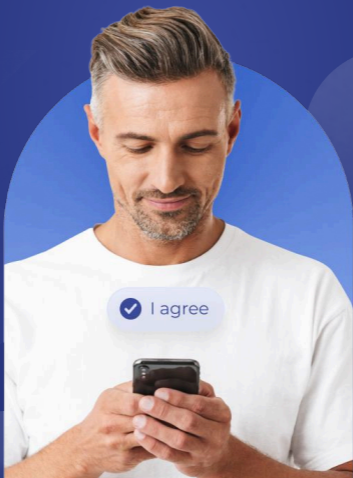


DIDOMI

DATA PRIVACY *Benchmark*

Consent collection in 2025





2025 promises to be a defining year for data privacy, with user consent becoming more critical than ever in shaping the digital ecosystem. At Didomi, we are proud to be at the forefront of this evolution, continuing to lead and innovate in our fast-paced industry.

Our annual benchmark is one of our most eagerly awaited resources, offering actionable insights to help you evaluate and optimize your consent management strategies. From uncovering the best-performing banner formats to analyzing consent rates across countries, industries, devices, and technical environments, this report provides a unique perspective on the state of consent collection.

This year's edition goes even further. For the first time, we've expanded our analysis to include North America, offering a global view of consent trends. We also tackle key developments for 2025, including the future of third-party cookies and the alternatives you should consider to stay ahead.

I am thrilled to share this research with you and hope it provides valuable guidance for navigating the challenges and opportunities ahead. We look forward to continuing the conversation and working together to advance data privacy in 2025.



Romain Gauthier

CEO and Co-founder of Didomi

Executive Summary

Throughout 2024, consent collection has reached a new level of maturity, with Consent Management Platforms (CMPs) now widely adopted as businesses recognize compliance as a competitive advantage.

While Europe remains a privacy leader, new markets (including North America) are emerging as key players, driving demand for robust consent solutions. At the same time, Connected TV (CTV) presents a major opportunity, with advertisers seeking privacy-compliant ways to engage their audience.

Looking ahead to 2025, the decline of third-party cookies makes alternatives like server-side tagging more critical than ever. Organizations must adapt now to stay compliant, maintain performance, and build lasting relationships with their users.

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Data Privacy Benchmark

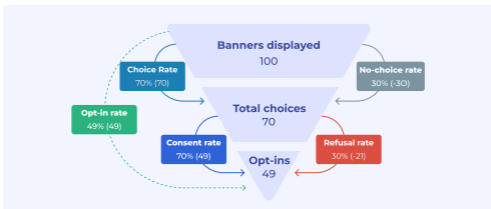
Glossary and key concepts



Glossary and key concepts

Didomi collects events through the SDKs deployed on web properties (websites, mobile apps, privacy centers, etc.) and provides aggregated analytics in the Didomi Console.

Understanding how privacy impacts organizations across all digital activities is critical. Before taking a closer look at the data, let's ensure we understand the main privacy indicators at play.



Choice rate

The number of choices made (opt-in or opt-out) over the total number of banners displayed.

$$\text{Choice rate} = \text{total choices} / \text{total banners}$$

No-choice rate

The percentage of consent banners displayed left unanswered.

$$\text{No-choice rate} = \text{no choice} / \text{total banners}$$

Opt-in rate

The number of users who have given consent (opt-in) over total banners displayed.

$$\text{Opt-in rate} = \text{opt-ins} / \text{total banners}$$

Opt-out rate

The number of users who have refused consent (opt-out) over total banners displayed.

$$\text{Opt-out rate} = \text{opt-outs} / \text{total banners}$$

Consent rate

The number of users who have given consent (opt-in) over the total number of choices made.

$$\text{Consent rate} = \text{opt-ins} / \text{total choices}$$

Refusal rate

The number of users who have refused consent (opt-out) over total choices made.

$$\text{Refusal rate} = \text{opt-outs} / \text{total choices}$$

Acceptance rate

The combination of opt-in rate and no choice rate.

$$\text{Acceptance rate} = \text{opt-in rate} + \text{no-choice rate}$$

What is the difference between consent rate and opt-in rate?

- **Consent rate** provides the most consistent indicator regarding the ability of a banner to generate user opt-ins.
- **Opt-in rate**, on the other hand, has a higher variability because the indicator can be affected by traffic with a high bounce rate, during a display campaign for example. Also, the opt-in rate can vary a lot according to the format of your banner. For example, a mix of pop-in and footer consent banners would make it harder to read and analyze performance across environments.

