

Total Internet Audience in France in April 2026

Every day, more than a third of French people use banking websites and apps



In April, banking websites and apps attracted 47.5 million internet users, or more than 8 out of 10 French people (81%).

Every day, 20.4 million people visited this category.

This represents more than one-third of the French population (35%).

Young adults aged 25–34 and those in higher socio-professional categories are the primary users of these services: more than 9 in 10 (91%) access them at least once a month. Those in higher socio-professional categories are the most frequent daily users: 41% of them visit these platforms every day.

In April 2026, 56.3 million people went online during the month, representing 96% of French people aged 11 and older. Each day, 50.3 million of them surfed the Internet. On average, French people aged 11 and older spent 3 hours and 20 minutes a day online.



Top 10 in the Banking Subcategory

Total Internet Audience – April 2026 – Copyright Médiamétrie//NetRatings

	Brands (B) / Channels (C)	Monthly Unique Visitors	Monthly Coverage (% of French people)	Daily Unique Visitors
1	Credit Agricole (B)	17 452 000	29,7	5 573 000
2	Credit Mutuel (B)	13 052 000	22,2	3 573 000
3	Boursobank - T ACPM (C)	9 986 000	17,0	2 605 000
4	La Banque Postale (B)	9 235 000	15,7	2 237 000
5	Caisse D Epargne (B)	9 152 000	15,6	2 305 000
6	Societe Generale (B)	7 905 000	13,5	2 209 000
7	Banque Populaire (B)	5 740 000	9,8	1 572 000
8	BNP PARIBAS (B)	5 248 000	8,9	1 247 000
9	LCL (B)	4 538 000	7,7	1 307 000
10	Groupe CIC (B)	4 454 000	7,6	1 502 000

Top 50 most visited Groups in France

	Group 	Unique Visitors per month	Average Unique Visitors per day
1	Google	55 849 000	47 136 000
2	Meta Platforms	54 752 000	45 228 000
3	Microsoft	44 970 000	18 977 000
4	Amazon	42 180 000	10 927 000
5	WEB66	35 602 000	9 562 000
6	La Poste	33 268 000	7 534 000
7	Louis Hachette Group	32 332 000	6 366 000
8	Groupe Figaro	32 285 000	6 528 000
9	Adevinta	32 188 000	8 484 000
10	ReWorld Media	31 599 000	4 749 000
11	Wikimedia Foundation	31 082 000	4 685 000
12	Groupe Auchan	28 786 000	3 672 000
13	Apple Inc.	28 262 000	12 279 000
14	Doctolib	28 102 000	3 830 000
15	francetélévisions	27 592 000	4 900 000
16	OpenAI	27 438 000	7 986 000
17	Snap Inc.	27 000 000	20 666 000
18	Bytedance	26 781 000	10 946 000
19	Groupe Canal+	26 399 000	3 767 000
20	Ministere de l Economie et des Finances	26 158 000	2 363 000
21	Gouvernement Francais	25 177 000	2 374 000
22	Webedia	24 938 000	3 028 000
23	Groupe Credit Agricole	24 920 000	7 260 000
24	Assurance Maladie	24 456 000	2 455 000
25	Orange	23 891 000	8 888 000
26	Booking Holdings	23 564 000	2 561 000
27	PDD Holdings	22 755 000	5 613 000
28	CMA Media	20 850 000	3 408 000
29	E.Leclerc	20 427 000	3 174 000
30	Groupe Fnac Darty	20 198 000	1 575 000
31	Samsung Group	20 178 000	6 933 000
32	Vinted	20 086 000	6 323 000
33	Groupe Les Echos - Le Parisien	20 052 000	2 794 000
34	Groupe Le Monde	19 944 000	3 853 000
35	Spotify	19 752 000	6 891 000
36	Carrefour	19 692 000	2 750 000
37	Radio France	19 467 000	2 613 000
38	PayPal	19 123 000	1 843 000
39	Societe Generale	19 097 000	5 178 000
40	NetFlix	18 512 000	4 534 000
41	Lidl+Schwarz	18 468 000	2 651 000
42	Yahoo	18 232 000	5 506 000
43	Publihebdos	18 174 000	2 557 000
44	Altice France	17 940 000	3 855 000
45	SNCF France	17 542 000	2 197 000
46	Roadget Business	17 526 000	4 152 000
47	Credit Mutuel	17 016 000	4 470 000
48	20 Minutes France	16 689 000	2 225 000
49	Groupe Ouest France	16 674 000	1 471 000
50	Groupe TF1	16 244 000	2 041 000

