



Total Internet Audience in France in March 2025

More than a quarter of French people use car manufacturers' websites and apps



In a context marked by economic uncertainty and new commercial tensions, the automotive sector continues to arouse the interest of French people on the Internet.

16.9 million Internet users visited car manufacturers' websites and apps in March, or **more than one in four French people (26%)**.

Every day, **2.1 million people** visited this universe, an increase of 19% compared to the previous year.

Car manufacturers attract a diverse audience. People aged 50 and over are particularly present in this universe: **more than a third of them (36%)** visited it during the month. However, the biggest increase was observed among 25-34-year-olds: **27%** of French people belonging to this age group went to these websites in March, compared to 22% at the same time last year.

In March 2025, 56.5 million people went online during the month, that's 88% of the French population. Every day, 48.7 million of them browsed the Internet: that's 1.4 million more people than last year.

On average, French people spent **2 hours 58 minutes** online each day. Mobile phones account for **80%** of their daily surfing time.




Top 10 Car Manufacturer websites and apps


Total Internet Audience - March 2025 - Copyright Médiamétrie//NetRatings

	Brands (B)	Unique Visitors Monthly	Unique Visitors Daily
1	Renault	3,499,000	272,000
2	Peugeot	3,256,000	408,000
3	Toyota	2,464,000	181,000
4	Dacia	1,745,000	94,000
5	Citroën	1,602,000	138,000
6	BMW	1,244,000	144,000
7	Volkswagen	1,216,000	67,000
8	Hyundai	1,155,000	64,000
9	KIA Motors	1,067,000	63,000
10	Ford	865,000	43,000


Top 50 most visited Groups in France

	Group 	Unique Visitors per month	Average Unique Visitors per day
1	Google	55,555,000	44,910,000
2	Meta Platforms	52,501,000	41,302,000
3	Microsoft	44,152,000	18,443,000
4	Amazon	41,683,000	10,250,000
5	Louis Hachette Group	35,608,000	7,667,000
6	WEB66	35,484,000	9,527,000
7	Figaro CCM Benchmark Group	33,861,000	6,794,000
8	ReWorld Media	32,811,000	4,575,000
9	Adevinta	32,035,000	8,071,000
10	La Poste	31,163,000	7,695,000
11	Wikimedia Foundation	30,169,000	3,991,000
12	Webedia	30,045,000	4,552,000
13	Apple Inc.	29,309,000	12,652,000
14	Canal+ Group	29,156,000	4,199,000
15	Auchan Group	27,322,000	3,379,000
16	francetélévisions	27,035,000	5,445,000
17	Snap Inc.	26,326,000	19,684,000
18	Doctolib	25,549,000	3,241,000
19	Crédit Agricole Group	25,452,000	6,905,000
20	Assurance Maladie	25,395,000	2,635,000
21	Yahoo	24,702,000	8,261,000
22	Orange	24,512,000	8,891,000
23	French Government	24,494,000	2,016,000
24	Bytedance	23,875,000	10,577,000
25	PDD Holdings	21,221,000	3,638,000
26	Booking Holdings	21,162,000	2,119,000
27	Le Monde Group	21,124,000	4,009,000
28	Fnac Darty Group	20,937,000	1,555,000
29	NetFlix	20,229,000	4,886,000
30	RMC BFM	20,132,000	3,064,000
31	Spotify	19,723,000	6,495,000
32	Les Echos-Le Parisien Group	19,619,000	2,961,000
33	Samsung Group	19,530,000	6,352,000
34	Altice France	19,343,000	3,795,000
35	Publihebdos	19,241,000	2,809,000
36	E.Leclerc	19,188,000	2,812,000
37	TF1 Group	18,870,000	2,296,000
38	Vinted	18,758,000	5,257,000
39	Radio France	18,274,000	2,364,000
40	Societe Generale	18,040,000	4,029,000
41	Ministry of Economy and Finance	17,976,000	1,289,000
42	Carrefour	17,518,000	2,250,000
43	SNCF France	17,347,000	2,364,000
44	Alibaba Group	17,133,000	2,963,000
45	Pinterest	17,007,000	2,767,000
46	Lidl+Schwarz	16,961,000	2,341,000
47	20 Minutes France	16,693,000	2,071,000
48	PayPal	16,644,000	1,489,000
49	X Corp.	16,601,000	4,338,000
50	Solocal Group	16,419,000	1,095,000