For the purpose of this whitepaper, we will mainly focus on three key metrics: **consent rate**, **no-choice rate**, and **opt-in rate**. To learn more about CMP metrics, check out [our support documentation](#).

Why do consent rates matter?

Why is obtaining a good consent rate important for your organization in the first place? Beyond compliance with data privacy regulations, collecting informed consent from users is critical for several areas of your operations:

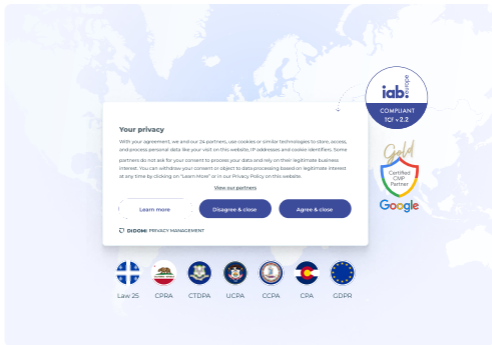
- **Analytics and digital campaign performance measurement**, because of incomplete or missing data.
- **User experience improvement**, since a high volume of opt-outs will jeopardize your ability to perform A/B testing.
- **Product development**, because limited insight into user behavior and preferences makes it more difficult to take informed decisions.
- **Monetization and financial performance**, as a high opt-out rate can limit the ability to run targeted ads and personalized content.

Reading and understanding this benchmark

When looking at all the graphs and insights we gathered this year, please be aware of some of the influencing factors behind these numbers, particularly from a geographical standpoint:

- **Local regulations:** Even though the GDPR has done a great deal in unifying data privacy regulations in Europe (and to spread best practices around the world), the various interpretations of the law can influence consent metrics from one country to another.
- **Our dataset:** Our benchmark reflects the practices and rates of our clients and is limited to the extent of our dataset. While we collect billions of consent choices every year and are thus confident in the reliability of our research, this is still important to take into account.
- **Consent banner formats:** As we will showcase later in the whitepaper, consent banner formats can dramatically impact performance. Local regulations, culture, and consumer habits influence the prominence of some formats in certain areas and, as a result, will naturally impact performance.

Despite the relatively small size of the European market, numbers can vary greatly from one country and industry to the next, impacted by these reasons, among other things. Please keep this in mind when going through this whitepaper.



A brief word about Didomi

Didomi helps organizations implement great Privacy User Experiences that respect choices and give people control over their data.

Our Global Privacy UX Solutions are designed to solve today's data privacy challenges, such as multi-regulation consent management, privacy governance, and the need to provide self-service user privacy journeys supercharged by flexible integrations, high-grade security standards, and premium support services.

Thousands of companies work with Didomi to collect billions of consent and preference data points, monitor vendor and tracker activity, reduce compliance risk, and engage their users with highly personalized, privacy-first experiences that build trust and loyalty.

[Learn more at didomi.io](https://www.didomi.io)

Data Privacy Benchmark

European market

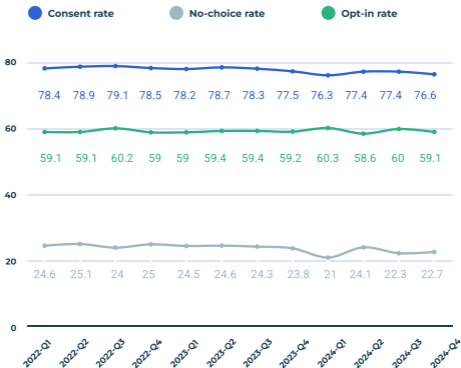


Consent in Europe

Our Consent Management Platform (CMP) is [recognized as a leading CMP by software review website G2](#) and is deployed on over 30k websites & apps. This allows us to gather, aggregate, and crunch many numbers to paint a comprehensive picture of the state of consent collection in 2025.

Note: The data in this whitepaper was collected from January 1st to December 31st, 2024.

Year-over-year evolution overview of consent rate, no-choice rate & opt-in rate (2022 to 2024)



For the past three years, consent rates have remained relatively stable. We're observing a slight decrease in the no-choice and consent rates, and slight variations in the opt-in rate.

