

Total Internet Audience in France in November 2025

27.1 million French people visited generalist retail websites on Black Friday 2025



Generalist retail websites recorded a new record number of visitors on Friday, November 28, during Black Friday 2025, attracting **27.1 million** visitors, or **4 out of 10 French people (42%)**.

This is **3.4 million** more than during Black Friday 2024.

The category thus reached its highest audience level with **51 million** unique visitors during the month. This represents nearly **eight out of ten French people (79%)**.

Every day, **24.2 million** internet users visited the category, **2.1 million** more than last year. **Nearly 6 out of 10 women aged 25 to 49 (57%)** visit this category daily and are among the most frequent visitors to this universe.

In November 2025, 56.6 million individuals connected to the Internet during the month, representing 88% of the French population. Every day, 49.1 million of them surfed the Internet.

On average, French people spent **3 hours and 10 minutes** per day on the Internet, 11 minutes more than the previous year. Mobile devices accounted for **80%** of their daily surfing time.



Top 10 in the General Retail Websites subcategory

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

	Brands (B) / Channels (C)	Monthly Unique Visitors	Monthly Coverage (% of French people)
1	Amazon	42 605 000	66,3
2	Temu	23 840 000	37,1
3	E.Leclerc	21 701 000	33,7
4	Carrefour	20 818 000	32,4
5	Fnac	20 606 000	32,0
6	Cdiscount	19 740 000	30,7
7	AliExpress	19 130 000	29,7
8	Lidl	18 076 000	28,1
9	Boulangier	12 224 000	18,9
10	Darty	12 146 000	18,7

Top 50 most visited Groups in France

	Group 	Unique Visitors per month	Average Unique Visitors per day
1	Google	55 696 000	45 772 000
2	Meta Platforms	52 801 000	42 799 000
3	Amazon	44 235 000	12 987 000
4	Microsoft	43 251 000	18 646 000
5	WEB66	34 050 000	9 334 000
6	Louis Hachette Group	34 009 000	7 137 000
7	La Poste	33 054 000	7 847 000
8	ReWorld Media	31 990 000	4 962 000
9	Groupe Figaro CCM Benchmark	31 583 000	6 542 000
10	Adevinta	31 408 000	8 246 000
11	Groupe Auchan	30 035 000	4 220 000
12	Apple Inc.	29 216 000	12 942 000
13	Wikimedia Foundation	29 051 000	3 956 000
14	Groupe Canal+	27 400 000	4 136 000
15	Webedia	27 009 000	3 821 000
16	Groupe Fnac Darty	26 888 000	2 764 000
17	Snap Inc.	26 036 000	19 732 000
18	Doctolib	25 998 000	3 220 000
19	Orange	25 140 000	8 658 000
20	Bytedance	24 921 000	11 013 000
21	francetélévisions	24 528 000	4 419 000
22	Assurance Maladie	24 003 000	2 419 000
23	Groupe Credit Agricole	23 913 000	6 996 000
24	PDD Holdings	23 840 000	5 023 000
25	OpenAI	23 752 000	6 221 000
26	Gouvernement Francais	22 259 000	1 936 000
27	E.Leclerc	21 866 000	3 529 000
28	Carrefour	21 773 000	2 826 000
29	Groupe Casino	21 190 000	2 358 000
30	Samsung Group	21 119 000	6 981 000
31	Vinted	20 101 000	6 231 000
32	Groupe Les Echos - Le Parisien	19 706 000	2 910 000
33	CMA Media	19 652 000	3 605 000
34	NetFlix	19 595 000	4 903 000
35	Groupe TF1	19 555 000	2 620 000
36	Alibaba Group	19 552 000	3 938 000
37	Spotify	19 466 000	6 735 000
38	Societe Generale	19 318 000	5 190 000
39	PayPal	19 038 000	2 001 000
40	Ministere de l Economie et des Finances	18 982 000	1 472 000
41	Roadget Business	18 965 000	4 553 000
42	Altice France	18 907 000	3 829 000
43	Publihebdos	18 617 000	2 766 000
44	Booking Holdings	18 595 000	1 977 000
45	Radio France	18 466 000	2 452 000
46	Lidl+Schwarz	18 399 000	2 709 000
47	Groupe Le Monde	18 289 000	3 231 000
48	Yahoo	17 474 000	5 500 000
49	M6	17 434 000	2 281 000
50	Pinterest	16 976 000	3 328 000

