

The European Site Speed Index

331,804 sites, measured

We scanned 331,804 live business websites across Europe and recorded what their pages actually did in a browser: how long they took, what they shipped, what broke, and what ran in the console. This report sets out what we found, states its own limits, and shows the sample size behind every number.

331,804

SITES MEASURED
WITH A SCORE

29

COUNTRIES & REGIONS
WITH 150+ SITES

65.3

MEAN SCORE, SITES
RUNNING
10+ THIRD-PARTY TOOLS

93.7%

SERVE CSS
THAT IS NEVER USED

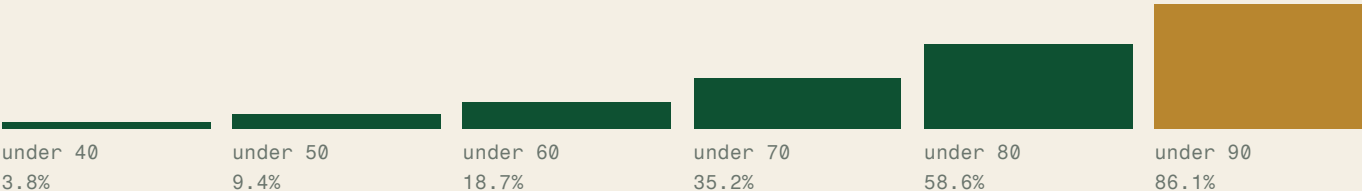
What we measured, and what a score is

We keep a register of 1,240,878 business domains. Of those, 388,387 have completed a scan and 331,804 returned a numeric score. This report analyses that set of 331,804, measured over seven reporting days between 9 and 20 September 2026.

Each site was fetched by our own browser-scan platform, which loads the page the way a real browser does and records what happens: time to first byte, how many requests the page makes, how many of them fail, how long the page takes, whether the layout visibly shifts while it loads, how many JavaScript errors and warnings the console reports, and how much of the CSS delivered to the browser is actually used. Those measurements are combined into a single score out of 100, where higher is better. *It is our composite, not Google's Lighthouse or PageSpeed score, and we are not claiming it is either.*

POPULATION	SITES	SHARE OF SCORED SET
Domains held in the register	1,240,878	—
Completed a scan	388,387	31.3%
Returned a numeric score (analysed here)	331,804	100%
Carry a contact email address	227,020	68.4%
Score under 70 and carry a contact email	72,512	21.9%

How the scores fall



01	Mean score across all 331,804 sites	73.1
02	Median score	76.0
03	10th – 90th percentile	50.0 – 91.0
04	Range observed	5 – 100
05	Scored sites that also carry a contact email	227,020

What this does not prove. Each domain was measured once, so this is a snapshot with no time trend: we cannot yet say whether any market is getting faster or slower. 209,768 of the scored sites (63.2%) could not be resolved to a country, and they are shown as their own row rather than guessed at. A score is a measurement of a page at a moment, not a verdict on a business.

The tag tax: what a page carries matters more than where it is hosted

The clearest pattern in the whole dataset is not about servers. It is about how many third-party tools a page loads. Sites carrying ten or more detected technologies average 65.3 out of 100, against 74.0 for sites carrying one or two.

TECHNOLOGIES DETECTED ON THE PAGE	SITES	MEAN SCORE	VS DATASET MEAN
1-2	286,883	74.0	+0.9
3-5	2,040	76.3	+3.2
6-9	10,484	72.1	-1.0
10+	32,393	65.3	-7.8

Every technical claim in this report is an association measured across fresh scans, not a controlled experiment: sites that add many tools may also be sites with other things going on. The size of the samples is the reason we are publishing it.

By type of tool

CATEGORY PRESENT	SITES	MEAN	VS MEAN
Marketing automation	19,066	64.7	-8.4
Cookie / consent tool	765	64.4	-8.7
Chat / support widget	1,644	65.0	-8.0
Advertising / tracking pixel	35,486	65.6	-7.5
Video embed	18,491	67.1	-6.0
Payment / ecommerce	36,672	67.2	-5.8

Best-performing large groups

STACK	SITES	MEAN
WordPress, Apache	27,935	76.8
WordPress, LiteSpeed	9,411	76.8
WordPress, nginx	18,529	76.6
WordPress on WP Engine	3,016	76.2
PHP 8.3.30 on HCDN	1,599	80.2

Web server makes almost no difference

SERVER	SITES	MEAN SCORE
Apache	95,989	74.0
nginx	56,268	74.1
LiteSpeed	57,151	72.6
HCDN	17,980	75.8
Cloudflare	21,988	75.1
Microsoft IIS	594	67.5

The individual tools with the worst scores attached

Eighteen technologies appear on at least 1,500 measured sites and sit well below the dataset mean of 73.1. Every one of them is a script that runs on the visitor's device.

