Nemzeti Média- és Hírközlési Hatóság

ELECTRONIC COMMUNICATIONS MARKET CONSUMER SURVEY

Online Survey 2025

Summary

SUMMARY - 1

INFOCOMMUNI-CATION DEVICES

- Smartphones remain the most important digital device: 96% of internet users access the internet on their smartphones, while 73% also use laptops and 52% use desktop PCs. 78% of internet users use both a mobile device and a computer to access the internet, which clearly shows how common multi-device use has become.

INTERNET USAGE HABITS

- Internet use has become an integral part of daily life: In 2025, the average daily internet usage time reached 4.7 hours, which is slightly higher than the 2024 figure. There is a strong age differentiation: Generation Z spends an average of 5.9 hours online per day, while Baby Boomers and the Silent Generation spend 3.7 hours.

USE OF SOCIAL MEDIA

- The use of social media is almost universal: 97% of internet users use at least one social media site, with 94% using Facebook and 91% using YouTube. On a weekly basis, 60% use Instagram and 46% use TikTok, while social media platforms are increasingly becoming the primary source of news consumption: 36% of news consumers now get their information primarily from social media sites.

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SUMMARY - 2

INTERNET AND TRADITIONAL COMMUNI-CATION PLATFORMS

- Messenger remains by far the most important communication channel: with 85% usage, it it leads messaging applications, while Viber has 38% and Instagram 32% (the latter up 7 percentage points in one year). Chat is gradually replacing SMS among younger people: 17% of internet users are heavy messaging users, while they send few or no traditional SMS messages.
- Traditional phone calls remain common: 94% make mobile phone calls, 56% make calls every day, and daily active users make an average of 4.8 calls. Internet voice and video calls primarily play a supplementary role (only 3% use them exclusively).

ONLINE AND TRADITIONAL MEDIA CONSUMPTION

- Online and offline media do not uniformly replace each other:
  - heavy online video and music consumers watch or listen less offline TV or radio
  - and in news consumption, there is a clear amplifying effect: those who read a lot of news online are also more likely to consume traditional news media.

SUMMARY - 3

ONLINE SHOPPING HABITS

- Online shopping has become commonplace: 88% of respondents have made an online purchase in the past year. The most popular products continue to be clothing and shoes (65%) and ready-made meals (56%), both of which have seen a 10-15 percentage point increase compared to previous years. Online shopping is driven not only by young people, but especially by the 36-50 age group, which is overrepresented in almost all product categories.
- The role of large general online marketplaces is growing significantly: 65% shopped on this type of platform (Alza, eMAG, Amazon), representing a 17 percentage point increase. Forty-two percent shopped at online specialist retailers and 23% at online grocery stores, and those who tried them once typically became repeat customers (on average 5 times a year).

HOME INTERNET, MOBILE INTERNET

- The internet is not only a shopping channel but also a sales channel: 40% of respondents sold something online in the past year, 14% of them regularly, which indicates that the online space now functions not only as a consumer market but also functions as a secondary market for the resale of used goods where the conscious resale of used products has become part of everyday life.

SUMMARY - 4

MOBILE PHONE USAGE

- Smartphones are virtually universal among internet users: 99% of internet users use them, and 83% have a monthly subscription. The devices are most often purchased from the service provider (40%), but independent purchases are also significant (34%), which shows a growing trend towards more conscious device selection.
- The mobile tariff market appears relatively stable, with limited switching activity: nearly four-fifths of users decide on their package themselves or with a family member, but only 16% plan to switch. The main reasons for wanting to switch are lower prices (11%) and the need for a larger data allowance (6%), meaning that price sensitivity and data consumption are driving the market at the same time.

MAINTAINING CONTACT WITH FAMILY MEMBERS, ACQUAIN-TANCES

- Most communication is concentrated within relatively small social circles: 27% of respondents communicate regularly with up to 5 people, while only 8% maintain an active network of more than 20 people. At the same time, those with large networks of contacts – especially young women – show exceptionally intensive chat and call usage, which clearly indicates that communication traffic is concentrated among a relatively small but very active group of users.