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	55 696 000	57,3	92,6	32,6
2	Meta Platforms	52 801 000	31,4	96,3	21,8
3	Amazon	44 235 000	38,2	86,6	14,3
4	Microsoft	43 251 000	56,4	79,4	12,2
5	WEB66	34 050 000	23,7	90,2	12,0
6	Louis Hachette Group	34 009 000	26,5	86,6	12,8
7	La Poste	33 054 000	38,2	81,2	6,3
8	ReWorld Media	31 990 000	21,2	88,9	11,5
9	Groupe Figaro CCM Benchmark	31 583 000	27,1	87,4	10,6
10	Adevinta	31 408 000	26,4	84,2	10,0
11	Groupe Auchan	30 035 000	34,6	81,6	9,5
12	Apple Inc.	29 216 000	10,5	83,5	29,2
13	Wikimedia Foundation	29 051 000	27,5	85,4	7,4
14	Groupe Canal+	27 400 000	17,1	85,2	18,5
15	Webedia	27 009 000	22,0	85,0	10,0
16	Groupe Fnac Darty	26 888 000	33,4	79,7	8,7
17	Snap Inc.	26 036 000	1,8	97,7	6,0
18	Doctolib	25 998 000	22,4	86,7	6,1
19	Orange	25 140 000	34,4	79,7	12,4
20	Bytedance	24 921 000	12,1	89,2	8,6
21	francetélévisions	24 528 000	22,5	84,7	12,5
22	Assurance Maladie	24 003 000	44,6	70,5	6,5
23	Groupe Credit Agricole	23 913 000	29,1	81,5	6,5
24	PDD Holdings	23 840 000	13,4	88,9	10,4
25	OpenAI	23 752 000	23,6	85,9	5,5
26	Gouvernement Francais	22 259 000	37,0	74,6	6,3
27	E.Leclerc	21 866 000	24,5	84,9	7,6
28	Carrefour	21 773 000	24,2	83,0	8,0
29	Groupe Casino	21 190 000	26,5	79,6	8,7
30	Samsung Group	21 119 000	9,5	90,0	10,9
31	Vinted	20 101 000	16,1	87,8	7,4
32	Groupe Les Echos - Le Parisien	19 706 000	17,2	87,5	8,8
33	CMA Media	19 652 000	16,6	88,0	8,8
34	NetFlix	19 595 000	17,2	74,7	24,4
35	Groupe TF1	19 555 000	21,2	80,3	12,4
36	Alibaba Group	19 552 000	23,2	79,3	10,5
37	Spotify	19 466 000	10,4	88,0	10,4
38	Societe Generale	19 318 000	21,5	85,5	5,7
39	PayPal	19 038 000	30,8	77,6	8,0
40	Ministere de l Economie et des Finances	18 982 000	54,8	56,6	5,6
41	Roadget Business	18 965 000	7,6	89,5	9,9
42	Altice France	18 907 000	22,1	85,1	8,1
43	Publihebdos	18 617 000	11,0	90,6	8,3
44	Booking Holdings	18 595 000	27,0	79,4	7,2
45	Radio France	18 466 000	16,6	88,1	7,6
46	Lidl+Schwarz	18 399 000	13,2	90,8	5,3
47	Groupe Le Monde	18 289 000	22,8	84,2	10,4
48	Yahoo	17 474 000	38,0	64,1	16,7
49	M6	17 434 000	23,3	80,9	9,8
50	Pinterest	16 976 000	20,4	80,3	10,5

Top 50 most visited Brands in France

	Brand 	Unique Visitors per month	Average Unique Visitors per day
1	Google	55 320 000	44 413 000
2	Facebook	50 413 000	32 673 000
3	YouTube	49 842 000	20 209 000
4	WhatsApp	47 460 000	32 091 000
5	Amazon	42 605 000	11 953 000
6	Instagram	42 487 000	25 244 000
7	Messenger	36 692 000	19 007 000
8	Leboncoin.fr - T ACPM	30 683 000	8 051 000
9	Microsoft / Microsoft 365	29 414 000	6 849 000
10	Wikipedia	28 802 000	3 924 000
11	Doctolib	25 998 000	3 220 000
12	Snapchat - T ACPM	25 892 000	19 701 000
13	Apple	25 038 000	12 321 000
14	TikTok	24 173 000	10 823 000
15	Orange	24 106 000	8 555 000
16	Temu	23 840 000	5 023 000
17	OpenAI	23 752 000	6 221 000
18	Waze	22 872 000	5 612 000
19	E.Leclerc	21 701 000	3 507 000
20	Carrefour	20 818 000	2 691 000
21	Assurance Maladie	20 771 000	1 943 000
22	Fnac	20 606 000	1 810 000
23	LA POSTE	20 560 000	2 750 000
24	Le Figaro - T ACPM	20 375 000	3 425 000
25	Samsung	20 360 000	6 918 000
26	franceinfo - T ACPM	20 211 000	3 363 000
27	Vinted	20 061 000	6 217 000
28	Cdiscount	19 740 000	2 206 000
29	Netflix	19 573 000	4 902 000
30	Spotify	19 464 000	6 734 000
31	AliExpress	19 130 000	3 868 000
32	Outlook (Outlook.com)	19 042 000	8 580 000
33	Ouest France - T ACPM	18 965 000	3 225 000
34	SHEIN	18 965 000	4 553 000
35	BFM TV - T ACPM	18 918 000	3 340 000
36	PayPal	18 892 000	1 985 000
37	Windows Live	18 652 000	2 583 000
38	Actu.fr - T ACPM	18 535 000	2 755 000
39	Lidl	18 076 000	2 672 000
40	Tele Loisirs - T ACPM	17 890 000	3 381 000
41	Marmiton - T ACPM	17 849 000	1 503 000
42	Le Parisien - T ACPM	17 629 000	2 224 000
43	Booking.com	17 313 000	1 821 000
44	Pinterest	16 976 000	3 328 000
45	Yahoo	16 754 000	5 060 000
46	LinkedIn	16 746 000	4 070 000
47	impots.gouv.fr	16 691 000	1 224 000
48	Credit Agricole	16 592 000	5 350 000
49	Dailymotion	16 436 000	1 479 000
50	AlloCine	15 473 000	1 470 000

