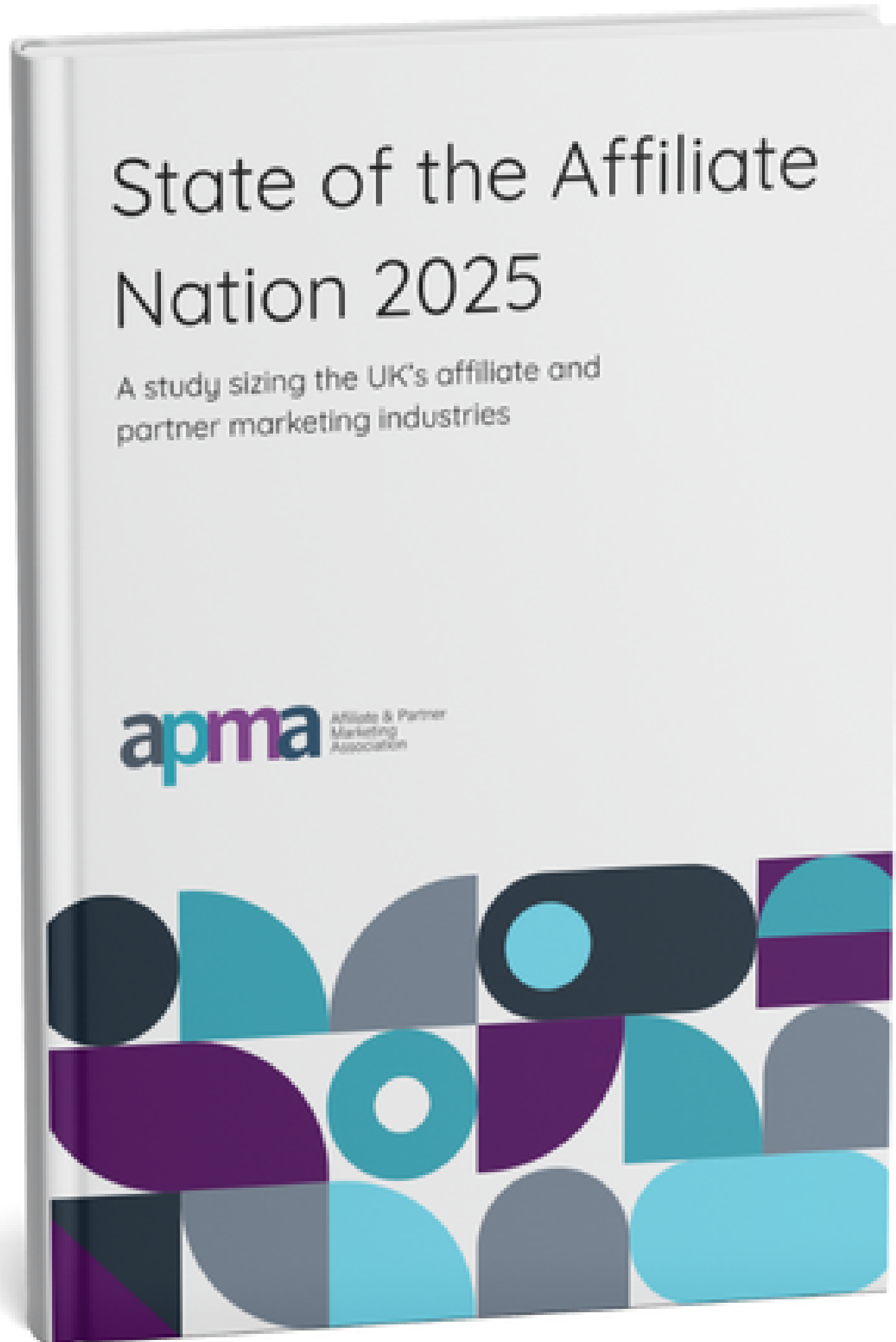


What has the Affiliate
& Partner Marketing
Association done in
2025...?



