



# The UK boasts the most advanced digital economy in Europe – and the country’s businesses, workers, and broader economy reap the benefits.

Research from the CCIA Research Center and Public First shows the UK’s thriving digital economy makes it a leading destination for investment, startups, global tech companies, and businesses of all sizes. Data illustrating the UK tech sector’s significant contributions beyond its direct positive economic impact highlight the outsized role that the country’s tech industry plays in uplifting its overall economy.

## Key Findings



**Direct impact to the UK economy:**  
The digital economy and online retail adds **£227 billion** in gross value to the wider UK economy.



**Direct impact to UK workers:**  
The UK’s thriving digital economy directly supports over **2.6 million UK jobs** with an average pay of £45,700 per year – **37% more than the UK average.**



**Indirect impact to businesses:**  
The UK digital economy supports businesses of all sizes that utilize digital products and services, adding **£113 billion** in gross value to the overall economy.



**Indirect impact to UK workers:**  
The UK digital economy supports even more workers indirectly to the tune of 1.6 million additional jobs.



View the full report,  
**State of the UK Digital Economy,**  
on the CCIA Research Center.

<https://research.cciagnet.org/reports/uk-digital-economy/>

