



Mediametrie

Press Release

25th March, 2025

Total Internet Audience in France in February 2025

Women aged 25-49 years spend nearly 4 hours a day on the Internet



In February 2025, **18%** of daily Internet users were women aged 25-49 years.

Every day, **8.7 million** of them connected to the Internet, which is **nearly 9 out of 10 French women (88%)** belonging to this age group.

Their surfing time stands at **3 hours 55 minutes** per day, including **3 hours 28 minutes** on mobile phones.

In February, women aged 25-49 years spent **89%** of their daily surfing time on mobile phones. **63%** of them exclusively used their smartphone to connect to the Internet every day.

In February 2025, 56.2 million people went online during the month, which is 88% of the French population. Every day, 48.9 million of them browsed the Internet: that's 1.5 million more people than last year.

On average, French people spent **3 hours 5 minutes** online each day. Mobile phones account for **80%** of their daily surfing time.




Top 10 most viewed sub-categories on mobile phones of women aged 25-49 years


Total Internet Audience – February 2025 – Copyright Médiamétrie//NetRatings

	Sub-categories	Daily coverage Women aged 25-49 years (% of French people)	Daily coverage 2+ as a whole (% of French people)
1	Blogs / Community Websites	79.5	59.1
2	Instant messaging	76.1	56.5
3	General portals	65.5	53.0
4	e-mail	61.7	43.7
5	Internet tools / Online services	49.7	34.9
6	General retail websites	46.7	28.2
7	Videos / Cinema	42.5	33.7
8	Fashion/Beauty	41.6	18.8
9	Search engines	41.3	24.9
10	Financial/banking	38.2	25.3


Top 50 most visited Groups in France

	Group 	Unique Visitors per month	Average Unique Visitors per day
1	Google	55,210,000	45,200,000
2	Meta Platforms	52,627,000	41,991,000
3	Microsoft	43,282,000	18,710,000
4	Amazon	40,540,000	10,134,000
5	Louis Hachette Group	35,404,000	8,058,000
6	WEB66	34,976,000	9,791,000
7	Figaro CCM Benchmark Group	33,078,000	6,916,000
8	ReWorld Media	32,267,000	4,985,000
9	Webedia	30,974,000	4,982,000
10	La Poste	30,614,000	7,403,000
11	Wikimedia Foundation	30,354,000	4,199,000
12	Adevinta	30,057,000	7,718,000
13	Apple Inc.	28,460,000	12,087,000
14	francetélévisions	27,052,000	5,503,000
15	Groupe Canal+	26,664,000	4,198,000
16	Snap Inc.	26,111,000	19,646,000
17	Crédit Agricole Group	25,474,000	7,385,000
18	Auchan Group	25,425,000	3,262,000
19	Doctolib	25,209,000	3,200,000
20	Yahoo	24,309,000	8,278,000
21	Orange	24,053,000	9,169,000
22	French Government	23,872,000	2,198,000
23	Assurance Maladie	23,855,000	2,514,000
24	Bytedance	23,552,000	10,500,000
25	PDD Holdings	21,097,000	4,393,000
26	Fnac Darty Group	20,683,000	1,706,000
27	NetFlix	20,513,000	5,313,000
28	Booking Holdings	20,164,000	2,200,000
29	Altice France	20,027,000	4,087,000
30	Spotify	19,656,000	6,326,000
31	Samsung Group	19,642,000	6,533,000
32	Le Monde Group	19,231,000	3,669,000
33	Les Echos-Le Parisien Group	19,020,000	2,949,000
34	Publihebdos	18,681,000	2,886,000
35	TF1 Group	18,650,000	2,643,000
36	E.Leclerc	18,642,000	2,721,000
37	Ministry of Economy and Finance	18,135,000	1,346,000
38	Carrefour	18,020,000	2,520,000
39	RMC BFM	17,919,000	2,874,000
40	Vinted	17,557,000	5,287,000
41	Societe Generale	17,356,000	4,332,000
42	Radio France	17,232,000	2,392,000
43	Lidl+Schwarz	16,412,000	2,358,000
44	Pinterest	16,405,000	2,920,000
45	SNCF France	16,402,000	2,345,000
46	PayPal	16,270,000	1,531,000
47	X Corp.	16,089,000	4,494,000
48	Solocal Group	15,979,000	1,133,000
49	Casino Group	15,901,000	1,346,000
50	20 Minutes France	15,672,000	2,015,000