Performance by technical environment

SDK Type	Consent rate	No-choice rate	Opt-in rate
Web	77.1% ● -1.5% vs last year	22.6% ● -5.6% vs last year	59.7% ● +0.3% vs last year
Mobile	74.2% ● -4.6% vs last year	17.6% ● -10.6% vs last year	61.2% ● -9% vs last year
CTV	76.0% ● -0.4% vs last year	18.8% ● +2.2% vs last year	61.2% ● -2.1% vs last year
AMP	76.8% ● +3.8% vs last year	35.7% ● +2.9% vs last year	49.0% ● +1% vs last year
Range	74.2% to 77.1%	17.6% to 35.7%	49.0% to 61.2%

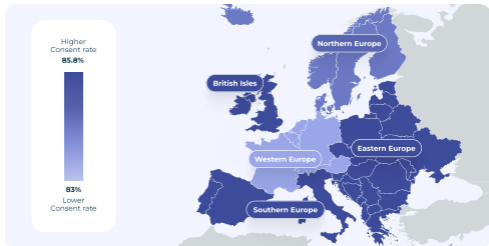
Data: European markets, excluding websites without refusal option

Performance by device (web only)

Device Type	Consent rate	No-choice rate	Opt-in rate
Desktop 37% of banners displayed	75.9% ● -1.3% vs last year	23.7% ● +1.7% vs last year	57.9% ● -1.9% vs last year
Smartphone 40% of banners displayed	78.2% ● -2.6% vs last year	21.8% ● -9.9% vs last year	61.2% ● +0.3% vs last year
Tablet 12% of banners displayed	73.8% ● +1.9% vs last year	23.1% ● -9% vs last year	57.0% ● +5.7% vs last year
Television 1% of banners displayed	82.5% ● +10.7% vs last year	28.2% ● +12.8% vs last year	59.0% ● +6.3% vs last year
Phablet 2% of banners displayed	79.0% ● +2% vs last year	12.0% ● -51% vs last year	68.6% ● +16.9% vs last year
Other (console, car, camera, smart display) 0.1% of banners displayed	86.8% ● +4.2% vs last year	22.6% ● -39.9% vs last year	66.7% ● +27.8% vs last year
Range	73.8% to 86.8%	12.0% to 28.2%	57.0% to 68.6%

Data: European markets, excluding websites without refusal option, sdk-web only

Performance by region



European countries observe **generally high level of consent rate** across all regions, with average rates ranging from 83% to 85.8%.

Country	Consent rate	No-choice rate	Opt-in rate
The British Isles	85.8%	27.7%	62.3%
Eastern Europe	85.6%	27.7%	62.2%
Southern Europe	84.4%	24.8%	63.5%
Northern Europe	83.8%	24.6%	62.9%
Western Europe	83.0%	25.1%	62.0%
Range	83% to 85.8%	24.6% to 27.7%	62.3% to 63.5%

Data: European markets, excluding websites without refusal option

How can we explain the differences from one region to another?

The differences in consent rates among European countries can be attributed a variety of factors including variations in cultural perspectives on privacy, legal regulations and enforcements by local authorities, or methods used to collect user consent.

Performance by industry

Industry	Consent rate	No-choice rate	Opt-in rate
Automotive	78.2%	28.9%	62.0%
Beauty & Cosmetics	80.0%	29.1%	56.6%
Energy & Utilities	70.6%	26.3%	51.9%
Entertainment & Leisure	80.9%	35.2%	52.8%
Fashion & Jewelry	81.4%	26.4%	60.3%
Finance & Insurance	74.2%	27.6%	53.8%
Food & Beverages & Consumer staples	80.0%	25.7%	56.9%
Gaming & Sports	79.5%	25.7%	59.1%
Healthcare & Pharma	74.6%	22.5%	57.6%
High tech & Telecom	73.5%	42.3%	42.2%
Home equipments	79.4%	32.5%	53.5%
Media & Publishers	77.9%	25.3%	58.0%
Public Sector & Charity	70.7%	25.1%	52.9%
Real estate	75.9%	25.4%	56.6%
Services	73.9%	27.8%	53.3%
Travel & Transport	77.2%	27.8%	53.3%
Range	70.6% to 81.4%	25.3% to 42.3%	42.2% to 62.0%

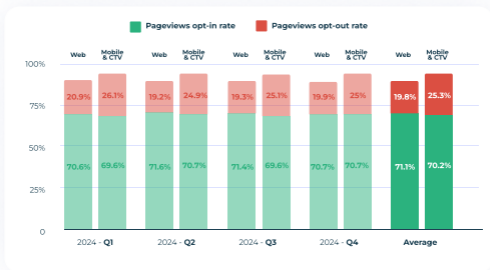
Data: European markets, excluding websites without refusal option, web only

Previous year data available [here](#)

Traffic data

Here, we look at traffic data, measuring user interactions with our CMP across web pages and applications (mobile and CTV).

