

Total Internet Audience in France in September 2025

Every day, more than a quarter of 15-24 year olds use training and education websites and apps.



Training and education websites and apps also made their back to shcool in September, attracting **32.1 million** internet users, either **half** of the French population (**50%**).

Every day, **9.8 million** of them visited this universe.

Particularly keen users of these services, **nearly three-quarters (74%)** of 15-24 year olds used them in September. **More than a quarter** of them (**27%**) logged on every day.

Teen **15-19 year olds** agers were the most frequent users : **23%** of **11-14 year olds** and **38%** of visited training and education websites and apps on a daily basis.

In September 2025, 56.3 million people went online during the month, that's 88% of the French population. Every day, 48.2 million of them surfed the Internet.

On average, French people spent **3 hours** online each day, 14 minutes more than the previous year. Mobile phones accounted for **79%** of their daily surfing time.



Top 10 training and education websites and apps

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

	Brands (B) / Channels (C)	Monthly Unique Visitors	Monthly Coverage (% of French people)
1	Pronote (B)	7 046 000	11,0
2	Duolingo (B)	6 032 000	9,4
3	Index Education (B)	4 986 000	7,8
4	EcoleDirecte (B)	3 141 000	4,9
5	Education.fr (B)	3 138 000	4,9
6	Le Figaro Etudiant - T ACPM (C)	2 544 000	4,0
7	DeepL (B)	2 155 000	3,4
8	Kahoot! (B)	1 765 000	2,7
9	Le Portail Etudiant (B)	1 648 000	2,6
10	Enthdf.fr (B)	1 474 000	2,3

Top 50 most visited Groups in France

	Group 	Unique Visitors per month	Average Unique Visitors per day
1	Google	55 288 000	44 766 000
2	Meta Platforms	52 692 000	42 050 000
3	Microsoft	42 955 000	18 239 000
4	Amazon	39 941 000	10 541 000
5	WEB66	34 251 000	9 570 000
6	Louis Hachette Group	34 005 000	6 750 000
7	La Poste	32 906 000	8 070 000
8	Groupe Figaro CCM Benchmark	32 234 000	6 686 000
9	Adevinta	31 059 000	8 119 000
10	ReWorld Media	31 019 000	4 304 000
11	Wikimedia Foundation	28 950 000	3 991 000
12	Apple Inc.	28 599 000	12 687 000
13	Webedia	27 741 000	3 851 000
14	francetélévisions	26 874 000	5 249 000
15	Doctolib	26 657 000	3 642 000
16	Groupe Auchan	26 354 000	3 181 000
17	Snap Inc.	26 022 000	19 737 000
18	Groupe Canal+	25 762 000	3 765 000
19	Orange	25 092 000	8 890 000
20	Assurance Maladie	24 556 000	2 457 000
21	PDD Holdings	24 506 000	4 826 000
22	Yahoo	24 304 000	8 320 000
23	Bytedance	24 219 000	10 318 000
24	Groupe Credit Agricole	24 219 000	6 843 000
25	Gouvernement Francais	23 737 000	2 130 000
26	Ministere de l Economie et des Finances	22 308 000	1 915 000
27	OpenAI	21 720 000	5 380 000
28	Groupe Fnac Darty	21 337 000	1 694 000
29	Samsung Group	21 332 000	6 789 000
30	CMA Media	20 025 000	3 472 000
31	E.Leclerc	19 912 000	2 884 000
32	Altice France	19 668 000	4 004 000
33	Booking Holdings	19 661 000	2 214 000
34	NetFlix	19 584 000	4 588 000
35	Groupe Les Echos - Le Parisien	19 144 000	2 931 000
36	Groupe Le Monde	19 131 000	3 548 000
37	Carrefour	18 916 000	2 548 000
38	Roadget Business	18 901 000	5 071 000
39	Spotify	18 837 000	6 343 000
40	Groupe TF1	18 745 000	2 493 000
41	Societe Generale	18 556 000	4 544 000
42	Publihebdos	18 423 000	2 780 000
43	Vinted	18 122 000	5 403 000
44	Radio France	17 758 000	2 465 000
45	SNCF France	17 222 000	2 530 000
46	Lidl+Schwarz	16 738 000	2 241 000
47	PayPal	16 539 000	1 584 000
48	20 Minutes France	16 523 000	2 228 000
49	Groupe Casino	16 317 000	1 397 000
50	Pinterest	16 135 000	2 900 000

