



Ad-blocking report

2026

Inside the ad-blocking industry: user attitudes, expert insights, and what comes next.

Foreword

Ad blocking continues to have a sizable impact on the digital landscape. Global ad-blocking users have crossed the one billion mark, a **13% increase** since the publication of our 2023 report. The ad-blocking cohort represents **30% of the total internet population**.

Despite widespread dissatisfaction around intrusive ads and data surveillance, the advertising and publishing industries have largely disregarded user concerns. Rather than developing user friendly solutions, advertisers and publishers remain locked in a competition to determine who can most effectively own the data of and extract profit from the user. This dynamic assumes that users will continue to trade their privacy for convenience.

Forced to look for more extreme solutions to prevent intrusive ads and invasive trackers, ad-blocking users are adopting new technologies to protect their digital experience. These tools not only block ads, but also ad and analytics trackers, effectively opting users out of surveillance and bypassing publisher attempts to disable ad blockers.

It is important to understand that ad-blocking users are not looking to disengage. They are active, valuable consumers of content and services. They live full online existences and remain open to engaging with brands and transacting, just not when ads disrupt their browsing or infringe on their privacy.

As ad-blocking technologies shield one group, the non-blocking population bears the brunt of advertiser demand. However, frustration pertaining to targeting, privacy, and security is rising across the board. Companies reliant on ad revenue are faced with a critical decision: adopt user first solutions or risk the continued acceleration of blocking technologies.

Total ad blocking

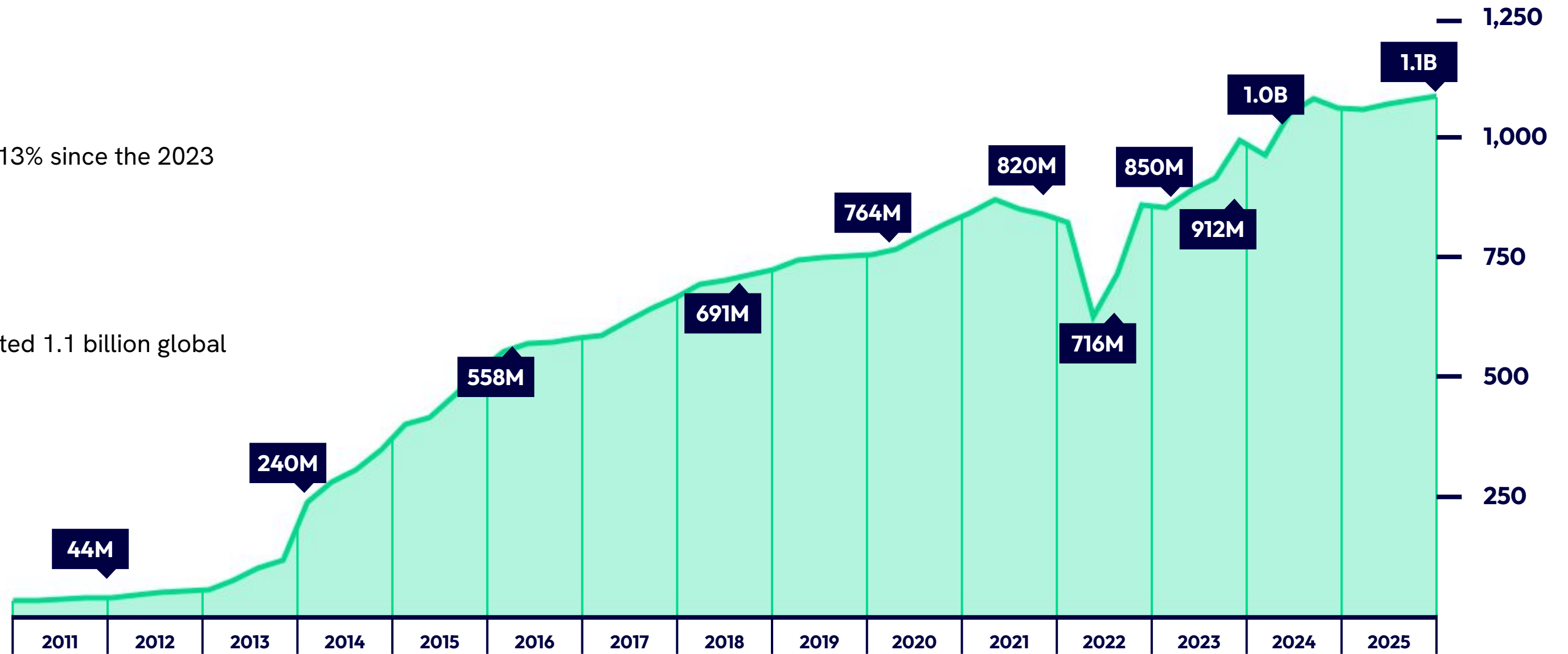
The global estimate of active ad-blocking users across desktop and mobile has passed **1 billion users**.

13%

Total ad block users have grown 13% since the 2023 Ad Filtering Report

1.1 billion

In Q4 2025, there were an estimated 1.1 billion global ad-blocking users.



