DR Logic

Premium Technical Partner

# The State of Apple in UK Business 2026

*A data-led look at Mac, iPhone and Apple Intelligence in the UK workplace: adoption, economics, security and what the rest of the year holds.*

*Last updated: May 2026*

Apple's position in UK business has never been stronger, and 2026 looks set to extend that lead rather than consolidate it. Three forces are converging.

First, Apple's share of the UK desktop estate has quietly climbed to its highest level on record. As of April 2026, StatCounter has macOS and OS X combined at 23.4% of the UK desktop market, against Windows on 57.3%. On the phone side, Apple holds somewhere between 45% and 50% of the UK smartphone market depending on the source, effectively a duopoly with Samsung.

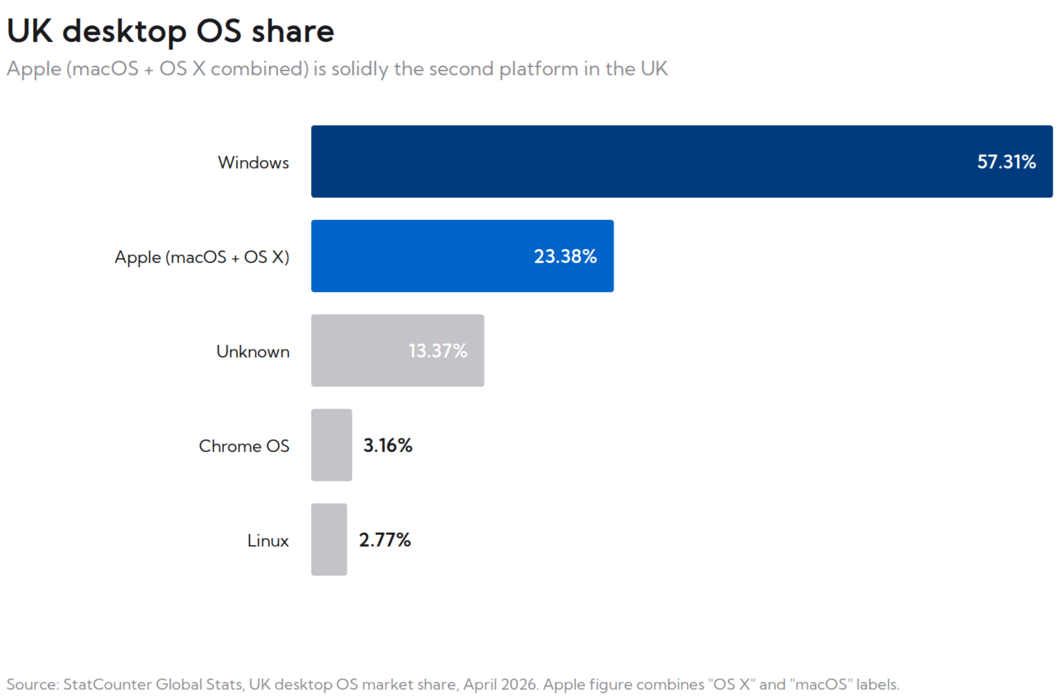
Second, the end of Windows 10 support on 14 October 2025 has forced what Omdia calls the long-tail SMB refresh of 2026. Around five million UK users were still on Windows 10 at the deadline, and a meaningful slice of that fleet is now being evaluated as either a Windows 11 upgrade, an Extended Security Updates (ESU) bridge, or a platform switch.

Third, Apple Intelligence is now fully localised for British English and runs on-device on every M-series Mac, iPad with M-series silicon, and recent iPhone Pro models. For UK businesses weighing AI productivity against the privacy and governance overhead of cloud-based assistants, that changes the conversation materially.

The headline numbers that follow tell a single story: Mac and iPhone have moved from the creative-industry fringe to a credible default in UK organisations of every size (and the economics increasingly favour Apple even before factoring in employee preference.

## 1. The Numbers: Apple's UK Footprint in 2026

The clearest picture of where Apple actually sits in the UK comes from StatCounter, which tracks over 3 billion monthly page views worldwide. For April 2026, UK desktop market share looked like this:




*UK desktop OS share, April 2026. Apple's combined macOS + OS X share now sits at 23.4%, comfortably the second platform. Source: StatCounter Global Stats.*

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A note on the "OS X" / "macOS" split: StatCounter still reports older releases under the legacy "OS X" label and newer releases under "macOS". Combined, Apple's share of the UK desktop market sits at approximately **23.4%**, comfortably the second platform, and several points higher than the European average. The site also flags that Apple's anti-fingerprinting changes in Safari have led to some misreporting of iOS versions, so the picture for macOS is likely a slight understatement rather than the reverse.

