

● UK PRICE INDEX · JUNE 2026

WHAT PEOPLE ACTUALLY PAY

Monday, 8 June 2026

UK Broadband Price Index 2026.

What UK homes and businesses really pay for broadband in 2026: average bills, prices by speed tier, the April rises in full, and exactly how much a switch can save you.

£34.50

AVERAGE MONTHLY BILL

MoneySuperMarket survey, 2026

6%

REAL-TERMS PRICE DROP

Year to Sept 2025, Ofcom

£329

TOP SWITCHER SAVING

Per year, Uswitch

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Reviewed by **Adrian James**

Next review within 90 days

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broadbandswitch.uk

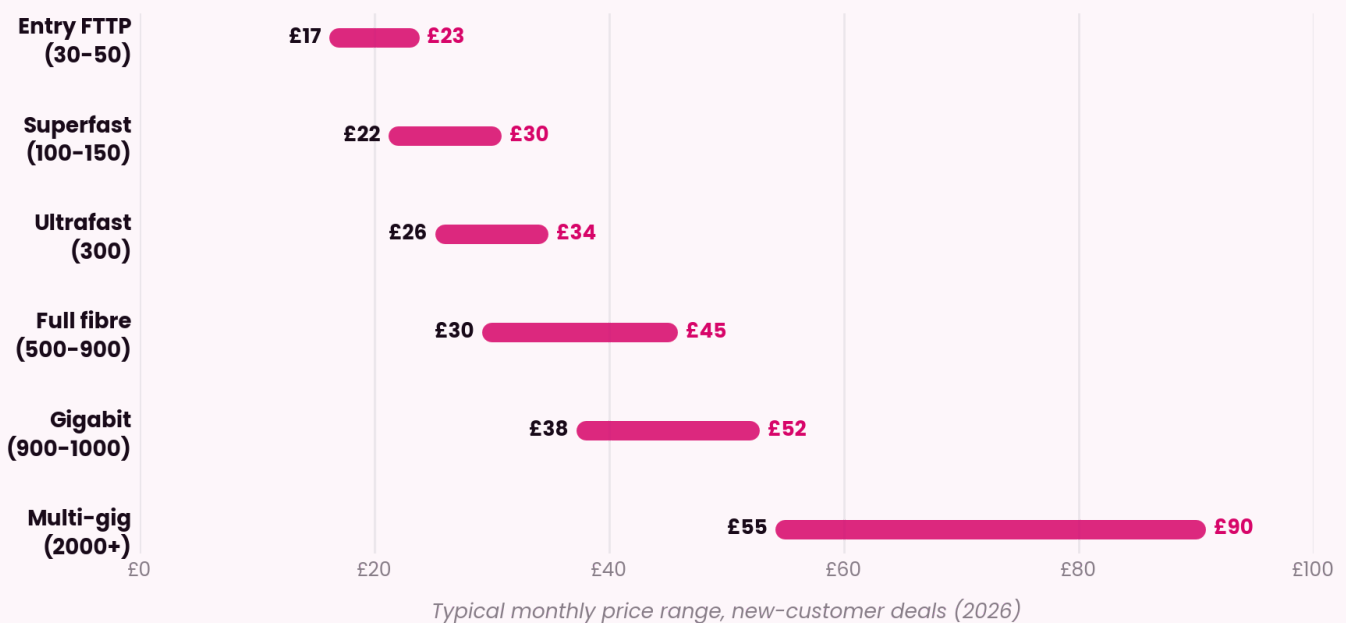
SECTION 01 · THE HEADLINE PRICE

What people actually pay

IN SHORT

The average UK household pays around **£34.50 a month** for broadband (MoneySuperMarket survey, 2026). Entry full fibre starts in the high teens, a typical 150 Mbit/s plan sits in the low-to-mid £20s, and gigabit lands in the £25 to £40 range for new customers. What you pay depends far more on whether you are in contract than on the speed you choose.

There is a big gap between the advertised price of a new deal and what the average bill actually is, because millions of households are out of contract and paying a loyalty penalty. The chart below shows the typical monthly price range for a new-customer deal at each speed tier.



Typical monthly price range for new-customer deals by speed tier (compiled market estimate, June 2026). These move quickly and vary sharply by street, so a postcode check is the only way to see your real options.

The cheapest broadband in the UK

- ✓ **Entry full fibre from altnets:** from around **£17 to £23 a month** for 100 to 160 Mbit/s, subject to availability at your address.
- ✓ **Social tariffs: £12.50 to £24 a month** for households on Universal Credit, Pension Credit and other qualifying benefits, with the cheapest around £12 to £15.
- ✓ **Broadband and TV bundles:** bundling saves **£26 to £48 a month** versus buying the same services separately, per Ofcom.

Prices vary street by street. See the real deals at **your postcode**, ranked by total contract cost, not headline price.

