



Total Internet Audience in France in March 2024

Almost 8 French people out of 10 used travel websites and apps



During the run up to the Easter holidays and the May bank holidays, **49 million** French people visited travel websites and apps in March 2024. This represents more than 3 French people out of 4 (**77%**).

The category thus recorded a **4%** increase compared to last year, with **1.8 million** additional visitors.

Every day, **19.9 million** unique visitors browsed this universe, a **6%** increase compared to March 2023.

Frequency of use of Travel websites and apps is on the rise among **15-24 olds (89.8%** of them visited these websites and apps during the month compared to **81.3%** last year at the same time). People aged **50 and over** were also very present (**81.4%** compared to **76.3%** one year ago).

The sector's dynamism is mainly driven by the Tourism and Destinations category, whose audience increased by **14%** compared to last year. Hotels and Hotel Guides also contributed to this trend, with a **10%** increase in unique monthly visitors.

In March 2024, 55.4 million connected to the Internet during the month (up 1.1 million people compared to 2023), which is 86.9% of French people. Every day, 47.3 million of them surfed the web.

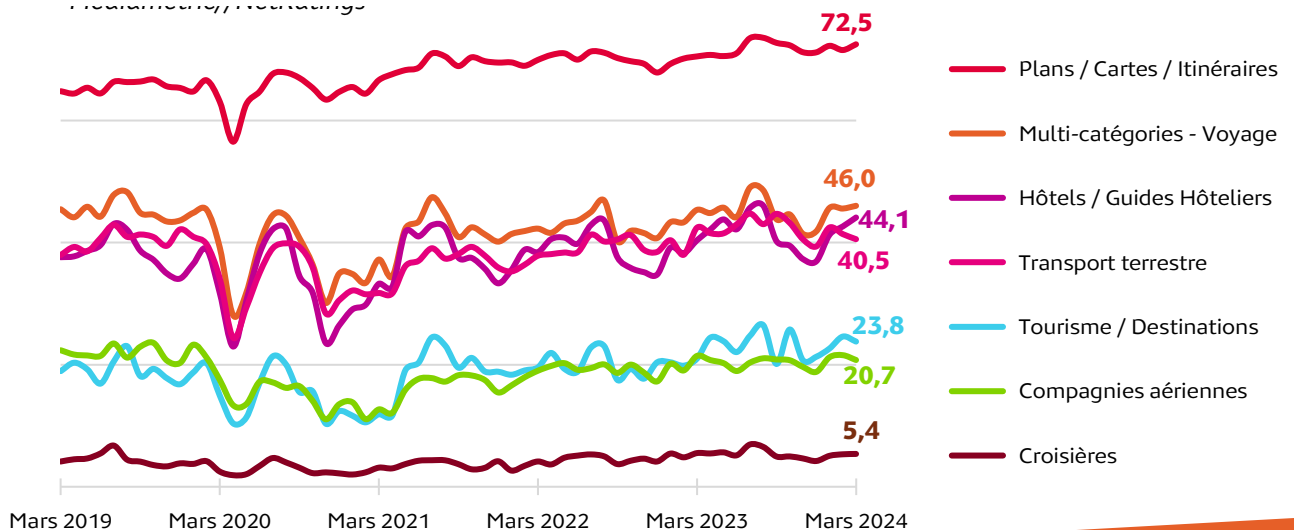
On average, French people spent **2 hours 36 minutes** every day on the Internet, which is an increase of **10 minutes** compared to March 2023. Mobile phones account for **80%** of their daily surfing time, a share that has increased by **3 points** compared to last year.




