

Total Internet Audience in France in December 2025

Every day, more than a quarter of French people use map, route and itinerary websites and apps.



In December 2025, a period of travel linked to the end-of-year holidays, **48 million** internet users visited websites and apps offering maps, plans, and itineraries. That's **2 million** more than a year ago.

Three-quarters of French people (**75%**) consulted this category during the month.

Every day, **16.8 million** individuals used the websites and applications in this universe, an increase of **2.2 million** compared to 2024. This represents **more than a quarter** of the French population (**26%**).

People aged 25-34 are the most frequent users: **41%** of them visit these sites daily.

In December 2025, 56.5 million individuals connected to the Internet during the month, representing 88% of the French population. Every day, 49 million of them surfed the Internet.

On average, French people spent **3 hours and 5 minutes** per day on the Internet, 11 minutes more than the previous year. Mobile devices accounted for **81%** of their daily surfing time.



Top 10 in the subcategory Maps/Plans/Itineraries

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

	Brands (B) / Channels (C)	Monthly Unique Visitors	Monthly Coverage (% of French people)	Daily Unique Visitors
1	Google Maps (C)	42 435 000	66,0	10 776 000
2	Waze (B)	23 091 000	35,9	5 419 000
3	Mappy (B)	10 561 000	16,4	597 000
4	Apple Maps (C)	6 851 000	10,7	554 000
5	Android Auto (C)	6 141 000	9,5	1 650 000
6	ViaMichelin (B)	3 431 000	5,3	179 000
7	Google Earth (C)	2 803 000	4,4	207 000
8	Citymapper (B)	2 149 000	3,3	471 000
9	Polarsteps (B)	1 384 000	2,2	272 000
10	Geoportail (B)	1 217 000	1,9	97 000

Top 50 most visited Groups in France

	Group 	Unique Visitors per month	Average Unique Visitors per day
1	Google	55 594 000	45 644 000
2	Meta Platforms	52 958 000	43 015 000
3	Amazon	44 281 000	13 051 000
4	Microsoft	43 312 000	17 855 000
5	La Poste	34 954 000	7 826 000
6	Louis Hachette Group	34 914 000	7 297 000
7	WEB66	34 408 000	9 600 000
8	Groupe Figaro CCM Benchmark	32 742 000	6 416 000
9	ReWorld Media	32 724 000	5 031 000
10	Adevinta	31 484 000	7 808 000
11	Apple Inc.	30 494 000	12 563 000
12	Groupe Auchan	29 990 000	4 027 000
13	Wikimedia Foundation	29 980 000	3 868 000
14	Groupe Canal+	29 258 000	4 502 000
15	Groupe Fnac Darty	27 569 000	2 570 000
16	Webedia	27 331 000	3 657 000
17	Doctolib	26 193 000	3 226 000
18	Snap Inc.	26 010 000	19 831 000
19	francetélévisions	25 766 000	4 547 000
20	Bytedance	25 508 000	10 548 000
21	Groupe Credit Agricole	24 466 000	7 365 000
22	OpenAI	24 435 000	6 230 000
23	Orange	24 380 000	8 786 000
24	Assurance Maladie	22 729 000	2 228 000
25	E.Leclerc	22 638 000	3 666 000
26	PDD Holdings	22 189 000	4 713 000
27	Carrefour	22 182 000	3 067 000
28	Gouvernement Francais	21 976 000	1 868 000
29	Samsung Group	21 435 000	6 972 000
30	CMA Media	21 114 000	3 516 000
31	Societe Generale	20 943 000	5 225 000
32	Groupe Casino	20 441 000	1 963 000
33	NetFlix	20 318 000	4 801 000
34	Spotify	20 233 000	6 892 000
35	Radio France	20 147 000	2 634 000
36	Vinted	19 800 000	5 828 000
37	Groupe Le Monde	19 757 000	3 418 000
38	Altice France	19 737 000	4 280 000
39	Groupe Les Echos - Le Parisien	19 578 000	2 921 000
40	PayPal	19 280 000	2 002 000
41	Publihebdos	19 031 000	2 739 000
42	Ministere de l Economie et des Finances	18 668 000	1 291 000
43	Groupe TF1	18 534 000	2 434 000
44	Lidl+Schwarz	18 377 000	3 054 000
45	M6	18 226 000	2 277 000
46	Booking Holdings	18 195 000	1 951 000
47	Alibaba Group	17 470 000	3 423 000
48	Yahoo	17 041 000	5 559 000
49	SNCF France	16 871 000	2 517 000
50	Groupe Ouest France	16 512 000	1 422 000

