

2026

State of the Affiliate Nation - The Highlights

Sizing, scoping and scaling
the UK's affiliate and partner
marketing industry

Report by Josh Atkinson & Kevin Edwards



About the APMA

The Affiliate and Partnership Marketing Association (APMA) is the collective voice for the UK affiliate and partner marketing industry.

Representing affiliates, networks, agencies and advertisers, it informs, educates and advocates for one of the most effective and diverse marketing channels.

The APMA develops industry standards, promotes best practice and champions the role of affiliate and partner marketing across the UK.

State of the Affiliate Nation is our flagship annual research that forms the definitive dataset for the UK's affiliate and partner market. It sits alongside the Voice of the Affiliate Nation, a qualitative survey released in the autumn, which reflects the views of hundreds of marketers.

If you'd like to get your hands on the full 90-page report and you're not an APMA member yet, you can find out about membership [here](#).

This is the report's third outing and remains the channel's cornerstone piece of research. It's based on a quantitative survey that asks major affiliate networks and platforms to share their company numbers, which we aggregate to show the channel's collective power.

Thank you to the 11 companies who submitted their data, without them this report wouldn't have been possible.

Additional thanks goes to our sponsor, **Genie Shopping**, one of the UK's leading CSS partners.

And if you found this highlights report useful, you can stay up to date with other APMA activity by [signing up to our newsletter](#).

Kevin Edwards
Founder & Director APMA



Highlights from 2025

£1.8bn

UK affiliate and partner marketing spend

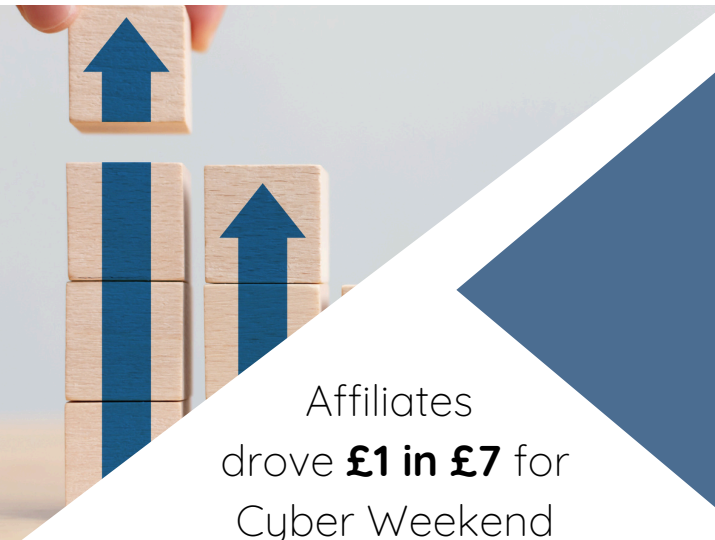
7% growth year on year



£20.7bn

Revenue driven by affiliates & partners

Affiliates drove **£1 in £7** for Cyber Weekend



£15 ROI

driven by affiliates (in Travel & Retail sectors)

357 million tracked transactions



RETAIL

47% total affiliate marketing spend

Health & Beauty revenue grew
48%

CSS has grown
18% year on
year



TRAVEL

Spend grew by 14% & Revenue up 10% YoY

62% of sales from Cashback, CLO &
Rewards

£24: £1

Travel ROI from
voucher partners



TELECOMS

1m customers per month from affiliates

43% of spend is allocated to Price
Comparison sites - 4x the sector
average

Content
accounts for
23% of spend



£10m affiliate
spend per
month

FINANCE

Spend +9% YOY

Content publishers are the largest
category of investment - 31% of spend



6 THINGS YOU NEED TO KNOW ABOUT AFFILIATE MARKETING IN 2026

1.

Growth in a tough market

- Weak consumer confidence
- Pressure on discretionary spend
- Tighter marketing budgets: 7.3% growth

Brands doubling down on performance.

Delivering at Scale

- £1.78bn invested
- 357 million transactions
- £20.7bn revenue
- 41,000 sales every hour

Affiliate marketing is a core driver of UK ecommerce.

2.

3.

Diverse sectors, diverse growth

- Retail remains the powerhouse
- Travel, Telecoms & Finance are growth engines
- Greater use across the full customer journey

Affiliate marketing is a broad church offering diverse partnerships for all.

4.

Single channel, dual purpose

- Conversion: lower funnel stalwarts
- Consideration: discovery, CSS & the creator economy
- Content, comparison & tech partners gaining share

Affiliate marketing empowers connections across the funnel.

Beyond last-click CPA

- 1 in 5 pounds spent outside pure CPA
- Investment in content, visibility & placement
- Partners valued for influence & conversion

Fighting for bigger budgets.

5.

Time to take centre stage

- Rethinking measurement
- More influence not directly attributed
- Putting our best foot forward

Bringing the full value of affiliate marketing into view.

6.

With thanks to our sponsor:

GENIE SHOPPING

Genie Shopping is a comparison shopping service (CSS) and affiliate partner focused on helping retailers capture high-intent demand through Google Shopping and product comparison.

To find out more information about Genie Shopping, please visit their [website](#).

Join 50 industry leaders and 130+ brands.

APMA membership keeps your company informed, represented & involved in a £1.8bn UK industry at the cutting edge of digital marketing.

- **Thought leadership** from industry leaders on burning topics like AI, compliance & representation
- Definitive **guides, webinars & workshops** to help you stay ahead
- Accelerated **professional development** & networking
- Free affiliate **training courses**
- Curated **industry news**, no spam - just what you need to know
- **Free tools & resources** to help grow & protect your programme

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