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	55 288 000	57,1	93,0	34,3
2	Meta Platforms	52 692 000	31,8	96,4	20,5
3	Microsoft	42 955 000	56,1	80,2	13,2
4	Amazon	39 941 000	37,4	84,9	13,2
5	WEB66	34 251 000	23,7	91,0	12,0
6	Louis Hachette Group	34 005 000	25,9	88,5	11,4
7	La Poste	32 906 000	38,7	81,3	6,0
8	Groupe Figaro CCM Benchmark	32 234 000	26,3	88,3	11,1
9	Adevinta	31 059 000	26,8	85,6	9,1
10	ReWorld Media	31 019 000	21,1	89,4	10,5
11	Wikimedia Foundation	28 950 000	28,4	85,6	7,9
12	Apple Inc.	28 599 000	10,0	85,4	29,0
13	Webedia	27 741 000	22,2	85,9	9,6
14	francetélévisions	26 874 000	22,0	87,4	10,4
15	Doctolib	26 657 000	26,0	85,7	6,1
16	Groupe Auchan	26 354 000	33,1	80,9	8,4
17	Snap Inc.	26 022 000	1,0	98,4	5,1
18	Groupe Canal+	25 762 000	16,9	85,0	16,4
19	Orange	25 092 000	35,5	80,9	10,8
20	Assurance Maladie	24 556 000	38,6	77,3	6,6
21	PDD Holdings	24 506 000	16,2	87,7	9,8
22	Yahoo	24 304 000	28,5	80,1	12,1
23	Bytedance	24 219 000	12,0	89,5	6,3
24	Groupe Credit Agricole	24 219 000	29,4	81,5	6,5
25	Gouvernement Francais	23 737 000	41,6	74,3	6,0
26	Ministere de l Economie et des Finances	22 308 000	57,4	57,4	6,6
27	OpenAI	21 720 000	21,6	86,6	6,9
28	Groupe Fnac Darty	21 337 000	30,6	76,3	7,8
29	Samsung Group	21 332 000	7,5	90,9	10,2
30	CMA Media	20 025 000	17,4	89,0	7,2
31	E.Leclerc	19 912 000	23,7	84,6	6,3
32	Altice France	19 668 000	25,4	82,3	10,8
33	Booking Holdings	19 661 000	29,5	77,6	9,1
34	NetFlix	19 584 000	18,0	72,8	26,0
35	Groupe Les Echos - Le Parisien	19 144 000	19,1	87,1	7,8
36	Groupe Le Monde	19 131 000	23,9	81,2	12,1
37	Carrefour	18 916 000	28,7	81,2	5,9
38	Roadget Business	18 901 000	8,4	89,8	8,8
39	Spotify	18 837 000	11,3	88,8	9,0
40	Groupe TF1	18 745 000	19,8	81,4	12,7
41	Societe Generale	18 556 000	23,4	84,0	6,7
42	Publihebdos	18 423 000	12,0	91,1	7,9
43	Vinted	18 122 000	15,2	90,0	5,2
44	Radio France	17 758 000	19,0	85,1	8,6
45	SNCF France	17 222 000	23,4	83,2	4,3
46	Lidl+Schwarz	16 738 000	12,5	91,4	4,6
47	PayPal	16 539 000	31,3	77,5	5,0
48	20 Minutes France	16 523 000	18,3	86,3	8,7
49	Groupe Casino	16 317 000	25,4	77,7	7,6
50	Pinterest	16 135 000	21,0	79,4	9,2

Top 50 most visited Brands in France

	Brand 	Unique Visitors per month	Average Unique Visitors per day
1	Google	54 951 000	43 399 000
2	Facebook	50 108 000	31 457 000
3	YouTube	49 086 000	19 926 000
4	WhatsApp	46 885 000	31 026 000
5	Instagram	41 977 000	24 240 000
6	Amazon	38 331 000	9 322 000
7	Messenger	36 189 000	18 675 000
8	Microsoft / Microsoft 365	30 774 000	6 933 000
9	Leboncoin.fr - T ACPM	30 349 000	7 888 000
10	Wikipedia	28 839 000	3 955 000
11	Doctolib	26 657 000	3 642 000
12	Snapchat - T ACPM	25 816 000	19 712 000
13	Temu	24 506 000	4 826 000
14	Orange	24 281 000	8 790 000
15	Apple	24 162 000	12 097 000
16	Yahoo	23 751 000	7 873 000
17	TikTok	23 425 000	10 080 000
18	franceinfo - T ACPM	23 189 000	4 206 000
19	Waze	22 647 000	5 859 000
20	OpenAI	21 720 000	5 380 000
21	Assurance Maladie	21 593 000	1 948 000
22	Samsung	20 914 000	6 756 000
23	Le Figaro - T ACPM	20 547 000	3 493 000
24	impots.gouv.fr	20 493 000	1 650 000
25	Ouest France - T ACPM	19 741 000	3 183 000
26	E.Leclerc	19 608 000	2 857 000
27	Netflix	19 578 000	4 586 000
28	BFM TV - T ACPM	19 136 000	3 134 000
29	SHEIN	18 901 000	5 070 000
30	Outlook (Outlook.com)	18 834 000	8 167 000
31	Spotify	18 820 000	6 341 000
32	Booking.com	18 809 000	2 090 000
33	Actu.fr - T ACPM	18 408 000	2 772 000
34	Tele Loisirs - T ACPM	18 398 000	3 293 000
35	LA POSTE	18 275 000	2 535 000
36	Vinted	18 053 000	5 389 000
37	Windows Live	17 998 000	2 226 000
38	Carrefour	17 798 000	2 415 000
39	Service-Public.fr	17 355 000	1 177 000
40	Credit Agricole	17 304 000	5 248 000
41	Le Parisien - T ACPM	16 899 000	2 284 000
42	Lidl	16 629 000	2 234 000
43	PayPal	16 441 000	1 571 000
44	Marmiton	16 344 000	1 259 000
45	Pinterest	16 135 000	2 900 000
46	LinkedIn	16 050 000	3 750 000
47	Le Monde - T ACPM	15 585 000	2 749 000
48	AlloCine	15 531 000	1 388 000
49	PagesJaunes - T	15 412 000	1 061 000
50	Twitter X	15 212 000	4 206 000