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	55,555,000	60.0	91.8	33.2
2	Meta Platforms	52,501,000	32.4	95.8	19.7
3	Microsoft	44,152,000	55.4	79.3	13.4
4	Amazon	41,683,000	36.8	84.5	12.9
5	Louis Hachette Group	35,608,000	26.5	87.4	12.5
6	WEB66	35,484,000	25.0	89.3	11.6
7	Figaro CCM Benchmark Group	33,861,000	26.8	87.2	11.0
8	ReWorld Media	32,811,000	20.4	88.1	11.2
9	Adevinta	32,035,000	28.3	83.3	10.4
10	La Poste	31,163,000	40.4	78.2	7.0
11	Wikimedia Foundation	30,169,000	29.8	83.5	7.9
12	Webedia	30,045,000	23.0	86.6	9.2
13	Apple Inc.	29,309,000	9.9	83.9	30.4
14	Canal+ Group	29,156,000	18.1	84.1	16.3
15	Auchan Group	27,322,000	33.2	79.2	8.0
16	francetélévisions	27,035,000	23.0	84.5	13.3
17	Snap Inc.	26,326,000	1.4	98.7	3.8
18	Doctolib	25,549,000	26.4	84.0	5.9
19	Crédit Agricole Group	25,452,000	32.4	80.0	6.9
20	Assurance Maladie	25,395,000	41.3	73.4	7.0
21	Yahoo	24,702,000	29.4	78.0	13.2
22	Orange	24,512,000	37.7	76.4	11.9
23	French Government	24,494,000	41.2	71.8	5.3
24	Bytedance	23,875,000	10.8	91.1	7.4
25	PDD Holdings	21,221,000	19.9	84.1	7.7
26	Booking Holdings	21,162,000	26.8	79.2	8.2
27	Le Monde Group	21,124,000	24.4	82.7	10.9
28	Fnac Darty Group	20,937,000	32.8	75.0	7.6
29	NetFlix	20,229,000	17.2	73.3	26.5
30	RMC BFM	20,132,000	20.0	85.1	8.1
31	Spotify	19,723,000	10.1	88.7	9.4
32	Les Echos-Le Parisien Group	19,619,000	20.7	86.0	7.0
33	Samsung Group	19,530,000	7.9	89.8	11.2
34	Altice France	19,343,000	25.3	82.8	8,8
35	Publihebdos	19,241,000	12.2	88.6	8.2
36	E.Leclerc	19,188,000	22.7	83.8	6.1
37	TF1 Group	18,870,000	20.1	81.7	10.6
38	Vinted	18,758,000	14.0	89.2	7.9
39	Radio France	18,274,000	17.6	84.7	8.1
40	Societe Generale	18,040,000	25.0	82.1	5.3
41	Ministry of Economy and Finance	17,976,000	52.1	57.3	6.1
42	Carrefour	17,518,000	24.4	82.5	6.1
43	SNCF France	17,347,000	26.2	81.0	6.3
44	Alibaba Group	17,133,000	22.4	80.4	8.7
45	Pinterest	17,007,000	20.8	79.7	9.9
46	Lidl+Schwarz	16,961,000	13.9	89.0	5.8
47	20 Minutes France	16,693,000	18.0	86.1	8.7
48	PayPal	16,644,000	30.1	76.7	7.1
49	X Corp.	16,601,000	22.4	84.3	5.6
50	Solocal Group	16,419,000	35.3	71.3	5.1

Top 50 most visited Brands in France

	Brand 	Unique Visitors per month	Average Unique Visitors per day
1	Google	55,222,000	43,383,000
2	Facebook	50,179,000	31,982,000
3	YouTube	49,503,000	20,405,000
4	WhatsApp	46,377,000	28,811,000
5	Instagram	40,988,000	23,098,000
6	Amazon	40,219,000	9,319,000
7	Messenger	36,056,000	18,479,000
8	Leboncoin.fr - T ACPM	31,017,000	7,870,000
9	Microsoft / Microsoft 365	29,959,000	5,798,000
10	Wikipedia	29,781,000	3,914,000
11	Snapchat - T ACPM	26,135,000	19,655,000
12	Doctolib	25,549,000	3,241,000
13	Apple	24,589,000	12,046,000
14	Yahoo	24,140,000	7,871,000
15	Orange	23,812,000	8,777,000
16	Assurance Maladie	23,168,000	2,195,000
17	TikTok	23,146,000	10,295,000
18	franceinfo - T ACPM	22,487,000	4,446,000
19	Le Figaro - T ACPM	21,822,000	3,539,000
20	Temu	21,220,000	3,638,000
21	Waze	20,619,000	4,570,000
22	Netflix	20,195,000	4,877,000
23	Ouest France - T ACPM	20,090,000	3,104,000
24	Windows Live	19,835,000	2,586,000
25	Booking.com	19,712,000	1,950,000
26	Spotify	19,694,000	6,493,000
27	BFM TV - T ACPM	19,424,000	2,770,000
28	Samsung	19,282,000	6,324,000
29	Tele Loisirs - T ACPM	19,248,000	3,697,000
30	Actu.fr - T ACPM	19,239,000	2,797,000
31	Marmiton	19,146,000	1,607,000
32	E.Leclerc	19,025,000	2,784,000
33	Vinted	18,758,000	5,257,000
34	Outlook (Outlook.com)	18,514,000	8,129,000
35	Service-Public.fr	18,331,000	1,138,000
36	LA POSTE	18,236,000	2,413,000
37	Dailymotion	18,074,000	1,593,000
38	LinkedIn	17,842,000	4,159,000
39	Le Monde - T ACPM	17,468,000	3,177,000
40	Le Parisien - T ACPM	17,042,000	2,265,000
41	Crédit Agricole	17,038,000	5,209,000
42	Pinterest	17,007,000	2,767,000
43	Lidl	16,935,000	2,336,000
44	AlloCine	16,757,000	1,553,000
45	PayPal	16,618,000	1,472,000
46	AliExpress	16,588,000	2,904,000
47	Twitter X	16,572,000	4,331,000
48	Carrefour	16,215,000	2,074,000
49	PagesJaunes - T	16,093,000	1,070,000
50	Le Journal des Femmes	15,443,000	1,224,000

