

Total Internet Audience in France in March 2026

More than 7 in 10 French people use home and garden websites and apps



As spring approached, **41.7 million** internet users visited home and garden websites and apps during the month of March.

This represents more than **7 out of 10 French people (72%)**.

Every day, **9.4 million** people visited brands in this category.

People over 35 and those in higher socio-professional categories show particular interest in this content: **82%** of those aged 35–49 and **81%** of those aged 50–64 viewed it during the month, as did **80%** of those in higher socio-professional categories.

The top three in the Home & Garden category reflect the diversity of players in the sector, combining classified ad platforms, e-commerce sites for brick-and-mortar retailers, and pure-play e-commerce companies.

In March 2026, 55.6 million people went online during the month, representing 96% of French people aged 11 and older. Each day, 49.8 million of them surfed the Internet. On average, French people aged 11 and older spent 3 hours and 19 minutes per day online.




Top 10 in the Home & Garden subcategory


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

	Brands (B) / Channels (C)	Monthly Unique Visitors	Monthly Coverage (% of French people)	Daily Unique Visitors
1	Leboncoin.fr Maison - T ACPM (C)	14 075 000	24,2	1 834 000
2	Leroy Merlin (B)	13 771 000	23,7	1 197 000
3	ManoMano (B)	8 889 000	15,3	597 000
4	IKEA (B)	8 092 000	13,9	554 000
5	Castorama (B)	6 289 000	10,8	388 000
6	Brico Depot (B)	5 019 000	8,6	293 000
7	BUT (B)	4 385 000	7,6	249 000
8	Conforama France (B)	4 017 000	6,9	222 000
9	Modes et Travaux (B)	3 857 000	6,6	244 000
10	Maisons du Monde (B)	3 561 000	6,1	232 000


Top 50 most visited Groups in France

	Group 	Unique Visitors per month	Average Unique Visitors per day
1	Google	55 252 000	46 664 000
2	Meta Platforms	54 045 000	44 628 000
3	Microsoft	44 636 000	19 316 000
4	Amazon	42 064 000	11 169 000
5	WEB66	38 734 000	10 685 000
6	Groupe Figaro CCM Benchmark	34 436 000	7 011 000
7	La Poste	33 722 000	8 311 000
8	ReWorld Media	33 474 000	5 363 000
9	Louis Hachette Group	32 353 000	6 503 000
10	Adevinta	31 958 000	8 409 000
11	francetélévisions	31 384 000	5 740 000
12	Wikimedia Foundation	31 297 000	4 717 000
13	Doctolib	28 974 000	4 079 000
14	Apple Inc.	28 185 000	12 464 000
15	Groupe Auchan	27 965 000	3 619 000
16	OpenAI	27 590 000	7 862 000
17	Snap Inc.	27 255 000	20 963 000
18	Bytedance	26 883 000	11 259 000
19	Groupe Canal+	26 814 000	3 741 000
20	Gouvernement Francais	26 399 000	2 395 000
21	Assurance Maladie	25 855 000	2 562 000
22	Groupe Le Monde	25 737 000	4 786 000
23	Webedia	25 319 000	3 142 000
24	Orange	24 782 000	9 193 000
25	Groupe Credit Agricole	24 736 000	7 264 000
26	CMA Media	24 525 000	3 991 000
27	Radio France	23 916 000	3 363 000
28	PDD Holdings	23 424 000	5 980 000
29	Groupe Les Echos - Le Parisien	22 289 000	3 215 000
30	Booking Holdings	22 079 000	2 296 000
31	Societe Generale	21 338 000	5 446 000
32	Groupe Fnac Darty	21 118 000	1 611 000
33	Vinted	20 585 000	6 070 000
34	Publihebdos	20 574 000	2 714 000
35	Altice France	20 496 000	3 889 000
36	Ministere de l Economie et des Finances	20 328 000	1 641 000
37	E.Leclerc	20 191 000	3 258 000
38	20 Minutes France	20 163 000	2 564 000
39	Carrefour	20 150 000	2 766 000
40	Samsung Group	20 103 000	6 621 000
41	Ministere de l Interieur	19 491 000	1 315 000
42	Lidl+Schwarz	19 431 000	2 683 000
43	Spotify	19 365 000	6 671 000
44	NetFlix	18 902 000	4 683 000
45	M6	18 696 000	2 233 000
46	Groupe TF1	18 690 000	2 274 000
47	PayPal	18 370 000	1 841 000
48	Groupe Casino	17 544 000	1 509 000
49	SNCF France	17 196 000	2 227 000
50	Yahoo	17 012 000	5 248 000


