NEWMIND PARTNERS

NEWMIND RESEARCH · BENCHMARK REPORT 08

SITE SPEED BENCHMARK 2026

How fast the web is on phones and desktops, what the published research links speed to, what speed work costs and when it pays back, with playbooks and worksheets to act on it.

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Page numbers refer to the full report.

CHAPTER 01

About this edition

This is Edition 1 of the NEWMIND Site Speed Benchmark. It is a desk-research edition: it contains no survey data. It is built on the HTTP Archive Web Almanac, Google's own documentation of the Core Web Vitals, published research, company case studies and official US wage statistics, each fetched, saved and checked for this edition.

What this edition contains

- **Part A, the market picture**: the three Core Web Vitals and how a site passes, pass rates from 2021 to 2025 on phones and desktops, each measure in turn, e-commerce platforms and content systems, page weight, third parties, delivery and how speed relates to Google Search.
- **Part B, what speed is worth**: the most-quoted study of speed and conversions, read with its own limits, company case studies (tagged 'vendor claim'), a grade for each piece of evidence and how to measure the effect on your own site.
- **Part C, cost and payback**: a transparent model of revenue at stake, the cost of speed work from US wage rates, break-even lift, months to pay back and the test size needed to prove a lift, labelled 'Market research model · based on published benchmarks'.
- **10 playbooks**: the main image, server response and caching, responsiveness (INP), layout stability (CLS), third-party tags, fonts and early hints, page weight, back, forward and next page, keeping it fast, platform and agency decisions, and a six-month roadmap.
- **11 worksheets**: speed baseline, third-party tag inventory, main image checklist, interaction log, layout shift checklist, revenue at stake, project cost estimate, test plan, performance budget, questions for vendors and agencies, twelve-month tracker.

What it does not contain yet

No original survey data. Edition 1 is desk research. Edition 2 is planned to add a survey of online businesses, with the speed, revenue and cost figures that firms do not publish.

Who it is for

Heads of e-commerce and digital; CTO and engineering teams; marketing teams who own the tags on the site.

You will recognise these signals

- Phone visitors leave before the page has finished loading
- Search Console flags pages as 'poor' or 'needs improvement'
- Every new marketing tag makes the site a little slower
- Speed was fixed once and slowly got worse again

What to measure

- Core Web Vitals field data (p75) for each key template, phone and desktop
- Time to First Byte on the busiest pages

- Third-party tags: count, owner and cost in main-thread time
- Page weight and the size of the main image
- Conversion rate by device, to set against speed

How to read the numbers

- **Market figures** carry a numbered source and the population it describes, such as mobile websites or mobile origins. Where sources disagree, each is shown and named, never averaged.
- **Vendor figures** are tagged 'vendor claim'. They are not independently verified and are never used as model inputs.
- **Models** are transparent: every formula and input is printed so you can replace it with your own data.
- **Currency**: US dollars throughout.

From benchmark to your numbers

A NEWMIND feasibility audit measures your own site in 1–2 weeks and delivers:

- Your Core Web Vitals vs the 2025 web
- Revenue at stake per 0.1 s, modelled on your traffic
- Prioritised fix list by effort and impact
- Monitoring set-up so speed stays fixed

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CHAPTER 02

Executive summary

The web is getting faster on the measures Google defines, but most mobile websites still fail them, pages keep getting heavier and phones do more work for every page. The published evidence links speed to conversions, yet the best-known study is correlational and most company figures are single-site claims. The case for speed work is best made on your own data, with a cost, a payback and a test.

48%
Mobile websites with good Core Web Vitals, 2025 [1]

1,916 ms
Median Total Blocking Time on mobile, 2025 [1]

8.4%
More retail conversions linked to a 0.1 s faster mobile site, 15 retail brands [2,3]

Ten findings

01 **Most websites still fail Core Web Vitals on phones**

In 2025, 48% of mobile websites had good Core Web Vitals, against 56% of desktop websites [1]. That is up from 32% of mobile websites in 2021 [1], and from 44% in 2024 [1].

