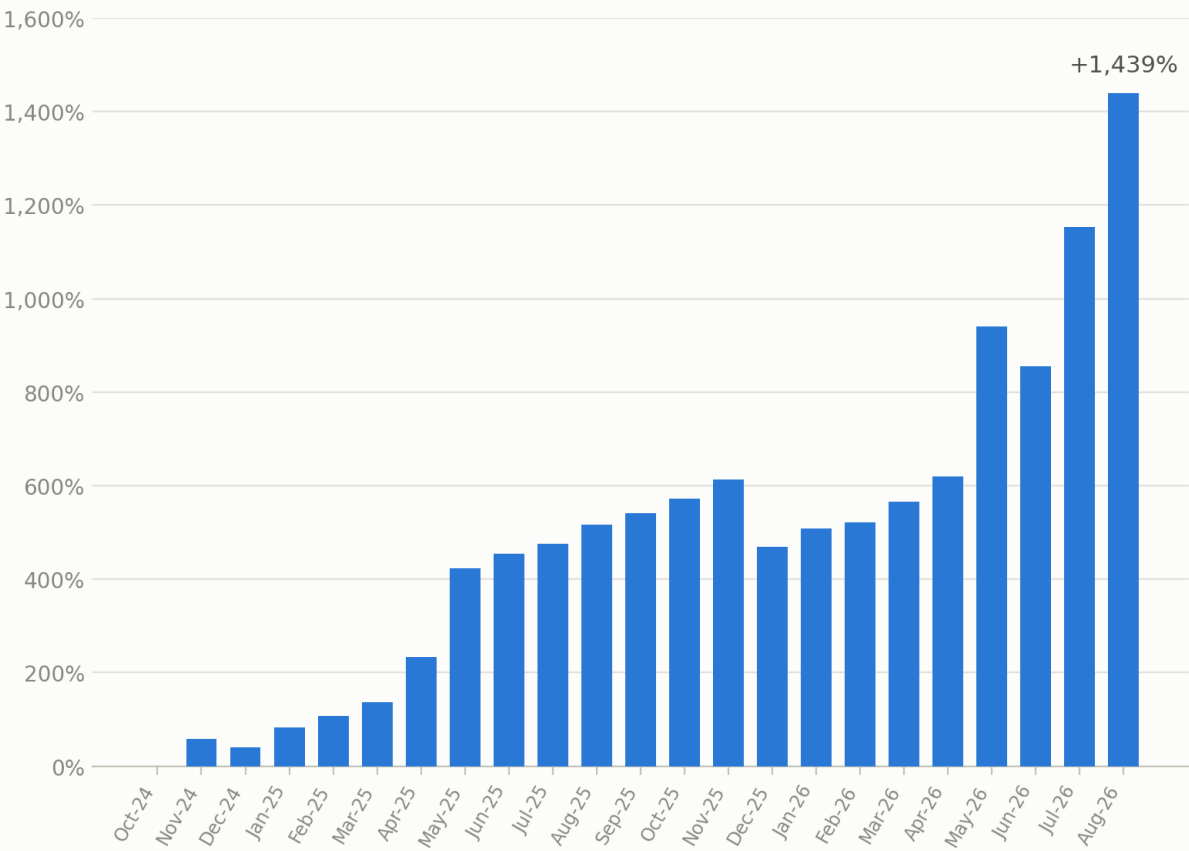
Gen Z and Millennials are leading this shift. Over a third (34%) of shoppers from these demographics are now completing purchases directly within the AI assistant interface rather than redirecting to traditional retail websites.

As AI becomes the first interface between consumers and brands, the shopping journey – from discovery to checkout – is being remapped. However, many UK retailers lack LLM-optimised 'digital front doors', rendering visibility for some brands obsolete.

Source: Adobe Digital Insights UK online spending data; Independent survey, commissioned by Adobe and conducted by Advanis, of 2,014 UK consumers. Survey conducted in March 2026.

