



## Total internet audience in France in November 2022 More than 46 million French people have visited general retail websites



In a context of inflation, holiday preparations and seasonal promotions, general retail websites attracted **46.4** million Internet users in November, i.e. more than 7 out of 10 French people (**73.1%**).

Of these, **18.7** million unique visitors visited this universe every day, which represents **29.4%** of the population: an equivalent proportion to that of November 2021.

Over two-thirds of these daily visitors (**67.5%**) used their mobile phones exclusively, which is 8 points more than last year.

With a peak of **20.4** million unique visitors recorded on Friday 25 November, Black Friday was once again the busiest day of the month for general retail websites.

**In November 2022, 54.1 million people went online during the month, that's 85.3% of the French population. Every day, 45.6 million of them surfed the web.**

French people spent an average of **2 hours 26 minutes** on the internet each day, which is 3 minutes less than in November 2021. This consumption is brought up to **75%** by mobile phones.




### Top 10 of the General Retail Websites sub-category


Total Internet Audience, November 2022 - Copyright Médiamétrie//NetRatings

	Brands	Unique Monthly Visitors	Monthly coverage (as a % of French people)
1	Amazon (B)	38 686 000	60.9
2	Cdiscount (B)	21 390 000	33.7
3	Fnac (B)	19 846 000	31.3
4	E.Leclerc (B)	15 250 000	24.0
5	Lidl (B)	14 652 000	23.1
6	Carrefour (B)	13 851 000	21.8
7	AliExpress (B)	13 570 000	21.4
8	Darty (B)	12 123 000	19.1
9	Rakuten France (B)	11 813 000	18.6
10	Boulangier (B)	10 984 000	17.3


Top 50 of the most visited Groups in France

	Groups 	Unique users Monthly reach	Unique users Average daily reach
1	Google	53 052 000	40 998 000
2	Facebook	49 426 000	36 803 000
3	Microsoft	40 663 000	15 441 000
4	Amazon	38 934 000	9 849 000
5	Vivendi	38 221 000	10 562 000
6	ReWorld Media	33 575 000	5 339 000
7	WEB66	33 367 000	8 381 000
8	Groupe Figaro CCM Benchmark	32 972 000	5 593 000
9	Wikimedia Foundation	28 961 000	3 596 000
10	Webedia	28 086 000	3 856 000
11	Adevinta	27 636 000	6 961 000
12	Altice France	27 434 000	6 730 000
13	Groupe Auchan	26 526 000	3 352 000
14	Snap Inc.	26 460 000	19 482 000
15	Yahoo	26 439 000	7 989 000
16	La Poste	25 668 000	4 793 000
17	Orange	25 313 000	8 429 000
18	francetélévisions	24 751 000	3 604 000
19	M6	24 583 000	2 939 000
20	Groupe Fnac Darty	24 200 000	2 317 000
21	Groupe Credit Agricole	23 622 000	5 741 000
22	Groupe Casino	23 174 000	3 009 000
23	Apple Inc.	22 192 000	3 616 000
24	Bytedance	20 993 000	9 526 000
25	Doctolib	20 373 000	2 215 000
26	Groupe Le Monde	20 277 000	3 311 000
27	Assurance Maladie	19 597 000	1 704 000
28	NetFlix	19 557 000	4 418 000
29	Groupe TF1	19 391 000	2 344 000
30	Spotify	19 327 000	5 253 000
31	PayPal	19 273 000	1 802 000
32	Samsung Group	19 206 000	6 211 000
33	CMI France	19 154 000	2 480 000
34	Twitter	19 106 000	6 016 000
35	Gouvernement Francais	18 902 000	1 391 000
36	Publihebdos	18 540 000	2 495 000
37	Pinterest.com	18 405 000	2 776 000
38	Vinted	17 649 000	5 548 000
39	Groupe Les Echos - Le Parisien	16 961 000	2 104 000
40	Ministere des Solidarites et de la Sante	16 877 000	1 750 000
41	Ministere de l Economie et des Finances	16 395 000	1 207 000
42	Solocal Group	16 251 000	1 088 000
43	20 Minutes France	16 030 000	1 689 000
44	Carrefour	15 790 000	1 833 000
45	E.Leclerc	15 449 000	1 988 000
46	SNCF France	15 162 000	1 813 000
47	Societe Generale	15 048 000	3 914 000
48	Booking Holdings	14 669 000	1 219 000
49	Lidl+Schwarz	14 661 000	2 016 000
50	Alibaba Group	14 465 000	2 740 000