Desktop ad blocking

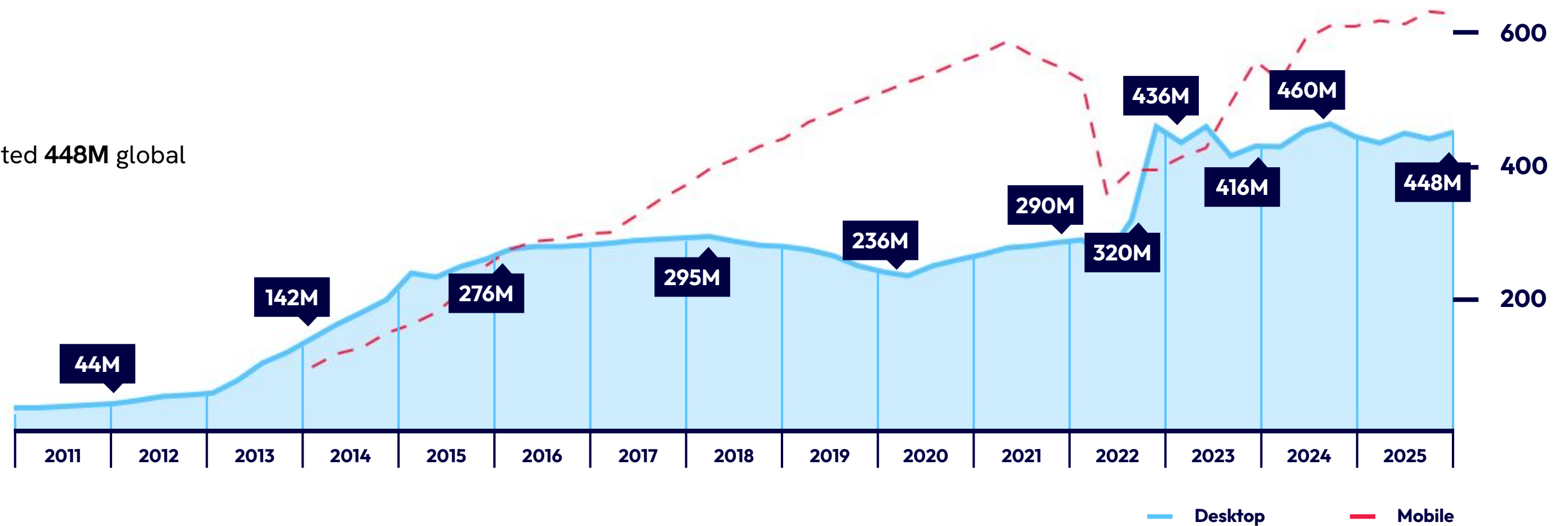
Desktop ad blocking is down from its peak in 2022 but remains stable **above 400M global users**.

4%

Desktop ad-blocking users have declined 4% since 2023.

448M

In Q4 2025, there were an estimated 448M global desktop ad-blocking users.



Mobile ad blocking

Mobile ad blocking continues to see strong growth, now at **over 600M global users**

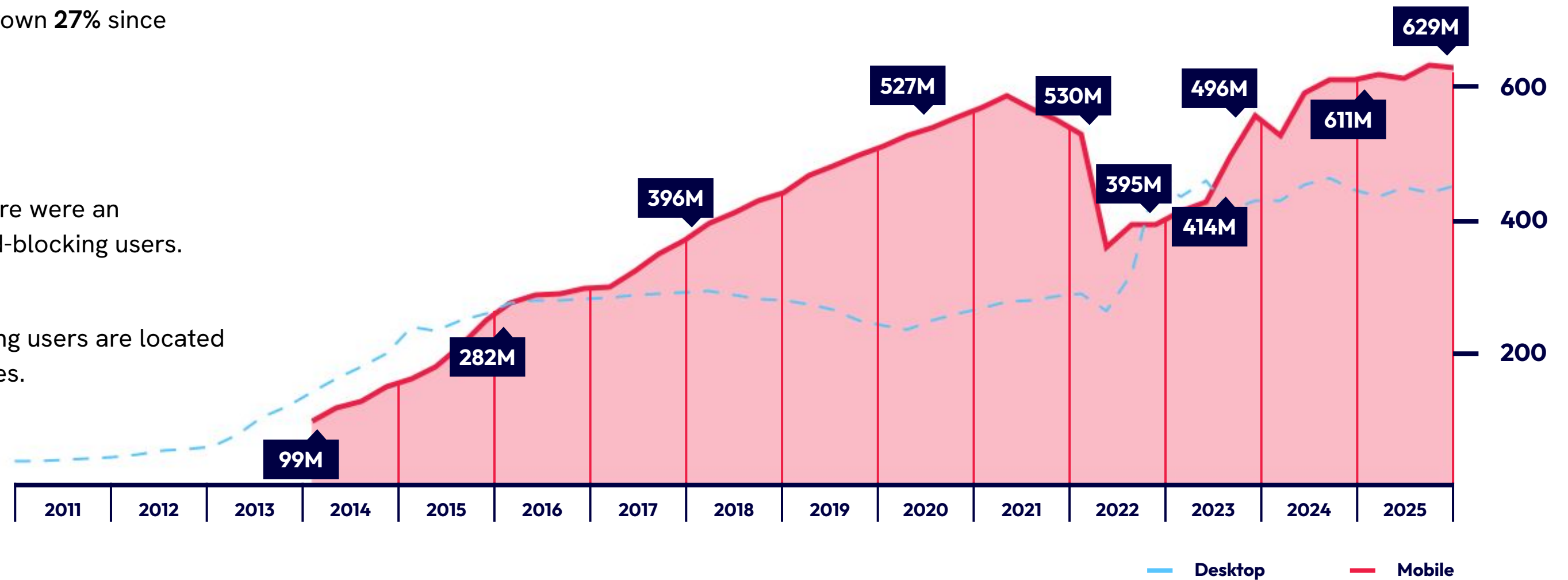
27%

Mobile ad-blocking users have grown **27%** since 2023.

