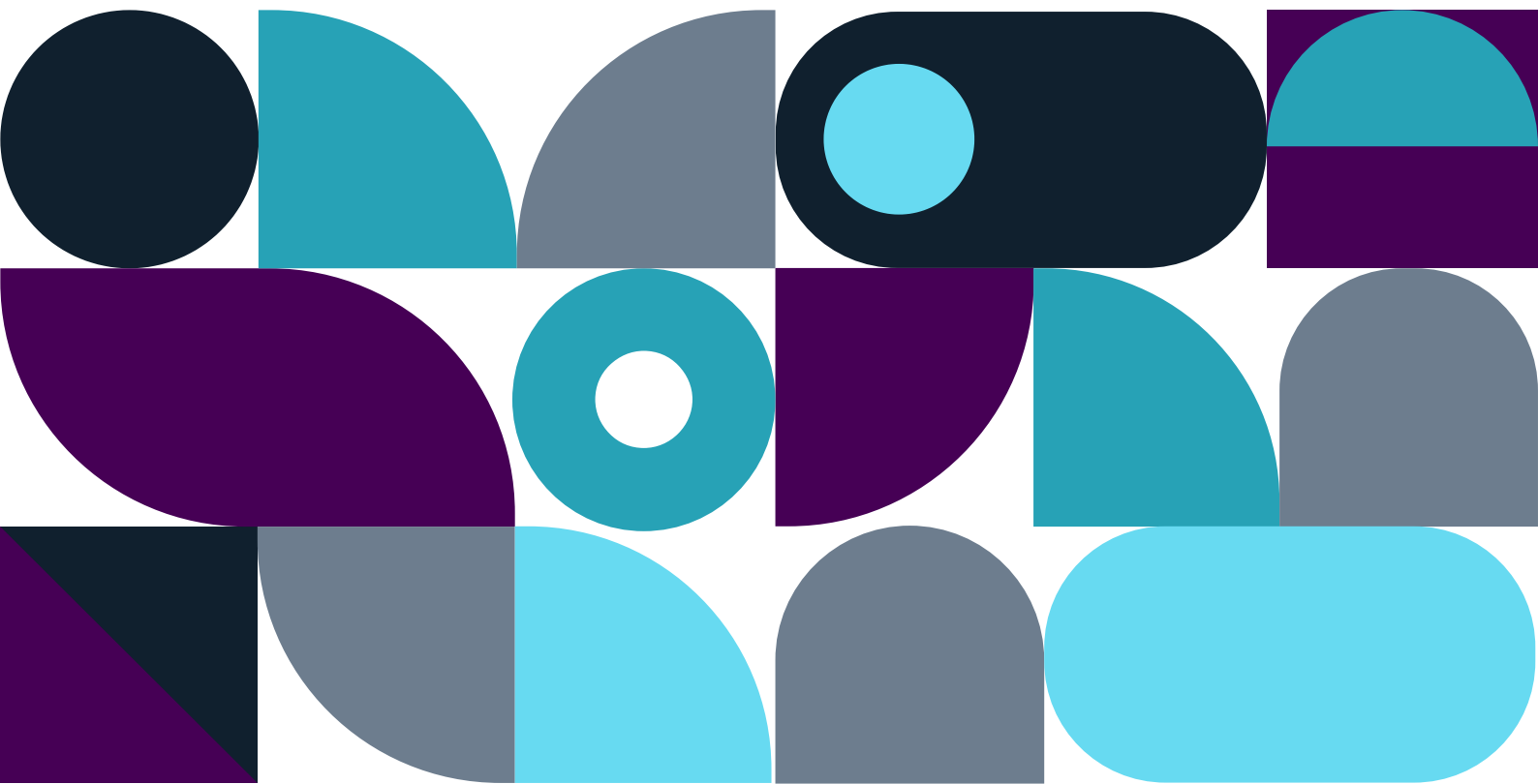


State of the Affiliate Nation 2025

Highlights from this year's study, sizing the UK's
affiliate and partner marketing industry