Growth in AI-driven visit share (Retail)

Adobe Digital Insights; October 2024 – August 2026; indexed to Oct 2024



AI Referrals Surpass Traditional Retail Channels

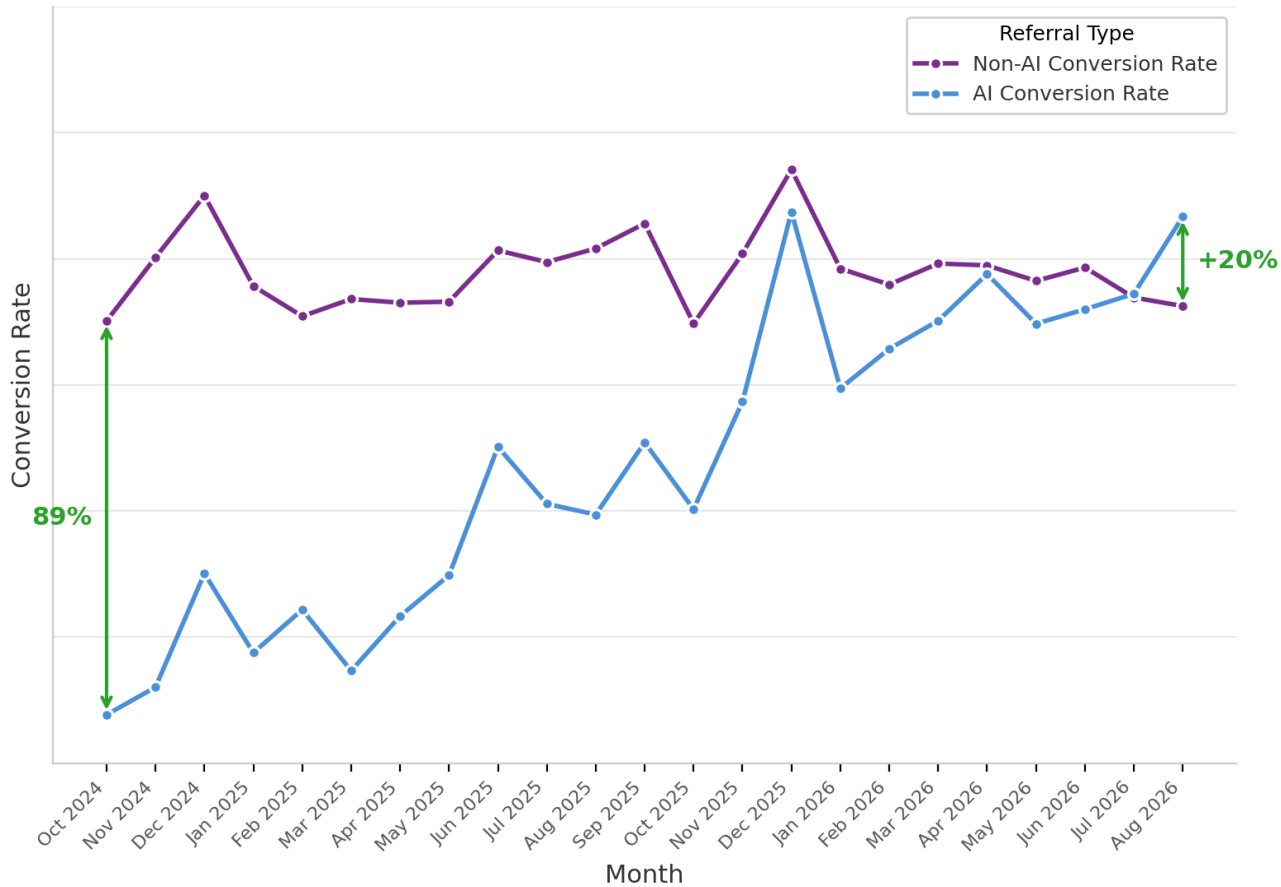
After lagging traditional retail channels by 89% in late 2024, the conversion gap narrowed from March 2025 onwards as AI recommendation models matured and consumer familiarity grew.

By May 2026, the conversion rate from AI sources officially overtook non-AI channels for the first time. By August 2026, UK AI conversion rates were 20% higher than non-AI conversion rates – up 120% higher year-over-year and 46% higher than in January 2026.

Part of this is down to AI-referred shoppers opening their screens and loading AI with significantly higher purchasing intent. They are spending 23% longer on-site and browsing 13% more pages per visit than traditional traffic.

Source: Adobe Digital Insights UK online spending data; Independent survey, commissioned by Adobe and conducted by Advanis, of 2,014 UK consumers. Survey conducted in March 2026.

