

# Smartphones power 64 percent of global web traffic, marking a new all-time high



Mobile web traffic has steadily increased since mid-2013, driven by faster mobile networks and a generation glued to their phones for everything, from news to shopping and entertainment. With websites becoming more mobile-optimized, the shift from desktops has become an ongoing digital trend, driving mobile's share in web traffic to record highs.

According to data presented by Techgaged.com, smartphones now power an impressive 64 percent of global web traffic, marking a new all-time high.

**Mobile web share rises for eight straight quarters, the longest streak**

## **since 2016**

Mobile's share in web traffic has seen significant fluctuations over the past ten years. After rising sharply throughout 2016 and reaching close to 53 percent in late 2017, the trend slowed down, with smartphones making 47 percent of total web traffic at the end of 2018.

The next three years saw these figures fluctuate, indicating that mobile web browsing has become a major trend but still lacks momentum. Still, in Q3 2022, smartphones set a new record, accounting for nearly 60 percent of total web traffic. Although the share dropped to 53 percent over the next six months, the second half of 2023 marked the beginning of an ongoing trend that will cement smartphones' position as the number one device for web browsing.

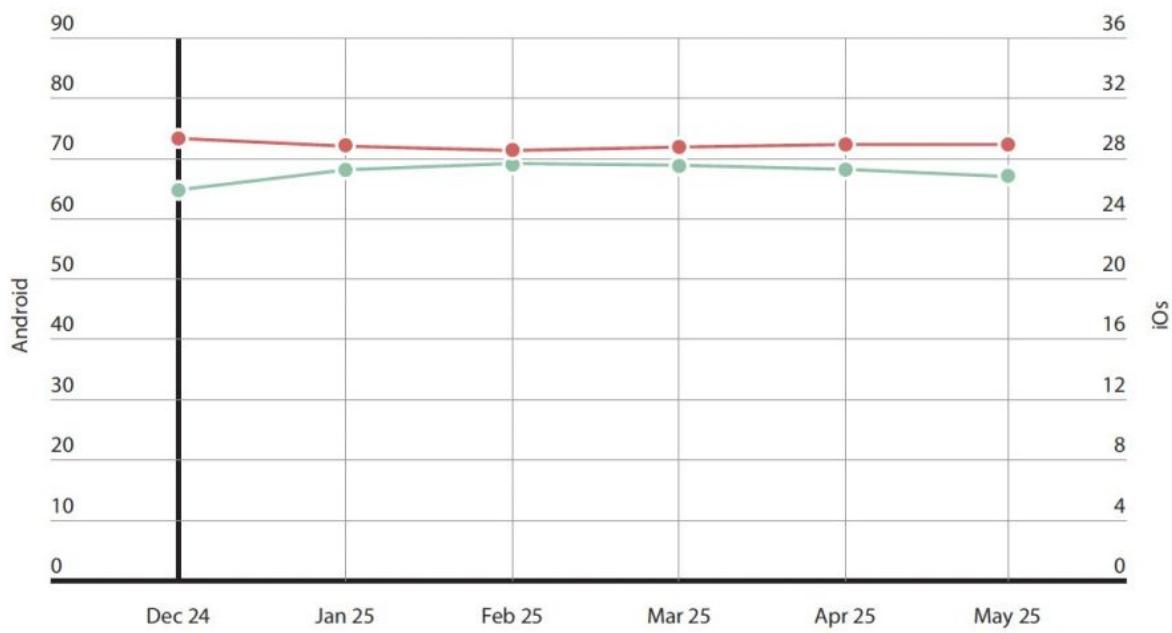
With more people than ever turning to their smartphones to browse the web, mobile's share of web traffic jumped to 59.3 percent in Q1 2024. The steady growth continued ever since, reaching 64.1 percent in Q2 2025, and marking eight consecutive quarters of growth, the longest run since the 2016 smartphone boom.

Still, there are significant regional differences, with Asia leading the charge. Asia is home to some of the world's most mobile-driven countries, such as China, India, South Korea, and Indonesia, and the widespread availability of affordable smartphones and fast 5G have pushed their mobile web traffic shares far beyond the global average.