02 **Phones load slower than desktops**

62% of websites have a good LCP on phones, against 74% of desktop websites [1]. Loading is the measure phones fail most often; 77% of websites have good INP on phones [1].

03 **The platform shows in the scores**

Among the largest e-commerce platforms, 76% of Shopify mobile origins have good Core Web Vitals, against 35% of WooCommerce mobile origins, the largest platform by origins [4]. The platform sets the floor; the store's own choices set the rest.

04 **Phones are doing more work**

The median Total Blocking Time on mobile increased to 1,916 ms in 2025, up 58% from 1,209 ms in 2024 [1]. Script, much of it from third parties, is the usual cause (NEWMIND analysis).

05 **Third-party code is on nine pages in ten**

Around 90% to 92% of pages use third parties, across rank groups [5]. Every tag is a speed decision someone should own.

06 **Pages keep getting heavier**

The median mobile home page is 2.6 MB, growing 8.4% from 2.4 MB in 2024 [6].

07 Speed is linked to sales, in one study of mobile sites

A Deloitte study for Google of 37 brands over 4 weeks found that a 0.1 second improvement in mobile site speed was associated with 8.4% more retail conversions and 9.2% higher order value, across 15 retail brands [3,2]. It is a correlational study of lab data on mobile sites, not a controlled test.

08 Company cases report gains, on their own sites

Vodafone reported that a 31% improvement in LCP led to 8% more sales [7] VENDOR CLAIM. Single-company cases show what is possible, not what to expect.

09 Speed is a ranking input, not a guarantee

Google says Core Web Vitals are used by its ranking systems [8], and that good results in its reports do not guarantee that pages rank at the top [8]. The business case for speed rests on visitors, not rankings.

10 Small lifts are worth money, and hard to prove

A site with 200,000 sessions a month, a 2% conversion rate and a $90 order that lifts conversion by 3% of today's rate takes about $130,000 more revenue a year. Proving that lift needs about 867,000 visitors per variant (counting each session as one visitor), about 37.6 weeks of that traffic (NEWMIND model).

What to do on Monday

1. Record Core Web Vitals field data for your busiest templates (full report, chapter 54).
2. List every third-party tag with an owner (full report, chapter 55).
3. Fix the main image on your key landing page first (full report, chapter 43).
4. Price a lift with your own sessions and order value (full report, chapter 33).
5. Check whether your traffic can prove the lift before you promise one (full report, chapter 39).

CHAPTER 03

The three Core Web Vitals

Google publishes three Core Web Vitals to describe what a real visitor experiences: how fast the main content appears (Largest Contentful Paint, LCP), how fast the page reacts to a tap, click or key press (Interaction to Next Paint, INP), and how much the layout jumps while it loads (Cumulative Layout Shift, CLS) [9].

2.5 seconds
Good loading: LCP within this time of the page starting to load [9]

200 ms
Good responsiveness: INP of this many milliseconds or less [9]

0.1
Good visual stability: CLS of this score or less [9]

Good, needs improvement, poor

MEASURE	WHAT IT CAPTURES	GOOD	POOR
LCP	Time until the largest image or text block in view is shown	2.5 seconds or less [10]	over 4,000 ms [11]
INP	Delay between an interaction and the next frame the browser paints	200 milliseconds or less	over 500 milliseconds [12]
CLS	Unexpected movement of visible content while the page is in use	0.1 or less	over 0.25 [13]

Between good and poor sits the band Google calls needs improvement. The bands apply to each measure separately.

INP replaced First Input Delay

INP is the successor to First Input Delay (FID) [12]. In a web.dev post (last updated 31 January 2024), Google announced that INP would officially become a Core Web Vital and replace FID on March 12 [14].

The change matters when reading older material. FID measured only the delay before the first interaction was handled. INP looks at interactions across the whole visit, so pages that do heavy work after the first tap score worse on INP than they did on FID. Any dashboard, agency report or case study that still quotes FID describes an easier test (NEWMIND analysis).