Monthly AI vs. Non-AI Conversion Rate (Retail)
Adobe Digital Insights; October 2024 – August 2026



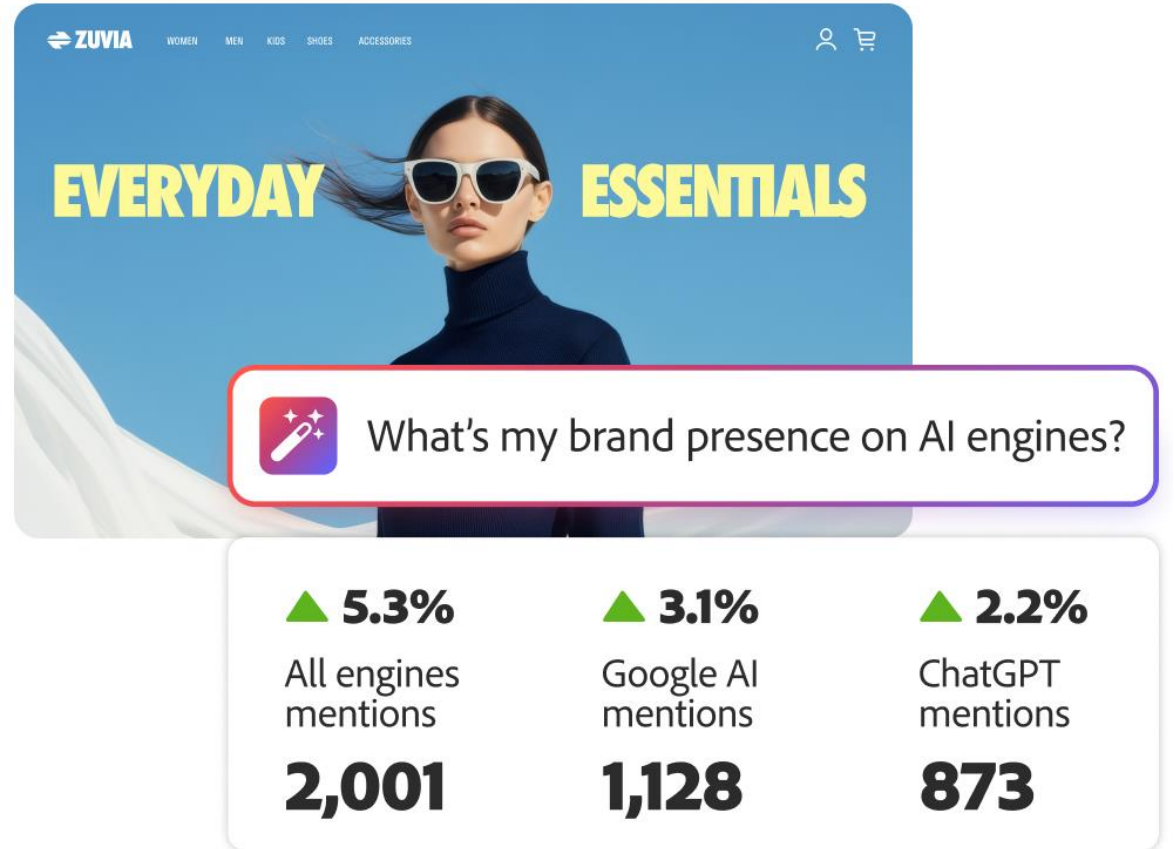
New Opportunities for Retailers: Visibility for GenAI Adoption

Generative AI has evolved from an emerging discovery tool to a primary shopping interface. Adobe's consumer survey from March 2026 found:

- 66% of UK consumers now trust AI tools to provide accurate product recommendations, with 85% of AI shoppers reporting that AI assistants have improved their overall online shopping experience.
- Shoppers increasingly rely on AI as their primary tool for price comparison, product research, and preparing for major sales events.
- 34% of UK AI shoppers (and nearly 60% of buyers) now complete transactions directly within the AI assistant interface, bypassing traditional retail websites entirely.

With AI conversion rates now outperforming traditional channels and AI shoppers reporting lower return rates, optimising digital assets for Large Language Model (LLM) readability is now critical for capturing high-intent sales.

Source: Independent survey, commissioned by Adobe and conducted by Advanis, of 2,014 UK consumers. Survey conducted in March 2026.



Adobe Brand Visibility provides a complete picture of how AI systems view your brand, the intelligence to prioritise strategies, the critical ability to deploy improvements without engineering support and the tools to prove impact — all in one unified application.