Last month, mobile devices accounted for 71.3 percent of total web traffic in Asia, seven percent above the global average. Mobile web usage in the region is also significantly higher than in the Americas and Europe, where smartphones generate around 50 percent of total web traffic.

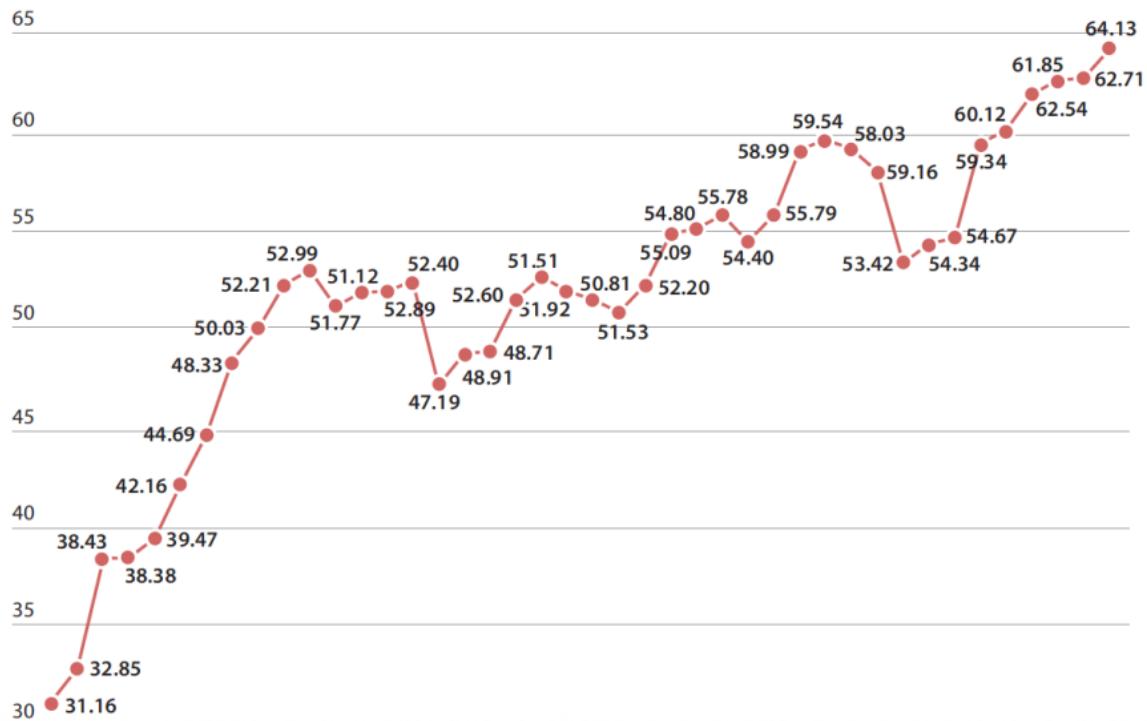
## Share of mobile web traffic by OS in 2025 (in percentage)

Sources: Statcounter



## Mobile device website traffic share worldwide from Q1 2015 to Q2 2025 (in percentage)

Sources: Statcounter



## Over 72 percent of Mobile Web Traffic comes from Android Devices

Thanks to its massive global user base, which grew even more with the rise of Chinese smartphone vendors, Android has dominated mobile web traffic for years, leaving iOS far behind. Last month, Android devices generated 72.7 percent of mobile web traffic, 2.7 times more than iOS. Although this represents a 1.2 percent increase compared to last May, it is still below the 73.5 percent reported in December.

Statistics show iOS hit a 26.9 percent mobile web traffic share last month, slightly up from 26.04 percent at the end of 2024. Far behind, Samsung ranked third with just 0.2 percent, followed by KaiOS (0.02 percent) and Linux (0.01 percent).

*Jastrā is an editor, writer, and PR specialist with years of experience in news, research, and report writing. Over the years, she has covered different topics and markets, including social media, digital content, the creator economy and the entertainment industry*