TECHNOLOGY PRESENT	SITES	MEAN SCORE	VS DATASET MEAN
Hotjar	1,553	61.9	-11.1
Bing Ads	2,035	62.1	-10.9
Microsoft Clarity	4,994	62.4	-10.7
Omnisend	2,382	63.0	-10.0
Google Analytics	5,001	63.5	-9.6
GoAffPro	2,364	63.6	-9.5
Afterpay	2,985	63.8	-9.3
Google Analytics 4	3,767	63.9	-9.2
Klaviyo	12,711	64.0	-9.1
Google Tag Manager	17,805	64.0	-9.0
Judge.me	12,319	64.6	-8.5
Facebook Pixel	18,946	65.0	-8.1
Klarna	4,379	65.1	-8.0
Google AdSense	31,057	65.1	-7.9
Google Ads Pixel	31,982	65.2	-7.9
TikTok Pixel	6,619	65.7	-7.4
Pinterest Pixel	8,332	65.8	-7.2
Vimeo	12,575	66.6	-6.5

The reading that matters: the tools that cost the most score are the ones that exist to watch the visitor — analytics, tag managers, session recorders, advertising pixels — plus the plug-ins that add interface to an ecommerce page. The hosting underneath them is rarely the problem.

Detection is automatic fingerprinting of what a page serves, so a site may carry other tools we did not match. Counts are of sites where the tool was detected, not of total installs.

What is actually broken, and how often

Alongside the score, the scan records specific faults. These are the shares of the 331,804 measured sites where each fault was found.

FAULT FOUND ON THE PAGE	SHARE OF SITES	SITES
CSS loaded that is never used	93.7%%	310,872
Broken asset requests (404s)	70.1%%	232,515
Page takes N seconds	62.9%%	208,799
JavaScript console errors	60.6%%	201,015
Fails Google's LCP "good" bar	49.6%%	164,622
Slow TTFB from the server	40.9%%	135,856
Slow blog pages	30.4%%	100,862
No meta description	28.1%%	93,210
Visible layout shift (CLS)	20.7%%	68,543
Slow product / shop pages	15.2%%	50,303
Extra HTTP redirect hop	12.6%%	41,714
CSS entire file unused	0.6%%	1,975

93.7% of the sites we measured deliver CSS to the browser that is never used, and **0.6%** deliver an entire stylesheet that nothing on the page uses.

70.1% request at least one file that does not exist and **60.6%** throw JavaScript errors or warnings in the console on the page the visitor lands on.

Reading these numbers honestly

A page can carry every one of these faults and still load acceptably on a fast connection, and a fault-free page can still feel slow. What the table shows is how common each defect is across a large population — not how much each one costs a given business. The cost of a slow page depends on that business's traffic, conversion rate and margin, which is why we do not put a euro figure on someone else's site in this report.

Faults are detected automatically from the page's own behaviour: failed requests, console output, text-to-content ratio in the stylesheet, and the browser's layout-shift and largest-contentful-paint readings.

Where the good and the bad pages are

Site speed is not evenly distributed across Europe. Germany averages 80.0 out of 100; Italy averages 71.6. Countries below 150 measured sites are not listed, because we do not publish a national figure from a sample small enough to move.

COUNTRY	SITES	MEAN	MEDIAN	SHARE UNDER 70
(unresolved)	209,768	70.8	73	40.9%
Germany	32,317	80.0	84	18.7%
France	14,618	75.9	77	25.1%
United Kingdom	7,320	75.3	78	29.3%
Spain	7,183	73.6	77	34.0%
Italy	6,492	71.6	74	39.2%
Netherlands	5,631	77.4	81	23.1%
Poland	5,283	75.6	79	29.4%
European Union*	4,626	75.7	79	28.3%
Czechia	4,251	77.4	81	23.8%
Switzerland	3,941	77.4	81	23.8%
Belgium	3,913	77.7	81	21.7%
Denmark	3,752	78.7	82	21.2%
Austria	3,488	79.0	83	20.2%
Finland	2,608	79.3	83	18.7%
Sweden	2,460	78.6	83	22.2%
Romania	2,145	72.9	76	36.7%
Greece	1,842	72.3	74	38.3%
Estonia	1,577	77.7	81	22.1%
Hungary	1,217	73.4	76	33.9%
Norway	1,123	77.4	82	24.7%
Portugal	1,120	71.5	76	34.9%
Lithuania	908	73.4	76	35.9%
Slovakia	817	72.9	76	36.6%
Bulgaria	803	74.0	76	33.4%
Slovenia	697	74.5	78	33.6%
Croatia	616	74.8	78	28.4%
Ireland	562	73.2	74	35.9%
Latvia	274	74.1	77	31.4%
Iceland	182	76.0	80	23.1%

* "European Union" is a label some sites carry themselves (an .eu host or an EU-registered address), not a country. "Unresolved" means we could not place the site with confidence, and we would rather show that than assign a wrong one.