<https://business.adobe.com/uk/products/brand-visibility.html>

Social Fitness Trends Fuel Momentum in Health and Wellness Spending

Health and wellness spending elevated throughout 2026

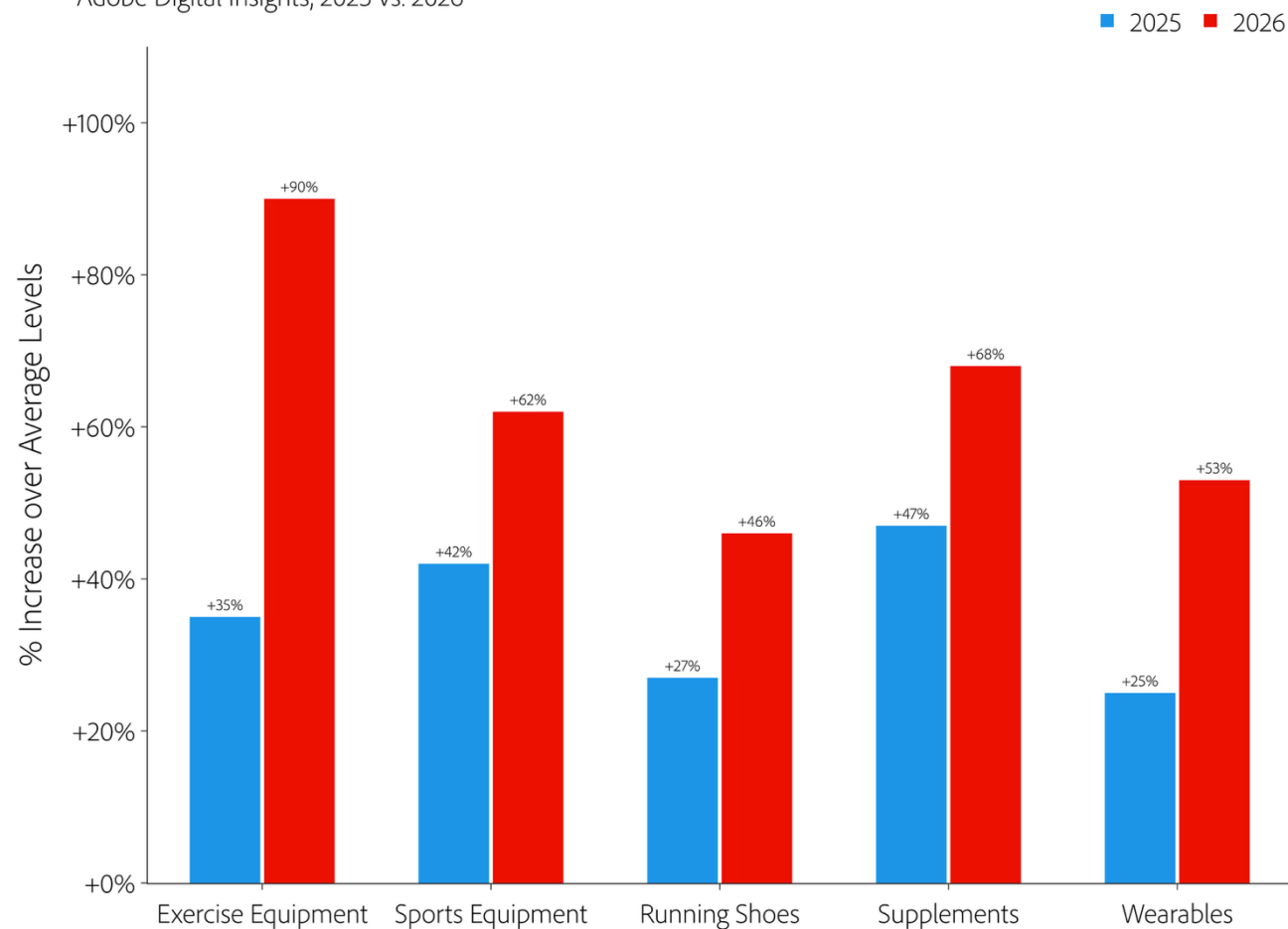
New year, new me? Not quite anymore. In previous years the spike in new year health and wellness spending returned to normal levels in the spring. This year, ADI data shows that health and wellness spending remains elevated across the first half of the year.