For context, the global picture is very different: Windows holds around 70% of the desktop market worldwide, with macOS in the 5–8% range depending on which StatCounter slice you read. The UK is one of Apple's strongest computing markets globally, sitting behind only the US and ahead of Canada among English-speaking nations. UK customers account for roughly **8.75%** of all macOS-using organisations tracked by enterprise data provider 6sense, second only to the US.

The mobile picture is more dramatic still. The UK smartphone market is, as Oxford economist Tejvan Pettinger noted in January 2026, a textbook duopoly: Apple and Samsung between them control around 80% of unit share, with Apple sitting at just under 50% depending on which tracker you use. Worldpopulationreview's 2026 data has the UK split at **52.28% iPhone / 47.16% Android**; other trackers put Apple between 45% and 49%. Either way, Apple has been the largest UK mobile vendor since 2014 and has held the top spot uncontested for over a decade.

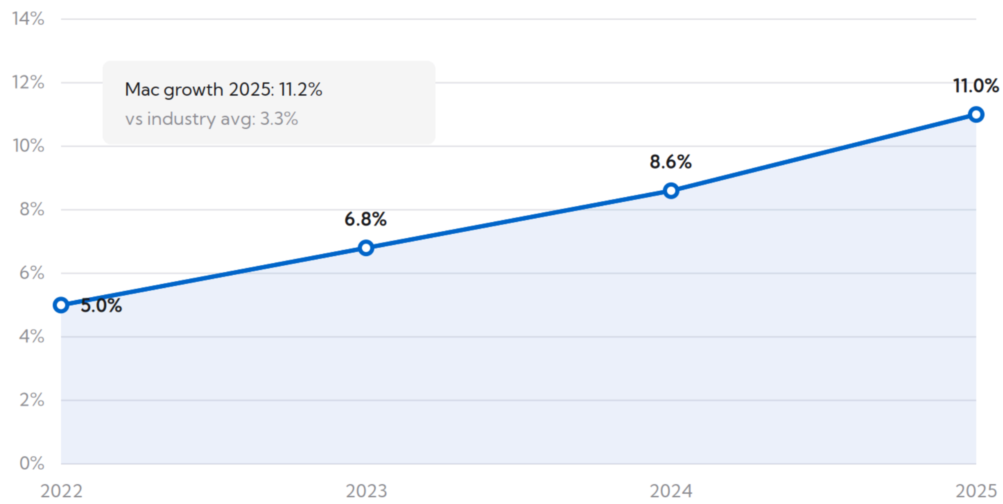
What's significant for business readers is that the iPhone is now genuinely the default work phone in the UK. iOS share in the UK is roughly twice what it is in Germany (around 39%) and considerably ahead of France (35%). That density matters: it shapes which apps developers prioritise, which MDM platforms get tested most thoroughly, and what employees expect their employer to give them.

## 2. The Enterprise Tide: Mac in Business

The data that ought to most concern Windows-only IT shops in the UK comes from across the Atlantic, but its implications are global. Omdia/Informa's full-year 2025 US PC data, published in April 2026, found that Apple took an 11% share of the US enterprise market - up 2.4 percentage points from 2024. Mac growth ran at 11.2% in 2025 against an industry average of 3.3%, with Apple's overall annual market share across all segments hitting 16%.

**Mac share of US enterprise has more than doubled since 2022**

Used as the best available proxy for UK enterprise trajectory




Sources: IDC commercial PC tracker (2022–2023); Omdia/Informa US enterprise PC market data, full-year 2024 and 2025.