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	% of unique visitors who used a tablet
1	Google	55,210,000	57.4	92.4	33.5
2	Meta Platforms	52,627,000	31.4	95.8	20.0
3	Microsoft	43,282,000	54.6	80.1	13.6
4	Amazon	40,540,000	36.3	83.9	13.6
5	Louis Hachette Group	35,404,000	24.7	88.1	11.7
6	WEB66	34,976,000	22.8	89.5	11.7
7	Figaro CCM Benchmark Group	33,078,000	26.3	88.1	10.5
8	ReWorld Media	32,267,000	21.1	87.9	11.7
9	Webedia	30,974,000	22.6	87.8	10.0
10	La Poste	30,614,000	39.7	79.3	6.6
11	Wikimedia Foundation	30,354,000	28.4	83.6	7.9
12	Adevinta	30,057,000	28.1	83.3	10.4
13	Apple Inc.	28,460,000	9.7	84.3	31.3
14	francetélévisions	27,052,000	21.6	86.1	12.2
15	Groupe Canal+	26,664,000	16.9	85.5	16.2
16	Snap Inc.	26,111,000	1.0	98.4	3.9
17	Crédit Agricole Group	25,474,000	31.7	80.6	6.8
18	Auchan Group	25,425,000	33.7	77.3	9.0
19	Doctolib	25,209,000	24.7	84.8	5.6
20	Yahoo	24,309,000	27.7	79.2	13.5
21	Orange	24,053,000	38.8	75.5	11.9
22	French Government	23,872,000	41.3	72.4	5.7
23	Assurance Maladie	23,855,000	40.9	73.1	6.6
24	Bytedance	23,552,000	10.8	89.7	6.0
25	PDD Holdings	21,097,000	20.0	84.9	7.7
26	Fnac Darty Group	20,683,000	30.7	75.4	9.1
27	NetFlix	20,513,000	17.7	72.4	26.7
28	Booking Holdings	20,164,000	28.0	78.6	8.6
29	Altice France	20,027,000	25.2	82.7	9.5
30	Spotify	19,656,000	8.9	89.7	9.1
31	Samsung Group	19,642,000	6.1	91.3	11.4
32	Le Monde Group	19,231,000	23.4	83.4	11.1
33	Les Echos-Le Parisien Group	19,020,000	18.3	86.9	8.7
34	Publihebdos	18,681,000	13.0	89.9	7.7
35	TF1 Group	18,650,000	18.9	82.8	12.4
36	E.Leclerc	18,642,000	22.1	82.7	8.5
37	Ministry of Economy and Finance	18,135,000	50.9	57.8	6.9
38	Carrefour	18,020,000	25.2	81.9	7.3
39	RMC BFM	17,919,000	18.0	87.6	6.8
40	Vinted	17,557,000	12.5	90.5	6.5
41	Societe Generale	17,356,000	25.8	82.7	4.2
42	Radio France	17,232,000	18.0	85.5	8.3
43	Lidl+Schwarz	16,412,000	11.9	90.7	5.4
44	Pinterest	16,405,000	24.1	76.8	8.5
45	SNCF France	16,402,000	25.3	80.3	5.4
46	PayPal	16,270,000	30.2	76.0	6.4
47	X Corp.	16,089,000	22.6	83.8	5.0
48	Solocal Group	15,979,000	33.2	72.3	5.9
49	Casino Group	15,901,000	24.6	79.9	6.7
50	20 Minutes France	15,672,000	17.1	85.6	8.9

Top 50 most visited Brands in France

	Brand 	Unique Visitors per month	Average Unique Visitors per day
1	Google	54,772,000	43,709,000
2	Facebook	50,028,000	32,162,000
3	YouTube	49,490,000	20,572,000
4	WhatsApp	46,273,000	30,397,000
5	Instagram	41,422,000	23,496,000
6	Amazon	38,999,000	9,214,000
7	Messenger	36,215,000	18,895,000
8	Wikipedia	30,105,000	4,136,000
9	Leboncoin.fr - T ACPM	28,888,000	7,494,000
10	Microsoft / Microsoft 365	28,678,000	5,939,000
11	Snapchat - T ACPM	25,876,000	19,625,000
12	Doctolib	25,209,000	3,200,000
13	Apple	24,089,000	11,439,000
14	Yahoo	23,728,000	7,842,000
15	Orange	23,357,000	9,043,000
16	TikTok	22,825,000	10,258,000
17	franceinfo - T ACPM	22,394,000	4,506,000
18	Assurance Maladie	21,699,000	2,146,000
19	Temu	21,097,000	4,393,000
20	Netflix	20,465,000	5,300,000
21	Le Figaro - T ACPM	20,324,000	3,457,000
22	Waze	20,222,000	4,490,000
23	Tele Loisirs - T ACPM	19,868,000	3,962,000
24	Spotify	19,651,000	6,326,000
25	Windows Live	19,345,000	2,628,000
26	Samsung	19,335,000	6,498,000
27	Marmiton	19,183,000	1,776,000
28	Outlook (Outlook.com)	19,082,000	8,330,000
29	Booking.com	19,041,000	2,057,000
30	Actu.fr - T ACPM	18,608,000	2,862,000
31	E.Leclerc	18,365,000	2,676,000
32	Ouest France - T ACPM	18,300,000	2,875,000
33	LA POSTE	18,183,000	2,447,000
34	Service-Public.fr	17,709,000	1,290,000
35	Vinted	17,557,000	5,287,000
36	AlloCine	17,470,000	1,668,000
37	BFM TV - T ACPM	17,263,000	2,601,000
38	Crédit Agricole	17,171,000	5,538,000
39	Carrefour	16,850,000	2,341,000
40	Dailymotion	16,814,000	1,710,000
41	LinkedIn	16,759,000	3,870,000
42	Pinterest	16,405,000	2,920,000
43	Lidl	16,381,000	2,353,000
44	Le Parisien - T ACPM	16,199,000	2,253,000
45	PayPal	16,191,000	1,520,000
46	Twitter X	16,087,000	4,494,000
47	PagesJaunes - T	15,583,000	1,097,000
48	Le Monde - T ACPM	15,419,000	2,878,000
49	Fnac	15,377,000	1,125,000
50	Le Journal des Femmes	15,371,000	1,257,000

