

## Total Internet Audience in France in January 2026

### More than three-quarters of French people visit Fashion / Beauty websites and apps



Médiamétrie is keeping pace with changing habits: the Total Internet Audience measurement system is evolving and focusing on the Mobile panel.

From January 2026, Total Internet Audience measurement will be based on a panel of nearly 10,000 individuals aged 11 and over, comprising 6,000 mobile panelists and 4,000 computer panelists.

**In January 2026, 55.7 million individuals connected to the Internet during the month, representing 96% of the French population aged 11 and over. Every day, 50 million of them surfed the Internet.**

**On average, French people aged 11 and over, spent 3 hours and 24 minutes per day on the Internet.**

During the winter sales period, **44.6 million** internet users visited Fashion / Beauty websites and apps. This represents **more than three-quarters** of the French population (**77%**). Every day, **15.2 million** unique visitors consulted this universe, representing **more than a quarter** of the population (**26%**).

Women lead the way in this category, with **85%** of them visiting these sites during the month. This figure rises to **95%** among women aged 25 to 34. It should be noted, however, that nearly **7 out of 10 men (68%)** visited this category in January.

### **M** Top 10 in the subcategory Fashion / Beauty

Total Internet Audience – January 2026 – Copyright Médiamétrie//NetRatings

	Brands (B) / Channels (C)	Monthly Unique Visitors	Monthly Coverage (% of French people)	Daily Unique Visitors
1	Vinted (B)	19 869 000	34,2	6 244 000
2	SHEIN (B)	14 271 000	24,6	3 353 000
3	Zalando (B)	8 642 000	14,9	840 000
4	Planity (B)	5 822 000	10,0	366 000
5	Leboncoin.fr Mode - T ACPM (C)	5 354 000	9,2	348 000
6	Kiabi (B)	4 883 000	8,4	367 000
7	Nike (B)	4 519 000	7,8	320 000
8	Sephora (B)	4 285 000	7,4	330 000
9	Yves Rocher (B)	3 796 000	6,5	214 000
10	Nocibe (B)	3 514 000	6,1	219 000

Top 50 most visited Groups in France

	Group 	Unique Visitors per month	Average Unique Visitors per day
1	Google	55 487 000	46 808 000
2	Meta Platforms	54 293 000	44 480 000
3	Microsoft	44 956 000	19 324 000
4	Amazon	43 171 000	12 074 000
5	WEB66	36 552 000	10 344 000
6	Louis Hachette Group	35 107 000	6 985 000
7	La Poste	34 685 000	8 742 000
8	ReWorld Media	34 511 000	5 174 000
9	Groupe Figaro CCM Benchmark	34 212 000	7 105 000
10	Adevinta	32 356 000	8 291 000
11	Wikimedia Foundation	30 959 000	4 287 000
12	Groupe Auchan	29 980 000	4 098 000
13	francetélévisions	28 583 000	5 238 000
14	Apple Inc.	28 474 000	12 333 000
15	Webedia	28 344 000	3 652 000
16	Groupe Canal+	27 972 000	4 023 000
17	Doctolib	27 948 000	3 754 000
18	Snap Inc.	27 294 000	20 459 000
19	Gouvernement Francais	26 396 000	2 294 000
20	OpenAI	25 958 000	7 394 000
21	Bytedance	25 949 000	10 685 000
22	PDD Holdings	25 766 000	5 754 000
23	Orange	25 319 000	9 136 000
24	Groupe Credit Agricole	25 194 000	7 536 000
25	Assurance Maladie	24 661 000	2 407 000
26	Groupe Fnac Darty	23 697 000	2 018 000
27	CMA Media	23 512 000	4 025 000
28	Radio France	21 926 000	3 284 000
29	Ministere de l Economie et des Finances	21 727 000	1 593 000
30	Groupe Le Monde	21 641 000	4 078 000
31	Groupe Les Echos - Le Parisien	21 266 000	3 318 000
32	Samsung Group	21 167 000	7 001 000
33	Societe Generale	21 074 000	5 621 000
34	Booking Holdings	21 013 000	2 318 000
35	E.Leclerc	20 833 000	3 068 000
36	Carrefour	20 733 000	2 801 000
37	Groupe Casino	20 432 000	1 956 000
38	Publihebdos	20 403 000	3 013 000
39	Altice France	20 288 000	4 300 000
40	Groupe TF1	20 221 000	2 591 000
41	Vinted	19 929 000	6 256 000
42	NetFlix	19 169 000	4 639 000
43	Spotify	19 147 000	6 460 000
44	PayPal	18 820 000	1 947 000
45	Yahoo	18 626 000	5 624 000
46	Lidl+Schwarz	18 496 000	2 742 000
47	M6	17 846 000	2 298 000
48	SNCF France	17 764 000	2 562 000
49	Alibaba Group	17 658 000	3 574 000
50	X Corp.	17 621 000	4 408 000