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	55 594 000	56,8	92,7	31,5
2	Meta Platforms	52 958 000	31,6	96,3	20,7
3	Amazon	44 281 000	37,4	86,6	13,5
4	Microsoft	43 312 000	54,7	79,6	12,0
5	La Poste	34 954 000	37,5	82,6	6,4
6	Louis Hachette Group	34 914 000	26,0	87,7	13,1
7	WEB66	34 408 000	23,0	91,1	11,9
8	Groupe Figaro CCM Benchmark	32 742 000	23,1	88,4	11,2
9	ReWorld Media	32 724 000	20,5	88,4	10,8
10	Adevinta	31 484 000	25,5	84,7	9,8
11	Apple Inc.	30 494 000	10,9	83,6	28,0
12	Groupe Auchan	29 990 000	30,7	83,1	8,3
13	Wikimedia Foundation	29 980 000	26,1	85,3	7,7
14	Groupe Canal+	29 258 000	16,4	86,2	16,6
15	Groupe Fnac Darty	27 569 000	30,3	80,1	7,9
16	Webedia	27 331 000	22,5	86,7	9,7
17	Doctolib	26 193 000	21,9	87,0	5,4
18	Snap Inc.	26 010 000	1,6	98,4	4,7
19	francetélévisions	25 766 000	21,8	85,6	12,5
20	Bytedance	25 508 000	11,2	89,8	7,6
21	Groupe Credit Agricole	24 466 000	28,6	82,3	6,7
22	OpenAI	24 435 000	23,5	86,1	4,9
23	Orange	24 380 000	33,4	80,3	13,0
24	Assurance Maladie	22 729 000	39,5	73,1	6,3
25	E.Leclerc	22 638 000	24,8	83,1	6,2
26	PDD Holdings	22 189 000	13,4	87,9	9,6
27	Carrefour	22 182 000	25,2	84,1	5,7
28	Gouvernement Francais	21 976 000	36,4	74,8	5,9
29	Samsung Group	21 435 000	6,2	90,7	11,5
30	CMA Media	21 114 000	17,4	87,6	7,5
31	Societe Generale	20 943 000	19,2	86,2	5,3
32	Groupe Casino	20 441 000	26,8	79,1	7,2
33	NetFlix	20 318 000	19,4	76,4	21,5
34	Spotify	20 233 000	9,9	89,7	8,2
35	Radio France	20 147 000	17,2	89,1	7,8
36	Vinted	19 800 000	14,2	90,1	5,9
37	Groupe Le Monde	19 757 000	20,5	85,3	11,0
38	Altice France	19 737 000	24,1	85,1	9,3
39	Groupe Les Echos - Le Parisien	19 578 000	15,7	88,8	8,3
40	PayPal	19 280 000	28,7	79,4	7,0
41	Publihebdos	19 031 000	11,6	88,9	8,6
42	Ministere de l Economie et des Finances	18 668 000	50,8	58,2	5,6
43	Groupe TF1	18 534 000	21,7	79,8	11,7
44	Lidl+Schwarz	18 377 000	11,2	91,0	5,0
45	M6	18 226 000	22,2	83,3	8,5
46	Booking Holdings	18 195 000	25,2	79,6	8,0
47	Alibaba Group	17 470 000	20,4	79,0	11,0
48	Yahoo	17 041 000	38,4	63,2	17,5
49	SNCF France	16 871 000	22,2	83,2	5,0
50	Groupe Ouest France	16 512 000	14,8	85,9	8,8

Top 50 most visited Brands in France

	Brand 	Unique Visitors per month	Average Unique Visitors per day
1	Google	55 182 000	44 285 000
2	Facebook	50 729 000	33 648 000
3	YouTube	49 748 000	20 073 000
4	WhatsApp	47 962 000	32 287 000
5	Instagram	43 179 000	25 446 000
6	Amazon	43 148 000	12 104 000
7	Messenger	37 325 000	19 200 000
8	Leboncoin.fr - T ACPM	30 842 000	7 661 000
9	Wikipedia	29 699 000	3 824 000
10	Microsoft / Microsoft 365	29 163 000	6 253 000
11	Doctolib	26 193 000	3 226 000
12	Snapchat - T ACPM	25 831 000	19 798 000
13	Apple	25 625 000	11 917 000
14	TikTok	24 817 000	10 402 000
15	OpenAI	24 435 000	6 230 000
16	Orange	23 286 000	8 645 000
17	Waze	23 091 000	5 419 000
18	LA POSTE	23 023 000	3 105 000
19	E.Leclerc	22 334 000	3 633 000
20	Temu	22 189 000	4 713 000
21	Fnac	21 775 000	1 765 000
22	Le Figaro - T ACPM	21 457 000	3 588 000
23	Carrefour	21 362 000	2 921 000
24	franceinfo - T ACPM	21 000 000	3 367 000
25	Samsung	20 702 000	6 916 000
26	Netflix	20 287 000	4 799 000
27	Spotify	20 189 000	6 889 000
28	BFM TV - T ACPM	20 075 000	3 268 000
29	Vinted	19 785 000	5 823 000
30	Ouest France - T ACPM	19 676 000	3 377 000
31	Marmiton - T ACPM	19 301 000	1 614 000
32	PayPal	19 164 000	1 987 000
33	Assurance Maladie	19 080 000	1 730 000
34	Actu.fr - T ACPM	19 029 000	2 734 000
35	Outlook (Outlook.com)	19 020 000	8 325 000
36	Dailymotion	18 895 000	1 658 000
37	Tele Loisirs - T ACPM	18 621 000	3 442 000
38	Windows Live	18 433 000	2 324 000
39	Cdiscount	18 185 000	1 726 000
40	Lidl	17 954 000	3 009 000
41	Le Parisien - T ACPM	17 173 000	2 243 000
42	AliExpress	16 941 000	3 328 000
43	Booking.com	16 750 000	1 801 000
44	Credit Agricole	16 679 000	5 612 000
45	LinkedIn	16 670 000	3 950 000
46	Le Monde - T ACPM	16 504 000	2 619 000
47	Yahoo	16 332 000	5 063 000
48	AlloCine	16 236 000	1 488 000
49	Pinterest	16 213 000	3 102 000
50	impots.gouv.fr	15 645 000	1 015 000