*Apple's share of the US enterprise PC market, 2022–2025. Used as the closest available proxy for the UK trajectory. Sources: IDC commercial PC tracker; Omdia/Informa US enterprise PC market data.*

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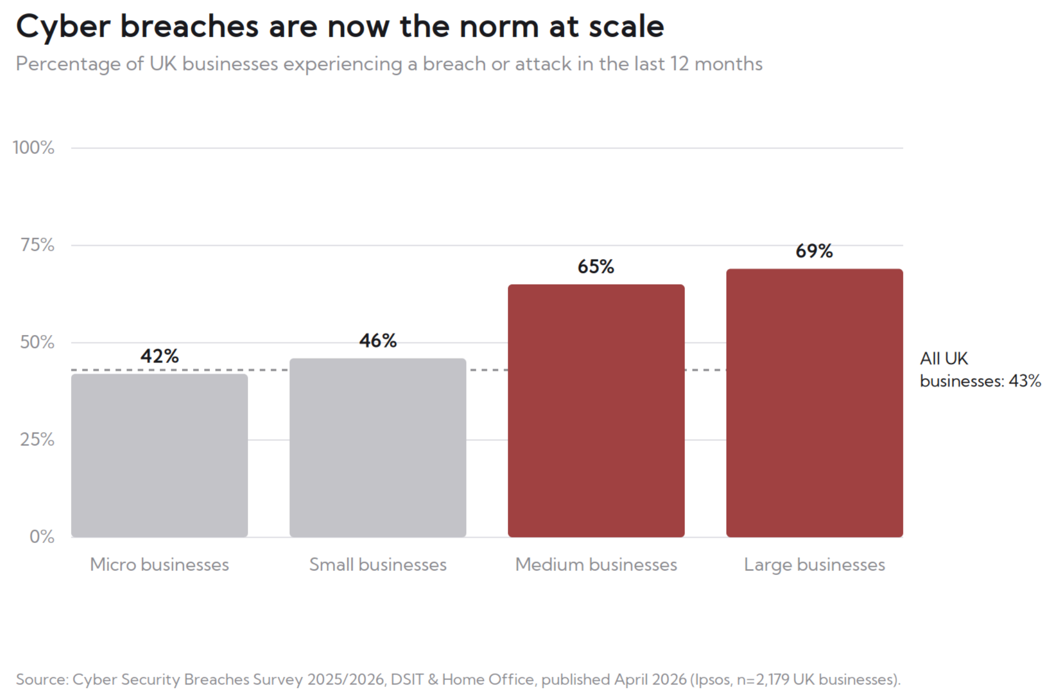
That's not a one-off spike. IDC and Omdia have both tracked a steady climb in Apple's commercial PC share since the launch of Apple Silicon in 2020, with the period 2022–2025 representing what IDC has called "some of the biggest shifts in commercial PC history". The Mac has more than doubled its US enterprise share in three years, going from around 5% in 2022 to 11% in 2025.

UK-specific enterprise share data isn't published as consistently, but every leading indicator – desktop OS share in business-heavy postcodes, MDM enrolment growth at the major UK Apple-focused MSPs, and Apple's own investment in the UK Apple Consultants Network – points to a parallel curve.

Three numbers from Apple's own enterprise marketing are worth keeping in mind, all from independently commissioned research:

- **100%** of Fortune 500 companies now use Apple products in some capacity.
- **72%** of employees choose Mac when their employer offers a device choice programme (Jamf/Vanson Bourne).
- **89%** of employees say they'd take a pay cut to use their preferred device (and 79% of Mac users say they couldn't do their job as effectively without one).

The economics back up the preference data. Forrester's 2024 Total Economic Impact study of Mac in enterprise, commissioned by Apple but methodologically rigorous, found that the headline cost difference between Mac and PC reverses comprehensively over a five-year deployment.




*The five-year Mac economics, per device. Source: Forrester Consulting, "Total Economic Impact™ Of Mac In Enterprise," commissioned by Apple, March 2024.*

Earlier IBM data, frequently cited by Apple's enterprise team and never seriously disputed, found that only **5%** of Mac users at IBM called the help desk versus **40%** of PC users, and that Mac-using employees were **17%** less likely to leave the company. Forrester's own data on staff retention found a **20%** improvement after switching to Mac.

Some of these figures come from Apple-sponsored research, and they deserve appropriate scepticism on that basis. But the convergence across IBM's internal data, Jamf's customer telemetry, IDC's market tracking and Forrester's TEI methodology is striking. The story they tell is the same one: Macs cost more up front, retain their value better, generate fewer support calls, and keep employees in their seats for longer.

