

Total Internet Audience in France in August 2025

Over half of women in higher income groups use women's interest portals



During the month of August, **22.3 million** Internet users visited websites and apps aimed at women.

This represents **more than one third** of French people (**35%**).

4 out of 10 French women (40%) consulted the category during the month and **29%** of men also visited it.

Nearly half of women aged 25-49 years (**48%**) visited these web portals at least once during the month. This rate was as high as **52%** for women in higher income groups.

In August 2025, 56.4 million people went online during the month, that's 88% of the French population. Every day, 47.9 million of them surfed the Internet, which is 2% more than last year.

On average, French people spent **2 hours 57 minutes** online each day. Mobile phones accounted for **81%** of their daily surfing time.

Due to ongoing changes to the measurement scope, the Ouest France Brand is hidden from the August 2025 results.



Top 10 apps and websites for women's interest portals

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

	Brands (B) / Channels (C)	Monthly Unique Visitors	Monthly Coverage (% of French people)
1	Le Journal des Femmes (B)	14 645 000	22,8
2	Femme Actuelle - T ACPM (B)	6 265 000	9,7
3	ELLE. - T ACPM (B)	5 438 000	8,5
4	Marie France (B)	5 087 000	7,9
5	auFeminin (B)	4 864 000	7,6
6	Marie Claire - T ACPM (B)	4 388 000	6,8
7	Madame Figaro - T ACPM (C)	3 574 000	5,6
8	MSN Lifestyle (C)	2 788 000	4,3
9	Grazia.fr (B)	2 258 000	3,5
10	Vie pratique Feminin (B)	2 244 000	3,5

Top 50 most visited Groups in France

	Group 	Unique Visitors per month	Average Unique Visitors per day
1	Google	55 400 000	44 344 000
2	Meta Platforms	52 566 000	41 519 000
3	Microsoft	41 724 000	16 725 000
4	Amazon	40 544 000	10 178 000
5	WEB66	35 772 000	10 089 000
6	Louis Hachette Group	33 176 000	6 244 000
7	Groupe Figaro CCM Benchmark	32 885 000	6 513 000
8	Adevinta	31 376 000	7 743 000
9	ReWorld Media	31 086 000	4 362 000
10	Wikimedia Foundation	29 215 000	3 872 000
11	Apple Inc.	28 513 000	12 883 000
12	Webedia	28 374 000	4 041 000
13	Groupe Auchan	27 943 000	3 347 000
14	La Poste	27 802 000	5 040 000
15	francetélévisions	26 570 000	5 279 000
16	Snap Inc.	25 934 000	19 306 000
17	PDD Holdings	24 826 000	4 486 000
18	Groupe Canal+	24 463 000	3 444 000
19	Yahoo	24 138 000	8 022 000
20	Bytedance	24 110 000	10 492 000
21	Orange	23 975 000	8 347 000
22	Groupe Credit Agricole	23 513 000	6 378 000
23	Doctolib	23 379 000	2 599 000
24	Booking Holdings	22 698 000	2 639 000
25	Gouvernement Francais	21 744 000	1 718 000
26	Assurance Maladie	21 724 000	1 822 000
27	Roadget Business	20 947 000	5 276 000
28	NetFlix	20 680 000	4 930 000
29	E.Leclerc	20 322 000	2 770 000
30	Samsung Group	20 264 000	6 469 000
31	OpenAI	19 072 000	4 725 000
32	Publihebdos	19 063 000	2 837 000
33	Groupe Fnac Darty	19 048 000	1 441 000
34	RMC BFM	18 953 000	3 180 000
35	Radio France	18 917 000	2 394 000
36	Ministere de l Economie et des Finances	18 885 000	1 400 000
37	Groupe Les Echos - Le Parisien	18 884 000	2 730 000
38	Spotify	18 863 000	5 969 000
39	Groupe Le Monde	18 538 000	3 332 000
40	Altice France	18 362 000	3 685 000
41	Societe Generale	18 161 000	3 898 000
42	Carrefour	18 031 000	2 270 000
43	Vinted	17 957 000	4 687 000
44	Groupe TF1	17 662 000	2 198 000
45	SNCF France	16 929 000	2 235 000
46	Lidl+Schwarz	16 704 000	2 201 000
47	PayPal	16 412 000	1 499 000
48	Alibaba Group	16 303 000	2 953 000
49	Pinterest	16 224 000	2 834 000
50	Groupe Casino	16 073 000	1 416 000