Device breakdown for the Top 50 most visited Groups in France

	Group 	Unique Visitors per month	% of unique visitors who used a computer	% of unique visitors who used a mobile phone
1	Google	55 849 000	56,9	97,6
2	Meta Platforms	54 752 000	30,7	98,6
3	Microsoft	44 970 000	52,5	82,9
4	Amazon	42 180 000	35,5	88,3
5	WEB66	35 602 000	23,3	91,3
6	La Poste	33 268 000	37,6	80,8
7	Louis Hachette Group	32 332 000	25,4	89,4
8	Groupe Figaro	32 285 000	27,9	87,8
9	Adevinta	32 188 000	25,1	88,1
10	ReWorld Media	31 599 000	18,4	93,1
11	Wikimedia Foundation	31 082 000	26,2	86,9
12	Groupe Auchan	28 786 000	31,6	83,4
13	Apple Inc.	28 262 000	10,4	94,3
14	Doctolib	28 102 000	23,0	89,0
15	francetélévisions	27 592 000	23,2	88,6
16	OpenAI	27 438 000	23,9	89,1
17	Snap Inc.	27 000 000	1,5	99,4
18	Bytedance	26 781 000	12,0	92,7
19	Groupe Canal+	26 399 000	17,6	91,0
20	Ministere de l Economie et des Finances	26 158 000	57,9	60,3
21	Gouvernement Francais	25 177 000	40,4	74,5
22	Webedia	24 938 000	22,2	86,9
23	Groupe Credit Agricole	24 920 000	30,1	81,6
24	Assurance Maladie	24 456 000	42,2	74,4
25	Orange	23 891 000	34,1	81,3
26	Booking Holdings	23 564 000	30,5	80,7
27	PDD Holdings	22 755 000	12,1	92,6
28	CMA Media	20 850 000	19,3	89,0
29	E.Leclerc	20 427 000	23,4	84,4
30	Groupe Fnac Darty	20 198 000	30,9	79,1
31	Samsung Group	20 178 000	5,5	96,2
32	Vinted	20 086 000	12,7	92,3
33	Groupe Les Echos - Le Parisien	20 052 000	15,4	90,8
34	Groupe Le Monde	19 944 000	24,0	86,4
35	Spotify	19 752 000	8,8	94,9
36	Carrefour	19 692 000	25,7	83,2
37	Radio France	19 467 000	14,4	91,0
38	PayPal	19 123 000	26,2	80,4
39	Societe Generale	19 097 000	23,4	84,3
40	NetFlix	18 512 000	18,6	88,0
41	Lidl+Schwarz	18 468 000	12,9	92,5
42	Yahoo	18 232 000	43,1	68,0
43	Publihebdos	18 174 000	10,2	93,8
44	Altice France	17 940 000	19,8	86,3
45	SNCF France	17 542 000	20,5	84,9
46	Roadget Business	17 526 000	7,3	94,9
47	Credit Mutuel	17 016 000	30,0	78,4
48	20 Minutes France	16 689 000	17,9	89,0
49	Groupe Ouest France	16 674 000	12,0	91,5
50	Groupe TF1	16 244 000	22,2	83,8

