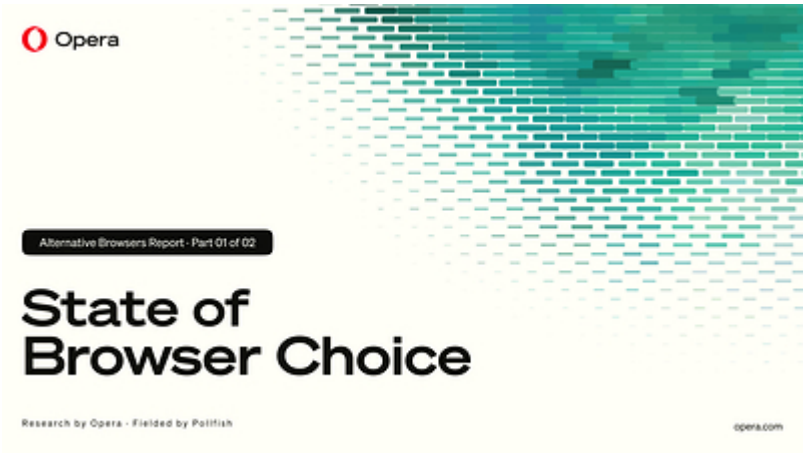
Gen Z Wants a Browser That Fits Their Life. 85% Would Switch to, Try or Consider One Built Around Their Interests.

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According to Part 1 of Opera's Alternative Browsers Report, State of Browser Choice, the Generation That Curates Everything Is Now Curating Its Browser

OSLO, Norway, Nov. 19, 2026 /PRNewswire/ -- Gen Z first went online on shared family computers and school-issued laptops, using whatever browser happened to be pre-installed. Now as they get older and have the ability to pick their own devices and setups, they want more say in their browser. According to Part 1 of the inaugural **State of Browser Choice report** from Opera (NASDAQ: OPRA), the first edition of Opera's Alternative Browsers Report, **85%** of Gen Z adults (ages 18 to 29) would switch to, try or consider a browser designed around their interests, the highest of any generation. While they lead the pack across generations, the report reveals the trend is catching on, with **64%** of survey respondents who use mainstream browsers (Chrome, Edge and Safari) having switched browsers at least once.



The browser is a piece of software people use every day, but rarely think to choose or change. Despite it now holding passwords, payments, and nearly everything consumers do online, for many it's still whatever came with the machine. Gen Z is changing that. The younger generation has turned customization into self-expression, curating everything from playlists and backgrounds to gaming setups. They now expect the same from the window that everything else runs through, and as they make that choice for themselves, they're setting the pace for how everyone else thinks about their browser.

Opera, the Oslo-based company behind the Opera, Opera GX and Opera Air browsers, has spent three decades building browsers for people who want to have that choice. Listed on Nasdaq since 2018, as of October this year, the company's PC browsers have reached 100 million monthly active users, representing 16% year over year growth. The State of Browser Choice is the first edition of Opera's research into how Americans choose their browsers and what they know about their options, drawing on a Pollfish survey of 925 U.S. adults. Findings from the report include:

Gen Z wants a browser built for play and takes cues from creators.

- **Many already keep a browser just for play.** Gen Z rarely relies on just one browser. More than three-quarters **(77%)** use more than one at least occasionally, and nearly half **(48%)** do so regularly. Among those who use more than one browser, **39%** keep one specifically for gaming or streaming, compared with **14%** of Gen X.
- **Their tastes reach well beyond the game.** Gen Z wants their browser to reflect the rest of their lives too, leading every generation in wanting browsers built around music and entertainment **(38%)**, creative work **(32%)** and school or studying **(26%)**.
- **Creators are the new word of mouth.** When a streamer or creator popular with Gen Z recommends something, it lands like a tip from a friend. Gen Z respondents were more than twice as likely as Gen X (15% vs. 6%) to say an influencer's recommendation could make them consider switching.

Across generations, the appetite for a better browser is growing.

- **One switch leads to another.** The hardest part is the first change. After that, people keep exploring, with **six in**

10 mainstream browser users who have switched having done it more than once.

- **One size no longer fits everyone.** Consumers already expect their apps and services to fit their tastes, and the browser is next. Nearly 8 in 10 **(79%)** would switch to, try or consider a browser designed around their interests, with music and entertainment **(32%)**, shopping and deals **(32%)** and gaming **(30%)** at the top of the list.

Why people switch browsers.

- **Most mainstream users are open to a change.** Among people whose main browser is Chrome, Edge or Safari, **85%** would consider switching browsers for the right reason.
- **Practical reasons lead.** The top reasons Chrome, Edge and Safari users would consider switching are better privacy features **(27%)**, a browser that has become too slow **(26%)** and security vulnerabilities **(24%)**.
- **Many have never made the choice.** More than a third **(36%)** of Chrome, Edge and Safari users have never switched browsers, and 1 in 6 **(16%)** didn't know a browser could be changed.

"For years, the browser was something people didn't think too much about. Gen Z treats it like the rest of their setup, something to choose, make their own and replace when it stops fitting," said Maciej Wojcik, Senior Marketing Director at Opera GX. "Opera has spent years building different browsers for different people, and this generation is showing that's where the whole category is heading."

About the State of Browser Choice report
State of Browser Choice is Part 1 of Opera's Alternative Browsers Report, a two-part study of how Americans choose their browsers. Pollfish fielded the survey for Opera in October 2026 among 925 U.S. adults ages 18 and older, including 500 people whose main browser is Chrome, Edge or Safari and 425 who mainly use another browser. Gen Z is defined as ages 18 to 29, Millennials as 30 to 45 and Gen X as 46 to 61. Part 2 will follow in January. Part 1 of *State of Browser Choice* is available at opera.com/research/state-of-browser-choice#part1.

About Opera
Opera is a user-centric and innovative software company focused on enabling the best possible internet browsing experience across all devices. Hundreds of millions worldwide use Opera's mobile and desktop browsers for their speed, security, and unique features, enhanced with integrated AI that enables users to navigate and interact with the web in new transformative ways. Founded in 1995 and headquartered in Oslo, Norway, Opera is listed on the Nasdaq stock exchange under the ticker symbol OPRA. Download Opera products from opera.com and learn more about Opera at investor.opera.com.

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