

BENCHMARK REPORT

Cookie Consent Stats & Benchmarks 2026

Industry-by-industry opt-in rate data, top-decile patterns, and what separates the best from the average.

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Executive summary

In 2026, the average cookie consent opt-in rate sits at 41%. The top decile of websites achieve 89% or higher. The difference between the two is rarely compliance — it is design, copy, and implementation quality.

The single most important number in this report: a website with a 41% opt-in rate is invisible to 59% of its real audience in GA4 and Google Ads. Doubling the opt-in rate often doubles the addressable measured audience.

Industry benchmarks (2026)

These figures are aggregated from anonymised consent events across the Consent platform plus published industry reports. Sample: 1,200+ websites, 38 million events.

Industry	Median opt-in	Top decile	Notes
eCommerce (DTC)	52%	91%	High intent, well-styled banners win
Media & publishing	34%	78%	Hardest sector — competing CTAs
SaaS / B2B	47%	88%	Trust signals matter most
Professional services	49%	90%	Audience accepts by default
Travel & hospitality	55%	92%	Booking flow boosts intent
Healthcare	38%	74%	Privacy-conscious audience
Finance	36%	76%	Cautious users, scrutinised banners
Education	44%	85%	Mixed, varies by audience age

What separates the top decile?

1. Position

Bottom-of-screen banners outperform centre-modal banners by 23% on average. Modals are perceived as interruptive; bottom banners feel like a system-level notice.

2. The reject button

Hiding "Reject" behind a "Manage preferences" click is the single most common design choice — and now explicitly forbidden under EU and UK guidance. Sites that show "Reject" on the first level have 6% lower opt-in but 100% lower fine risk.

3. Copy length

The optimal banner body is 18–32 words. Shorter feels evasive; longer is unread. Top-decile sites describe value ("personalise your experience") not mechanism ("we use cookies").

4. Brand consistency

Banners styled to match the host site outperform default vendor styling by 11–18%. Visitors trust banners that look like they belong.

Geographic variation

Region	Median opt-in	Notes
UK	46%	Post-DUAA 2025 simplified flow
Germany	31%	Most rejection-aware market in EU
France	38%	CNIL guidance shapes design
Spain	49%	Higher trust baseline
Italy	47%	Strong sector variation
Netherlands	36%	Educated audience, low default trust
Nordics	42%	High awareness, balanced
US (CCPA states)	63%	Opt-out model — different metric

How to read your own number

A "good" opt-in rate is not a single number — it depends on your industry, audience, and traffic mix. The honest test: is your rate above the median for your sector? If not, treat the gap as recoverable revenue. Most sites can move 15–25 percentage points in a single design pass.

Methodology. All figures aggregate consent events anonymised by Consenttr between Jan 2026 and Mar 2026 plus public reports from Cookiebot, OneTrust and the IAB. Top decile = 90th percentile site by opt-in rate within each segment.

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