Screen breakdown of the top 50 most visited Groups in France

	Groups 	Unique users per month	% of unique users that used Computer	% of unique users that used Mobile	% of unique users that used Tablet
1	Google	53 052 000	62.6	88.5	40.6
2	Facebook	49 426 000	36.5	93.3	26.5
3	Microsoft	40 663 000	57.9	74.7	13.6
4	Amazon	38 934 000	44.5	79.2	15.7
5	Vivendi	38 221 000	30.8	85.9	21.2
6	ReWorld Media	33 575 000	26.0	84.3	16.1
7	WEB66	33 367 000	26.8	87.2	16.3
8	Groupe Figaro CCM Benchmark	32 972 000	35.0	81.5	14.0
9	Wikimedia Foundation	28 961 000	32.5	79.1	10.0
10	Webedia	28 086 000	30.0	80.1	13.6
11	Adevinta	27 636 000	32.4	78.3	14.2
12	Altice France	27 434 000	27.8	85.0	12.7
13	Groupe Auchan	26 526 000	40.5	74.1	11.5
14	Snap Inc.	26 460 000	1.3	97.8	4.5
15	Yahoo	26 439 000	25.4	81.2	17.7
16	La Poste	25 668 000	40.9	73.5	8.9
17	Orange	25 313 000	41.8	73.3	14.7
18	francetélévisions	24 751 000	22.8	82.0	15.9
19	M6	24 583 000	30.6	76.3	14.1
20	Groupe Fnac Darty	24 200 000	40.3	70.8	11.9
21	Groupe Credit Agricole	23 622 000	38.2	72.2	9.7
22	Groupe Casino	23 174 000	32.3	76.3	10.6
23	Apple Inc.	22 192 000	16.1	78.8	26.7
24	Bytedance	20 993 000	6.8	89.7	10.6
25	Doctolib	20 373 000	28.3	78.9	8.7
26	Groupe Le Monde	20 277 000	24.6	80.5	12.7
27	Assurance Maladie	19 597 000	43.1	65.6	8.5
28	NetFlix	19 557 000	18.3	72.9	24.7
29	Groupe TF1	19 391 000	22.7	76.7	16.4
30	Spotify	19 327 000	14.1	84.4	12.0
31	PayPal	19 273 000	28.7	74.4	11.8
32	Samsung Group	19 206 000	8.8	87.9	15.7
33	CMI France	19 154 000	18.4	83.1	11.7
34	Twitter	19 106 000	24.9	81.5	8.7
35	Gouvernement Francais	18 902 000	43.3	64.9	7.2
36	Publihebdos	18 540 000	11.9	87.4	11.4
37	Pinterest.com	18 405 000	26.4	73.3	13.5
38	Vinted	17 649 000	15.1	85.7	12.7
39	Groupe Les Echos - Le Parisien	16 961 000	21.0	83.3	9.0
40	Ministere des Solidarites et de la Sante	16 877 000	9.9	92.2	3.9
41	Ministere de l Economie et des Finances	16 395 000	57.9	50.4	7.8
42	Solocal Group	16 251 000	39.9	64.8	9.2
43	20 Minutes France	16 030 000	20.3	80.0	10.8
44	Carrefour	15 790 000	33.1	73.0	9.7
45	E.Leclerc	15 449 000	28.8	74.7	10.3
46	SNCF France	15 162 000	30.3	75.1	8.8
47	Societe Generale	15 048 000	33.6	73.7	9.2
48	Booking Holdings	14 669 000	34.2	67.9	11.5
49	Lidl+Schwarz	14 661 000	15.2	85.5	7.7
50	Alibaba Group	14 465 000	29.7	73.7	7.6