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
1	Google	55 487 000	57,4	97,4
2	Meta Platforms	54 293 000	32,5	98,2
3	Microsoft	44 956 000	55,6	81,2
4	Amazon	43 171 000	36,9	88,0
5	WEB66	36 552 000	24,0	92,3
6	Louis Hachette Group	35 107 000	26,7	89,2
7	La Poste	34 685 000	40,2	80,6
8	ReWorld Media	34 511 000	21,2	91,6
9	Groupe Figaro CCM Benchmark	34 212 000	27,7	89,7
10	Adevinta	32 356 000	28,0	86,9
11	Wikimedia Foundation	30 959 000	26,3	87,4
12	Groupe Auchan	29 980 000	30,6	84,9
13	francetélévisions	28 583 000	23,5	89,4
14	Apple Inc.	28 474 000	11,8	93,6
15	Webedia	28 344 000	22,2	88,3
16	Groupe Canal+	27 972 000	18,6	91,3
17	Doctolib	27 948 000	25,5	86,9
18	Snap Inc.	27 294 000	2,1	99,2
19	Gouvernement Francais	26 396 000	39,3	75,1
20	OpenAI	25 958 000	24,0	88,1
21	Bytedance	25 949 000	12,1	93,2
22	PDD Holdings	25 766 000	13,9	91,8
23	Orange	25 319 000	35,8	80,1
24	Groupe Credit Agricole	25 194 000	29,3	82,6
25	Assurance Maladie	24 661 000	43,2	71,9
26	Groupe Fnac Darty	23 697 000	29,8	80,6
27	CMA Media	23 512 000	18,9	89,3
28	Radio France	21 926 000	15,4	91,4
29	Ministere de l Economie et des Finances	21 727 000	53,9	59,3
30	Groupe Le Monde	21 641 000	23,6	85,9
31	Groupe Les Echos - Le Parisien	21 266 000	17,7	89,5
32	Samsung Group	21 167 000	7,3	95,0
33	Societe Generale	21 074 000	20,4	85,7
34	Booking Holdings	21 013 000	28,7	80,6
35	E.Leclerc	20 833 000	21,8	85,8
36	Carrefour	20 733 000	25,1	82,7
37	Groupe Casino	20 432 000	24,3	82,9
38	Publihebdos	20 403 000	9,6	94,0
39	Altice France	20 288 000	22,0	86,1
40	Groupe TF1	20 221 000	19,7	86,6
41	Vinted	19 929 000	14,4	91,0
42	NetFlix	19 169 000	18,7	87,9
43	Spotify	19 147 000	11,8	92,8
44	PayPal	18 820 000	29,1	80,1
45	Yahoo	18 626 000	40,3	71,2
46	Lidl+Schwarz	18 496 000	12,7	91,3
47	M6	17 846 000	24,6	83,1
48	SNCF France	17 764 000	21,4	84,6
49	Alibaba Group	17 658 000	19,4	86,4
50	X Corp.	17 621 000	21,5	84,6

Top 50 most visited Brands in France

	Brand 	Unique Visitors per month	Average Unique Visitors per day
1	Google	55 360 000	45 503 000
2	Facebook	52 104 000	34 707 000
3	YouTube	50 034 000	20 374 000
4	WhatsApp	49 858 000	33 792 000
5	Instagram	44 487 000	26 008 000
6	Amazon	41 307 000	10 918 000
7	Messenger	37 703 000	19 775 000
8	Microsoft / Microsoft 365	32 006 000	6 775 000
9	Leboncoin.fr - T ACPM	31 634 000	8 099 000
10	Wikipedia	30 721 000	4 245 000
11	Doctolib	27 948 000	3 754 000
12	Snapchat - T ACPM	27 095 000	20 419 000
13	OpenAI	25 958 000	7 394 000
14	Temu	25 766 000	5 754 000
15	TikTok	25 005 000	10 475 000
16	Orange	24 178 000	9 022 000
17	franceinfo - T ACPM	24 114 000	4 030 000
18	Apple	23 478 000	11 643 000
19	Le Figaro - T ACPM	23 249 000	3 986 000
20	BFM TV - T ACPM	22 474 000	3 704 000
21	Waze	22 433 000	5 429 000
22	LA POSTE	21 563 000	2 873 000
23	Assurance Maladie	20 999 000	1 921 000
24	E.Leclerc	20 596 000	3 038 000
25	Samsung	20 577 000	6 946 000
26	Ouest France - T ACPM	20 519 000	3 612 000
27	Actu.fr - T ACPM	20 398 000	3 006 000
28	Outlook (Outlook.com)	20 286 000	8 948 000
29	Service Public	20 112 000	1 355 000
30	Vinted	19 869 000	6 244 000
31	Windows Live	19 800 000	2 321 000
32	Carrefour	19 737 000	2 660 000
33	Booking.com	19 518 000	2 170 000
34	impots.gouv.fr	19 167 000	1 312 000
35	Netflix	19 149 000	4 638 000
36	Marmiton - T ACPM	19 099 000	1 477 000
37	Spotify	19 075 000	6 456 000
38	Tele Loisirs - T ACPM	19 049 000	3 457 000
39	Cdiscount	18 979 000	1 757 000
40	LinkedIn	18 934 000	4 517 000
41	PayPal	18 701 000	1 937 000
42	Le Parisien - T ACPM	18 642 000	2 475 000
43	Dailymotion	18 279 000	1 549 000
44	Lidl	18 206 000	2 709 000
45	Le Monde - T ACPM	17 734 000	3 195 000
46	Credit Agricole	17 454 000	5 823 000
47	Fnac	17 423 000	1 247 000
48	ici - T ACPM	17 157 000	2 209 000
49	AliExpress	16 957 000	3 484 000
50	Twitter X	16 909 000	4 306 000

