The digitalisation of Balearic households, 2025

Published on Monday, 21 September 2026 · Period: 2019–2025 · Authors: Observatori de la Societat de la Informació (Fundació BIT)

This report uses sample data to show how the Observatory works. The figures are not official.

Almost universal connectivity, more online shopping and a broadband gap between islands that is slowly closing.

Key findings

- **96.2%** of Balearic households have internet access in 2025.
- **+24 points** increase in online shopping between 2019 and 2025.
- **Formentera** still has the widest fixed broadband gap, although it narrows every year.

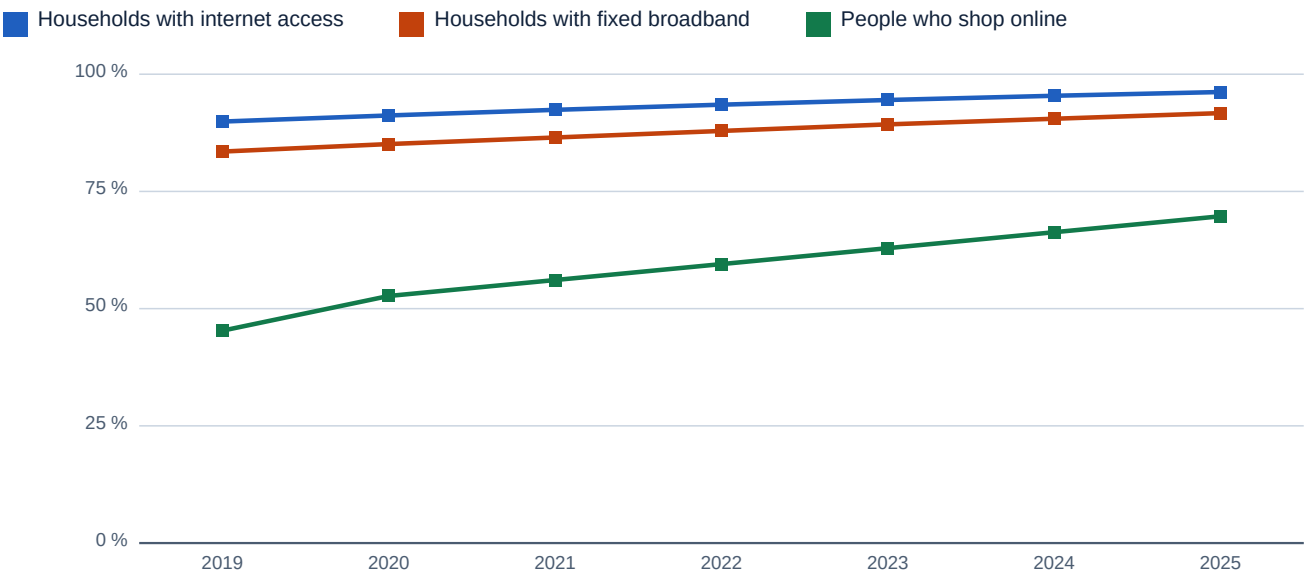
This report analyses how ICT equipment and use in Balearic households evolved between 2019 and 2025.

Almost universal connectivity

Internet access is now practically universal and fixed broadband keeps growing, although more slowly than in the first years of the series.

ICT use in households over time

Balearic Islands, % of households and people



Year	Households with internet access	Households with fixed broadband	People who shop online
2019	89.9 %	83.5 %	45.3 %
2020	91.2 %	85.1 %	52.7 %

Year	Households with internet access	Households with fixed broadband	People who shop online
2021	92.4 %	86.5 %	56.1 %
2022	93.5 %	87.9 %	59.5 %
2023	94.5 %	89.3 %	62.9 %
2024	95.4 %	90.5 %	66.3 %
2025	96.2 %	91.7 %	69.7 %

Source: Fundació BIT — sample data (not official) (Sample data)

Differences between islands

Online shopping is growing on every island. Mallorca and Eivissa lead, while Formentera shows the lowest values, partly because of fewer delivery services.