Specifically, we focus on pageviews opt-in and opt-out rates, which showcase the percentage of sessions where users provide their consent, in order to help assess user consent behavior. These metrics are sampled, and further details can be found [in our documentation](#).



Note: Data only includes banners with refusal option

Data remained consistent throughout the year, with a slight dip in opt-in rates during the second quarter.

Opt-in rates are nearly identical across platforms, with web showing a marginally higher rate (71.1%) compared to mobile (70.2%). This indicates that users are equally likely to opt-in regardless of the platform they use.

However, **opt-out rates differ more significantly**. Mobile shows a higher opt-out rate (25.3%) compared to web (19.8%). This disparity could be influenced by several factors, such as ease of opting out on mobile devices, differences in user experience, or greater privacy concerns among consumers on mobile devices.

European market

Key takeaways



Consent rate remained relatively stable over the past three years.



Consent rate is generally high across all regions in Europe, averaging from 83% to 85.8%.



Mobile banners show a higher opt-out rate compared to web.



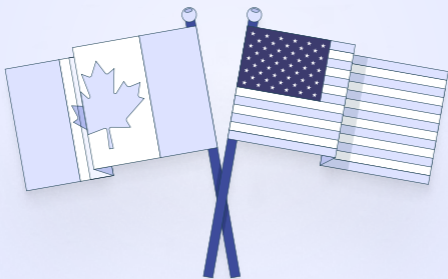
Dive deeper with our interactive consent rate benchmark

To learn more about consent banner performance based on format, industry, options, and more, head to our free interactive consent rate benchmark:

[Discover our interactive benchmark](#)

Data Privacy Benchmark

North American market



For the first time, we introduce in our yearly benchmark data gathered in the U.S. and Canada.

Due to the difference in privacy practices in the region (mostly “opt-out” models, where users are opted-in by default unless they actively say otherwise), we decide to look at **acceptance rate**, a metric that combines opt-in rate (users actively choosing to accept the consent banner) and no choice rate (users passively accepting by not making a choice). This metric represents the percentage of acceptance across all banners, focusing on the frequency of these events rather than the proportion of unique users.

Note: The data displayed in this section has been collected between October and December 2024, since [the release of our CMP updates for compliance in the U.S.](#) To learn more about these numbers, head to our [North America CMP dashboard support article](#).

United States of America

As of writing this benchmark, [20 U.S. states have enacted comprehensive consumer privacy laws](#), with more coming into effect in 2025. By the end of the year, nearly half the American population will be covered by a state-level privacy law.



The average acceptance rate across U.S. states is approximately 95.7%, with most states clustering within a narrow range of 94% to 96%. This tight distribution indicates a high degree of uniformity in acceptance rates nationwide.

Iowa (99.3%) and Virginia (99.3%) have the highest acceptance rates in the country, closely followed by Oregon (98.7%), Alabama (98.0%), and North Carolina (98.2%). On the other hand, New England states like Maine (92.6%), Vermont (93.6%), and New Hampshire (93.9%) have the lowest acceptance rates.

Detailed breakdown by state

State	Average acceptance rate	Average opt-out rate
Alabama	98.0%	2.0%
Alaska	94.6%	5.4%
Arizona	95.8%	4.2%
Arkansas	95.1%	4.9%
California	97.0%	3.0%
Colorado	94.7%	5.3%
Connecticut	95.9%	4.1%
Delaware	96.5%	3.5%
Florida	95.2%	4.8%
Georgia	94.8%	5.2%
Hawaii	94.6%	5.4%
Idaho	94.6%	5.4%
Illinois	95.7%	4.3%
Indiana	95.5%	4.5%
Iowa	99.3%	0.7%
Kansas	95.1%	4.9%
Kentucky	98.2%	1.8%
Louisiana	95.3%	4.7%
Maine	92.6%	7.4%
Maryland	94.6%	5.4%
Massachusetts	94.3%	5.7%
Michigan	94.5%	5.5%
Minnesota	94.3%	5.7%
Mississippi	94.9%	5.1%
Missouri	95.8%	4.2%
Montana	94.3%	5.7%
Nebraska	95.4%	4.6%