Shops score lower than other sites, in every country we measured

Ecommerce sites — detected as WooCommerce or Shopify — score below non-commerce WordPress sites in every single market, by five to seven points. Same direction, every time, across 20,407 shops and 38,609 other WordPress sites.

COUNTRY	SHOPS	MEAN	OTHER WORDPRESS	MEAN	GAP
Italy	1,864	67.7	3,503	74.1	−6.4
Spain	933	69.9	1,404	76.4	−6.5
Poland	1,463	72.5	2,627	79.3	−6.8
France	1,195	72.5	2,436	78.0	−5.5
United Kingdom	1,665	72.6	3,049	78.9	−6.3
Ireland	200	72.3	214	78.0	−5.7
Netherlands	1,717	74.9	2,684	80.0	−5.1
Germany	2,752	76.9	8,226	81.5	−4.6

The ecommerce tooling that shows up in the low scores

TECHNOLOGY PRESENT	SITES	MEAN SCORE	VS DATASET MEAN
Afterpay	2,985	63.8	−9.3
Klarna	4,379	65.1	−8.0
Shopify (detected)	2,432	66.4	−6.7
PayPal	26,260	67.4	−5.7
Apple Pay	32,902	67.2	−5.9
WooCommerce	20,407	72.7	−0.4

The gap is not because shops are built badly. It is that a shop loads a payment stack, a checkout script, an app for reviews, an app for email, an app for returns and three tracking tags before a product photo appears. Each one is defensible on its own; together they are the tax.

Wider: the markets outside the European Union

The same scan covers domains far beyond Europe, and the spread is much wider than anything inside it. Australia is the striking case: an English-speaking, high-income market whose measured sites are the slowest in the developed world in this dataset.

TLD	WHERE	SITES	MEAN SCORE	SHARE UNDER 70
.vn	Vietnam	3,459	57.5	72.3%
.au	Australia	4,026	62.1	62.7%
.jp	Japan	3,238	62.3	64.1%
.cl	Chile	1,041	64.2	59.8%
.za	South Africa	1,115	65.0	56.4%
.mx	Mexico	1,202	65.7	54.7%
.br	Brazil	4,506	68.2	47.7%
.co	Colombia	1,942	69.1	45.1%
.in	India	3,207	69.7	44.8%
.com	generic global	128,670	71.2	39.9%
.it	Italy	6,492	71.6	39.2%

Australia, 4,026 sites, mean 62.1 out of 100, 62.7% below 70. For comparison, Germany — the best-built market we measured — averages 80.0 with 18.7% below 70. Nobody needs a translation to sell a fix to that population, and almost nobody is measuring it.

Generic TLDs (.com, .org, .net) are shown as one group because the extension carries no country. Vietnamese, Japanese and Brazilian sites appear in the scan because they were in the register; we publish what we measured rather than what we went looking for.

What we would do with this

A single measurement of a single site is an anecdote. A measurement of 331,804 sites tells you where the problem is concentrated, and we would rather publish the pattern than sell against it.

01	Before any rebuild, remove what is being loaded and never used	93.7% of sites
02	Fix the requests that fail; they are free to fix	70.1% of sites
03	Clear the console errors before adding another tool	60.6% of sites
04	Audit the tag stack before blaming the host	10+ tools: 65.3 mean

What we publish, and what we hold back

- Every figure in this report is a sample with its size shown next to it. Where a market has fewer than 150 measured sites, we leave the number out.
- We do not name individual companies. The measurements are ours and we will show them to the owner of a site on request, but a public list of "slow websites" would be a different kind of document and we are not publishing one.
- This is a snapshot of seven days in September 2026. It is not a trend, and we will say so until we have a second measurement of the same sites.
- The score is our own composite. It is reproducible from the same page on the same day, and it is not Google's score.

IF YOU WANT YOUR OWN NUMBER

We will run the same scan against one site, by hand, and send back what it found: the requests that fail, the CSS that is never used, the console errors, the timings, and a score out of 100 — with the pages it was measured on named, so it can be checked. It costs nothing and there is no obligation attached to it.

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Method, samples and limits: this report covers 331,804 scored sites from a register of 1,240,878 domains, scanned between 9 and 20 September 2026. Scores are out of 100. Percentages are of the sites where the measurement was available. Where a table sums to less than the total, the remainder is a market below our publishing threshold.