

## Total Internet Audience in France in June 2025

### Nearly a quarter of French people use airlines' websites and apps



As summer approaches, airlines' websites and apps attracted **15.2 millions** Internet users, or **almost a quarter of French people (24%)**.

Every day, **1.6 million** people visited brands belonging to this category.

This universe attracts a varied audience. **One third** of 50-64-year-olds and people in higher income groups visited it during June (**33%** and **34%** respectively), as well as **29%** of 25-34-year-olds.

Airlines and flight comparison websites show a **14%** increase compared to 2019, recording an additional **1.8 million** unique visitors.

This increase particularly benefits *low-cost* airlines, whose audience grew by **24%** over the period, while traditional airlines only grew by **3%**.

**In June 2025, 56.6 million people went online during the month, that's 88% of the French population. Every day, 48.1 million of them browsed the Internet.**

On average, French people spent **2 hours 59 minutes** online each day. Mobile phones account for **80%** of their daily surfing time.




#### Top 10 Airlines websites and apps


Total Internet Audience – June 2025 – copyright Médiamétrie//NetRatings

	Brands (B)	Unique Visitors Monthly	Monthly coverage (% of French people)
1	Air France	3,780,000	5.9
2	SkyScanner	2,515,000	3.9
3	easyJet	2,394,000	3.7
4	Ryanair.com	1,900,000	3.0
5	Transavia Airlines	1,832,000	2.8
6	Flightradar24.com	1,687,000	2.6
7	Volotea	1,525,000	2.4
8	Ulysse	1,160,000	1.8
9	Paris Aéroport	786,000	1.2
10	Vueling	721,000	1.1


# Top 50 most visited Groups in France

	Group 	Unique Visitors per month	Average Unique Visitors per day
1	Google	55,481,000	44,535,000
2	Meta Platforms	52,584,000	41,451,000
3	Microsoft	42,078,000	17,597,000
4	Amazon	40,272,000	10,159,000
5	WEB66	35,134,000	9,684,000
6	Louis Hachette Group	33,439,000	6,568,000
7	Figaro CCM Benchmark Group	32,585,000	6,818,000
8	ReWorld Media	31,117,000	4,603,000
9	Adevinta	30,928,000	7,799,000
10	La Poste	30,308,000	6,872,000
11	Apple Inc.	28,673,000	13,084,000
12	Wikimedia Foundation	28,571,000	3,790,000
13	Webedia	28,027,000	4,196,000
14	Auchan Group	27,652,000	3,527,000
15	francetélévisions	26,580,000	5,256,000
16	Snap Inc.	25,989,000	19,542,000
17	Canal+ Group	25,763,000	3,914,000
18	Doctolib	24,817,000	3,105,000
19	Yahoo	24,558,000	8,388,000
20	Orange	24,144,000	8,457,000
21	Crédit Agricole Group	23,789,000	6,680,000
22	Bytedance	23,332,000	10,527,000
23	PDD Holdings	23,063,000	4,230,000
24	Assurance Maladie	22,770,000	2,256,000
25	French Government	21,655,000	1,868,000
26	Booking Holdings	21,520,000	2,365,000
27	Fnac Darty Group	20,278,000	1,620,000
28	Samsung Group	20,099,000	6,453,000
29	RMC BFM	19,954,000	3,743,000
30	Altice France	19,846,000	4,127,000
31	Les Échos-Le Parisien Group	19,736,000	2,967,000
32	Ministry of Economy and Finance	19,186,000	1,400,000
33	Spotify	19,158,000	6,430,000
34	Le Monde Group	19,073,000	3,418,000
35	OpenAI	18,992,000	4,550,000
36	TF1 Group	18,853,000	2,283,000
37	Publihebdos	18,749,000	2,890,000
38	E.Leclerc	18,707,000	2,782,000
39	NetFlix	18,399,000	4,538,000
40	Societe Generale	17,916,000	4,090,000
41	Radio France	17,824,000	2,339,000
42	Vinted	17,716,000	4,834,000
43	SNCF France	17,595,000	2,231,000
44	Roadget Business	17,416,000	4,590,000
45	Carrefour	17,195,000	2,335,000
46	Casino Group	17,087,000	1,443,000
47	PayPal	17,055,000	1,603,000
48	Lidl+Schwarz	16,546,000	2,282,000
49	Solocal Group	15,992,000	1,068,000
50	X Corp.	15,962,000	4,474,000