629M

In the fourth quarter of 2025, there were an estimated **629M** global mobile ad-blocking users.

The majority of mobile ad-blocking users are located in low- or middle-income countries.



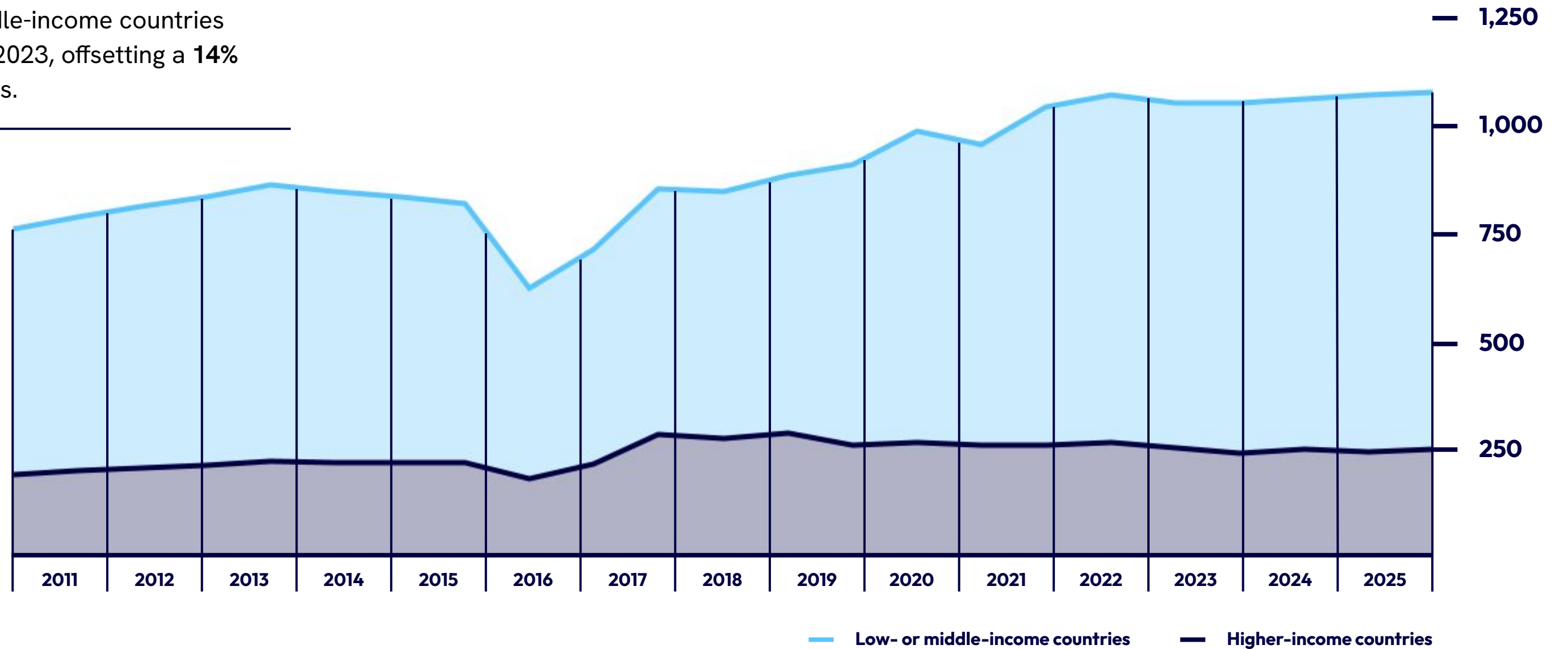
User growth trends

Ad block user growth was driven by **mobile users in low- or middle-income countries** over the past five years.

Ad-blocking users in low- or middle-income countries have grown **23%** since 2023, offsetting a **14%** decline in higher-income countries.

Users in low- or middle-income countries are looking to save on data costs and maximize speed on slower cellular networks.

To address users needs, more browsers in higher-income countries provide ad blocking as a default feature.