Report by Josh Atkinson & Kevin Edwards



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

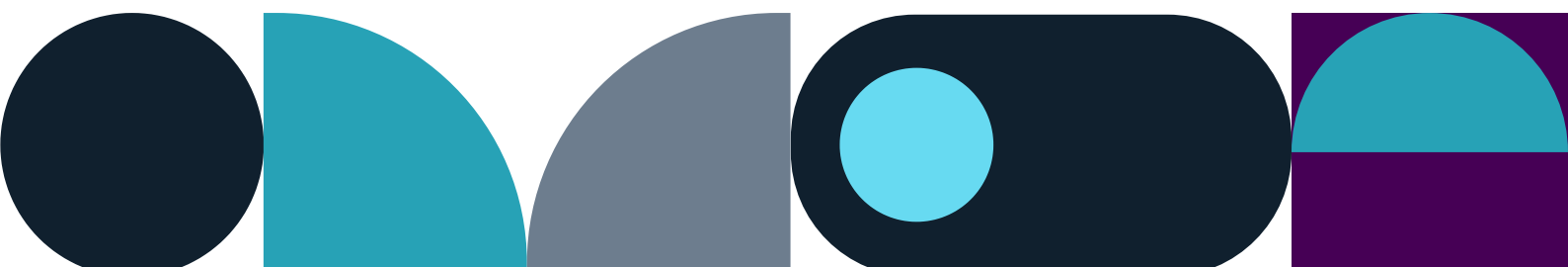
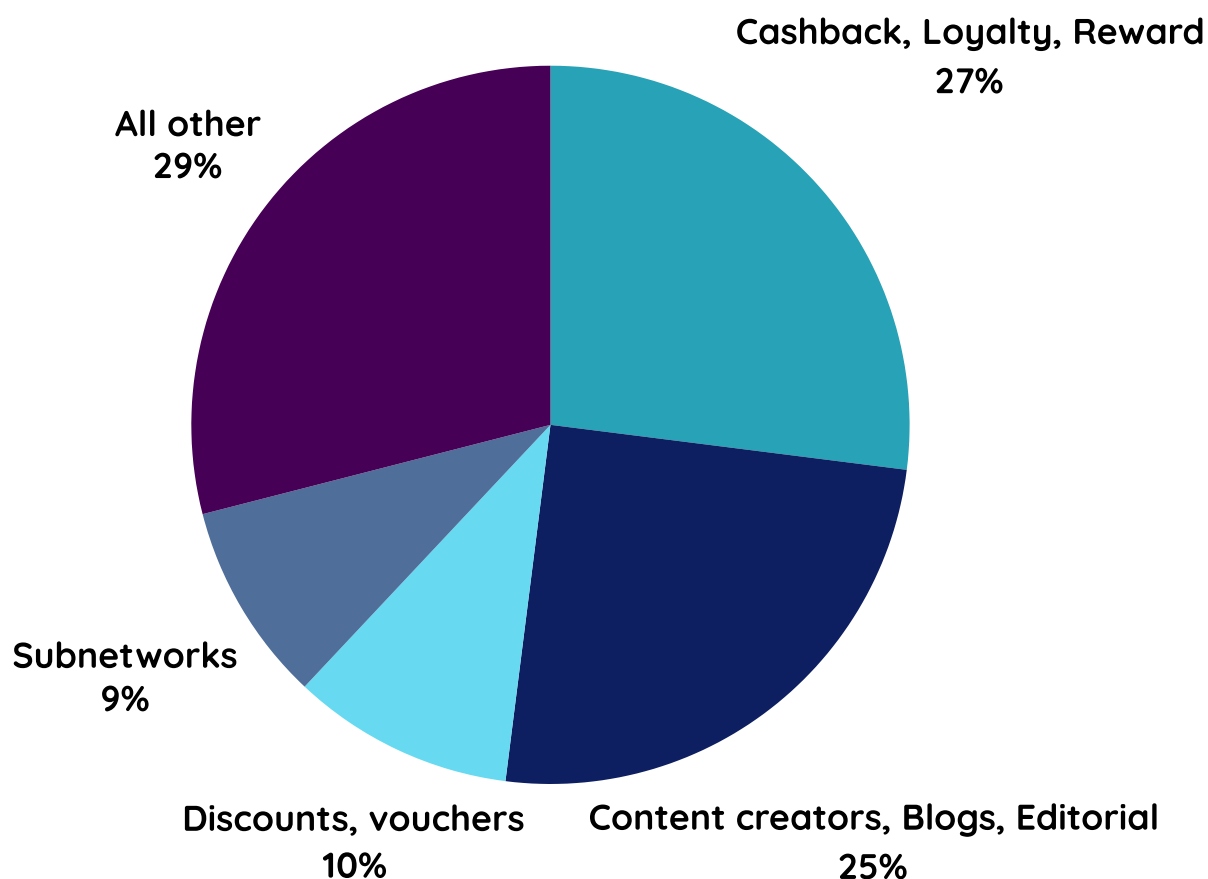
£16 for
every **£1** spent