State	Average acceptance rate	Average opt-out rate
Nevada	97.0%	3.0%
New Hampshire	93.9%	6.1%
New Jersey	96.2%	3.8%
New Mexico	95.4%	4.6%
New York	94.9%	5.1%
North Carolina	98.2%	1.8%
North Dakota	96.0%	4.0%
Ohio	96.0%	4.0%
Oklahoma	96.3%	3.7%
Oregon	98.7%	1.3%
Pennsylvania	94.8%	5.2%
Rhode Island	95.2%	4.8%
South Carolina	97.9%	1.1%
South Dakota	96.0%	4.0%
Tennessee	94.9%	5.1%
Texas	96.1%	3.9%
Utah	96.2%	3.8%
Vermont	93.6%	6.4%
Virginia	99.3%	0.7%
Washington	97.9%	2.1%
Washington, D.C.	96.2%	3.8%
West Virginia	94.8%	5.2%
Wisconsin	94.5%	5.5%
Wyoming	96.7%	3.3%
Total average	95.7%	4.3%

Canada

While the United States has taken over the privacy news cycle these past few years, the Great White North is also emerging as a key market for privacy-first organizations.

Quebec's Law 25, in particular, has emerged as a standout, with strong GDPR-like requirements and encouraging response from the local business community.



The clustering of most provinces around 92–93% highlights a general uniformity in acceptance behaviors, while high acceptance rates in territories like Nunavut, Northwest Territories, and Yukon could be influenced by the smaller populations.

Quebec stands as an outlier with an acceptance rate below 90%, underscoring the potential impact of the regulatory and cultural environment surrounding privacy in the province.

Detailed breakdown by province

Region	Average acceptance rate	Average opt-out rate
Alberta	92.7%	7.3%
British Columbia	92.7%	7.3%
Manitoba	92.2%	7.8%
New Brunswick	92.9%	7.1%
Newfoundland and Labrador	94.3%	5.7%
Northwest Territories	98.5%	1.5%
Nova Scotia	92.8%	7.2%
Nunavut	99.2%	0.8%
Ontario	92.7%	7.3%
Prince Edward Island	95.5%	4.5%
Quebec	89.9%	10.1%
Saskatchewan	92.2%	7.8%
Yukon	96.9%	3.1%
Total average	94.0%	6.0%

What's next for data privacy in North America in 2025?

Talks of a U.S. Federal Data Privacy Bill, the **American Privacy Rights Act (APRA)**, made waves last year, and could pick up again. In the meantime, more state laws are set to be introduced.

Our VP of Product, Jeff Wheeler, shared his perspective in [a recent opinion piece on our blog](#):



"While the possibility of a comprehensive federal privacy law remains uncertain, targeted bipartisan efforts could pave the way for meaningful progress. Businesses and policymakers alike have an opportunity to shape the future of privacy by focusing on shared values: protecting consumers, enabling innovation, and fostering trust."



Jeffrey Wheeler
VP of Product at Didomi

Similarly in Canada, the federal data privacy project, **Bill C-27**, has been on hold and subject to an unknown timeline due to political uncertainty.

More than ever, partnering with subject matter experts and trustworthy solutions will be critical for North American organizations to navigate an ecosystem that is bound to become increasingly complex.

American market

Key takeaways



The US shows high uniformity in acceptance rates nationwide (ranging between 94% and 96%.)



By the end of the year, nearly **half the U.S. population will be covered by a state-level privacy law.**



Quebec stands as an outlier in Canada, with a lower acceptance rate due to stricter privacy requirements.

Data Privacy Benchmark

Consent banners formats



Consent banner format performance

In this section, we take a closer look at consent banner formats, and how they can influence consent rate performance.

What are the most common banner formats (by position)?



Pop-up **78%**



Footer **20.7%**



Header **0.3%**



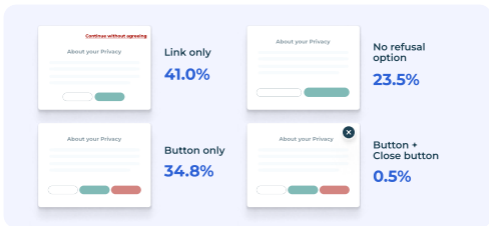
Full-screen **1.1%**

Pop-up banners remain the most popular format, growing from 74.5% of banners last year to 78%.