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	55 182 000	55,7	93,0	29,5
2	Facebook	50 729 000	28,8	95,3	18,0
3	YouTube	49 748 000	33,5	88,8	21,3
4	WhatsApp	47 962 000	4,6	99,0	5,8
5	Instagram	43 179 000	16,1	93,7	10,6
6	Amazon	43 148 000	37,5	86,0	13,0
7	Messenger	37 325 000	1,6	97,0	10,6
8	Leboncoin.fr - T ACPM	30 842 000	24,9	84,6	9,8
9	Wikipedia	29 699 000	25,7	85,6	7,4
10	Microsoft / Microsoft 365	29 163 000	39,8	76,4	9,1
11	Doctolib	26 193 000	21,9	87,0	5,4
12	Snapchat - T ACPM	25 831 000	1,6	98,5	4,6
13	Apple	25 625 000	12,7	77,7	32,9
14	TikTok	24 817 000	10,7	90,0	7,2
15	OpenAI	24 435 000	23,5	86,1	4,9
16	Orange	23 286 000	33,6	79,8	13,5
17	Waze	23 091 000	-	99,6	-
18	LA POSTE	23 023 000	35,4	76,4	6,0
19	E.Leclerc	22 334 000	24,8	83,2	6,3
20	Temu	22 189 000	13,4	87,9	9,6
21	Fnac	21 775 000	26,9	79,6	7,3
22	Le Figaro - T ACPM	21 457 000	17,7	87,7	8,5
23	Carrefour	21 362 000	25,4	83,8	5,5
24	franceinfo - T ACPM	21 000 000	15,8	89,0	8,5
25	Samsung	20 702 000	6,1	90,5	11,8
26	Netflix	20 287 000	19,3	76,4	21,5
27	Spotify	20 189 000	9,9	89,6	8,2
28	BFM TV - T ACPM	20 075 000	17,3	87,5	7,0
29	Vinted	19 785 000	14,2	90,1	5,9
30	Ouest France - T ACPM	19 676 000	14,5	88,5	8,9
31	Marmiton - T ACPM	19 301 000	14,5	84,9	9,5
32	PayPal	19 164 000	28,6	79,3	7,0
33	Assurance Maladie	19 080 000	42,1	67,4	5,8
34	Actu.fr - T ACPM	19 029 000	11,6	88,9	8,6
35	Outlook (Outlook.com)	19 020 000	31,9	77,2	8,3
36	Dailymotion	18 895 000	6,3	87,9	15,3
37	Tele Loisirs - T ACPM	18 621 000	14,9	85,8	9,6
38	Windows Live	18 433 000	58,1	53,2	5,9
39	Cdiscount	18 185 000	26,6	77,6	7,6
40	Lidl	17 954 000	9,5	91,9	4,9
41	Le Parisien - T ACPM	17 173 000	13,7	89,6	7,4
42	AliExpress	16 941 000	19,8	79,0	11,1
43	Booking.com	16 750 000	26,0	78,7	8,0
44	Credit Agricole	16 679 000	27,6	80,0	6,2
45	LinkedIn	16 670 000	27,2	81,0	4,2
46	Le Monde - T ACPM	16 504 000	17,8	85,8	10,9
47	Yahoo	16 332 000	38,2	62,3	17,7
48	AlloCine	16 236 000	17,4	84,7	7,8
49	Pinterest	16 213 000	20,0	78,8	9,7
50	impots.gouv.fr	15 645 000	54,3	51,8	5,3



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 15,000 panellists aged 2 years and over**: 6,400 Computer panellists, 6,550 Mobile phone panellists and 3,500 Tablet panellists, including 4,110 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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