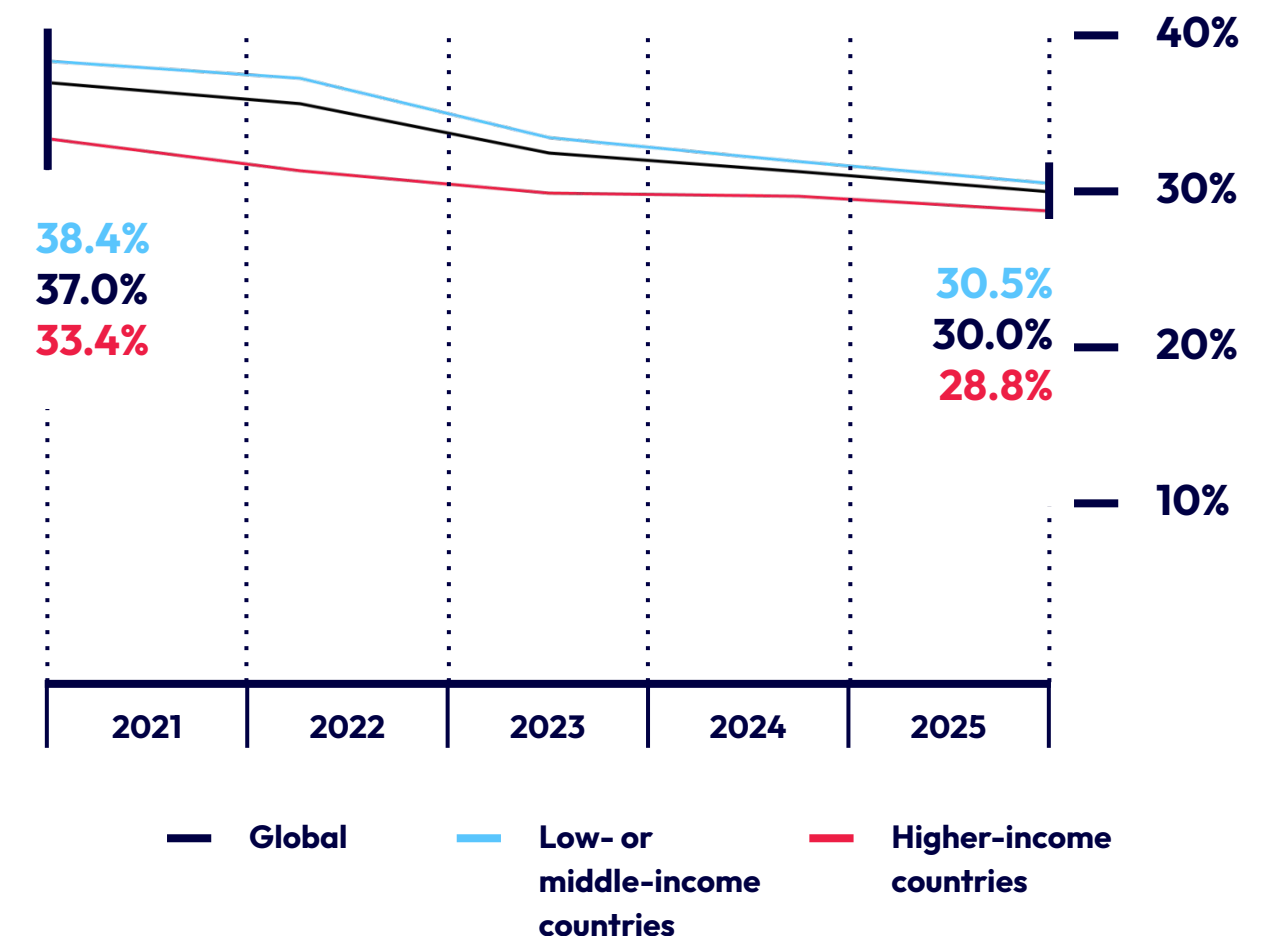


2025 ad-blocking rate reference table

Ad block rates by country according to GWI Consumer Insights Platform

| Country | Ad block rate | Country | Ad block rate | Country | Ad block rate |
|----------------|---------------|-------------|---------------|--------------|---------------|
| Argentina | 20% | Hong Kong | 28% | Portugal | 31% |
| Australia | 29% | Hungary | 33% | Romania | 27% |
| Austria | 33% | India | 25% | Russia | 33% |
| Belgium | 28% | Indonesia | 41% | Saudi Arabia | 28% |
| Brazil | 29% | Ireland | 27% | Serbia | 34% |
| Bulgaria | 29% | Israel | 35% | Singapore | 29% |
| Canada | 33% | Italy | 24% | South Africa | 35% |
| Chile | 22% | Japan | 15% | South Korea | 17% |
| China | 35% | Kenya | 32% | Spain | 29% |
| Colombia | 24% | Malaysia | 34% | Sweden | 32% |
| Croatia | 34% | Mexico | 22% | Switzerland | 31% |
| Czech Republic | 22% | Morocco | 17% | Taiwan | 31% |
| Denmark | 23% | Netherlands | 27% | Thailand | 25% |
| Egypt | 30% | New Zealand | 29% | Turkey | 32% |
| France | 29% | Nigeria | 28% | UAE | 24% |
| Germany | 31% | Norway | 33% | UK | 27% |
| Ghana | 9% | Philippines | 33% | USA | 33% |
| Greece | 30% | Poland | 34% | Vietnam | 39% |

Global ad blocking rates have declined as the result of total internet users growing faster than ad block users over the last 5 years



Ad filtering

Global ad-filtering users continue grow, fueled by mobile adoption.

Ad filtering can take many forms, but in this case refers to its most popular one, the Acceptable Ads¹ program.

400M

Total global Acceptable Ads users surpassed 400M.

