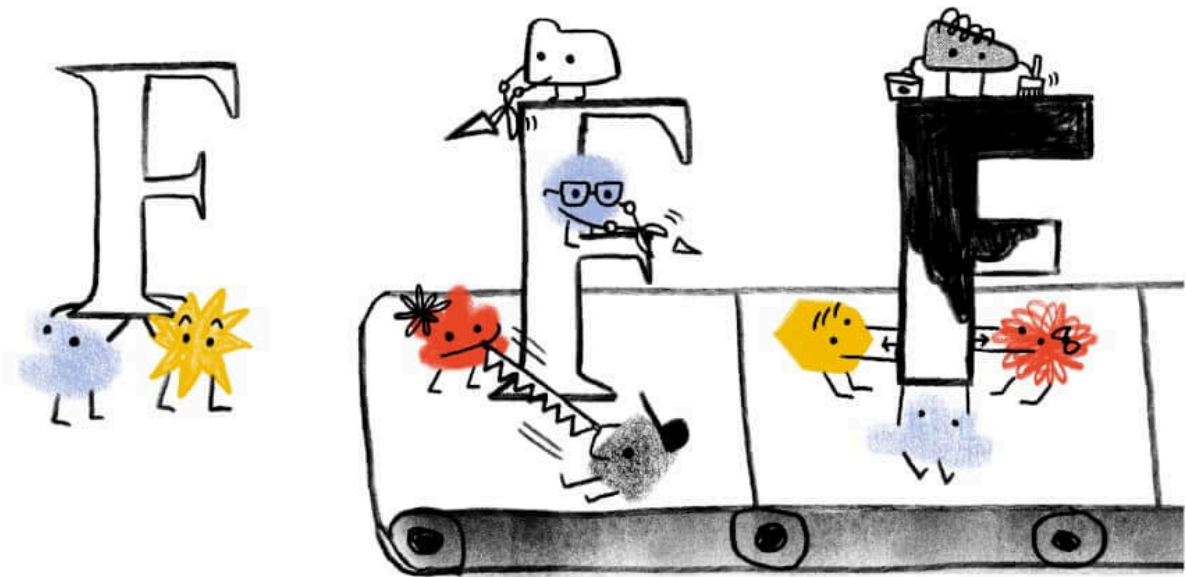# Fonts 2025

Content team

Hello content team! This is your personal doc to collaborate on and plan the contents of your chapter. <mark>Click **Request edit access** above to get started.</mark>

Please add your name and email address below so we can @tag each other in the comments. You can also subscribe to all comments by opening the comment history, clicking the notification bell, and selecting All.

Authors: ...
Reviewers: ...
Analysts: ...

The objective of your chapter is to write a data-driven answer to this big question:

<div align="center">

"What is the state of web fonts in 2025?"

</div>

Learn more about the [chapter lifecycle](#) and refer to your chapter's [tracking issue](#) on GitHub for more information. Take a look at the [official call](#) as well. Thank you all for your contributions!

The purpose of this section is to define the scope of the chapter by creating an ordered list of all of the topics to be explored. You can think of this outline as the chapter's table of contents. This list will become your narrative, so consider how the content should be sequenced and how much additional depth is needed for major topics. You may choose to start with last year's outline and add or remove content as needed. Every chapter must have an introduction and conclusion, but everything in between is up to you. Every chapter must also be data-driven, so for each topic in the outline below, clearly enumerate which metrics you'll need to substantiate your narrative. Work with your analysts to clarify what data is needed and how the results should be formatted. For example, if you're measuring the usage of a particular HTTP header value, you can measure it as the percentage of pages having that header, as the percentage of headers having that value, as a distribution of values, what the largest value is, etc. Clarify those expectations upfront so that the analysts know how to write the corresponding queries and whether the metrics are even feasible in the dataset.

First meeting to outline the chapter contents by June 1
Custom metrics completed by July 1
HTTP Archive crawl by July 1
Querying all metrics and saving the results by September 1
First draft of chapter by October 1
Reviewing & Editing of chapter by October 20
Publication of chapter (Markdown & PR) by November 15

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Intro

- Update on web font usage (over time)
- Highlights

Hosting & Services (2024)

- Hosting types (self hosted vs. services)
- Usage of web font services

Whether using a web font service, self-hosting fonts, or using some combination of the two, the vast majority of websites took one of three specific approaches. Many websites used a combination of Google Fonts and self-hosting (36% of desktop and 32% of mobile sites).

Another popular solution was to self-host fonts alone (31% of desktop and 36%of mobile sites). The only other solution to carry a double-digit share of websites was to use Google fonts alone (13% of desktop and 11% of mobile sites). The remaining configurations of various web font sources and self-hosting solutions quickly fall to about 1% of the market and lower, reaching negligible levels around 0.05% of websites before even rounding out the top 10 list.

Google remains the leading service for hosting web fonts. Google's share of the web font market has remained relatively stable on mobile websites at about 47%, but dropped several points for desktop sites from 57% last year to 54% this year. These numbers reflect the total number of websites using Google Fonts in some form, whether alone or in combination with another means of hosting. When considering sites that use Google Fonts alone (and not a self-hosted font or another web font service in addition) their share of the market stands at roughly 14% of desktop sites and 13% of mobile. Strangely, this marks a noticeable decrease of Google Fonts' share of the desktop market (down 3% since last year and 8% since 2022) alongside a slight increase in mobile (up 6% since last year and 1% since 2022).

According to this year's crawl, the proportion of websites using self-hosted fonts (whether alone or in combination with a web font service) has remained relatively stable for desktop and mobile websites at a little over 70%. The number of desktop sites using only self-hosted fonts (and no web fonts whatsoever) stands at 31.5% of the web, marking a 14% increase from 2024 and a 43% increase from 2022. This indicates an ongoing trend in which more and more developers choose to serve fonts directly from their own websites rather than linking to external services like Google or Adobe.

Service combinations.

File Formats (2024)

- Mime types overall
- Mime types for self-hosted
- File sizes
- CFF vs TTF

Resource Hints (2024)

- Intro (or refer to 2024)
- 2025 data
- Comparison to 2024

Font Display (2024)

- Intro
- 2025 data
- Comparison to 2024
- Mention of 2024 "discovery" that `block` is primarily used for icon fonts

Families & Foundries (2024)

- Explanation of overall data
- Popular fonts on Google, Adobe, Self-Hosted + analysis

Writing Systems (2024)

- Top writing systems
- IFT update

OpenType features (2024)

- Overall OT feature inclusion
- Popular OT features in fonts
- Font-feature-settings vs. font-variant
- font-feature-settings usage

Variable Fonts (2024)

- Intro
- Growth of variable fonts
  - Roboto
- Most popular self-hosted variable fonts
- Variable font hosting (Google vs. self-hosted)
- Outline formats?
- Font axes
- Use of font-variation-settings
- Use of variable settings for material symbols

Color Fonts (2024)

- Color font usage
- Color font formats
- Top color fonts
- COLR vs SVG

Font Smoothing (2024)

- Intro
- Data

Hyphenation & Justification (new)

- Intro
- Line breaking (greedy vs. global optimization)
- Relation to justification

- Relation to hyphenation

Text-wrap property (requires new query)

- `pretty` for paragraphs; `balance` for headlines
- Interesting to see usage & track over time
- See also: https://webkit.org/blog/16547/better-typography-with-text-wrap-pretty/

Hyphenation

- Usage of `hyphens` CSS property
- Usage of `hyphenate-character` and `hyphenate-limit-chars`

Conclusion