Changes in monthly coverage of Travel-related categories

Total Internet Audience - March 2019 to March 2024 - Copyright


mediametrie / netratings




Top 50 most visited Groups in France

	Group 	Unique Visitors per month	Average Unique Visitors per day
1	Google	54 356 000	43 001 000
2	Meta Platforms	51 543 000	39 460 000
3	Microsoft	42 746 000	17 614 000
4	Vivendi	41 228 000	11 079 000
5	Amazon	38 157 000	8 859 000
6	Groupe Figaro CCM Benchmark	33 835 000	6 801 000
7	WEB66	33 673 000	8 853 000
8	ReWorld Media	30 793 000	4 648 000
9	Webedia	29 206 000	4 185 000
10	Wikimedia Foundation	29 007 000	4 037 000
11	Bytedance	28 283 000	13 286 000
12	Altice France	28 001 000	6 508 000
13	Adevinta	27 620 000	7 224 000
14	Snap Inc.	27 375 000	20 468 000
15	Apple Inc.	25 414 000	4 501 000
16	La Poste	25 331 000	4 725 000
17	Yahoo	24 567 000	8 340 000
18	Groupe Auchan	24 564 000	2 876 000
19	francetélévisions	24 530 000	4 276 000
20	Orange	23 836 000	8 656 000
21	Groupe Credit Agricole	23 574 000	5 777 000
22	Doctolib	22 283 000	2 529 000
23	Gouvernement Francais	21 558 000	1 652 000
24	Assurance Maladie	20 688 000	1 906 000
25	Samsung Group	20 223 000	6 952 000
26	Booking Holdings	20 195 000	2 107 000
27	Spotify	19 751 000	6 291 000
28	Groupe Le Monde	19 719 000	3 239 000
29	Pinterest	19 154 000	3 353 000
30	Groupe Les Echos - Le Parisien	19 065 000	2 499 000
31	Groupe Fnac Darty	18 929 000	1 437 000
32	X Corp.	18 852 000	5 609 000
33	NetFlix	18 505 000	3 662 000
34	Radio France	17 652 000	2 248 000
35	E.Leclerc	17 462 000	2 567 000
36	PDD Holdings	17 434 000	2 350 000
37	Publihebdos	17 036 000	2 423 000
38	Vinted	16 750 000	4 784 000
39	Groupe TF1	16 535 000	2 264 000
40	Groupe Casino	16 522 000	1 738 000
41	20 Minutes France	16 179 000	1 873 000
42	Carrefour	16 024 000	1 805 000
43	Solocal Group	15 492 000	992 000
44	Lidl+Schwarz	15 439 000	2 288 000
45	Societe Generale	15 342 000	3 722 000
46	CMI France	15 336 000	1 805 000
47	PayPal	15 118 000	1 366 000
48	Roadget Business	14 962 000	3 362 000
49	SNCF France	14 918 000	1 664 000
50	Ministere de l Economie et des Finances	14 584 000	1 019 000


Top 50 most visited Groups in France - Breakdown by device

	Group 	Unique Visitors per month	% of UVs who used a computer	% of UVs who used a mobile phone	% of UVs who used a tablet
1	Google	54 356 000	57,2	91,4	37,5
2	Meta Platforms	51 543 000	30,6	95,2	22,9
3	Microsoft	42 746 000	53,0	78,5	15,8
4	Vivendi	41 228 000	29,6	87,8	18,5
5	Amazon	38 157 000	35,5	81,9	15,7
6	Groupe Figaro CCM Benchmark	33 835 000	28,5	86,9	11,8
7	WEB66	33 673 000	23,5	88,7	13,1
8	ReWorld Media	30 793 000	21,0	87,5	11,4
9	Webedia	29 206 000	26,2	84,7	9,9
10	Wikimedia Foundation	29 007 000	28,1	82,5	9,3
11	Bytedance	28 283 000	6,2	89,2	17,2
12	Altice France	28 001 000	25,4	84,9	11,2
13	Adevinta	27 620 000	27,8	81,9	11,8
14	Snap Inc.	27 375 000	0,9	98,5	4,4
15	Apple Inc.	25 414 000	9,9	82,3	28,4
16	La Poste	25 331 000	37,7	76,2	7,9
17	Yahoo	24 567 000	25,8	78,1	14,5
18	Groupe Auchan	24 564 000	33,6	76,6	9,7
19	francetélévisions	24 530 000	22,3	83,4	14,1
20	Orange	23 836 000	38,2	75,5	12,3
21	Groupe Credit Agricole	23 574 000	32,1	77,8	7,6
22	Doctolib	22 283 000	24,6	83,4	5,5
23	Gouvernement Francais	21 558 000	39,8	72,5	6,5
24	Assurance Maladie	20 688 000	40,0	71,2	6,9
25	Samsung Group	20 223 000	5,6	91,3	10,7
26	Booking Holdings	20 195 000	29,2	75,4	9,9
27	Spotify	19 751 000	8,0	89,1	9,2
28	Groupe Le Monde	19 719 000	22,8	82,4	11,7
29	Pinterest	19 154 000	21,8	78,3	11,1
30	Groupe Les Echos - Le Parisien	19 065 000	18,5	84,9	9,3
31	Groupe Fnac Darty	18 929 000	31,2	74,4	8,9
32	X Corp.	18 852 000	20,1	81,5	12,0
33	NetFlix	18 505 000	17,8	72,8	26,8
34	Radio France	17 652 000	19,3	85,3	8,9
35	E.Leclerc	17 462 000	23,4	81,2	9,0
36	PDD Holdings	17 434 000	23,4	78,1	7,8
37	Publihebdos	17 036 000	12,2	86,8	10,7
38	Vinted	16 750 000	11,0	89,2	7,7
39	Groupe TF1	16 535 000	18,4	80,6	14,2
40	Groupe Casino	16 522 000	29,1	73,9	9,1
41	20 Minutes France	16 179 000	15,6	87,5	9,1
42	Carrefour	16 024 000	23,5	79,4	9,4
43	Solocal Group	15 492 000	29,9	72,6	7,0
44	Lidl+Schwarz	15 439 000	15,8	87,3	6,2
45	Societe Generale	15 342 000	27,7	78,2	7,0
46	CMI France	15 336 000	18,9	82,2	9,8
47	PayPal	15 118 000	28,2	76,7	7,1
48	Roadget Business	14 962 000	9,5	88,9	8,6
49	SNCF France	14 918 000	25,3	78,1	6,2
50	Ministere de l Economie et des Finances	14 584 000	52,1	55,6	7,6