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	55 400 000	54,2	92,8	33,2
2	Meta Platforms	52 566 000	28,7	96,7	20,2
3	Microsoft	41 724 000	53,8	79,8	13,2
4	Amazon	40 544 000	34,7	85,0	14,1
5	WEB66	35 772 000	20,4	92,5	11,5
6	Louis Hachette Group	33 176 000	23,1	89,0	10,5
7	Groupe Figaro CCM Benchmark	32 885 000	22,7	90,2	10,1
8	Adevinta	31 376 000	25,4	85,7	9,8
9	ReWorld Media	31 086 000	18,8	89,8	9,6
10	Wikimedia Foundation	29 215 000	23,4	88,2	7,5
11	Apple Inc.	28 513 000	9,3	85,4	28,4
12	Webedia	28 374 000	20,4	88,2	9,7
13	Groupe Auchan	27 943 000	29,6	82,7	8,5
14	La Poste	27 802 000	33,9	82,5	6,3
15	francetélévisions	26 570 000	18,6	88,9	13,1
16	Snap Inc.	25 934 000	1,3	98,3	4,0
17	PDD Holdings	24 826 000	14,3	88,3	10,2
18	Groupe Canal+	24 463 000	15,1	85,6	17,2
19	Yahoo	24 138 000	25,3	81,2	13,3
20	Bytedance	24 110 000	10,5	90,6	7,0
21	Orange	23 975 000	33,5	80,2	12,2
22	Groupe Credit Agricole	23 513 000	29,6	82,4	6,6
23	Doctolib	23 379 000	21,8	86,1	4,7
24	Booking Holdings	22 698 000	24,9	83,2	7,1
25	Gouvernement Francais	21 744 000	37,5	75,5	6,4
26	Assurance Maladie	21 724 000	35,4	77,2	7,0
27	Roadget Business	20 947 000	7,9	89,3	10,5
28	NetFlix	20 680 000	17,1	74,4	27,7
29	E.Leclerc	20 322 000	21,1	85,4	6,9
30	Samsung Group	20 264 000	6,5	91,5	11,0
31	OpenAI	19 072 000	20,5	86,3	6,4
32	Publihebdos	19 063 000	9,2	92,3	7,9
33	Groupe Fnac Darty	19 048 000	29,7	77,0	7,3
34	RMC BFM	18 953 000	12,8	90,5	7,9
35	Radio France	18 917 000	12,8	90,3	8,2
36	Ministere de l Economie et des Finances	18 885 000	51,6	60,0	5,6
37	Groupe Les Echos - Le Parisien	18 884 000	14,3	88,8	7,6
38	Spotify	18 863 000	7,6	91,1	8,4
39	Groupe Le Monde	18 538 000	19,6	85,6	11,0
40	Altice France	18 362 000	23,1	84,1	9,8
41	Societe Generale	18 161 000	21,0	86,0	5,6
42	Carrefour	18 031 000	24,9	83,4	5,1
43	Vinted	17 957 000	12,2	90,7	6,6
44	Groupe TF1	17 662 000	16,6	83,9	10,5
45	SNCF France	16 929 000	21,8	84,2	4,3
46	Lidl+Schwarz	16 704 000	13,0	90,6	4,0
47	PayPal	16 412 000	26,7	79,7	6,1
48	Alibaba Group	16 303 000	20,2	81,1	9,1
49	Pinterest	16 224 000	18,1	82,5	9,3
50	Groupe Casino	16 073 000	25,3	78,4	6,7

Top 50 most visited Brands in France

	Brand 	Unique Visitors per month	Average Unique Visitors per day
1	Google	54 929 000	42 851 000
2	Facebook	49 953 000	31 073 000
3	YouTube	49 176 000	19 751 000
4	WhatsApp	47 084 000	30 124 000
5	Instagram	41 340 000	23 874 000
6	Amazon	38 604 000	9 163 000
7	Messenger	36 242 000	18 206 000
8	Leboncoin.fr - T ACPM	30 566 000	7 547 000
9	Microsoft / Microsoft 365	29 270 000	5 835 000
10	Wikipedia	28 991 000	3 831 000
11	Snapchat - T ACPM	25 728 000	19 285 000
12	Temu	24 826 000	4 486 000
13	Waze	24 554 000	5 884 000
14	Apple	23 720 000	12 235 000
15	Yahoo	23 555 000	7 589 000
16	TikTok	23 468 000	10 291 000
17	Doctolib	23 379 000	2 599 000
18	Orange	23 357 000	8 249 000
19	franceinfo - T ACPM	23 052 000	4 391 000
20	Booking.com	21 745 000	2 496 000
21	SHEIN	20 945 000	5 276 000
22	Netflix	20 639 000	4 926 000
23	E.Leclerc	20 052 000	2 735 000
24	Le Figaro - T ACPM	19 832 000	3 016 000
25	Samsung	19 713 000	6 408 000
26	OpenAI	19 072 000	4 725 000
27	Actu.fr - T ACPM	19 047 000	2 831 000
28	Assurance Maladie	18 949 000	1 464 000
29	Spotify	18 814 000	5 966 000
30	Tele Loisirs - T ACPM	18 422 000	3 093 000
31	BFM TV - T ACPM	18 339 000	2 918 000
32	Vinted	17 870 000	4 678 000
33	Marmiton	17 835 000	1 402 000
34	Outlook (Outlook.com)	17 590 000	7 136 000
35	LA POSTE	17 513 000	2 309 000
36	Carrefour	16 836 000	2 124 000
37	Windows Live	16 773 000	1 957 000
38	Lidl	16 639 000	2 192 000
39	impots.gouv.fr	16 615 000	1 145 000
40	Le Parisien - T ACPM	16 602 000	2 190 000
41	PayPal	16 368 000	1 489 000
42	Pinterest	16 224 000	2 834 000
43	Credit Agricole	16 018 000	4 814 000
44	PagesJaunes - T	15 722 000	1 029 000
45	Service-Public.fr	15 566 000	999 000
46	AliExpress	15 515 000	2 889 000
47	AlloCine	15 360 000	1 383 000
48	LinkedIn	15 317 000	3 481 000
49	Le Monde - T ACPM	15 190 000	2 575 000
50	ici - T ACPM	15 120 000	1 610 000