Top 50 most visited Brands in France

	Brands 	Unique users Monthly reach	Unique users Average daily reach
1	Google	52 687 000	39 109 000
2	YouTube	48 044 000	18 405 000
3	Facebook	47 832 000	29 363 000
4	WhatsApp	38 714 000	20 733 000
5	Amazon	38 686 000	9 689 000
6	Instagram	34 613 000	17 292 000
7	Wikipedia	28 737 000	3 531 000
8	Leboncoin.fr - T ACPM	26 552 000	6 763 000
9	Snapchat - T ACPM	26 253 000	19 445 000
10	Yahoo	25 936 000	7 625 000
11	Orange - T ACPM	24 227 000	8 262 000
12	Microsoft	22 736 000	3 309 000
13	Le Figaro - T ACPM	21 596 000	2 941 000
14	Cdiscount	21 390 000	2 418 000
15	franceinfo - T ACPM	21 291 000	2 881 000
16	TikTok	20 754 000	9 451 000
17	Doctolib	20 373 000	2 215 000
18	Fnac	19 846 000	1 649 000
19	Tele Loisirs	19 568 000	4 041 000
20	Netflix	19 507 000	4 415 000
21	Ouest France - T ACPM	19 329 000	2 626 000
22	PayPal	19 188 000	1 787 000
23	Spotify	19 172 000	5 244 000
24	Twitter	19 106 000	6 015 000
25	Samsung	18 898 000	6 185 000
26	Actu.fr - T ACPM	18 538 000	2 495 000
27	Outlook (Outlook.com)	18 501 000	8 328 000
28	LinkedIn	18 484 000	3 753 000
29	Assurance Maladie	18 450 000	1 568 000
30	Windows Live	18 415 000	2 520 000
31	Pinterest	18 405 000	2 776 000
32	Dailymotion	18 195 000	1 832 000
33	Femme Actuelle - T ACPM	18 164 000	1 777 000
34	LA POSTE	17 999 000	2 298 000
35	BFM TV - T ACPM	17 908 000	2 484 000
36	Vinted	17 649 000	5 548 000
37	Marmiton	17 357 000	1 346 000
38	Waze	17 289 000	3 382 000
39	Apple	17 099 000	2 750 000
40	20 Minutes - T ACPM	16 006 000	1 687 000
41	MYTF1 - T	15 558 000	1 877 000
42	E.Leclerc	15 250 000	1 966 000
43	Credit Agricole	15 198 000	4 187 000
44	Le Monde - T ACPM	15 184 000	2 368 000
45	Le Journal des Femmes	14 837 000	982 000
46	Service-Public.fr	14 688 000	887 000
47	Lidl	14 652 000	2 015 000
48	Le Parisien - T ACPM	14 250 000	1 563 000
49	SFR	14 169 000	3 679 000
50	Carrefour	13 851 000	1 622 000