Top 50 most visited Brands in France

	Brand 	Unique Visitors per month	Average Unique Visitors per day
1	Google	53 830 000	41 086 000
2	YouTube	49 315 000	19 095 000
3	Facebook	49 105 000	29 271 000
4	WhatsApp	44 278 000	24 744 000
5	Instagram	40 314 000	20 682 000
6	Amazon	36 108 000	7 892 000
7	Messenger	33 470 000	13 459 000
8	Wikipedia	28 633 000	3 967 000
9	TikTok	27 966 000	13 217 000
10	Snapchat - T ACPM	27 253 000	20 444 000
11	Microsoft / Microsoft 365	26 624 000	4 714 000
12	Leboncoin.fr - T ACPM	26 538 000	7 010 000
13	Yahoo	24 216 000	8 029 000
14	Orange	22 921 000	8 519 000
15	Doctolib	22 283 000	2 529 000
16	Le Figaro - T ACPM	21 987 000	3 080 000
17	Tele Loisirs - T ACPM	21 148 000	3 960 000
18	franceinfo - T ACPM	20 742 000	3 511 000
19	Waze	20 674 000	4 365 000
20	Ouest France - T ACPM	19 831 000	3 090 000
21	Apple	19 817 000	3 662 000
22	Samsung	19 807 000	6 922 000
23	Spotify	19 704 000	6 288 000
24	Outlook (Outlook.com)	19 377 000	7 784 000
25	Dailymotion	19 367 000	1 973 000
26	Pinterest	19 154 000	3 353 000
27	Assurance Maladie	19 053 000	1 656 000
28	Booking.com	18 918 000	1 944 000
29	Windows Live	18 893 000	2 572 000
30	BFM TV - T ACPM	18 887 000	2 861 000
31	Twitter X	18 852 000	5 609 000
32	Netflix	18 442 000	3 652 000
33	LinkedIn	18 290 000	4 390 000
34	Marmiton	17 809 000	1 435 000
35	Temu	17 434 000	2 350 000
36	E.Leclerc	17 200 000	2 538 000
37	Actu.fr - T ACPM	17 013 000	2 421 000
38	LA POSTE	16 919 000	2 194 000
39	Vinted	16 750 000	4 784 000
40	AlloCine	15 957 000	1 454 000
41	Le Parisien - T ACPM	15 947 000	1 848 000
42	Femme Actuelle - T ACPM	15 916 000	1 403 000
43	Service-Public.fr	15 827 000	998 000
44	Credit Agricole	15 578 000	4 296 000
45	Le Monde - T ACPM	15 448 000	2 328 000
46	Lidl	15 413 000	2 282 000
47	20 Minutes - T ACPM	15 272 000	1 767 000
48	PagesJaunes	15 162 000	967 000
49	PayPal	15 068 000	1 360 000
50	SHEIN	14 949 000	3 360 000