4%

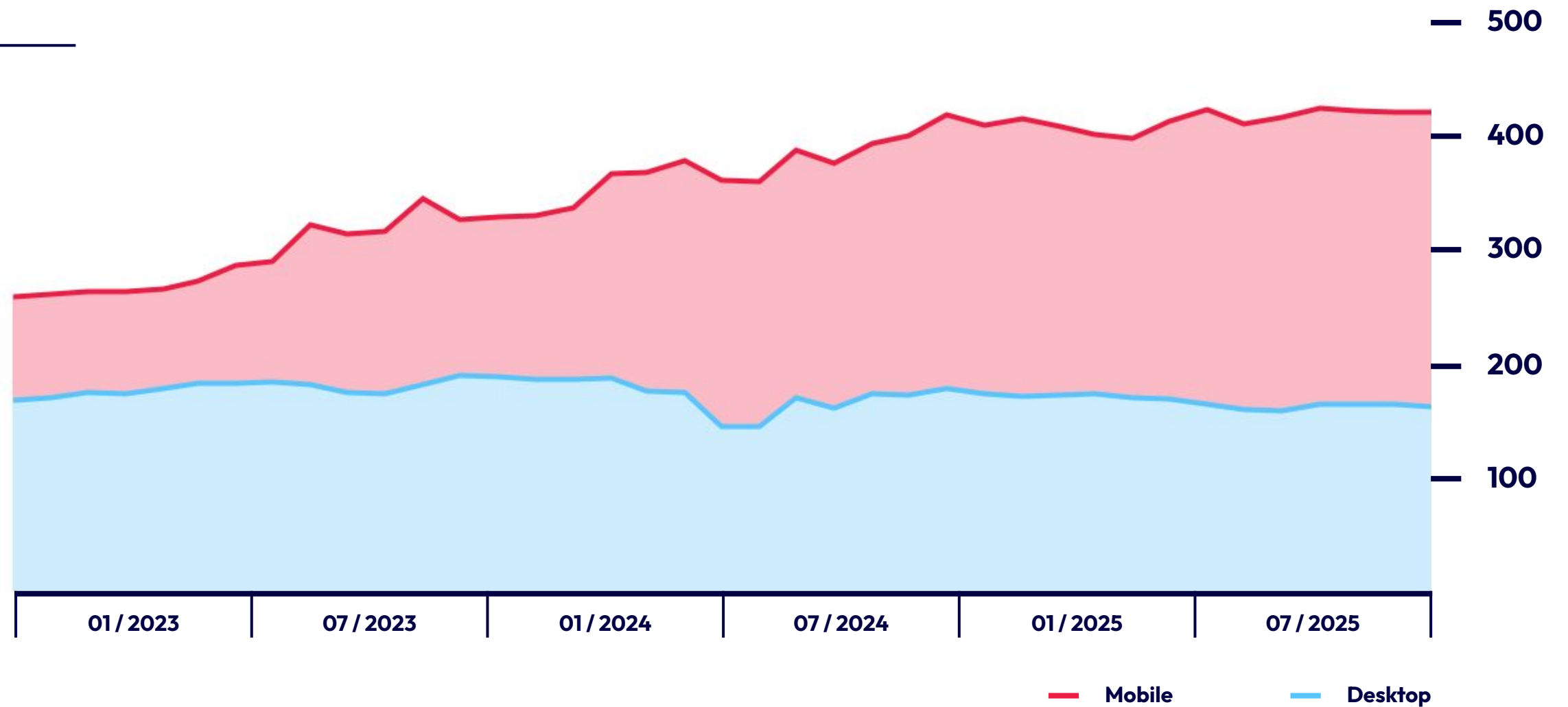
Desktop users have decreased 4% since 2023.

+42%

Mobile users have increased by 42% since 2023.

96%

96% of users have Acceptable Ads enabled, up from 94% in 2023.



¹ Acceptable Ads is a standard for nonintrusive advertising, defined by criteria covering ad size, format, placement, and behaviour. Ads that meet this standard may be shown to users who choose to participate in Acceptable Ads.

The ad block user

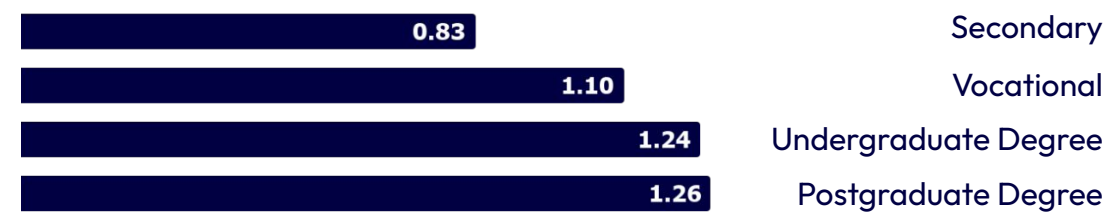
Limiting ad exposure doesn't mean limiting participation. Ad-block users are engaged, informed — and demographically attractive. GWI data indexed against the general internet population shows exactly who they are.

Ad block users are more likely to be Gen Z and Gen Alpha with higher educational attainment and income.