## 3. The Windows 10 Inflection Point

Every conversation about Apple in UK business in 2026 happens against a single backdrop: Microsoft ended general support for Windows 10 on 14 October 2025, after exactly ten years in service.

The scale of what that means for the UK is hard to overstate. A Which? survey, reported in The Guardian in late 2025, found that around 5 million UK computer users were still running Windows 10 at the deadline, with roughly 1 in 4 saying they planned to keep using it regardless. Microsoft's Extended Security Updates (ESU) programme provides a paid bridge (at $61 per device for year one, doubling to $122 for year two and $244 for year three) but Omdia is explicit that ESU is "a bridge solution for planned migration rather than a long-term alternative".

Omdia's October 2025 analysis is the most useful piece of intelligence on what happens next. Their take, drawing on partner channel data:

- About **two-thirds of enterprises** would complete Windows 11 migration by the October 2025 deadline.
- **18%** of channel partners reported customers planning to continue on Windows 10 without a defined migration path.

- **29%** expected upgrades within six months or longer.
- **2026 will be the year of the SMB refresh** — and SMBs make up **97% of the UK business population** (Department for Business and Trade Business Population Estimates 2025).

This matters for Apple for two reasons. First, every forced fleet refresh is also a forced fleet evaluation. Organisations that have run Windows because they've always run Windows are, for the first time in many years, opening the question. Second, the hardware barrier is real: Microsoft has been clear that machines purchased before 2017 are unlikely to be Windows 11-compatible without TPM 2.0 and Secure Boot. The cost of replacing those devices makes Mac pricing far more competitive at the point of purchase than it has ever appeared on a sticker comparison.

There's a global e-waste dimension too: Omdia estimates as many as 240 million PCs worldwide could need replacement if their owners can't or won't take the Windows 11 path. UK businesses pursuing net-zero commitments have a sharper-than-usual incentive to consider Apple, whose devices retain residual value better and whose 2030 emissions target is already over 60% met.

The headline question for UK leadership teams in 2026 is no longer "should we let some employees use Mac?" It is: "given we're refreshing the fleet anyway, what should the next five years look like?"

## 4. The Apple Silicon Dividend

The reason this conversation feels different from previous Apple-in-enterprise waves is silicon. The transition from Intel to Apple's own M-series chips, which began in November 2020 with the M1 and is now well into the M4 generation with M5 expected later in 2026, has done something genuinely unusual: it has made the laptop choice a performance choice rather than a preference one.

Three numbers matter:

- MacBook Air on M4 silicon now delivers **30+ hours of video playback** on a single charge and operates fanless under typical office workloads.

- Apple's A19 chip in the iPhone 17 line delivers **up to 40% better sustained performance** than the A18 (a generational uplift in line with what M-series brings to Mac.)
- In Computerworld's tracking, MacBook shipments grew **double-digits in multiple 2025 quarters** while the overall PC market grew low single-digits.

The strategic implication for IT buyers is that the Mac is no longer the "creative team's machine" sitting awkwardly alongside the standard issue laptop. It is the standard issue laptop, often outperforming the Windows-on-x86 alternative at every price point above the budget tier and increasingly competitive even at the entry level. The Omdia forecast for component pricing makes this even sharper: memory and storage costs rose 40–70% during 2025 and another 60% jump is expected in early 2026. Those increases hit sub-$500 Windows laptops first and hardest. The MacBook Air, which has held its UK price at around £999 for the M-series generation, looks more competitive every quarter.

## 5. Security, Compliance and the Threat Landscape

The UK Cyber Security Breaches Survey 2025/2026, published by the Department for Science, Innovation and Technology in late April 2026, is the definitive picture of what UK businesses are actually facing. The headline numbers:

- **43% of UK businesses** experienced a cyber security breach or attack in the last 12 months. That's approximately **612,000 businesses**.
- **65% of medium businesses** and **69% of large businesses** experienced one, meaning at scale, breaches are now the norm rather than the exception.
- **Phishing remained the most common vector**, hitting 38% of businesses and judged the most disruptive by 69% of affected organisations.
- **Loss of revenue or share value** as a result of a breach rose from **2% to 5%** year-on-year. **Reputational damage** rose from **1% to 3%**.
- Average cost of cyber crime (excluding phishing): **£990 per business**, rising to **£1,970** when zero-cost responses are excluded. Cyber-facilitated fraud averaged **£5,900**, rising to **£10,000**.