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	55 320 000	56,5	92,8	30,3
2	Facebook	50 413 000	28,8	95,4	19,2
3	YouTube	49 842 000	34,8	88,7	21,4
4	WhatsApp	47 460 000	4,8	98,9	6,2
5	Amazon	42 605 000	38,4	85,6	13,9
6	Instagram	42 487 000	15,5	94,0	11,8
7	Messenger	36 692 000	1,4	97,2	12,0
8	Leboncoin.fr - T ACPM	30 683 000	26,3	84,0	9,5
9	Microsoft / Microsoft 365	29 414 000	40,2	77,8	10,2
10	Wikipedia	28 802 000	27,5	85,4	7,4
11	Doctolib	25 998 000	22,4	86,7	6,1
12	Snapchat - T ACPM	25 892 000	1,8	97,6	6,0
13	Apple	25 038 000	11,9	77,0	33,9
14	TikTok	24 173 000	12,1	89,4	7,8
15	Orange	24 106 000	34,8	79,0	12,7
16	Temu	23 840 000	13,4	88,9	10,4
17	OpenAI	23 752 000	23,6	85,9	5,5
18	Waze	22 872 000	0,9	99,5	-
19	E.Leclerc	21 701 000	24,2	85,2	7,6
20	Carrefour	20 818 000	24,1	82,1	8,1
21	Assurance Maladie	20 771 000	46,2	65,0	6,2
22	Fnac	20 606 000	29,0	79,9	7,4
23	LA POSTE	20 560 000	35,3	74,5	6,7
24	Le Figaro - T ACPM	20 375 000	24,1	84,6	9,3
25	Samsung	20 360 000	9,6	89,9	10,8
26	franceinfo - T ACPM	20 211 000	17,5	87,6	8,8
27	Vinted	20 061 000	16,0	87,8	7,2
28	Cdiscount	19 740 000	26,9	79,3	8,3
29	Netflix	19 573 000	17,1	74,8	24,4
30	Spotify	19 464 000	10,4	88,0	10,4
31	AliExpress	19 130 000	23,0	79,4	10,5
32	Outlook (Outlook.com)	19 042 000	30,9	78,4	9,3
33	Ouest France - T ACPM	18 965 000	16,9	87,6	9,3
34	SHEIN	18 965 000	7,6	89,5	9,9
35	BFM TV - T ACPM	18 918 000	15,9	87,8	8,5
36	PayPal	18 892 000	30,6	77,8	8,0
37	Windows Live	18 652 000	62,7	48,1	5,8
38	Actu.fr - T ACPM	18 535 000	11,0	90,6	8,3
39	Lidl	18 076 000	11,8	91,4	5,3
40	Tele Loisirs - T ACPM	17 890 000	14,4	86,4	9,2
41	Marmiton - T ACPM	17 849 000	15,0	85,7	10,3
42	Le Parisien - T ACPM	17 629 000	14,3	89,1	8,1
43	Booking.com	17 313 000	27,8	78,7	7,0
44	Pinterest	16 976 000	20,4	80,3	10,5
45	Yahoo	16 754 000	37,9	63,0	17,0
46	LinkedIn	16 746 000	29,7	79,9	4,0
47	impots.gouv.fr	16 691 000	57,3	52,1	5,4
48	Credit Agricole	16 592 000	27,6	80,0	5,9
49	Dailymotion	16 436 000	8,2	84,1	18,6
50	AlloCine	15 473 000	17,0	84,1	7,9



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.

Further information : www.mediametrie.fr  @Mediametrie  Mediametrie.official  Médiamétrie

Press contacts :

Isabelle Lellouche Filliau

Stéphanie Haoun

rex@mediametrie.fr 06 46 43 43 69



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