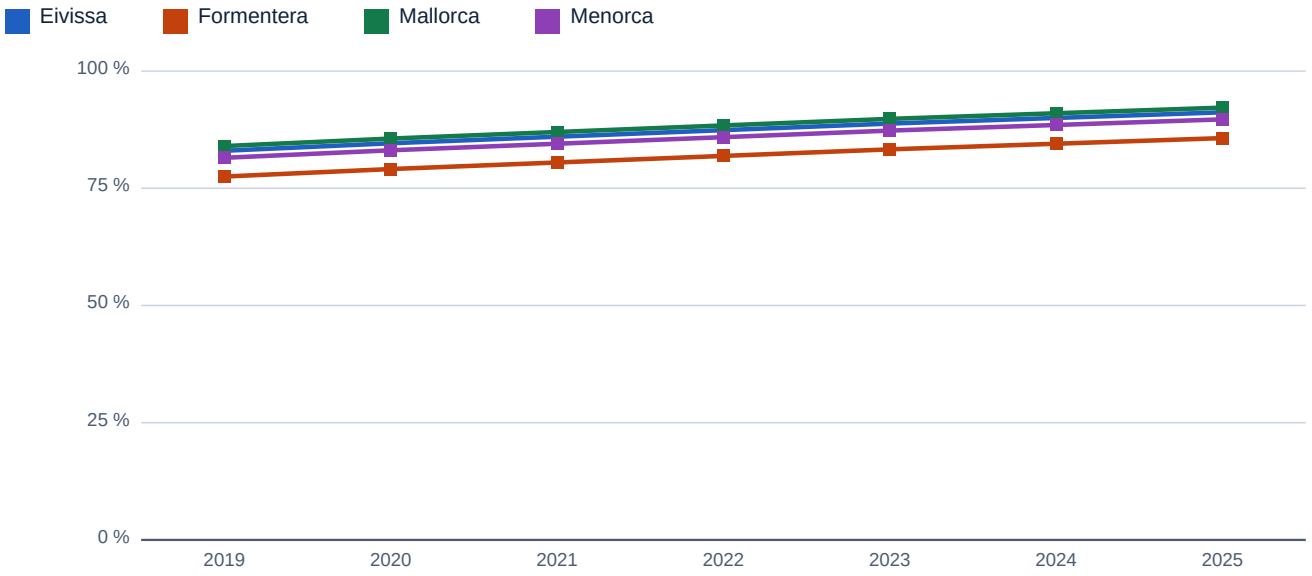
Online shopping by island (2025)

Island	People who shop online
Mallorca	70.4 %
Eivissa	68.4 %
Menorca	66.9 %
Formentera	63.4 %

Source: Fundació BIT — sample data (not official) (Sample data)

Fixed broadband is also gradually converging between islands.

Fixed broadband by island



Year	Eivissa	Formentera	Mallorca	Menorca
2019	83 %	77.5 %	84 %	81.5 %
2020	84.6 %	79.1 %	85.6 %	83.1 %
2021	86 %	80.5 %	87 %	84.5 %
2022	87.4 %	81.9 %	88.4 %	85.9 %
2023	88.8 %	83.3 %	89.8 %	87.3 %
2024	90 %	84.5 %	91 %	88.5 %
2025	91.2 %	85.7 %	92.2 %	89.7 %

Sample data generated for the demonstration.
Source: Fundació BIT — sample data (not official) (Sample data)

Data used in this report

- ICT use in Balearic households (sample data) — Source: Fundació BIT — sample data (not official) · Licence: CC BY 4.0
  https://fundacio-bit.des.lynsoluciones.es/en/dades/ict-use-in-balearic-households-sample-data/

Online version, with interactive charts and downloadable data:
https://fundacio-bit.des.lynsoluciones.es/en/informes/the-digitalisation-of-balearic-households-2025/