What this means for a commercial site

- Name one owner for each measure: LCP usually sits with the platform and front-end team, INP with whoever adds scripts and tags, CLS with design and content.
- Use the thresholds above as acceptance criteria for every theme release, app install and new tag (NEWMIND analysis).
- Read phone and desktop results separately: the same template can pass on one and fail on the other.

CHAPTER 04

How a site passes: the 75th percentile rule

A site does not pass Core Web Vitals on its average visit. Google reads each measure at the 75th percentile of page loads, segmented across mobile and desktop devices [9], and a page passes only if it meets the target at that percentile for all three measures [9].

Why the 75th percentile

Google's threshold note says the 75th percentile was chosen on two criteria [11]. The first is that the percentile should ensure that a majority of visits to a page or site experienced the target level of performance [11].

In practice: for an origin to receive a good INP score, at least 75% of all sessions need an INP of 200 milliseconds or less [1]. One visit in four can be slower and the site still passes; if more than one in four are slow, it fails, however fast the median looks.

All three, on each device

The Web Almanac's ecommerce chapter applies the same rule to stores: a site counts as good on CWV when it passes all three thresholds [4]. A store with fast loading and stable layout but sluggish taps fails overall.

This is why pass rates for all three together are always lower than the pass rate for any single measure. Part A shows each measure on its own and the combined pass rate side by side.

QUESTION	HOW GOOGLE'S FIELD DATA ANSWERS IT
Which visits count?	Real Chrome users on publicly discoverable, sufficiently popular origins: two requirements for inclusion [15]
Over what period?	PageSpeed Insights reports real-user experience over the previous 28-day collection period [16]
Which percentile?	The 75th, for each device type [9]
What is a pass?	Good on LCP, INP and CLS at that percentile [9]

Reading your own results

- A site with too little Chrome traffic has no field data; lab tests are then the only reading, and they are not the pass test (full report, chapter 20).
- A 28-day window means a fix shows up gradually: expect a month before the field figure fully reflects a change.
- Track the 75th percentile, not the median, in your own monitoring, so internal dashboards agree with Google's (NEWMIND analysis).

CHAPTER 05

Pass rates 2021 to 2025: better, but most sites still fail on phones

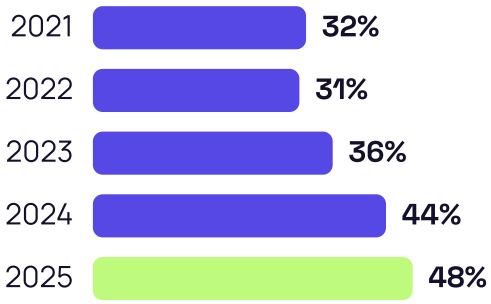
In 2025, 48% of mobile websites and 56% of desktop websites had good Core Web Vitals, up from 32% and 41% in 2021 [1]. On phones, where the test is harder, more than half of websites still do not pass.

48%
of mobile websites had good CWV in 2025 [1]

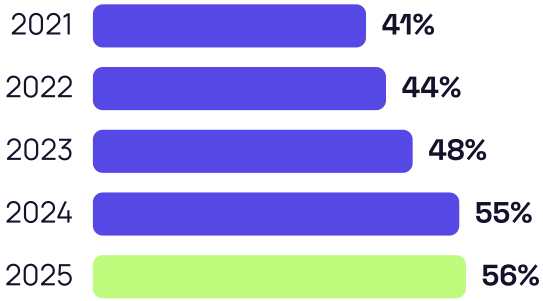
56%
of desktop websites had good CWV in 2025 [1]

16 points
gain for mobile websites since 2021 (NEWMIND analysis of [1])

Mobile websites with good CWV, %



Desktop websites with good CWV, %



All five years as reported in the Web Almanac 2025 performance chapter [1]. Shares are of websites (origins in the Chrome UX Report), not of traffic, stores or revenue.

Read the 2024 figure with care

The 2025 Almanac puts 2024 at 44% for mobile websites [1]. The 2024 Almanac, written while the switch from FID to INP was under way, reported that 48% of mobile websites had good CWV with FID and 43% with INP [17]. The two editions give slightly different figures for the same year, so this report quotes each figure with its edition and population.