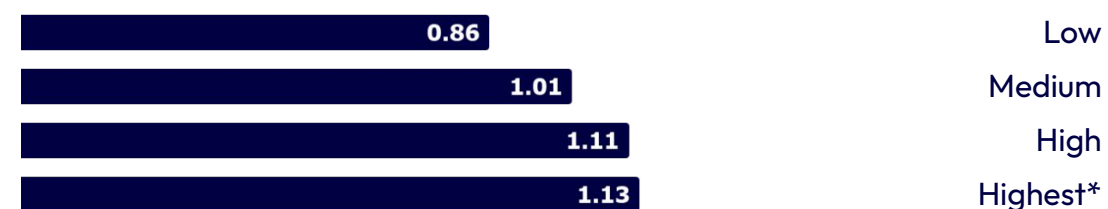
Ad block user **Age**



Ad block user **Education**



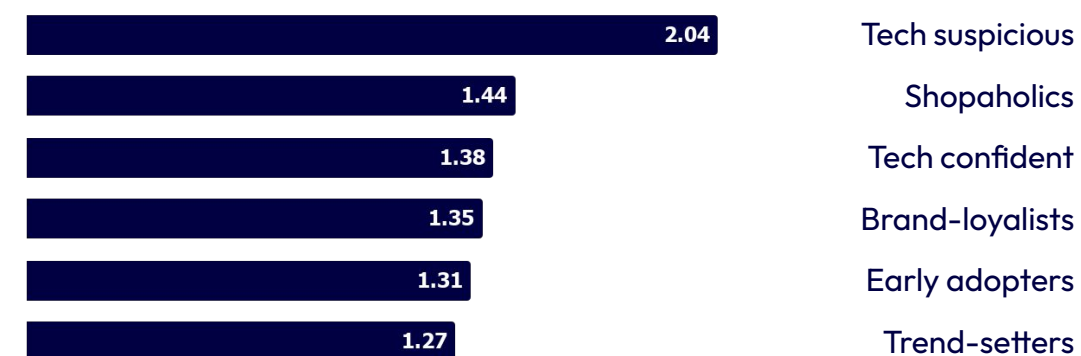
Ad block user **Income**



In addition to frustration with ad experiences, ad block users are highly suspicious of being tracked and taken advantage of online. Despite these concerns, ad block users remain informed and influential digital consumers and citizens.

They prefer to follow and engage with brands to make purchase decisions opposed to being interrupted with advertising across the web

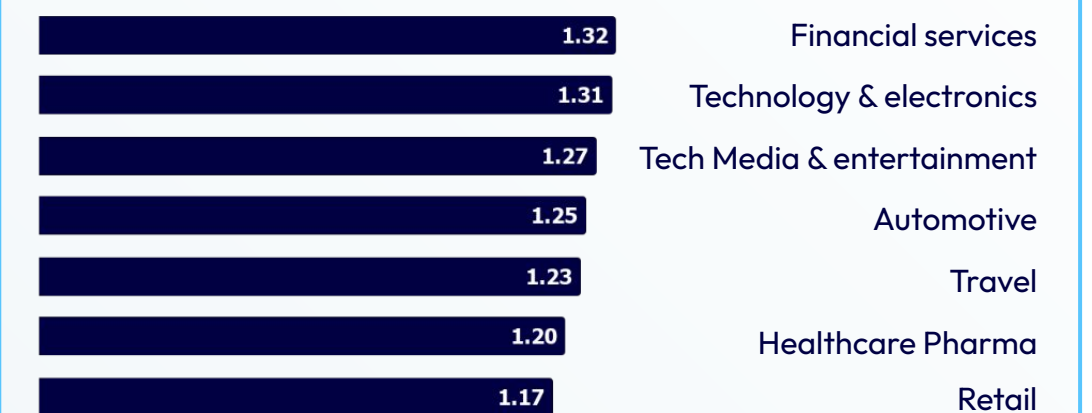
Ad block user **Personas**



Ad block users = Higher purchase intent

As consumers, ad block users show higher purchase intent for products and services across a wide range of verticals.

Ad block user **Purchase intent by category**



The ad block user

Ad block users are more likely to log-in, create accounts and start subscriptions. At the same time, they are less engaged when ads are forced.

Ad block users are more willing to log-in and create accounts

73% of ad block users say they would be at least somewhat likely to create an account or log in for written or editorial content, against 62% of non-users.