16bn
clicks in 2024

10% of ecommerce retail

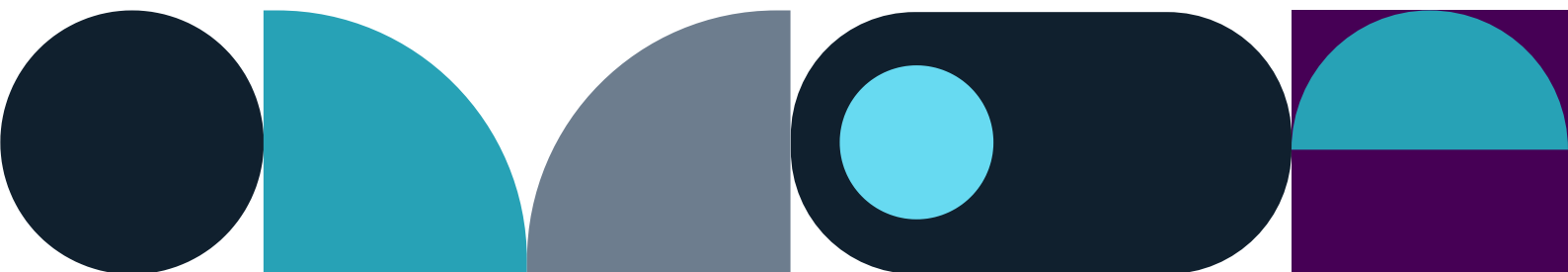
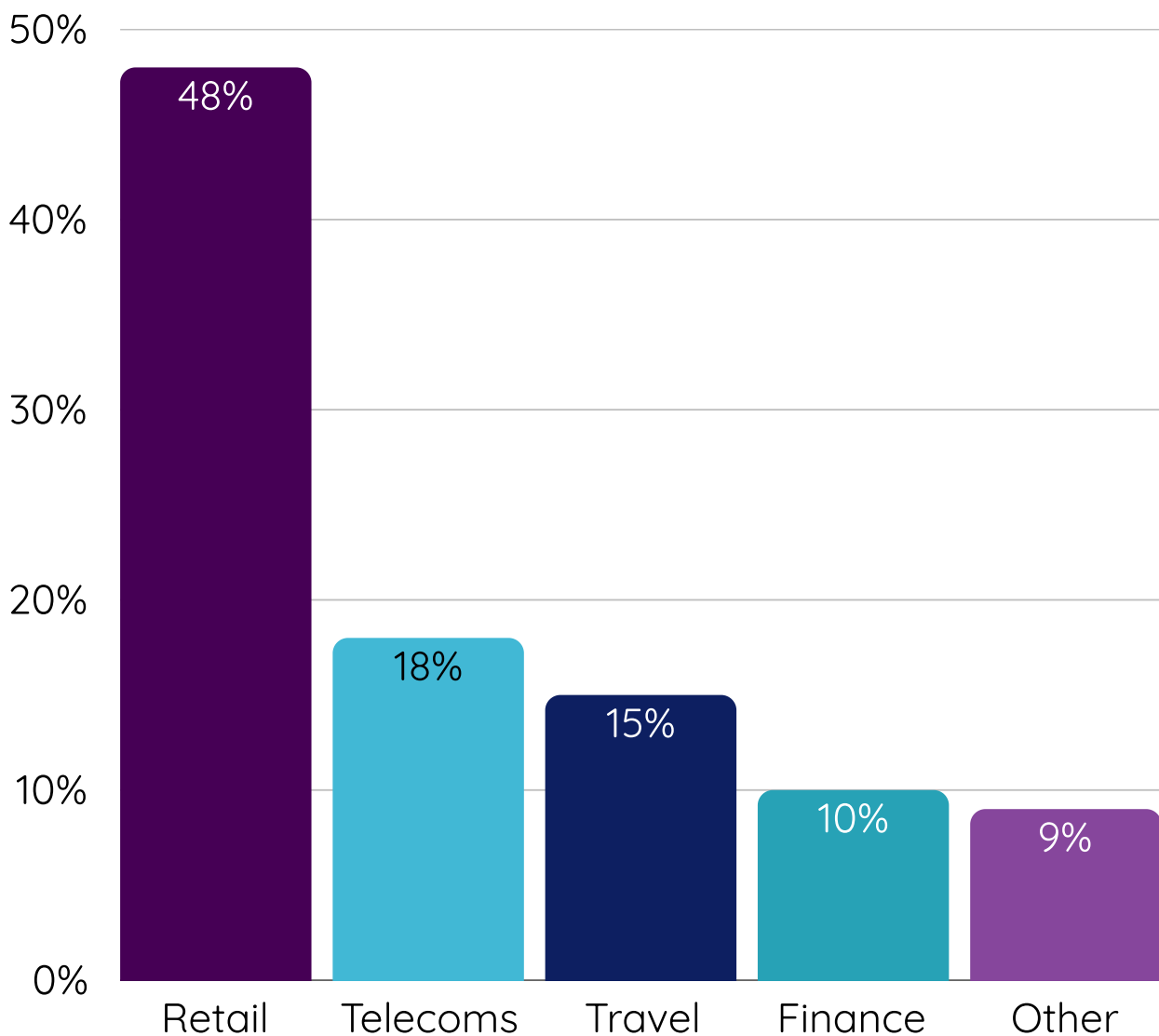
Data for this report was collected in March 2025 for calendar years 2023 and 2024. It includes affiliate activity tracked through 12 networks and platforms such as sales, revenue and spend. We also drilled the data down to provide more granular insights.