### The five-year Mac economics, per device

Forrester Total Economic Impact of Mac in Enterprise, commissioned by Apple, 2024

**$547**
TCO savings per Mac over 5 years

**186%**
ROI vs equivalent PC deployment

**3.5%**
Productivity uplift for Mac switchers

Time recovered per Mac user, per month


Source: Forrester Consulting, "Total Economic Impact™ Of Mac In Enterprise," commissioned by Apple, March 2024.

*Cyber breach prevalence by UK business size, 2025/2026. At scale, breaches are now the norm. Source: Cyber Security Breaches Survey 2025/2026, DSIT & Home Office (Ipsos, n=2,179 UK businesses).*

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The Marks & Spencer attack of April 2025, which originated through a third-party supplier and is estimated to have cost the company around **£300 million**, became the cautionary tale of the year. NCC Group's analysis of the 2025/2026 survey put it plainly: "resilience can no longer stop at the edge of the business".

Where does Apple fit into this? Three structural advantages stand out, none of them silver bullets:

**1. Smaller attack surface.** Phishing — by far the dominant UK threat — is platform-agnostic, but ransomware, viruses and supply-chain malware disproportionately target Windows. Forrester's TEI study found that organisations switching to Mac reduced their **risk of a data breach by up to 90%** in scenarios modelled across multiple industries. That number sounds aggressive, but the underlying logic is straightforward: there are simply more Windows-targeted exploits in active circulation, and macOS's signing, sandboxing and Gatekeeper architecture catch a meaningful proportion of what does land.

**2. GDPR-aligned by default.** Apple's privacy architecture (on-device processing, Private Cloud Compute, default encryption) maps unusually cleanly onto GDPR and the UK Data Protection Act 2018. For UK organisations handling personal data, that reduces both the engineering effort needed for compliance and the residual risk of a regulatory finding.

**3. Mature management ecosystem.** Apple Business (formerly Apple Business Manager) combined with MDM platforms like Jamf, Kandji, Mosyle and Microsoft Intune has matured to the point that Apple deployments scale to the hundreds of thousands of devices. Zero-touch enrolment now genuinely works: customer reports cited by Jamf show up to an **80% reduction** in provisioning time versus Windows equivalents.

The flip side, which deserves equal billing: only **27% of UK businesses** now have a board member responsible for cyber security, down from 38% in 2021. Apple's platform advantages don't compensate for governance gaps. And while macOS is harder to compromise than Windows in absolute terms, infostealers and supply-chain attacks targeting Mac users have grown in volume through 2025.

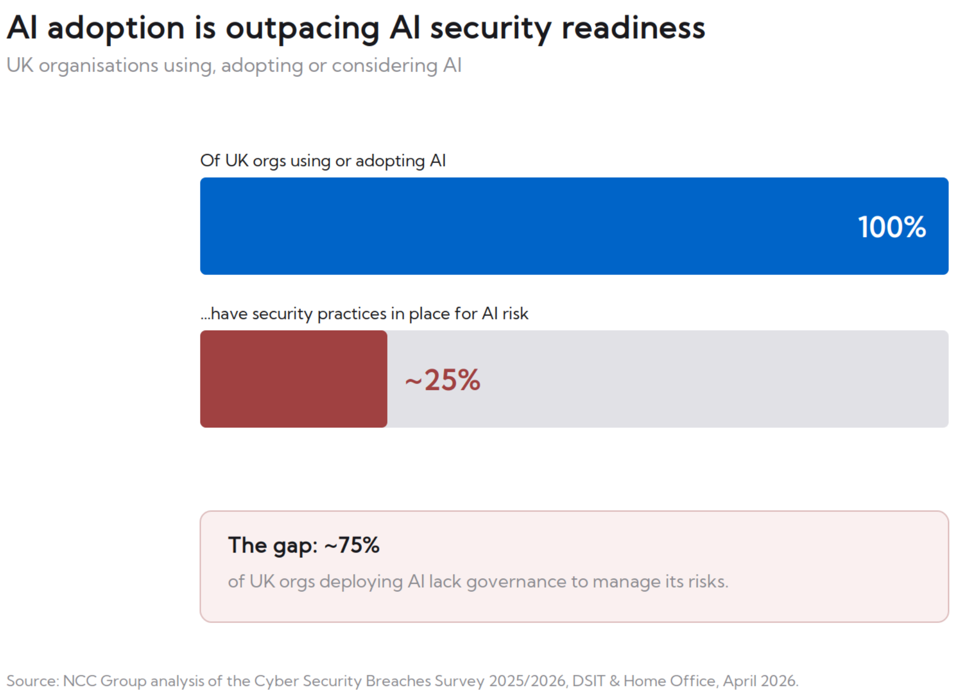
## 6. Apple Intelligence and the AI question