Footer banners account for 20.7%, while full-screen or top of the page formats are used by only a small fraction of domains.

The overall trend reflects a continued shift toward pop-ups and away from footer formats, as consent banners become more commonplace on the internet.

What are the most common options displayed to refuse consent?



Refusal options are primarily distributed between "link only" (41%) and "button only" (34.8%) formats. Banners with no option to refuse consent account for 23.5% of our dataset. The proportion of domains with no refusal option has decreased significantly from last year's 36.6%, but remains relatively high.

Performance based on options to refuse consent

Refusal option	Consent rate ↓	No-choice rate	Opt-in rate
No refusal option	90.4%	26.3%	66.8%
Link only	79.8%	22.8%	61.5%
Button only	74.7%	22.2%	58.2%
Cross only	62.5%	25.0%	46.1%
Button + cross	56.5%	23.7%	43.7%
Range	62.5% to 90.4%	22.2% to 26.3%	43.7% to 66.8%

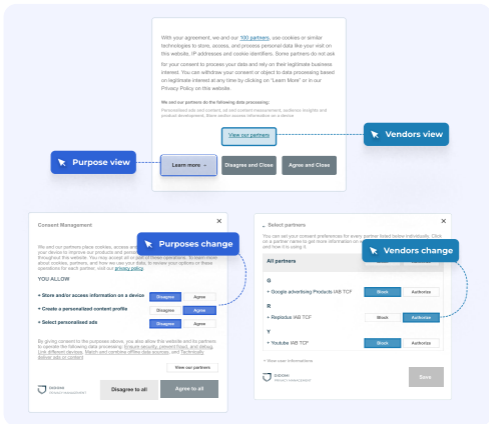
Note: While these insights reflect the reality of the market, they do not necessarily correlate with good privacy and compliance practices. Make sure to always consider compliance with applicable laws when configuring your CMP and consent banner.

User interactions with consent banners

Let's take a granular look at user interactions with consent banners and their different layers.

Metrics definition

- **Purposes viewed:** Number of users who have accessed the purposes view (second layer of the consent banner).
- **Vendors viewed:** Number of users who have accessed the vendors view (third layer of the consent banner).
- **Purposes changed:** Number of users who have updated their choice for at least one purpose (off or on).
- **Vendors changed:** Number of users who have updated their choice for at least one vendor (off or on).



More detailed information [in our dedicated article](#).

SDK Type	Purpose View rate	Purpose Change rate	Vendor View rate	Vendor Change rate
SDK AMP	1.58%	0.36%	0.05%	0.01%
SDK Web	3.14%	0.57%	0.21%	0.05%
SDK CTV	6.03%	0.67%	1.63%	0.29%
SDK Mobile	7.48%	1.02%	1.12%	0.52%
Average	4.56%	0.65%	0.76%	0.22%

User interaction with deeper layers of consent banners remains low, with only 4.6% of users navigating to the 2nd layer (purpose view) and less than 1% proceeding to the 3rd layer (vendor view) on average.

The majority of users still interact primarily with the first layer of the consent banner.

Mobile and CTV users are slightly more likely to explore these layers, and exhibit a higher engagement with the detailed options provided in the banner.

Consent banners formats

Key takeaways



Pop-up banners remain the most popular format, growing from 74.5% of banners last year to 78%.



The number of banners without option to refuse consent has decreased significantly from last year but remains relatively high.



Mobile consent banners show a higher opt-out rate than web.



The majority of users still interact primarily with the first layer of the consent banner.



Mobile and CTV users are slightly more likely to explore the 2d and 3rd layers of a consent banner, and exhibit a higher engagement with the detailed options provided.

Data Privacy Benchmark

Industry trends for 2025



Industry trends for 2025

In this section, we take a look at some of the most important and promising areas we believe will impact our industry in 2025.

This year, we selected 4 main topics to highlight:

The end of third-party cookies

Connected TV (CTV)

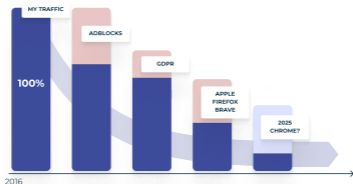
Paywalls and “consent or pay” models

Industry frameworks

Third-party cookies: Where do we stand in 2025?