Cashback, loyalty and rewards remains the biggest recipient of brand budgets, with content creators, bloggers and editorial not far behind. Subnetworks and voucher codes are vying for third spot. Discover how CSS, tech partners, influencers and social media compare in our full report.



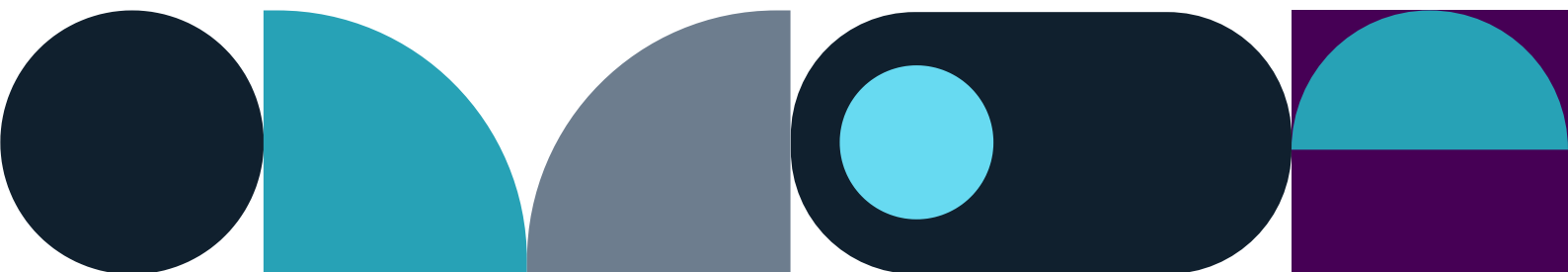
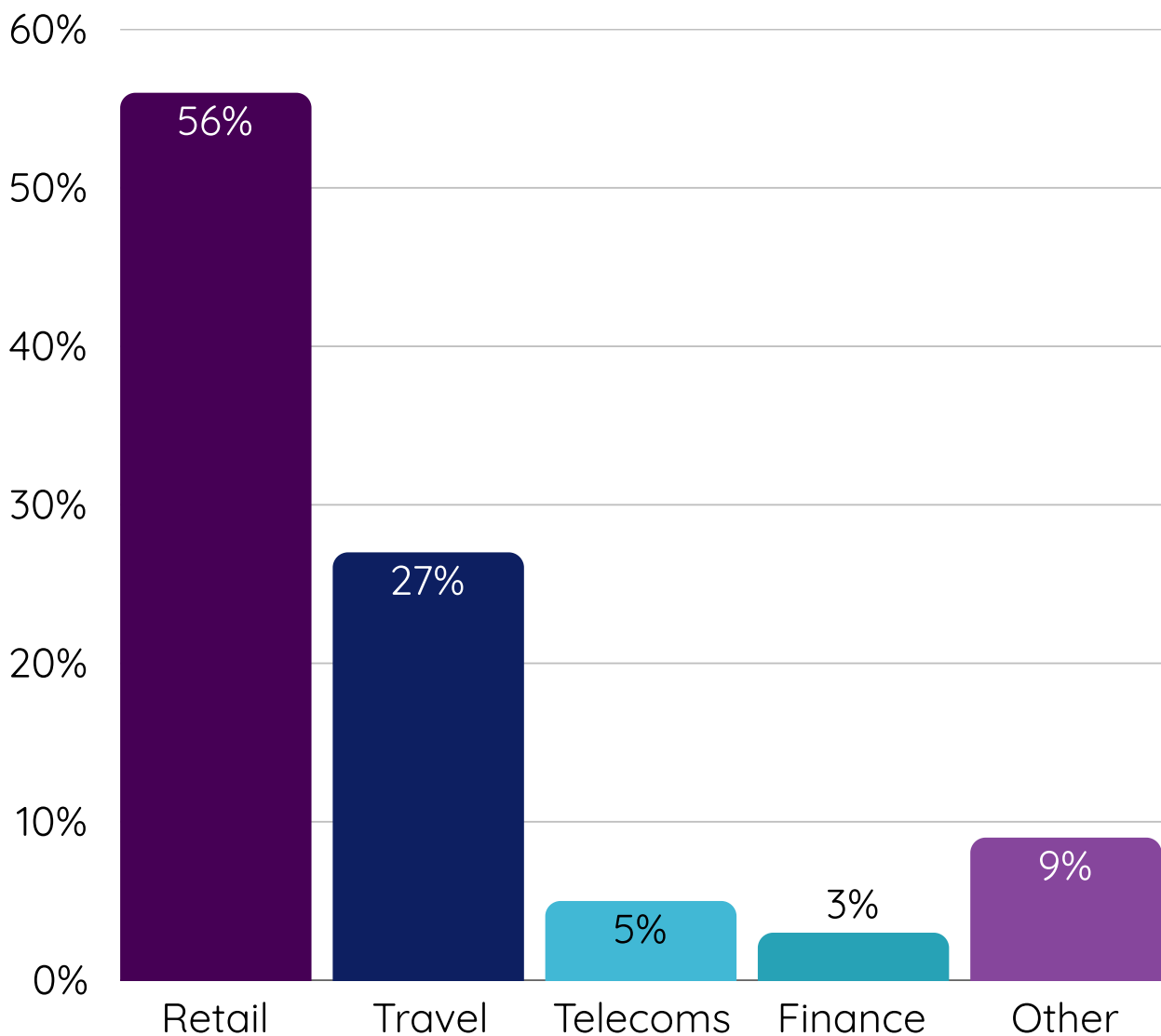
Retail leads the way with 48% of brand budgets, telecoms is next with 18%, travel with 15% and finance with 10%. All other sectors accounted for 9% spend.