Apple's branded suite of generative AI features, Apple Intelligence, became available with localised British English in **December 2024** as part of iOS 18.2, iPadOS 18.2 and macOS Sequoia 15.2. By the iOS 26 / macOS Tahoe 26 cycle in September 2025, the full set of features was live in the UK: Writing Tools across Mail, Notes and Pages; Genmoji and Image Playground; Clean Up in Photos; visual intelligence via the iPhone camera; Live Translation in Messages, Phone and FaceTime; and Workout Buddy on Apple Watch.

For UK businesses, two things distinguish Apple Intelligence from the Windows-side AI story (Copilot+, OpenAI integration through Microsoft 365):

**On-device by default, Private Cloud Compute when not.** Most Apple Intelligence operations run locally on the device's Neural Engine. Anything that needs more compute is routed through Private Cloud Compute, Apple's stateless processing layer that doesn't retain user data after the request completes. Independent security researchers have been able to verify these claims (a degree of transparency unusual in the AI industry.)

**Hardware-bounded availability, which is becoming an asset.** Apple Intelligence requires an iPhone 15 Pro, iPhone 16 or later, an iPad with A17 Pro or M-series silicon, or a Mac with M1 or later. That's restrictive, but it also means every supported device has the local NPU capacity to run inference on-device, with the privacy guarantees that brings. Compare to the Windows side, where Copilot+ PC requirements (NPU with 40+ TOPS) only became standard in late 2024.




*The gap between AI adoption and AI security readiness in UK organisations. Source: NCC Group analysis of the Cyber Security Breaches Survey 2025/2026, DSIT & Home Office.*

The NCC Group's analysis of the 2025/2026 UK Cyber Survey raised an important caveat that cuts both ways: **only around a quarter of UK organisations using, adopting or considering AI report having security practices in place to manage the risks**. AI adoption is outpacing AI security readiness across the board. Apple's privacy-led design helps, but it doesn't substitute for governance (usage policies, prompt-injection awareness, output review, data-classification rules for what employees can paste into any AI tool, Apple or otherwise).

For organisations evaluating AI at the device fleet level, the practical question for 2026 is whether Apple Intelligence on existing Macs and iPhones - running locally, free of additional licence cost - covers enough of the productivity ground that a separate Copilot or ChatGPT Enterprise subscription becomes optional rather than necessary. For many UK SMBs, that calculation increasingly favours the Apple platform.

## 7. What it Means for UK Businesses in 2026

Three scenarios are playing out across UK organisations right now, and most teams will recognise themselves in one of them.

## The 2026 UK fleet refresh: three scenarios

Post-Windows 10 EOS, every UK business sits in one of three positions

### Forced refresh

Windows 10 fleet, mixed age

- Capex required either way
- Some hardware can't run Win 11
- ESU costs escalate annually
- Window: now to late 2026

2026 outcome

**Best moment in a decade to evaluate Mac as a five-year option**

### Choice programme

Mac available alongside Windows

- ~72% choose Mac when offered
- MDM and onboarding works
- Hybrid IT skills already in place
- Some Windows-only LoB apps remain

2026 outcome

**Move Mac from 'optional' to 'default for new starters'**

### All-in switch

Apple-first or Apple-only fleet

- No legacy Windows infrastructure
- Identity-first security
- Single MDM stack (e.g. Jamf)
- Often supported by Apple MSP

2026 outcome

**Lower IT overhead; Apple Intelligence native across fleet**

Source: Dr Logic analysis based on Omdia Windows 11 migration data and Jamf employee choice survey results.