State of the Affiliate Nation 2025: The Big Numbers

In 2024
UK brands

spent

£1.7bn

on affiliate marketing

9%

year on year
increase
2023 to 2024

360m

sales or

£2.2m

an hour

£1 in **£7** spent on travel
in the UK is through an affiliate link

Return on Investment

£16 for

every **£1** spent

16bn

clicks in 2024

10% of ecommerce retail

<https://theapma.co.uk/download/7630/>

Voice of the Affiliate Nation 2025

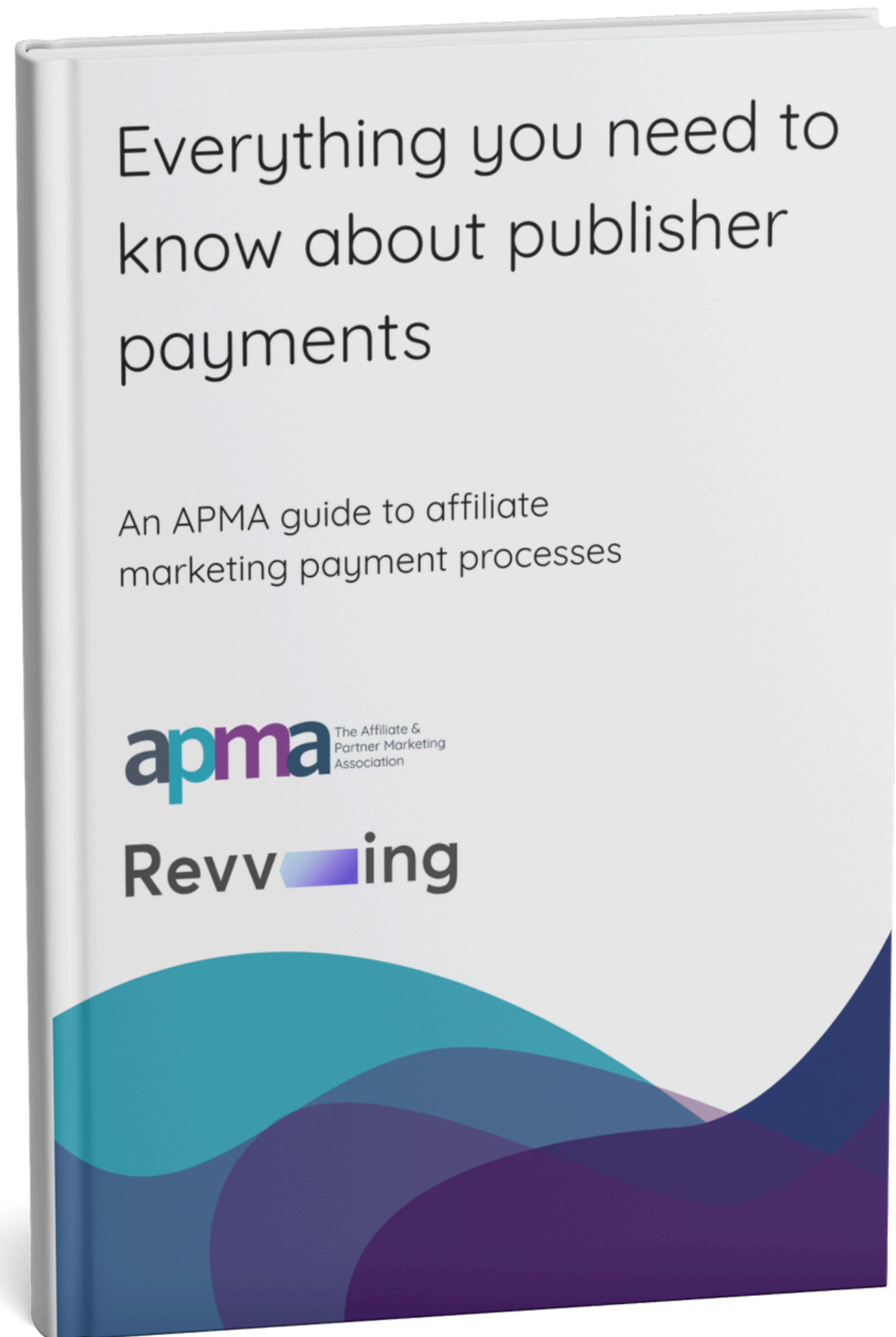
A study taking the pulse of the UK's affiliate
and partner marketing industries

apma Affiliate & Partner
Marketing
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300 affiliate
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Packed full of
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Payments from
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Comprehensive
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World's first audit
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marketing
attribution rules: a
vital element of
any affiliate
programme

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UK guide to affiliate &
influencer marketing
subnetworks

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April 2025



Guide and matrix
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APMA push for
greater
transparency

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