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	54 929 000	53,3	93,3	31,0
2	Facebook	49 953 000	26,9	95,2	18,0
3	YouTube	49 176 000	30,2	90,1	22,0
4	WhatsApp	47 084 000	4,2	99,0	5,7
5	Instagram	41 340 000	12,8	94,6	10,0
6	Amazon	38 604 000	34,8	83,8	13,9
7	Messenger	36 242 000	1,3	96,6	12,8
8	Leboncoin.fr - T ACPM	30 566 000	25,1	85,6	9,4
9	Microsoft / Microsoft 365	29 270 000	39,2	76,9	9,5
10	Wikipedia	28 991 000	23,3	87,9	7,5
11	Snapchat - T ACPM	25 728 000	1,3	98,2	4,0
12	Temu	24 826 000	14,3	88,3	10,2
13	Waze	24 554 000	1,1	99,5	0,6
14	Apple	23 720 000	10,8	79,9	33,7
15	Yahoo	23 555 000	24,4	81,4	13,3
16	TikTok	23 468 000	10,2	90,9	6,8
17	Doctolib	23 379 000	21,8	86,1	4,7
18	Orange	23 357 000	33,6	79,8	12,2
19	franceinfo - T ACPM	23 052 000	13,7	91,8	8,6
20	Booking.com	21 745 000	24,9	82,8	6,9
21	SHEIN	20 945 000	7,9	89,3	10,5
22	Netflix	20 639 000	17,0	74,4	27,7
23	E.Leclerc	20 052 000	20,6	85,5	6,7
24	Le Figaro - T ACPM	19 832 000	19,3	87,3	7,9
25	Samsung	19 713 000	6,4	91,1	11,2
26	OpenAI	19 072 000	20,5	86,3	6,4
27	Actu.fr - T ACPM	19 047 000	9,2	92,3	7,9
28	Assurance Maladie	18 949 000	33,7	76,4	6,2
29	Spotify	18 814 000	7,6	91,1	8,4
30	Tele Loisirs - T ACPM	18 422 000	11,4	89,2	8,8
31	BFM TV - T ACPM	18 339 000	12,2	90,7	7,7
32	Vinted	17 870 000	12,1	90,7	6,7
33	Marmiton	17 835 000	11,9	88,6	8,9
34	Outlook (Outlook.com)	17 590 000	31,5	77,8	9,3
35	LA POSTE	17 513 000	36,5	74,5	5,7
36	Carrefour	16 836 000	25,1	83,3	4,9
37	Windows Live	16 773 000	58,1	49,4	8,4
38	Lidl	16 639 000	13,1	90,6	4,0
39	impots.gouv.fr	16 615 000	54,9	54,4	5,7
40	Le Parisien - T ACPM	16 602 000	12,2	89,1	7,4
41	PayPal	16 368 000	26,7	79,7	6,1
42	Pinterest	16 224 000	18,1	82,5	9,3
43	Credit Agricole	16 018 000	29,5	78,4	6,0
44	PagesJaunes - T	15 722 000	26,9	77,8	5,7
45	Service-Public.fr	15 566 000	36,3	72,0	6,4
46	AliExpress	15 515 000	20,7	80,8	9,1
47	AlloCine	15 360 000	14,2	87,3	7,2
48	LinkedIn	15 317 000	29,1	80,3	4,2
49	Le Monde - T ACPM	15 190 000	15,5	87,2	10,2
50	ici - T ACPM	15 120 000	9,2	91,7	7,6



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 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 **MediaWeb** offering.

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.

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