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	% of unique visitors who used a Tablet
1	Google	54,772,000	56.2	92.7	31.3
2	Facebook	50,028,000	29.3	93.9	17.5
3	YouTube	49,490,000	34.3	89.2	21.1
4	WhatsApp	46,273,000	4.6	99.1	4.3
5	Instagram	41,422,000	14.8	93.4	10.2
6	Amazon	38,999,000	36.0	83.1	13.7
7	Messenger	36,215,000	1.5	96.3	12.1
8	Wikipedia	30,105,000	28.3	83.5	7.9
9	Leboncoin.fr - T ACPM	28,888,000	27.7	82.5	10.2
10	Microsoft / Microsoft 365	28,678,000	41.4	74.7	8.9
11	Snapchat - T ACPM	25,876,000	1.1	98.3	3.9
12	Doctolib	25,209,000	24.7	84.8	5.6
13	Apple	24,089,000	11.4	78.2	36.8
14	Yahoo	23,728,000	27.1	79.1	13.4
15	Orange	23,357,000	39.0	75.0	12.1
16	TikTok	22,825,000	10.9	89.6	6.0
17	franceinfo - T ACPM	22,394,000	16.1	88.9	8.5
18	Assurance Maladie	21,699,000	40.7	71.5	6.0
19	Temu	21,097,000	20.0	84.9	7.7
20	Netflix	20,465,000	17.4	72.4	26.8
21	Le Figaro - T ACPM	20,324,000	23.9	84.3	9.2
22	Waze	20,222,000	1.2	99.1	0.8
23	Tele Loisirs - T ACPM	19,868,000	15.9	87.3	7.9
24	Spotify	19,651,000	8.9	89.7	9.1
25	Windows Live	19,345,000	59.1	50.1	5.7
26	Samsung	19,335,000	5.8	91.4	11.6
27	Marmiton	19,183,000	15.0	85.1	10.2
28	Outlook (Outlook.com)	19,082,000	31.0	78.3	9.2
29	Booking.com	19,041,000	28.0	77.4	8.1
30	Actu.fr - T ACPM	18,608,000	13.0	89.9	7.7
31	E.Leclerc	18,365,000	21.5	82.9	8.5
32	Ouest France - T ACPM	18,300,000	19.0	85.3	9.7
33	LA POSTE	18,183,000	40.7	70.4	5.7
34	Service-Public.fr	17,709,000	40.0	68.3	5.3
35	Vinted	17,557,000	12.5	90.5	6.5
36	AlloCine	17,470,000	18.6	84.3	7.5
37	BFM TV - T ACPM	17,263,000	17.3	87.8	6.6
38	Crédit Agricole	17,171,000	32.7	75.9	5.7
39	Carrefour	16,850,000	24.8	81.9	7.1
40	Dailymotion	16,814,000	8.1	84.7	15.7
41	LinkedIn	16,759,000	28.3	80.5	5.1
42	Pinterest	16,405,000	24.1	76.8	8.5
43	Lidl	16,381,000	11.9	90.7	5.4
44	Le Parisien - T ACPM	16,199,000	14.7	88.2	8.3
45	PayPal	16,191,000	30.1	76.1	6.5
46	Twitter X	16,087,000	22.6	83.8	5.0
47	PagesJaunes - T	15,583,000	33.3	72.0	5.9
48	Le Monde - T ACPM	15,419,000	18.1	85.3	10.2
49	Fnac	15,377,000	27.4	75.5	8.6
50	Le Journal des Femmes	15,371,000	13.7	85.3	8.7



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.

Methodology



The Total Internet Audience measurement is based on **nearly 20,000 panellists aged 2 years and over**: 10,500 Computer panellists, 10,500 Mobile phone panellists and 4,500 Tablet panellists, including 6,200 panellists with two or three devices (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 hybridisation methodologies developed by Médiamétrie which combine panel data and Big Data. This total measurement provides audience results for each device: computers, mobile phones and tablets. **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, a trusted third party for accurate measurements

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 measurements for today and tomorrow to promote the free decision-making of the company's customers in France and abroad. In 2023, the Médiamétrie Group achieved a turnover of €104.1 million and processed over one billion data items every day.

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



Mediametrie.official



Médiamétrie

Press Contacts:

Isabelle Lellouche Filliau

Phone: +33 (0) 147 589 726

ilellouche-filliau@mediametrie.fr

Stéphanie Haoun

Phone: +33 (0) 171 099

318

shaoun@mediametrie.fr



Media Glossary

View over 500 definitions