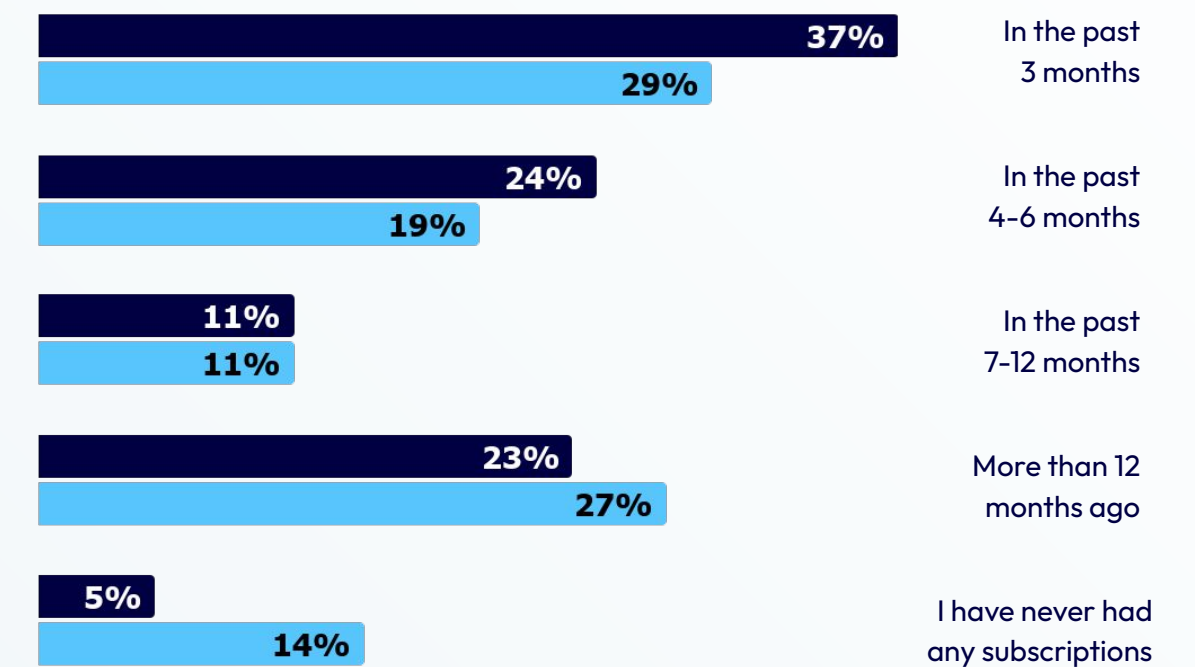


Forced banner ads on ad block users result in 10 to 20% less time on the page

When banner ads are forced on ad block users, they spend **10 to 20%** less time on the page, evaluate the website worse, and pay less attention to the banners themselves.

Ad block users are more active subscribers

When was the most recent time you started a new (paid or free) subscription, excluding music or video streaming?



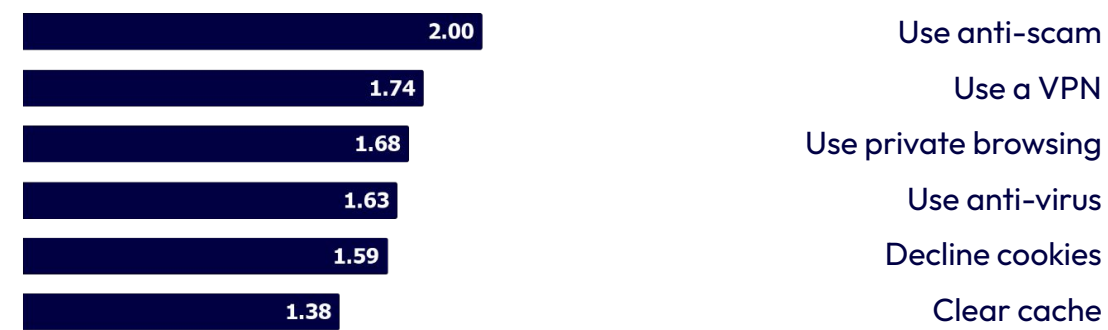
— Ad block users — Non-Ad block users

Market-wide privacy concerns

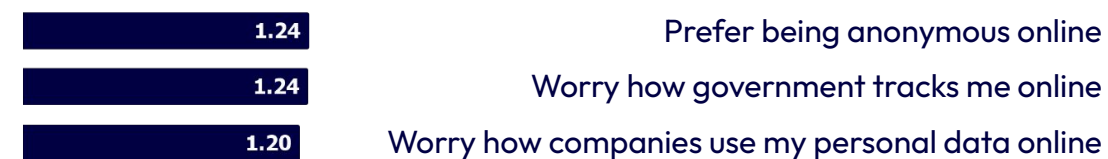
Concerns about privacy and how user data is treated online go beyond the ad block community.

Ad block users are highly suspicious of how their online data is used and are significantly more likely than the average internet user to take steps to protect themselves from companies with profit motives and nefarious intentions.

Actions taken to protect online privacy



Attitude towards tracking

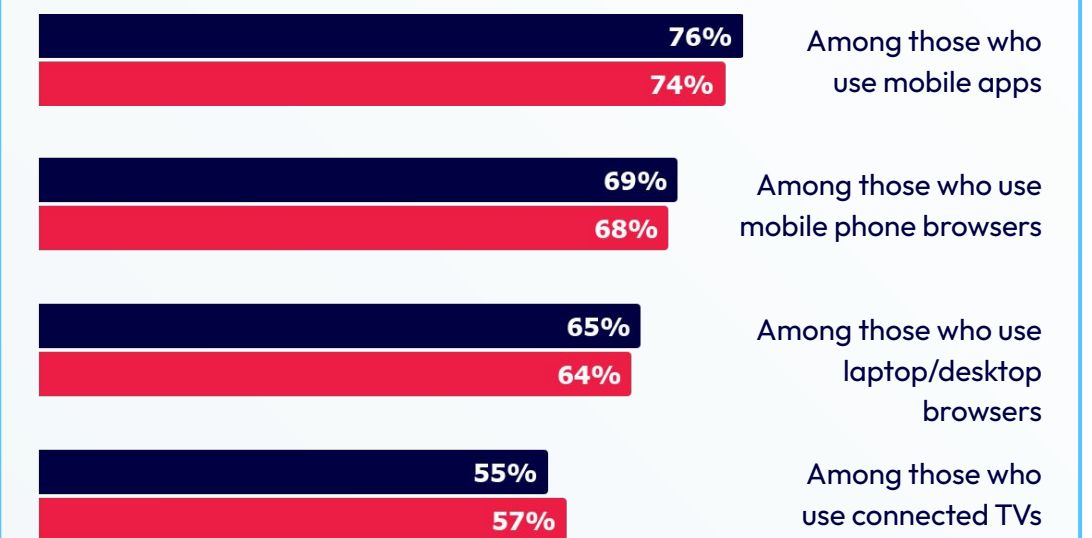


General internet users also express significant concern around data collection practices. An eyeo-Harris Poll study of internet users revealed that **81%** of respondents were concerned about digital devices recording their browsing history for the purposes of target advertising.