The dip from 32% in 2021 to 31% in 2022 on mobile websites [1] is a reminder that the web does not improve in a straight line. Heavier pages and more scripts can undo platform gains.

What the trend means for a single site

- A passing site is still in the minority on phones, so passing puts a site ahead of the typical competitor on these measures (NEWMIND analysis).
- The bar keeps moving: a site that stood still since 2021 has fallen behind a web that improved.
- The figures are shares of websites. Your own position comes from your own field data, not from the market average (NEWMIND analysis).

CHAPTER 06

Pass rates by popularity and page type

Popular sites are not automatically fast. Among the top 1,000 websites, 59% have good CWV on desktop and 51% on mobile; on mobile the share falls to 42% for the top 10,000 and 37% for the top 100,000 sites [1], then recovers to 42% for the next 1,000,000 sites and 48% for the next 10,000,000 [1].

Mobile sites with good CWV, by rank, %



Rank groups as defined by the Chrome UX Report and used in the Web Almanac 2025 [1]. Mobile figures except where stated.

Why the middle ranks score worst

The Almanac reports the pattern without a single cause. A plausible reading is that mid-ranked sites carry the most marketing technology for their engineering capacity: many tags, personalisation and ad scripts, without a dedicated performance team. Very small sites are often simple pages on hosted builders (NEWMIND analysis, not a finding of the source).

For a mid-market business this is the relevant comparison: the sites it competes with sit in exactly the ranks where pass rates are lowest.

Home pages and the rest of the site

PAGE TYPE	DESKTOP PAGES WITH GOOD CWV	MOBILE PAGES WITH GOOD CWV
Home pages	47%	45% [1]
Secondary pages	61%	56% [1]

Secondary pages score better than home pages: 56% of mobile secondary pages pass, against 45% of mobile home pages [1]. Home pages tend to carry the heaviest media: hero images, carousels, video.

Most commercial journeys do not end on the home page. Product, category, booking and form pages are the ones to measure, because they are where the conversion happens (NEWMIND analysis).

Questions to ask about your own site

- Which templates receive most entry traffic from search and ads, and how does each score on phones?
- Is the home page the slowest template? If so, what does the hero carry?
- Which competitors sit in the same rank band, and do they pass (check them in PageSpeed Insights)?

CHAPTER 68

Sources

Each entry gives the date that applies to it: when a document was published or, for live web pages and datasets, when it was accessed (9 October 2026). Figures quoted are short, attributed and linked; no paywalled tables and no third-party charts are reproduced.

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END OF SAMPLE

Get the full report

This sample includes the cover, contents, about page, executive summary, the opening chapters of Part A on the Core Web Vitals and pass rates, and the sources cited in them. The full report continues with each measure in turn, e-commerce platforms, page weight, third parties and search; what speed is worth, with the evidence graded; the NEWMIND cost and payback model with scenario tables; ten playbooks, a six-month roadmap and eleven worksheets.

Full report

newmindpartners.com/benchmark-site-speed.html#report

NEWMIND PARTNERS

NEXT STEP

TURN THIS BENCHMARK INTO A FASTER SITE THAT PAYS FOR ITSELF.

You now know where the web stands on speed and what the evidence links it to. NEWMIND PARTNERS measures your own site, prices each fix against your traffic and builds the changes that close the gap.

01

Feasibility audit

In 1–2 weeks we measure your site on your data (read-only): Core Web Vitals field data by template and device, server response, third-party tags and page weight, set against your traffic and conversion rate.

02

Design

We rank the fixes by effort and revenue at stake, price each one and write the test that will show whether it paid.

03

Build and run

Our senior engineers make the changes on the platform you already use and set up monitoring so a regression is caught early.

04

Prove it

Baseline on day one, then the measured change in speed and conversion against a control, reported every month.

Start with a feasibility audit

Find out where your pages lose time, which fixes pay first, and the business case to back them. No commitment.

Start a feasibility audit →

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