### 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	55,481,000	58.5	92.6	33.1
2	Meta Platforms	52,584,000	31.6	96.4	20.5
3	Microsoft	42,078,000	58.1	78.2	13.6
4	Amazon	40,272,000	37.7	85.1	12.8
5	WEB66	35,134,000	23.5	91.9	11.4
6	Louis Hachette Group	33,439,000	26.5	88.0	11.3
7	Figaro CCM Benchmark Group	32,585,000	26.6	89.9	10.0
8	ReWorld Media	31,117,000	20.3	90.6	10.4
9	Adevinta	30,928,000	29.1	84.0	9.0
10	La Poste	30,308,000	38.9	81.3	6.2
11	Apple Inc.	28,673,000	10.0	84.4	30.9
12	Wikimedia Foundation	28,571,000	26.8	87.5	7.3
13	Webedia	28,027,000	23.4	88.1	9.6
14	Auchan Group	27,652,000	32.1	81.6	8.5
15	francetélévisions	26,580,000	21.7	88.0	13.0
16	Snap Inc.	25,989,000	1.7	98.7	3.9
17	Canal+ Group	25,763,000	16.4	87.1	17.3
18	Doctolib	24,817,000	26.2	85.9	5.4
19	Yahoo	24,558,000	27.0	80.8	12.1
20	Orange	24,144,000	35.9	80.1	11.1
21	Crédit Agricole Group	23,789,000	29.9	81.5	7.6
22	Bytedance	23,332,000	13.1	89.3	7.4
23	PDD Holdings	23,063,000	17.4	85.7	10.4
24	Assurance Maladie	22,770,000	38.1	75.9	6.4
25	French Government	21,655,000	41.2	73.1	6.1
26	Booking Holdings	21,520,000	26.7	80.9	7.6
27	Fnac Darty Group	20,278,000	30.7	78.4	7.5
28	Samsung Group	20,099,000	7.6	92.1	9.0
29	RMC BFM	19,954,000	16.0	90.6	8.1
30	Altice France	19,846,000	24.7	84.6	8.4
31	Les Échos-Le Parisien Group	19,736,000	17.8	88.6	7.6
32	Ministry of Economy and Finance	19,186,000	55.7	56.4	5.8
33	Spotify	19,158,000	10.0	90.4	6.5
34	Le Monde Group	19,073,000	21.9	86.3	9.7
35	OpenAI	18,992,000	23.7	85.8	6.7
36	TF1 Group	18,853,000	19.2	82.7	11.8
37	Publihebdos	18,749,000	12.0	91.1	8,8
38	E.Leclerc	18,707,000	22.7	84.4	7.8
39	NetFlix	18,399,000	18.3	73.4	26.4
40	Societe Generale	17,916,000	25.0	82.8	7.4
41	Radio France	17,824,000	16.8	88.7	8.3
42	Vinted	17,716,000	13.7	89.6	7.0
43	SNCF France	17,595,000	21.7	83.9	5.9
44	Roadget Business	17,416,000	10.4	88.8	8.6
45	Carrefour	17,195,000	24.1	83.2	6.5
46	Casino Group	17,087,000	27.4	78.8	6.5
47	PayPal	17,055,000	28.6	78.7	5.9
48	Lidl+Schwarz	16,546,000	12.4	91.2	5.6
49	Solocal Group	15,992,000	33.0	72.9	5.7
50	X Corp.	15,962,000	21.8	84.9	6.1

# Top 50 most visited Brands in France

	Brand 	Unique Visitors per month	Average Unique Visitors per day
1	Google	55,184,000	42,885,000
2	Facebook	49,629,000	30,782,000
3	YouTube	49,094,000	20,079,000
4	WhatsApp	46,960,000	30,879,000
5	Instagram	40,826,000	23,561,000
6	Amazon	38,575,000	9,109,000
7	Messenger	35,788,000	18,562,000
8	Leboncoin.fr – T ACPM	30,120,000	7,620,000
9	Microsoft / Microsoft 365	29,241,000	6,330,000
10	Wikipedia	28,373,000	3,744,000
11	Snapchat – T ACPM	25,777,000	19,517,000
12	Doctolib	24,817,000	3,105,000
13	Apple	24,165,000	12,470,000
14	Yahoo	23,846,000	7,981,000
15	Orange	23,374,000	8,353,000
16	Temu	23,056,000	4,230,000
17	TikTok	22,889,000	10,289,000
18	Waze	22,602,000	5,653,000
19	franceinfo – T ACPM	22,314,000	4,254,000
20	Le Figaro – T ACPM	21,419,000	3,528,000
21	Booking.com	20,193,000	2,209,000
22	Assurance Maladie	20,003,000	1,833,000
23	Samsung	19,648,000	6,413,000
24	BFM TV – T ACPM	19,268,000	3,449,000
25	Spotify	19,147,000	6,429,000
26	OpenAI	18,992,000	4,550,000
27	Ouest France – T ACPM	18,824,000	2,905,000
28	Actu.fr – T ACPM	18,733,000	2,874,000
29	E.Leclerc	18,485,000	2,750,000
30	LA POSTE	18,413,000	2,566,000
31	Netflix	18,345,000	4,535,000
32	Outlook (Outlook.com)	18,296,000	7,965,000
33	Tele Loisirs – T ACPM	18,207,000	2,959,000
34	Le Parisien – T ACPM	17,972,000	2,434,000
35	Vinted	17,633,000	4,815,000
36	SHEIN	17,397,000	4,590,000
37	impots.gouv.fr	17,046,000	1,162,000
38	PayPal	16,993,000	1,585,000
39	Windows Live	16,906,000	2,113,000
40	Marmiton	16,687,000	1,289,000
41	Lidl	16,541,000	2,271,000
42	LinkedIn	16,384,000	3,788,000
43	Crédit Agricole	16,237,000	4,932,000
44	Service-Public.fr	16,030,000	1,093,000
45	Twitter X	15,934,000	4,465,000
46	Carrefour	15,932,000	2,159,000
47	Le Monde – T ACPM	15,874,000	2,569,000
48	PagesJaunes – T	15,660,000	1,039,000
49	Cdiscount	15,590,000	1,295,000
50	Pinterest	15,543,000	2,759,000