2024 was supposed to be the year for the long-awaited, so-called "end of third-party cookies" in Google's Chrome browser. Over the summer, [Google announced new plans](#), which are yet to be fully unveiled at the time of writing this report.

Regardless of what happens in Chrome, the shift away from third-party cookies is here to stay, and it is a trend that organizations have to prepare for.



Alternatives to third-party cookies are emerging to help companies maintain their data processing capabilities without infringing on customer rights, including privacy-enhancing technologies, [Universal ID solutions](#), [data clean rooms](#), or [server-side tagging](#).



"I believe we are witnessing a significant shift due to what many are calling the 'Cookiepocalypse.' While this phenomenon is not yet fully realized, we have undoubtedly entered a cookieless era. This transition presents new challenges for marketers who are now exploring alternative strategies that increasingly rely on individuals' email addresses, such as data lakes, and a heightened use of social media advertising tools."

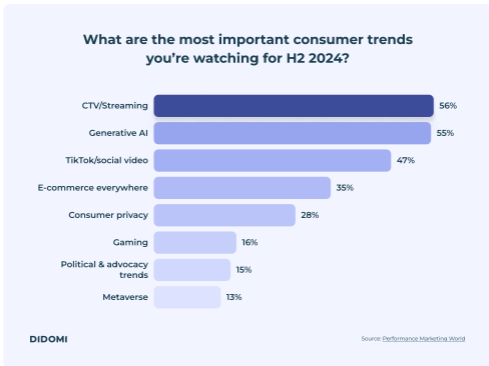


Willy Mikalef
Partner at Bird and Bird

(Source: [Didomi 2025 data privacy expert roundup](#))

Connected TV (CTV)

Connected TV (CTV) has seen a drastic rise as one of the most critical channels for advertisers:



This can be explained by the democratization of Connected TVs among consumers, but also by the strong potential for advertisers, from reach to targeting capabilities and cost effectiveness.

To explore the reasons behind the success of CTV and how it articulates with consent collection practices, visit our dedicated article:

[Learn more about CTV](#)

Although CTV traffic represents only a fraction of our global traffic, it has grown considerably in 2024. This growth remains significant, especially considering that our solutions handle billions of consent choices each year.

Percentage of total Didomi banner traffic from CTV



CTV page views have steadily increased throughout 2024, starting at 0.15% of the total traffic in January and peaking at 0.28% in October. This rise mirrors the **shift in user behavior toward CTV platforms** mentioned earlier.

We believe this trend will lead to increased data privacy concerns and/or regulatory efforts, as explained by our Jr Product Manager, Lucille Dumas:



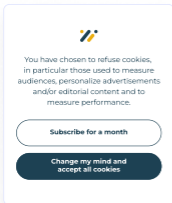
"While much of the current conversation around CTV centers on opportunities for advertisers, the importance of data privacy will become increasingly prominent as the platform grows and performance measurement becomes critical for businesses."



Lucille Dumas
Jr Product Manager at Didomi

Paywalls and cookie walls

Over the past few years, an increasing amount of publishers have started implementing cookie walls or paywalls, requiring users to consent to data collection or pay to access their content.



What is a cookie wall?

A cookie wall is a mechanism used primarily by publishers who block access to some content or services on their website or app if the user has not given consent for cookies.

Partners of Didomi, such as [Pool](#) and [Qiota](#), are integrated within our Consent Management Platform to help publishers implement this type of setup.

Important note

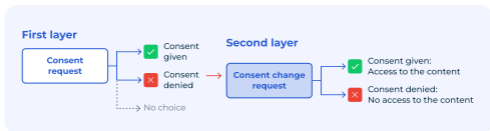
Much ink has been spilled over cookie walls and paywalls in 2024, and these models are still under review in several countries. Most notably, Meta has been under scrutiny over a subscription model in Europe requiring users to pay to opt out of targeted advertising, coined “Pay or Okay” by advocacy group noyb (which sued Meta over it).

In 2024, **some data protection authorities have started to take a stance on whether paywalls and cookie walls can be considered legal in their jurisdiction.** Most notably, [Spain](#) and [the U.K.](#), have both stated that these mechanisms can be used under certain conditions.

To learn more, check out our webinar with Max Schrems, the renowned privacy lawyer and Chairperson at noyb, where we discussed the differing point of views on the topic:

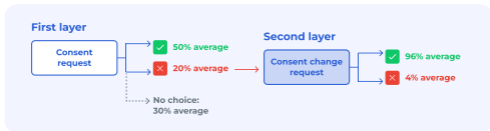
[Watch our webinar replay](#)

How does a cookie wall work and how does it impact consent rate?