Spending across the following categories remained elevated above **normal levels between January and July 2026**:

- Exercise equipment – 90% above normal levels
- Sports equipment – 62% above normal levels
- Running Shoes – 46% above normal levels
- Supplements – 68% above normal levels
- Wearables – 53% above normal levels

UK Health and Wellness Lift

Adobe Digital Insights, 2025 vs. 2026



Health & Beauty brands perform well in AI readability

Buying Guides/Educational Content (85%) and Blog/News (84%) lead AI citation readability, indicating a strong thirst for information-rich, explanatory knowledge.

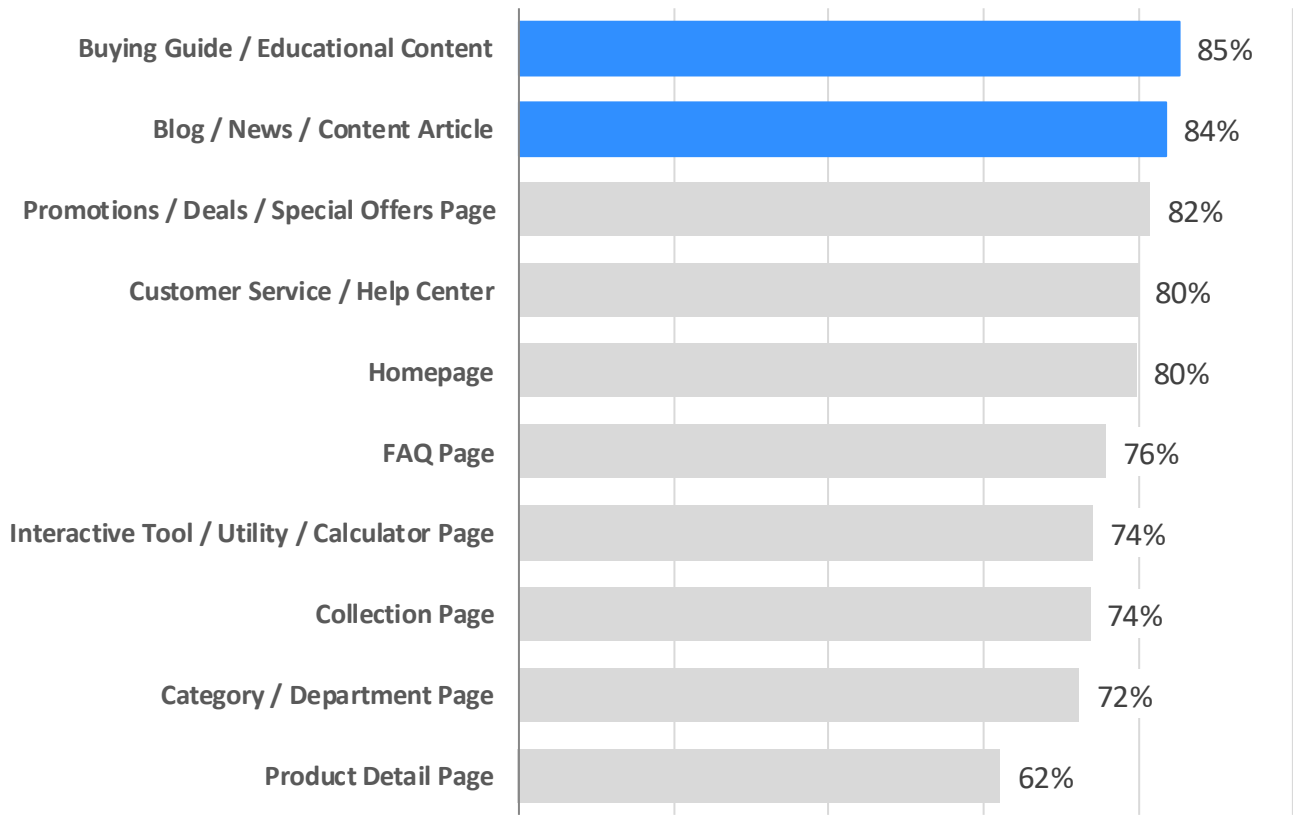
Promotions/Deals (82%), Customer Service (80%), and Homepages (80%) also perform strongly, showing AI can effectively interpret both promotional and LLM optimised homepages.

Product Detail Pages trail significantly at 62%, 23 points below Buying Guides, highlighting the largest opportunity to improve readability as shoppers inch closer to making purchasing decisions via AI.