## 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	% of unique visitors who used a tablet
1	Google	55,184,000	57.5	92.9	30.7
2	Facebook	49,629,000	29.5	95.2	17.7
3	YouTube	49,094,000	34.0	90.1	21.8
4	WhatsApp	46,960,000	4.4	99.1	4.2
5	Instagram	40,826,000	15.0	94.2	10.8
6	Amazon	38,575,000	37.8	84.3	12.5
7	Messenger	35,788,000	1.8	96.6	12.2
8	Leboncoin.fr - T ACPM	30,120,000	28.3	83.9	8.9
9	Microsoft / Microsoft 365	29,241,000	47.4	72.7	9.3
10	Wikipedia	28,373,000	26.9	87.4	7.3
11	Snapchat - T ACPM	25,777,000	1.7	98.7	3.9
12	Doctolib	24,817,000	26.2	85.9	5.4
13	Apple	24,165,000	11.9	77.5	36.3
14	Yahoo	23,846,000	26.5	80.5	12.0
15	Orange	23,374,000	36.2	79.6	11.2
16	Temu	23,056,000	17.4	85.7	10.4
17	TikTok	22,889,000	12.9	89.3	6.9
18	Waze	22,602,000	0.8	99.4	0.7
19	franceinfo - T ACPM	22,314,000	16.6	90.0	8.9
20	Le Figaro - T ACPM	21,419,000	22.6	86.8	7.8
21	Booking.com	20,193,000	26.7	80.1	7.9
22	Assurance Maladie	20,003,000	38.8	73.5	6.1
23	Samsung	19,648,000	7.2	92.3	8.9
24	BFM TV - T ACPM	19,268,000	15.4	90.8	7.7
25	Spotify	19,147,000	10.0	90.4	6.5
26	OpenAI	18,992,000	23.7	85.8	6.7
27	Ouest France - T ACPM	18,824,000	16.1	88.7	9.0
28	Actu.fr - T ACPM	18,733,000	12.0	91.1	8.7
29	E.Leclerc	18,485,000	22.6	84.3	7.8
30	LA POSTE	18,413,000	38.2	74.5	5.9
31	Netflix	18,345,000	18.3	73.4	26.5
32	Outlook (Outlook.com)	18,296,000	32.9	78.4	9.2
33	Tele Loisirs - T ACPM	18,207,000	13.8	87.7	9.8
34	Le Parisien - T ACPM	17,972,000	15.6	89.4	7.4
35	Vinted	17,633,000	13.5	89.7	7.0
36	SHEIN	17,397,000	10.5	88.8	8.6
37	impots.gouv.fr	17,046,000	58.4	50.6	5.5
38	PayPal	16,993,000	28.4	78.8	5.9
39	Windows Live	16,906,000	55.8	52.9	7.4
40	Marmiton	16,687,000	13.6	86.4	9.8
41	Lidl	16,541,000	12.4	91.2	5.6
42	LinkedIn	16,384,000	29.8	80.3	4.5
43	Crédit Agricole	16,237,000	29.6	77.5	6.7
44	Service-Public.fr	16,030,000	39.6	69.9	5.6
45	Twitter X	15,934,000	21.5	85.0	6.1
46	Carrefour	15,932,000	23.5	84.2	5.8
47	Le Monde - T ACPM	15,874,000	19.4	86.4	9.8
48	PagesJaunes - T	15,660,000	33.1	72.6	5.8
49	Cdiscount	15,590,000	28.3	77.9	6.0
50	Pinterest	15,543,000	17.6	82.1	8,8



#### 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 universe .

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, 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 €103.5 million in 2024.

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](http://www.mediametrie.fr)



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