When a cookie wall is implemented, users are offered the option to consent to third-party cookies in order to access their desired content. If they refuse, another layer is displayed, offering them to reconsider. If they accept, they get access to said content. If not, they don't.

While this mechanism is subject to discussion among the publishing industry (see previous page), it usually has a **significant impact on the consent rate**:



When using a cookie wall, we observe a **significant consent rate increase of +20% average** between the first and the second layer.

Note: This is a comparison with the performance of a standard opt-out option (button) banner. Performance can vary according to the cookie wall implementation and the original banner performance.

Cookie wall format performance

Unsurprisingly, pop-up cookie walls (that block users from navigating on the website until they made a choice) tend to perform better in terms of opt-ins than those placed in the footer:

Layer 2 of the banner - Pop-up

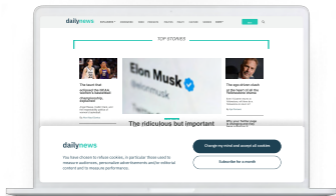


Consent rate uplift

+15-34%

After user is asked to reconsider choice

Layer 2 of the banner - Footer



Consent rate uplift

+11-19%

After user is asked to reconsider choice

Industry frameworks and standards

A notable event in early 2024 was [the launch of Google consent mode V2](#), the latest update from Google's mechanism to ensure user consent is correctly collected and distributed amongst its advertising products.

By the end of the year, among Didomi clients using Google's analytics or advertising products, **82% had Google consent mode V2 enabled, with 73% of their consent banners showing Google consent mode V2 enabled.**

We've observed the emergence of similar frameworks and standardization initiatives over the last few years, from the [Transparency and Consent Framework \(TCF\)](#) to the [Global Privacy Platform \(GPP\)](#), [Global Privacy Control \(GPC\)](#), and, more recently, [Microsoft UET consent mode](#). Our CEO, Romain Gauthier, explains why this trend will likely continue in 2025:



"I think the biggest data privacy trend for 2025 is going to be standardization.

It may not be a new trend but it's one that is critical for the data privacy category in general. We know of initiatives like the TCF for consent in the AdTech space, and other standards emerging around IAB like GPP in the U.S., but standardization is also needed in other verticals for other regulations."



Romain Gauthier
CEO and co-founder at Didomi

Read more predictions from our leadership [on our blog](#), and download our **2025 data privacy expert roundup** to hear from data privacy experts from across the digital industry:

[Download the roundup](#)

Industry trends for 2025

Key takeaways



Alternatives to third-party cookies, such as privacy-enhancing technologies, Universal ID solutions, data clean rooms, or server-side tagging, are emerging.



CTV banners have shown a significant increase over the course of 2024. This trend will likely lead to data privacy concerns and/or regulatory efforts.



Cookie walls still have a significant impact on the consent rate, especially the pop-up formats blocking user navigation, which perform better in terms of opt-ins.



Google consent mode V2 is now enabled by the majority of Google Analytics or Advertising products users. Other frameworks and standardization initiatives are also developing.

CONCLUSION

What is the state of data privacy in 2025?

Throughout this benchmark, we highlighted key numbers, identified opportunities and trends, and tried to paint an objective, fact-based picture of today's state of data privacy and consent collection.

As privacy regulations become more commonplace and data protection authorities increasingly prone to enforcement, we anticipate that data privacy will be more critical than ever in 2025. But beyond compliance and fear of fines, it's our vision of a world where organizations respect people's choices, and data privacy is a competitive advantage that is becoming a reality.

To stay ahead in 2025 and beyond, organizations must build relationships with trusted partners, leveraging the right expertise and solutions to navigate a complex legal ecosystem and deliver great privacy-first user experiences.



"Adaptability will be the keyword for privacy in 2025. With Microsoft Consent Mode, more and more data privacy laws at the U.S. state level, the AI Act, national laws and more, companies will need to constantly adapt and choose their best partners to succeed, aiming for compliance while maximizing business opportunities."



Raphaël Boukris,
Chief Revenue Officer
and co-founder at Didomi

To learn more and explore how we could help, [visit didomi.io](https://www.didomi.io).

To discuss your consent collection, privacy, and compliance challenges, reach out to our team for a quick chat with one of our experts.



Book a call now

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