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	55,222,000	59.2	92.1	31.1
2	Facebook	50,179,000	30.3	94.0	17.3
3	YouTube	49,503,000	35.6	88.4	21.9
4	WhatsApp	46,377,000	4.3	98.9	4.5
5	Instagram	40,988,000	14.7	93.7	9.6
6	Amazon	40,219,000	36.7	83.6	12.6
7	Messenger	36,056,000	1.5	96.9	11.7
8	Leboncoin.fr - T ACPM	31,017,000	27.8	83.5	10.0
9	Microsoft / Microsoft 365	29,959,000	45.1	73.1	8.4
10	Wikipedia	29,781,000	29.5	83.5	7.9
11	Snapchat - T ACPM	26,135,000	1.4	98.6	3.8
12	Doctolib	25,549,000	26.4	84.0	5.9
13	Apple	24,589,000	11.5	77.5	36.1
14	Yahoo	24,140,000	28.8	78.1	13.1
15	Orange	23,812,000	38.1	75.7	12.0
16	Assurance Maladie	23,168,000	41.0	72.0	6.5
17	TikTok	23,146,000	10.6	91.3	6.9
18	franceinfo - T ACPM	22,487,000	19.3	86.7	10.2
19	Le Figaro - T ACPM	21,822,000	22.9	84.1	9.3
20	Temu	21,220,000	19.9	84.1	7.7
21	Waze	20,619,000	-	99.5	-
22	Netflix	20,195,000	17.0	73.4	26.4
23	Ouest France - T ACPM	20,090,000	19.8	85.8	8.8
24	Windows Live	19,835,000	60.4	52.3	7.0
25	Booking.com	19,712,000	27.0	78.5	8.1
26	Spotify	19,694,000	10.1	88.6	9.5
27	BFM TV - T ACPM	19,424,000	19.5	85.1	8.0
28	Samsung	19,282,000	7.7	89.9	11.4
29	Tele Loisirs - T ACPM	19,248,000	14.6	87.0	8.5
30	Actu.fr - T ACPM	19,239,000	12.2	88.6	8.2
31	Marmiton	19,146,000	13.5	85.1	10.5
32	E.Leclerc	19,025,000	22.4	83.7	6.1
33	Vinted	18,758,000	14.0	89.2	7.9
34	Outlook (Outlook.com)	18,514,000	32.8	77.2	10.6
35	Service-Public.fr	18,331,000	41.8	66.4	4.6
36	LA POSTE	18,236,000	39.7	70.3	6.7
37	Dailymotion	18,074,000	10.8	82.3	15.1
38	LinkedIn	17,842,000	28.3	79.6	5.0
39	Le Monde - T ACPM	17,468,000	21.0	83.8	9.8
40	Le Parisien - T ACPM	17,042,000	16.7	87.5	6.6
41	Crédit Agricole	17,038,000	32.3	75.6	6.6
42	Pinterest	17,007,000	20.8	79.7	9.9
43	Lidl	16,935,000	13.9	89.1	5.9
44	AlloCine	16,757,000	18.5	83.6	8.0
45	PayPal	16,618,000	30.1	76.7	7.1
46	AliExpress	16,588,000	22.4	80.0	8.9
47	Twitter X	16,572,000	22.2	84.3	5.6
48	Carrefour	16,215,000	24.7	82.4	5.9
49	PagesJaunes - T	16,093,000	35.2	71.2	5.2
50	Le Journal des Femmes	15,443,000	14.0	85.5	8.4



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 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, more than 700 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 2024, the Médiamétrie Group achieved a turnover of €103.5 million and processed over one billion data items every day.

Médiamétrie//NetRatings is a company created 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

Juliette Destribats

Phone: +33 (0) 147 589

755

jdestribats@mediametrie.fr



Media Glossary

View over 500 definitions