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
1	Google	55 360 000	56,4	97,3
2	Facebook	52 104 000	28,9	97,2
3	YouTube	50 034 000	35,4	93,6
4	WhatsApp	49 858 000	5,0	99,3
5	Instagram	44 487 000	17,4	95,6
6	Amazon	41 307 000	37,1	87,3
7	Messenger	37 703 000	1,7	99,5
8	Microsoft / Microsoft 365	32 006 000	43,2	74,8
9	Leboncoin.fr - T ACPM	31 634 000	27,7	86,8
10	Wikipedia	30 721 000	26,2	87,3
11	Doctolib	27 948 000	25,5	86,9
12	Snapchat - T ACPM	27 095 000	2,1	99,2
13	OpenAI	25 958 000	24,0	88,1
14	Temu	25 766 000	13,9	91,8
15	TikTok	25 005 000	11,3	93,2
16	Orange	24 178 000	36,2	79,7
17	franceinfo - T ACPM	24 114 000	17,9	90,7
18	Apple	23 478 000	14,3	90,9
19	Le Figaro - T ACPM	23 249 000	23,6	87,5
20	BFM TV - T ACPM	22 474 000	18,7	89,2
21	Waze	22 433 000	-	99,6
22	LA POSTE	21 563 000	40,2	73,3
23	Assurance Maladie	20 999 000	45,1	68,3
24	E.Leclerc	20 596 000	21,7	85,7
25	Samsung	20 577 000	7,3	95,0
26	Ouest France - T ACPM	20 519 000	15,4	92,2
27	Actu.fr - T ACPM	20 398 000	9,6	93,9
28	Outlook (Outlook.com)	20 286 000	32,6	78,3
29	Service Public	20 112 000	36,9	72,6
30	Vinted	19 869 000	14,0	91,3
31	Windows Live	19 800 000	56,8	54,8
32	Carrefour	19 737 000	25,2	82,1
33	Booking.com	19 518 000	29,4	79,3
34	impots.gouv.fr	19 167 000	56,1	54,5
35	Netflix	19 149 000	18,7	87,9
36	Marmiton - T ACPM	19 099 000	16,0	89,4
37	Spotify	19 075 000	11,9	92,8
38	Tele Loisirs - T ACPM	19 049 000	14,7	90,3
39	Cdiscount	18 979 000	23,8	82,5
40	LinkedIn	18 934 000	29,2	79,1
41	PayPal	18 701 000	29,2	80,0
42	Le Parisien - T ACPM	18 642 000	14,2	90,9
43	Dailymotion	18 279 000	9,7	93,9
44	Lidl	18 206 000	12,1	91,7
45	Le Monde - T ACPM	17 734 000	20,0	87,1
46	Credit Agricole	17 454 000	27,9	79,4
47	Fnac	17 423 000	27,3	80,1
48	ici - T ACPM	17 157 000	11,4	93,1
49	AliExpress	16 957 000	18,8	86,6
50	Twitter X	16 909 000	21,5	84,3



#### 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 10,000 panellists aged 11 years and over** : 6,000 Computer panellists and 4,000 Mobile phone panellists, allowing the total audience of over **3,000 brands and 500 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 computers and mobile phones. **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)  [@Mediametrie](https://twitter.com/Mediametrie)  [Mediametrie.official](https://www.instagram.com/Mediametrie.official)  [Médiamétrie](https://www.linkedin.com/company/Mediametrie)

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