Top 50 most visited Brands in France

	Brand 	Unique Visitors per month	Average Unique Visitors per day
1	Google	55 632 000	45 752 000
2	Facebook	52 253 000	35 242 000
3	YouTube	50 304 000	20 727 000
4	WhatsApp	50 285 000	35 359 000
5	Instagram	44 729 000	26 592 000
6	Amazon	40 323 000	9 855 000
7	Messenger	36 892 000	19 128 000
8	Leboncoin.fr - T ACPM	31 566 000	8 303 000
9	Wikipedia	30 932 000	4 642 000
10	Microsoft / Microsoft 365	30 617 000	6 379 000
11	Doctolib	28 102 000	3 830 000
12	OpenAI	27 438 000	7 986 000
13	Snapchat - T ACPM	26 803 000	20 629 000
14	TikTok	25 886 000	10 750 000
15	Waze	23 727 000	6 065 000
16	impots.gouv.fr	23 465 000	1 941 000
17	franceinfo - T ACPM	23 100 000	3 789 000
18	Apple	23 021 000	11 543 000
19	Temu	22 755 000	5 613 000
20	Orange	22 702 000	8 744 000
21	Booking.com	22 654 000	2 394 000
22	Assurance Maladie	21 468 000	1 973 000
23	Windows Live	21 211 000	2 767 000
24	Le Figaro - T ACPM	20 520 000	3 434 000
25	Outlook (Outlook.com)	20 246 000	8 716 000
26	E.Leclerc	20 244 000	3 148 000
27	LA POSTE	20 054 000	2 704 000
28	BFM TV - T ACPM	19 998 000	3 122 000
29	Vinted	19 996 000	6 312 000
30	Spotify	19 695 000	6 887 000
31	Samsung	19 661 000	6 884 000
32	PayPal	19 052 000	1 836 000
33	Carrefour	18 744 000	2 613 000
34	Ouest France - T ACPM	18 632 000	3 098 000
35	Netflix	18 454 000	4 532 000
36	Lidl	18 239 000	2 628 000
37	LinkedIn	18 238 000	4 867 000
38	Actu.fr - T ACPM	18 151 000	2 541 000
39	Le Parisien - T ACPM	17 561 000	1 911 000
40	Service Public	17 542 000	1 278 000
41	SHEIN	17 524 000	4 152 000
42	Yahoo	17 478 000	5 043 000
43	Credit Agricole	17 452 000	5 573 000
44	Marmiton - T ACPM	17 264 000	1 253 000
45	Dailymotion	17 127 000	1 637 000
46	Le Monde - T ACPM	16 980 000	3 087 000
47	Pinterest	15 612 000	3 148 000
48	Tele Loisirs - T ACPM	15 584 000	2 837 000
49	20 Minutes - T ACPM	15 215 000	2 002 000
50	AlloCine	15 155 000	1 308 000