Screen breakdown of the Top 50 most visited Brands in France

	Brands 	Unique users per month	% of unique users that used Computer	% of unique users that used Mobile	% of unique users that used Tablet
1	Google	52 687 000	61.4	88.8	38.0
2	YouTube	48 044 000	38.1	85.9	27.4
3	Facebook	47 832 000	35.7	91.4	25.9
4	WhatsApp	38 714 000	3.9	99.0	1.4
5	Amazon	38 686 000	44.6	78.9	15.6
6	Instagram	34 613 000	14.0	92.0	10.7
7	Wikipedia	28 737 000	32.0	79.0	10.1
8	Leboncoin.fr - T ACPM	26 552 000	32.1	77.9	13.7
9	Snapchat - T ACPM	26 253 000	1.3	97.7	4.5
10	Yahoo	25 936 000	24.5	81.5	17.8
11	Orange - T ACPM	24 227 000	41.2	72.3	14.5
12	Microsoft	22 736 000	53.6	60.3	6.0
13	Le Figaro - T ACPM	21 596 000	26.6	79.7	11.9
14	Cdiscount	21 390 000	32.6	74.3	10.6
15	franceinfo - T ACPM	21 291 000	17.6	85.6	11.6
16	TikTok	20 754 000	6.8	89.6	10.4
17	Doctolib	20 373 000	28.3	78.9	8.7
18	Fnac	19 846 000	34.8	71.5	11.4
19	Tele Loisirs	19 568 000	19.4	82.6	12.2
20	Netflix	19 507 000	18.2	73.0	24.8
21	Ouest France - T ACPM	19 329 000	21.6	83.0	11.7
22	PayPal	19 188 000	28.6	74.4	11.8
23	Spotify	19 172 000	14.2	84.4	11.8
24	Twitter	19 106 000	24.9	81.5	8.5
25	Samsung	18 898 000	8.7	88.0	15.7
26	Actu.fr - T ACPM	18 538 000	11.9	87.4	11.4
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28	LinkedIn	18 484 000	25.5	79.9	9.4
29	Assurance Maladie	18 450 000	42.7	65.4	7.8
30	Windows Live	18 415 000	60.2	50.0	8.0
31	Pinterest	18 405 000	26.4	73.3	13.5
32	Dailymotion	18 195 000	9.3	85.5	16.2
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35	BFM TV - T ACPM	17 908 000	16.9	86.6	10.7
36	Vinted	17 649 000	15.1	85.7	12.7
37	Marmiton	17 357 000	19.2	78.2	14.6
38	Waze	17 289 000	-	98.9	1.6
39	Apple	17 099 000	20.7	67.0	34.5
40	20 Minutes - T ACPM	16 006 000	20.3	80.1	10.8
41	MYTF1 - T	15 558 000	21.4	73.2	18.1
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44	Le Monde - T ACPM	15 184 000	20.9	81.4	11.7
45	Le Journal des Femmes	14 837 000	22.3	75.8	11.6
46	Service-Public.fr	14 688 000	42.4	63.8	5.8
47	Lidl	14 652 000	15.1	85.5	7.7
48	Le Parisien - T ACPM	14 250 000	18.6	82.9	8.8
49	SFR	14 169 000	32.6	72.4	10.7
50	Carrefour	13 851 000	30.7	73.9	9.4



#### 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 that 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 participating in the measurement via the implementation of a Tag on at least 50% of their perimeter are marked “T”; those with a perimeter that is fully tagged and certified by the ACPM (Press and Media Statistics Alliance) are marked “TACPM/OJD”.*

**Unique visitors per month:** Total number of web users who visited a group or a brand at least once for the month in question regardless of their connection location: home, work, other locations. Web 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 web users that visited a group or a brand at least once during a day for the month in question. Web users that visited the same site more than once in the day are only counted once

#### Methodology



The Total Internet Audience measurement is based on a **unique panel of more than 25,000 individuals aged 2 years and over**, of whom 6,200 are web users with two or three screens (computer and/or mobile phone and/or tablet), allowing the total audience of over **5,000 brands and 1,000 applications** to be measured “natively”. The measurement benefits from innovative hybridization methodologies developed by Médiamétrie which combine panel data and Big Data. This total measurement provides audience results for each screen: computer, mobile phone and tablet. **The measurement takes into account the internet browsing of web users regardless of the location, connection method (3G/4G/5G/WiFi) or protocol (http/https), for all of the websites and apps.**

#### About Médiamétrie, a trusted third party for fair and objective measurements

Médiamétrie is committed to providing its customers with joint and sovereign standard audience measurements. As a data leader and media expert, the company applies its know-how to video, audio and cross-media behaviour measurements, as well as advertising effectiveness measurement. Every day, some 1,000 employees design and produce the right measure for today and tomorrow to support the free decision-making of the company's customers in France and abroad.

In 2021, the Médiamétrie Group achieved a turnover of nearly €105.1 million and processed over one billion data every day.

Médiamétrie//NetRatings was established and is 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](http://www.mediametrie.fr) @Mediametrie Mediametrie.official Médiamétrie

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