Percentage of brand spend by main sector



Unsurprisingly with its mass market appeal, travel and retail dominate sales. Telecoms and finance are less frequently purchased but earn higher commissions.

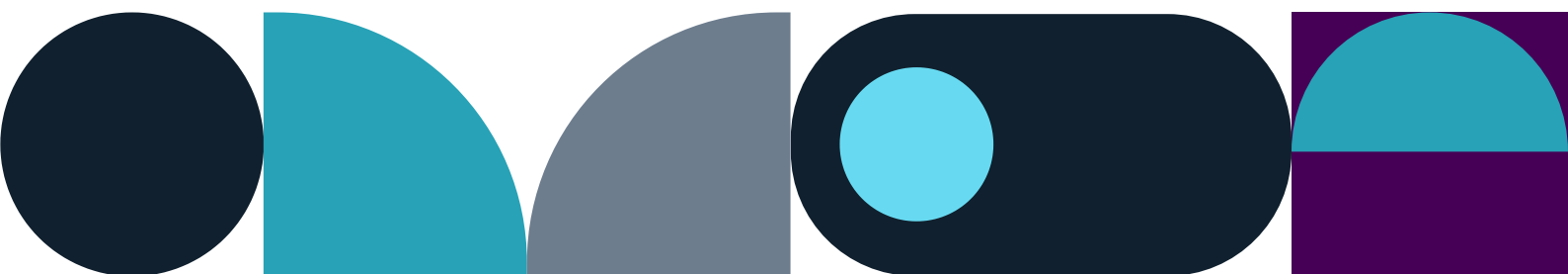
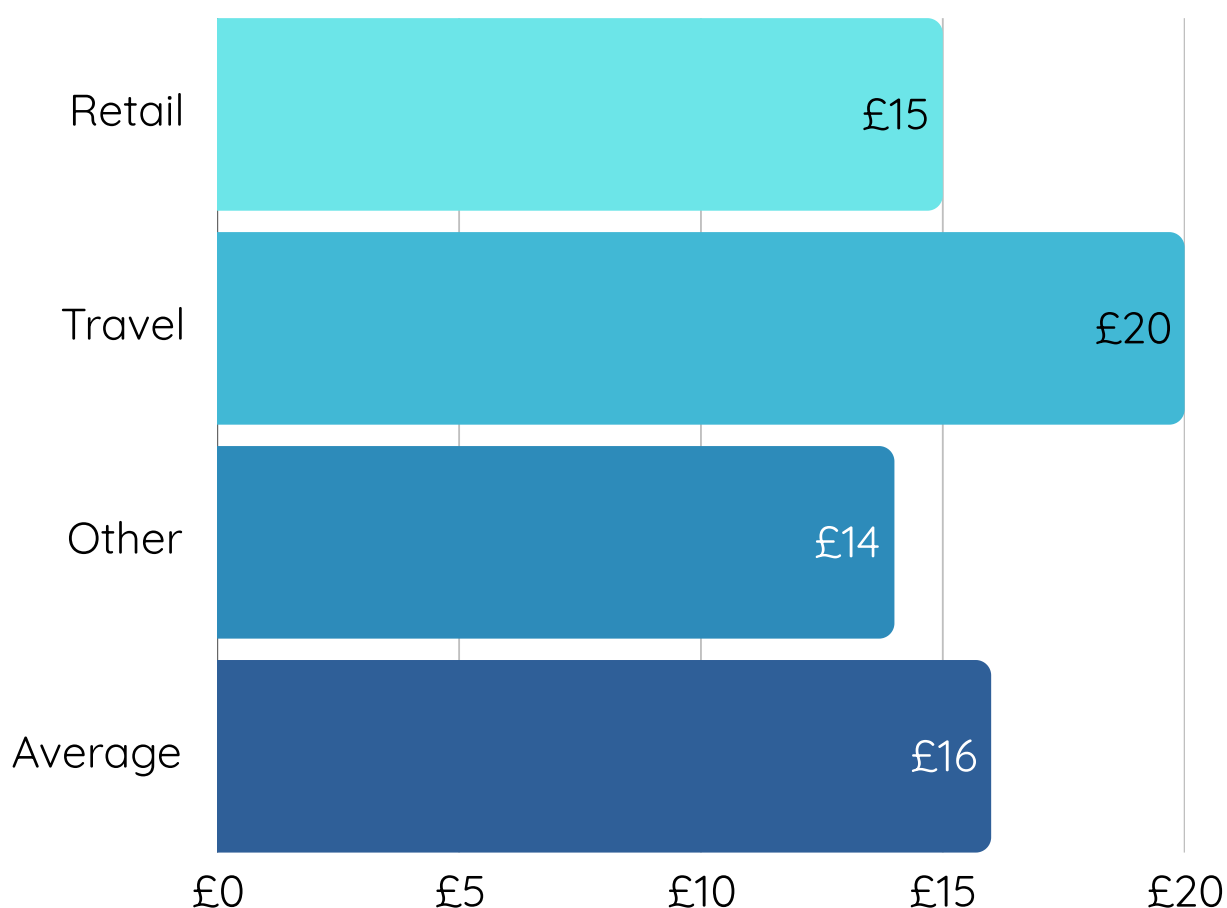
Percentage of transactions spend by main sector



Return on investment is one of the affiliate and partner marketing channel's greatest strengths. How much bang for your buck will you get if you run affiliate activity in the two main sectors where revenue is captured?

NB, finance & telecoms don't typically capture basket info for ROI to be easily calculable.