Beyond targeting there is general frustration around the lack of security and privacy internet users believe exists across devices.

Users are frustrated with privacy and security regardless of device

Level of frustration expressed by users across devices (% extremely, very or somewhat frustrated)



— Lack of security — Lack of privacy

Privacy concerns aren't fading, they're growing.

With 81% of internet users worried about how their data is being used, and frustration running high across every device, the pressure on companies is real and rising. Regulations will keep evolving, but the brands that get ahead won't be the ones chasing compliance. They'll be the ones that made user trust a strategic priority before they had to. First-party, consented data isn't just the ethical choice. It's the competitive one.



Gabrielle Robitaille
Director of Policy at WFA

Brands believe consumers should have meaningful choice and control over how their data is collected and used for advertising purposes. However, the continued rise in ad blocking signals a clear gap between user expectations and current practices, with concerns around ad tracking increasing among both consumers and regulators.

In response, brands and the broader industry are actively investing in new approaches that reduce reliance on third-party tracking and support more privacy-preserving advertising. However, regulatory developments, particularly in the EU, that seek to restrict the use of personal data for advertising are having broader spillover effects, limiting the viability and scalability of new models.

The priority is to get the balance right. Regulatory frameworks should protect users while incentivising alternative models so brands and the industry at large can innovate, build trust and scale solutions that meet evolving consumer and regulatory expectations.



Terry Taouss
President, Acceptable Ads Committee

When users block ads, they are not simply rejecting advertising. They are exercising choice in response to an experience that too often feels intrusive, disruptive, or misaligned with their expectations around privacy.

That choice has consequences across digital media. Publishers lose revenue that supports investment in quality content. Brands lose the opportunity to reach audiences who may genuinely value their message. And as more users block ads, the pressure often shifts onto those who do not, creating a cycle that further erodes trust and accelerates blocking behaviour.

Getting this right matters for the entire industry. A sustainable advertising model must start with the user experience: ads that respect people's attention, protect their privacy, and preserve their control. Only then can the value exchange work for users, publishers, and brands alike.

Methodology

Desktop/mobile ad blocking

eyeo generated internal estimations for the number of global monthly active ad-blocking users. An ad-blocking user is defined as a user who explicitly took action to engage with a product that offers ad blocking as a feature (extension, browser, app, VPN, DNS, etc.). Data sources used to determine user counts included: Opera financial statements (<https://investor.opera.com/stocks-financials/quarterly-results>), Brave data feeds (<https://brave.com/transparency/>), AdGuard internal stats (source-provided data), Chrome-Stats (<https://chrome-stats.com/>), Statista, as well as other publicly available sources (blog posts, press releases, etc.), and market share estimates. This data was added to eyeo's dataset to create the final output of ad-blocking users. Not all data sources clearly distinguish between desktop and mobile. In some cases, estimates of the desktop to mobile user split were made for certain companies using available, relevant data. Reasonable efforts were made to avoid any double counting between the two data sources.

Ad block users

This reports includes data from a user survey conducted online by The Harris Poll on behalf of eyeo from April 21-23, 2026 among 2,058 U.S. adults and from [The Drivers and Consequences of Ad Blocking: A Self-Filtering Mechanism That Increases Ad Effectiveness](#).

Ad-blocking rate reference table

To determine ad-blocking rates, this study employed anonymized, aggregate traffic data collected by Blockthrough from domains utilizing its technology. Geographic locations were derived from truncated and anonymized internet protocol (IP) addresses, while categorization of website content was obtained via a third-party vendor engaged by Blockthrough for web analytics purposes. The detection of ad-blocking usage by Blockthrough's technology involves initiating network requests to a predefined array of so called "bait uniform resource locators (URLs)." A user is inferred to be using an ad blocker if the requests to certain bait URLs are interrupted. To mitigate the influence of seasonal fluctuations on ad-blocking rates, data was not drawn from a contiguous time frame; instead, it was compiled on the first day of each month throughout 2025.

This approach ensures a more balanced and representative dataset. The ad-blocking rates reported in our findings are segmented into "desktop" and "other," with the latter encompassing mobile, tablet, and connected television (CTV) devices. The breakouts are provided in the interest of facilitating more granular analysis; however, due to this change, an apples-to-apples comparison of ad blocking cannot be made with the 2023 Ad-filtering report.

GWJ Methodology

From their panel of over 22m consumers, GWJ recontacted 1,000 GWJ Core - the research company's main ongoing survey - respondents from the USA and Germany who use ad blockers on their personal computer or laptop. The quantitative research study was fielded as an online survey and took place in 2025. The recontact methodology enables GWJ to synchronize the survey data with their base, consisting of over 57,000 data points. The custom research data is weighted back to GWJ Core data by audience definition, market, age, and gender to ensure it is representative. Some of the data points are based on response counts smaller than the full sample, but are weighted by GWJ to represent the real world population of ad-filtering users. Where data is compared to results from 2023, that survey was fielded in August 2023 using the same methodology.

Ad-filtering user definition

For the purposes of this report, ad-filtering users are defined as people who use a blocking extension that includes a filter for Acceptable Ads. This includes not only Adblock, Adblock Plus, and Adblock Browser users, but also third-party platforms that participate in Acceptable Ads. There is, however, a small number of users who opt-out of Acceptable Ads. The current opt-out rate is 6%.



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