*Three scenarios most UK businesses now sit within, post the Windows 10 end-of-support deadline.*

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**Scenario one: the forced refresh.** The Windows 10 deadline has passed; ESU is buying twelve to thirty-six months of breathing room at escalating cost. The fleet is mixed-age and partially incompatible with Windows 11. The next eighteen months will require capital spend either way. For organisations in this position, the question worth asking is whether a like-for-like Windows 11 refresh is actually the cheapest five-year option, or whether a phased move to Mac for new starters and refresh-eligible employees is more sensible than it sounded in 2023.

**Scenario two: the choice programme adopters.** A growing slice of UK mid-market organisations — particularly in professional services, technology, creative industries and financial services — have introduced employee device choice schemes. Jamf's data suggests **72% of employees** choose Mac when offered. The operational question for these organisations in 2026 is whether to formalise that pattern: move Mac from "optional" to "default for new starters", which simplifies procurement, MDM tooling and IT training without forcing change on existing Windows users.

**Scenario three: the all-in switchers.** A smaller but growing number of UK SMEs and scale-ups are running Apple-only fleets, often supported by an Apple-specialist MSP rather than a general IT provider. The economics here are striking: a single Apple Business + Jamf or Kandji stack, no Active Directory, no on-premise file server, no antivirus stack of the old kind. For companies starting from scratch (or replacing legacy infrastructure during a refresh) this can shave a meaningful percentage off total IT spend, with security and productivity gains on top.

A few things worth watching for the remainder of 2026:

- **M5 Mac launches** are expected later in the year and will reset the performance ceiling again, particularly for AI-heavy workloads on-device.
- **iPhone Air and iPhone 18** updates will likely make Apple's mid-tier business phone offering more competitive on price.
- **The UK Cyber Security and Resilience Bill**, currently progressing through Parliament, will sharpen compliance requirements for medium-and-large UK businesses and their supply chains — making platform security architecture even more material to board-level technology decisions.
- **EU Digital Markets Act compliance** continues to shape Apple's platform openness in ways that affect UK businesses operating across both jurisdictions, particularly around alternative app distribution and default app selection.

The macro picture is the simplest part. Apple's UK position is the strongest it's ever been; the platform's economics have caught up with its employee-experience advantage; and the Windows 10 cliff edge has handed UK businesses a one-time opportunity to reset their device strategy without disrupting anything that wasn't already going to need disrupting.

**A Dr Logic Perspective**

The conversations we're having with UK clients in 2026 aren't about whether Apple can run a business. That question is settled. They're about how quickly to move, how to phase the change without losing institutional muscle memory, and how to bring an existing IT function along with that shift. The single biggest mistake we see is treating a Windows-to-Mac transition as a like-for-like swap. The bigger opportunity is rethinking the whole stack: Apple Business, modern MDM, identity-first security, on-device AI, and a managed-service model that suits a smaller, more focused in-house IT team. The numbers in this report explain why the platform shift makes sense. What they don't show is how much operational simplicity sits behind the headline savings.

## Sources and Methodology

The data in this report draws on:

- **StatCounter Global Stats** for desktop and mobile operating system market share data, April 2026 snapshot, UK and worldwide.
- **Omdia / Informa** for US enterprise PC market share data, full-year 2025; Windows 11 migration analysis, October 2025.
- **UK Cyber Security Breaches Survey 2025/2026**, Department for Science, Innovation and Technology (DSIT) and the Home Office, conducted by Ipsos, published April 2026.
- **Forrester Total Economic Impact of Mac in Enterprise**, commissioned by Apple, March 2024 — based on interviews with 11 enterprise customers and a survey of 242 hardware decision-makers.
- **Jamf / Vanson Bourne** Mac in the Enterprise survey data.
- **Apple Newsroom (UK)** for Apple Intelligence feature availability and timing.
- **6sense, TechLila, Worldpopulationreview, SQ Magazine** for supporting market data.

Where figures come from Apple-commissioned research (notably the Forrester TEI and Jamf studies), this has been noted in context. Where UK-specific data is unavailable and US or global data is used as a proxy, the substitution has been flagged.

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This report was last updated in May 2026. Market share, AI feature availability and regulatory positions are moving quickly; figures should be re-verified before reuse beyond Q3 2026.

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**Dr Logic** is a UK-based Apple Premium Technical Partner. We help organisations get the most out of Apple – from deployment and device management to everyday support. If you'd like a hand getting Apple Business set up properly, **get in touch at drlogic.com**.