Top 50 most visited Brands in France - Breakdown by device

	Brand 	Unique Visitors per month	% of UVs who used a computer	% of UVs who used a mobile phone	% of UVs who used a tablet
1	Google	53 830 000	56,3	91,5	34,0
2	YouTube	49 315 000	33,7	88,6	23,8
3	Facebook	49 105 000	29,3	93,3	21,1
4	WhatsApp	44 278 000	3,5	99,1	2,4
5	Instagram	40 314 000	11,5	93,9	10,2
6	Amazon	36 108 000	36,0	80,8	15,6
7	Messenger	33 470 000	1,5	95,7	9,9
8	Wikipedia	28 633 000	28,2	82,4	9,1
9	TikTok	27 966 000	6,1	88,9	17,4
10	Snapchat - T ACPM	27 253 000	0,9	98,5	4,4
11	Microsoft / Microsoft 365	26 624 000	42,7	70,4	9,3
12	Leboncoin.fr - T ACPM	26 538 000	27,2	82,1	11,2
13	Yahoo	24 216 000	25,0	78,2	14,4
14	Orange	22 921 000	38,9	74,7	12,6
15	Doctolib	22 283 000	24,6	83,4	5,5
16	Le Figaro - T ACPM	21 987 000	23,3	83,4	9,4
17	Tele Loisirs - T ACPM	21 148 000	16,6	84,8	11,1
18	franceinfo - T ACPM	20 742 000	16,2	87,0	10,9
19	Waze	20 674 000	0,8	99,1	1,0
20	Ouest France - T ACPM	19 831 000	18,8	85,2	10,7
21	Apple	19 817 000	12,4	73,4	35,5
22	Samsung	19 807 000	5,4	91,1	10,9
23	Spotify	19 704 000	8,0	89,1	9,2
24	Outlook (Outlook.com)	19 377 000	27,9	77,3	13,5
25	Dailymotion	19 367 000	7,8	86,3	15,0
26	Pinterest	19 154 000	21,8	78,3	11,1
27	Assurance Maladie	19 053 000	39,4	69,5	6,8
28	Booking.com	18 918 000	28,9	75,2	9,7
29	Windows Live	18 893 000	60,4	50,7	6,4
30	BFM TV - T ACPM	18 887 000	16,4	87,2	8,2
31	Twitter X	18 852 000	20,1	81,5	12,0
32	Netflix	18 442 000	17,6	72,9	26,8
33	LinkedIn	18 290 000	27,0	79,3	7,4
34	Marmiton	17 809 000	15,8	84,8	9,4
35	Temu	17 434 000	23,4	78,1	7,8
36	E.Leclerc	17 200 000	23,0	81,2	8,9
37	Actu.fr - T ACPM	17 013 000	12,3	86,9	10,5
38	LA POSTE	16 919 000	40,1	67,3	8,1
39	Vinted	16 750 000	11,0	89,2	7,7
40	AlloCine	15 957 000	17,8	84,6	7,7
41	Le Parisien - T ACPM	15 947 000	16,9	85,3	8,2
42	Femme Actuelle - T ACPM	15 916 000	20,0	79,7	10,6
43	Service-Public.fr	15 827 000	39,3	69,1	5,5
44	Credit Agricole	15 578 000	34,6	71,8	7,3
45	Le Monde - T ACPM	15 448 000	19,7	81,7	11,8
46	Lidl	15 413 000	15,8	87,3	6,2
47	20 Minutes - T ACPM	15 272 000	14,6	87,6	9,1
48	Pagesjaunes	15 162 000	29,3	72,9	7,0
49	PayPal	15 068 000	28,2	76,7	7,1
50	SHEIN	14 949 000	9,5	88,8	8,6



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, pages and/or applications 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 the designation “T”, or by the designation “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 for the month in question regardless of their connection location: home, work, 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 site more than once are only counted once.

Methodology



The Total Internet Audience measurement is based on **a unique panel of nearly 25,000 panellists aged 2 years and older**, of whom 6,200 have two or three devices (computer and/or mobile phone and/or tablet), allowing the total audience of over **5,000 brands and 1,000 apps** 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 each device: computer, mobile phone and tablet. **This measurement takes into account the surfing of Internet users whatever the location, the mode of connection (3G/4G/5G/Wifi) or the protocol (http/https) for all sites and apps.**

À propos de Médiamétrie, tiers de confiance pour une juste mesure

Médiamétrie is committed to providing its customers with common and outstanding benchmark audience measurements.

As a data leader and media expert, the company is expanding its expertise to video, audio and cross-media behaviour measurements, as well as advertising effectiveness measurement. Every day, some 800 employees design and produce the right measure for today and tomorrow to promote the free decision-making of the company's customers in France and abroad. In 2022, the Médiamétrie Group achieved a turnover of €104.1 million and processed over one billion data items every day.

Médiamétrie//NetRatings is the company created and owned jointly by Médiamétrie and Nielsen. Médiamétrie//NetRatings develops and markets Internet audience and online efficacy reference measurements in France.

Plus d'informations : www.mediametrie.fr @Mediametrie Mediametrie.official Médiamétrie

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