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	54 951 000	56,4	93,2	31,8
2	Facebook	50 108 000	29,6	95,7	16,9
3	YouTube	49 086 000	33,8	90,0	22,7
4	WhatsApp	46 885 000	4,0	99,0	5,4
5	Instagram	41 977 000	15,5	94,0	11,3
6	Amazon	38 331 000	37,8	83,7	13,0
7	Messenger	36 189 000	1,6	96,4	11,2
8	Microsoft / Microsoft 365	30 774 000	40,3	77,4	9,5
9	Leboncoin.fr - T ACPM	30 349 000	26,4	85,1	8,9
10	Wikipedia	28 839 000	28,2	85,5	7,9
11	Doctolib	26 657 000	26,0	85,7	6,1
12	Snapchat - T ACPM	25 816 000	1,0	98,4	5,1
13	Temu	24 506 000	16,2	87,7	9,8
14	Orange	24 281 000	35,9	80,3	11,0
15	Apple	24 162 000	11,6	79,8	34,1
16	Yahoo	23 751 000	27,6	80,3	12,2
17	TikTok	23 425 000	11,8	89,9	5,8
18	franceinfo - T ACPM	23 189 000	16,8	89,0	7,7
19	Waze	22 647 000	0,6	99,6	-
20	OpenAI	21 720 000	21,6	86,6	6,9
21	Assurance Maladie	21 593 000	37,2	75,6	6,4
22	Samsung	20 914 000	7,5	90,9	10,3
23	Le Figaro - T ACPM	20 547 000	23,2	85,2	9,1
24	impots.gouv.fr	20 493 000	59,5	52,4	6,1
25	Ouest France - T ACPM	19 741 000	17,3	87,1	8,2
26	E.Leclerc	19 608 000	23,2	84,8	6,3
27	Netflix	19 578 000	17,8	72,8	26,1
28	BFM TV - T ACPM	19 136 000	17,2	88,4	6,7
29	SHEIN	18 901 000	8,4	89,8	8,8
30	Outlook (Outlook.com)	18 834 000	32,9	77,5	10,4
31	Spotify	18 820 000	11,3	88,7	9,1
32	Booking.com	18 809 000	29,9	77,1	8,7
33	Actu.fr - T ACPM	18 408 000	12,0	91,1	7,8
34	Tele Loisirs - T ACPM	18 398 000	13,7	87,8	8,9
35	LA POSTE	18 275 000	39,8	71,8	5,4
36	Vinted	18 053 000	15,2	89,8	5,2
37	Windows Live	17 998 000	61,4	48,7	6,1
38	Carrefour	17 798 000	28,6	81,1	5,6
39	Service-Public.fr	17 355 000	39,3	69,6	4,9
40	Credit Agricole	17 304 000	29,0	78,7	6,4
41	Le Parisien - T ACPM	16 899 000	16,6	87,6	7,4
42	Lidl	16 629 000	12,6	91,4	4,6
43	PayPal	16 441 000	31,3	77,5	5,1
44	Marmiton	16 344 000	15,7	85,2	9,0
45	Pinterest	16 135 000	21,0	79,4	9,2
46	LinkedIn	16 050 000	31,5	80,3	4,9
47	Le Monde - T ACPM	15 585 000	20,1	83,0	11,3
48	AlloCine	15 531 000	16,6	83,6	6,8
49	PagesJaunes - T	15 412 000	32,2	74,7	5,4
50	Twitter X	15 212 000	21,7	84,3	5,8



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 **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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