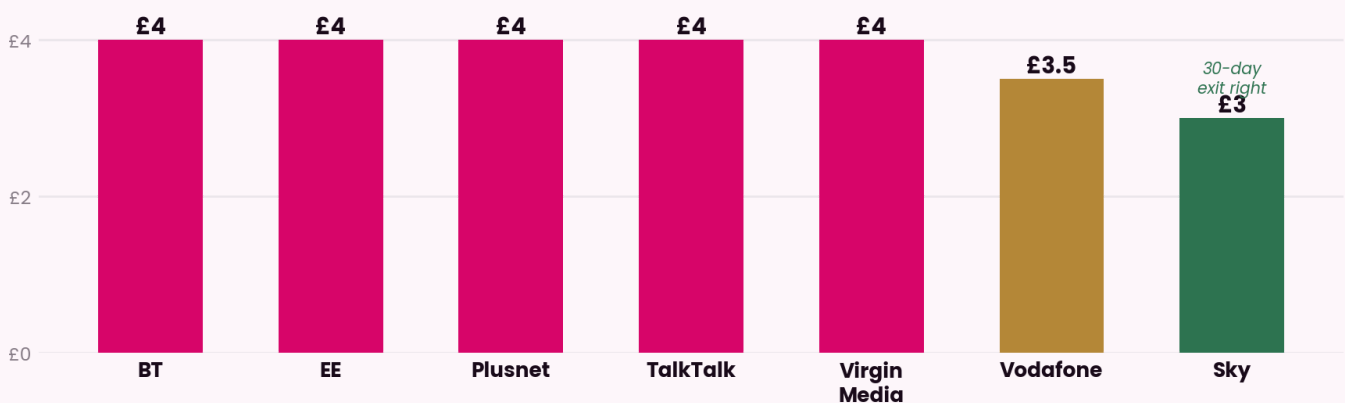
[Compare now →](#)

SECTION 02 · THE APRIL RISES

The April 2026 price rises

IN SHORT

Since January 2025, Ofcom has banned percentage and inflation-linked mid-contract rises on new contracts. Every rise is now stated in **pounds and pence** at sign-up. In April 2026 most major providers raised prices by a fixed **£3 to £4 a month**, depending on provider and contract cohort.



April 2026 fixed monthly broadband rises, newest contract cohort. Sky sits outside contract terms, so notified customers keep a 30-day right to leave. Source: provider announcements.

The rises in full

PROVIDER	APRIL 2026 RISE	HOW IT APPLIES
BT	£4/mo	Contracts from 31 Jul 2025; £2 TV, £1 landline-only
EE	£4/mo	As BT; £2 TV, £2.50 mobile
Plusnet	£4/mo	Contracts from 5 Aug 2025
TalkTalk	£4/mo	£4 from 16 Nov 2025; £3 for the earlier cohort
Virgin Media	£4/mo	£4 from 2 Oct 2025; £3.50 for 9 Jan to 1 Oct 2025
Vodafone	£3.50/mo	£3.50 from 12 Nov 2025; £3 for the earlier cohort
Sky	£3/mo	Outside contract terms; 30-day right to leave

NOW Broadband sits outside this April cycle: its rise has historically taken effect in July (£3 a month, with a 31-day right to leave). Older contract cohorts may face different rises, and some legacy contracts still carry inflation-linked clauses being phased out. Several altnets, including Zen and YouFibre, guarantee no mid-contract rise during the term, and social tariffs are exempt.

SECTION 03 · PAYING LESS

The loyalty penalty, and how to beat it

The single biggest factor in your broadband bill is not your speed or your provider, it is whether you are still in contract. Prices fell about 6% in real terms in 2025, but those falls go to switchers, not to loyal customers who let their deal lapse.

The cost of staying put

MEASURE	FIGURE	SOURCE
Out-of-contract premium	£7 to £9 / month more	Ofcom Pricing Report 2026
Customers out of contract	28%	Ofcom Pricing Report 2026
Typical switcher saving	£184 to £329 / year	Broadband Genie; Uswitch
Real-terms price change 2025	Down 6%	Ofcom (faster tiers fell most)

Four ways to pay less in 2026

- 1 Compare on total contract cost, not headline price.**

Add the monthly price, setup fee, any voucher and the published April rise across the full term. Two deals at the same starting price often end up very different.
- 2 Switch the moment you are out of contract.**

That is where the savings are. Out-of-contract customers pay £7 to £9 a month more for the same product.
- 3 Check the altnets, not just the big brands.**

Where a second network reaches your street, entry full fibre can start in the high teens, well below the national average bill.
- 4 Check social-tariff eligibility.**

If anyone in the household receives a qualifying benefit, a social tariff from £12.50 can save around £200 a year.

• STOP PAYING THE LOYALTY PENALTY

See what you could pay instead.

Enter your postcode for live deals at your address, ranked by total contract cost.
The average switcher saves between £184 and £329 a year.

[Compare live deals at your postcode →](#)

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SECTION · REFERENCES

References and sources



Written by **Dr Alex J. Martin-Smith** (CMgr, MBA, LL.M, DBA), Lead Editor. Reviewed by **Adrian James**.
Published 8 June 2026, next review within 90 days. Every figure is sourced below and logged in our public corrections process.

Every figure in this index is backed by a publicly verifiable source, listed in APA 7th edition format. Average-bill and market figures are clearly separated from advertised new-customer prices, and the April 2026 rises were verified against each provider's own announcements.

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REMEMBER

The lowest advertised price is not the cheapest deal; total contract cost is. And the fastest saving available to most homes is simply switching the day your contract ends. Check your live options at broadbandswitch.uk/compare.

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