Return on investment, for every £ spent

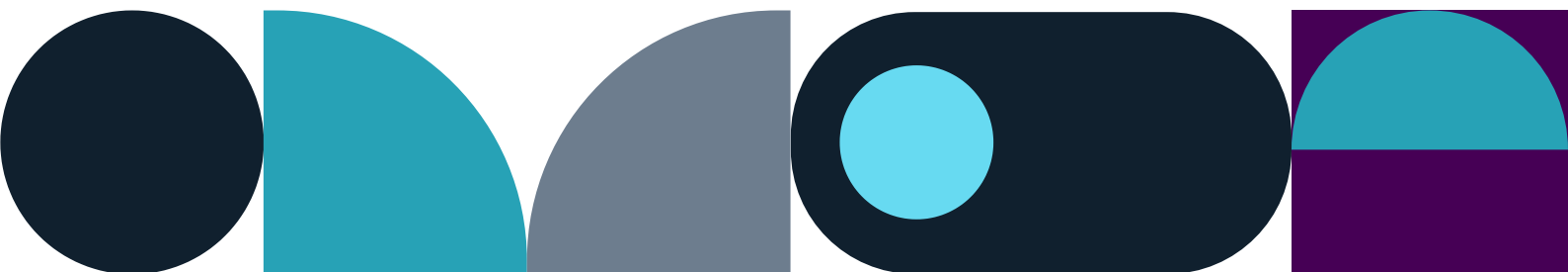


Black

Friday

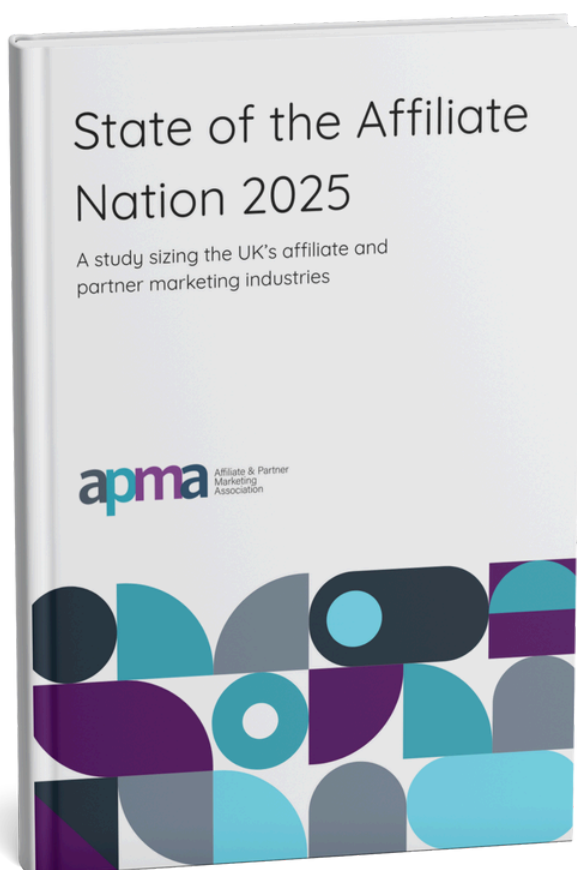
13% of UK ecommerce
across the 4-day Cyber Weekend
is through affiliate marketing

Or nearly **£1/2bn!**

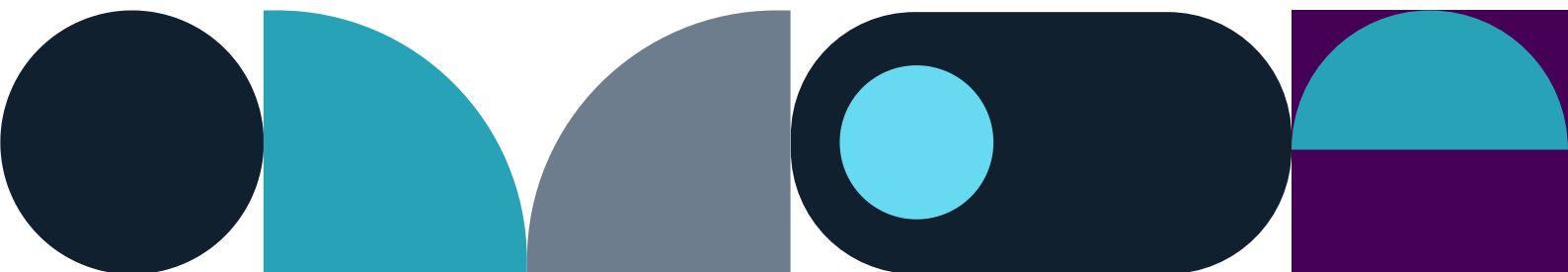


Want our full deep dive? 56 pages of insights, sector breakdowns, commentary and the most comprehensive dataset you'll find for the UK market?

Get the full report for free if you're an APMA member ([just login/register on the website](#)), or buy a copy from our shop for £550+VAT.



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