Source: Adobe Digital Insights UK online spending data

AI Citation Readability by Page Category Health & Beauty (UK Retail)

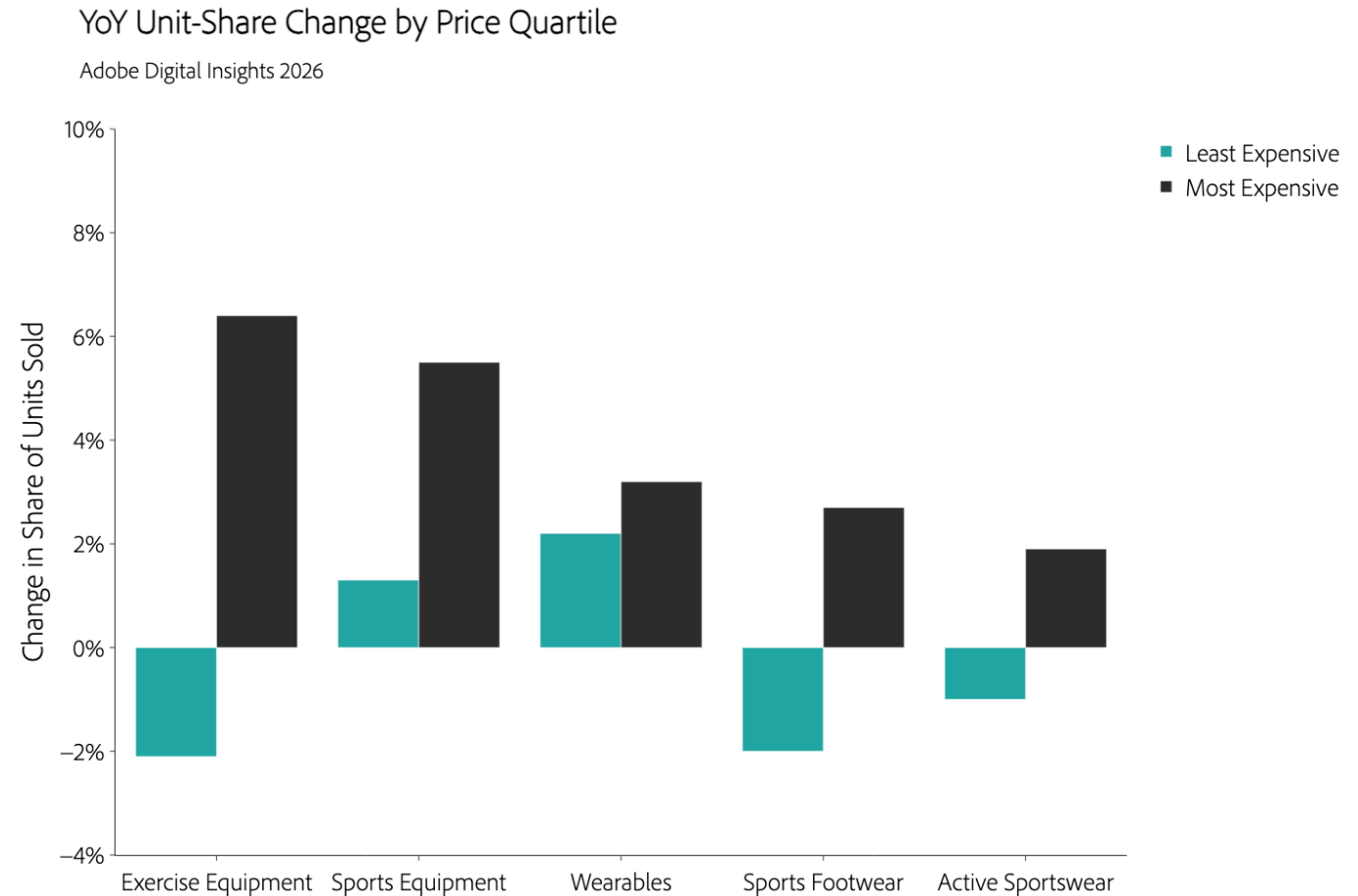
Adobe Digital Insights, July 2026



UK Shoppers Increase Spending on Premium Sportswear and Equipment

Health and fitness content is increasingly finding a home on social media. Community fitness events with high social shareability such as Hyrox and Parkrun have significantly grown in popularity – both in terms of participation and visibility on social media – prompting consumers to switch to more premium sportswear and equipment.

- Exercise Equipment: +6.4% unit share
- Sports Equipment: +5.5% unit share
- Wearables: +3.2% unit share
- Sports Footwear: +2.7% unit share
- Active Sportswear: +1.9% unit share



Adobe