Device breakdown for the Top 50 most visited Brands in France

	Brand 	Unique visitors per month	% of unique visitors who used a computer	% of unique visitors who used a mobile phone
1	Google	55 632 000	55,9	97,5
2	Facebook	52 253 000	28,4	97,3
3	YouTube	50 304 000	32,3	94,2
4	WhatsApp	50 285 000	4,9	99,5
5	Instagram	44 729 000	16,2	96,2
6	Amazon	40 323 000	36,0	87,5
7	Messenger	36 892 000	1,1	99,7
8	Leboncoin.fr - T ACPM	31 566 000	24,6	88,1
9	Wikipedia	30 932 000	25,9	86,8
10	Microsoft / Microsoft 365	30 617 000	37,9	78,4
11	Doctolib	28 102 000	23,0	89,0
12	OpenAI	27 438 000	23,9	89,1
13	Snapchat - T ACPM	26 803 000	1,4	99,5
14	TikTok	25 886 000	11,6	92,9
15	Waze	23 727 000	-	99,5
16	impots.gouv.fr	23 465 000	62,1	53,1
17	franceinfo - T ACPM	23 100 000	16,7	90,8
18	Apple	23 021 000	12,6	92,5
19	Temu	22 755 000	12,1	92,6
20	Orange	22 702 000	34,4	80,6
21	Booking.com	22 654 000	30,8	80,2
22	Assurance Maladie	21 468 000	43,0	70,8
23	Windows Live	21 211 000	49,2	64,5
24	Le Figaro - T ACPM	20 520 000	25,1	85,8
25	Outlook (Outlook.com)	20 246 000	28,6	81,1
26	E.Leclerc	20 244 000	23,1	84,4
27	LA POSTE	20 054 000	37,8	72,3
28	BFM TV - T ACPM	19 998 000	19,2	88,7
29	Vinted	19 996 000	12,5	92,4
30	Spotify	19 695 000	8,8	94,9
31	Samsung	19 661 000	5,2	96,2
32	PayPal	19 052 000	26,3	80,3
33	Carrefour	18 744 000	25,9	82,6
34	Ouest France - T ACPM	18 632 000	15,2	90,7
35	Netflix	18 454 000	18,6	88,1
36	Lidl	18 239 000	12,3	92,9
37	LinkedIn	18 238 000	27,7	80,1
38	Actu.fr - T ACPM	18 151 000	10,2	93,8
39	Le Parisien - T ACPM	17 561 000	12,6	91,8
40	Service Public	17 542 000	40,9	70,0
41	SHEIN	17 524 000	7,3	94,9
42	Yahoo	17 478 000	43,0	67,4
43	Credit Agricole	17 452 000	30,1	77,3
44	Marmiton - T ACPM	17 264 000	10,7	92,6
45	Dailymotion	17 127 000	8,9	94,6
46	Le Monde - T ACPM	16 980 000	21,2	87,1
47	Pinterest	15 612 000	18,5	85,8
48	Tele Loisirs - T ACPM	15 584 000	16,5	88,5
49	20 Minutes - T ACPM	15 215 000	17,6	88,9
50	AlloCine	15 155 000	16,9	87,9



Definitions

Group or Parent: the Parent level encompasses the audiences of a whole set of Brands. A Brand can only be counted in one sole Parent. The Parent is the company which is the principal shareholder of the Brands (and not the URLs) that are associated with it.

Brand: Brand is the “brand” level. A Brand is an aggregate of fields, sub-fields and/or pages identified by the same logo in a coherent and homogeneous manner.

The brands present in the measurement's site-centric hybridisation base are notified either by “T”, or by “TACPM” when their data is certified by the ACPM (Press and Media Statistics Alliance).

Unique visitors per month: total number of Internet users who visited a group or a brand at least once in the month in question, regardless of their connection location: home, workplace, other locations. Internet users who visited the same group (or the same brand) more than once are only counted once.

Average unique visitors per day: average number of Internet users who visited a group or a brand at least once during a day for the month in question. Internet users who visited the same website more than once in the day are only counted once.

Total Internet Audience is part of Médiamétrie's **MediaWeb** offering.

The Total Internet Audience measurement is based on **nearly 10,000 panellists aged 11 years and over** : 6,000 Mobile phone panellists and 4,000 Computers panellists, allowing the total audience of over **3,000 brands and 500 applications to be measured “natively”**. The measurement benefits from innovative hybridisation methodologies developed by Médiamétrie which combine panel data and Big Data. This total measurement provides audience results for computers and mobile phones. **The measurement takes into account the web browsing of Internet users regardless of the location, connection method (3G/4G/5G/WiFi) or protocol (http/https), for all of the websites and applications.**

About Médiamétrie, High trust data

Every day, Médiamétrie processes over one billion pieces of data to support its French and international customers in developing their strategies. At the core of our values and offerings: transparent, correct, impartial, inclusive, comparable and verifiable measurement. Médiamétrie places the full expertise of its teams at the service of the design and production of joint and sovereign standard audience measurements for media, platforms and the advertising market, across both audio and video universes.

Médiamétrie employs over 700 people and achieved a turnover of €102.2 million in 2025.

Médiamétrie//NetRatings is a company which was established and owned jointly by Médiamétrie and Nielsen. Médiamétrie//NetRatings develops and markets Internet audience and online efficacy reference measurements in France.

Further information : www.mediametrie.fr  [@Mediametrie](https://twitter.com/Mediametrie)  [Mediametrie.official](https://www.instagram.com/Mediametrie.official/)  [Médiamétrie](https://www.linkedin.com/company/Mediametrie/)

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