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	55 252 000	57,1	98,0
2	Meta Platforms	54 045 000	31,3	98,7
3	Microsoft	44 636 000	54,2	82,8
4	Amazon	42 064 000	36,3	87,3
5	WEB66	38 734 000	25,9	92,7
6	Groupe Figaro CCM Benchmark	34 436 000	27,4	89,4
7	La Poste	33 722 000	37,6	81,5
8	ReWorld Media	33 474 000	19,2	92,4
9	Louis Hachette Group	32 353 000	24,8	89,4
10	Adevinta	31 958 000	25,2	88,2
11	francetélévisions	31 384 000	23,2	90,2
12	Wikimedia Foundation	31 297 000	26,0	87,7
13	Doctolib	28 974 000	22,2	90,1
14	Apple Inc.	28 185 000	11,9	93,6
15	Groupe Auchan	27 965 000	30,4	83,4
16	OpenAI	27 590 000	24,7	87,6
17	Snap Inc.	27 255 000	2,1	99,1
18	Bytedance	26 883 000	11,4	93,0
19	Groupe Canal+	26 814 000	20,5	89,3
20	Gouvernement Francais	26 399 000	39,7	76,7
21	Assurance Maladie	25 855 000	38,9	76,3
22	Groupe Le Monde	25 737 000	23,1	88,6
23	Webedia	25 319 000	22,2	87,6
24	Orange	24 782 000	32,9	82,6
25	Groupe Credit Agricole	24 736 000	28,4	82,3
26	CMA Media	24 525 000	21,7	88,9
27	Radio France	23 916 000	17,8	90,8
28	PDD Holdings	23 424 000	11,6	93,2
29	Groupe Les Echos - Le Parisien	22 289 000	15,9	91,2
30	Booking Holdings	22 079 000	30,0	80,6
31	Societe Generale	21 338 000	19,6	86,7
32	Groupe Fnac Darty	21 118 000	28,7	80,5
33	Vinted	20 585 000	13,0	91,6
34	Publihebdos	20 574 000	13,2	92,5
35	Altice France	20 496 000	21,6	87,0
36	Ministere de l Economie et des Finances	20 328 000	49,5	63,8
37	E.Leclerc	20 191 000	23,4	85,5
38	20 Minutes France	20 163 000	18,7	89,1
39	Carrefour	20 150 000	23,9	84,2
40	Samsung Group	20 103 000	7,1	95,5
41	Ministere de l Interieur	19 491 000	31,1	79,8
42	Lidl+Schwarz	19 431 000	12,3	92,0
43	Spotify	19 365 000	9,0	94,4
44	NetFlix	18 902 000	20,4	86,8
45	M6	18 696 000	22,5	84,4
46	Groupe TF1	18 690 000	20,4	86,2
47	PayPal	18 370 000	27,9	80,3
48	Groupe Casino	17 544 000	23,4	83,7
49	SNCF France	17 196 000	23,1	82,9
50	Yahoo	17 012 000	43,3	68,1

Top 50 most visited Brands in France

	Brand 	Unique Visitors per month	Average Unique Visitors per day
1	Google	55 133 000	45 268 000
2	Facebook	52 144 000	35 153 000
3	YouTube	49 731 000	20 636 000
4	WhatsApp	49 487 000	34 155 000
5	Instagram	44 631 000	26 244 000
6	Amazon	40 476 000	10 039 000
7	Messenger	37 318 000	19 341 000
8	Leboncoin.fr - T ACPM	31 270 000	8 198 000
9	Wikipedia	31 130 000	4 674 000
10	Microsoft / Microsoft 365	30 442 000	6 613 000
11	Doctolib	28 974 000	4 079 000
12	franceinfo - T ACPM	28 293 000	4 584 000
13	OpenAI	27 590 000	7 862 000
14	Snapchat - T ACPM	27 064 000	20 927 000
15	TikTok	26 215 000	11 107 000
16	BFM TV - T ACPM	23 807 000	3 728 000
17	Orange	23 563 000	9 034 000
18	Temu	23 424 000	5 980 000
19	Apple	23 089 000	11 796 000
20	Le Monde - T ACPM	23 061 000	3 949 000
21	Le Figaro - T ACPM	22 977 000	3 878 000
22	Assurance Maladie	22 861 000	2 063 000
23	Waze	22 604 000	5 762 000
24	Ouest France - T ACPM	22 179 000	3 581 000
25	Booking.com	20 793 000	2 129 000
26	Windows Live	20 580 000	2 668 000
27	Actu.fr - T ACPM	20 568 000	2 707 000
28	Vinted	20 564 000	6 066 000
29	LA POSTE	20 364 000	2 742 000
30	Le Parisien - T ACPM	20 078 000	2 293 000
31	Outlook (Outlook.com)	20 014 000	8 628 000
32	E.Leclerc	19 991 000	3 241 000
33	Samsung	19 675 000	6 578 000
34	Spotify	19 345 000	6 668 000
35	ici - T ACPM	19 323 000	2 162 000
36	Carrefour	19 129 000	2 608 000
37	Lidl	19 015 000	2 655 000
38	Netflix	18 880 000	4 681 000
39	LinkedIn	18 864 000	4 993 000
40	20 Minutes - T ACPM	18 694 000	2 346 000
41	Service Public	18 586 000	1 304 000
42	PayPal	18 269 000	1 824 000
43	Credit Agricole	16 976 000	5 555 000
44	Marmiton - T ACPM	16 621 000	1 222 000
45	SHEIN	16 595 000	4 030 000
46	Yahoo	16 364 000	4 895 000
47	impots.gouv.fr	16 288 000	1 154 000
48	Boursorama - T ACPM	15 947 000	3 415 000
49	Pinterest	15 909 000	3 097 000
50	Cdiscount	15 872 000	1 349 000

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	55 133 000	56,1	97,8
2	Facebook	52 144 000	28,7	97,6
3	YouTube	49 731 000	34,0	94,4
4	WhatsApp	49 487 000	4,0	99,6
5	Instagram	44 631 000	16,9	96,1
6	Amazon	40 476 000	36,3	86,5
7	Messenger	37 318 000	1,0	99,7
8	Leboncoin.fr - T ACPM	31 270 000	25,0	87,8
9	Wikipedia	31 130 000	25,6	87,8
10	Microsoft / Microsoft 365	30 442 000	40,6	77,7
11	Doctolib	28 974 000	22,2	90,1
12	franceinfo - T ACPM	28 293 000	19,4	91,1
13	OpenAI	27 590 000	24,7	87,6
14	Snapchat - T ACPM	27 064 000	1,9	99,2
15	TikTok	26 215 000	11,1	92,8
16	BFM TV - T ACPM	23 807 000	21,7	88,6
17	Orange	23 563 000	33,3	81,6
18	Temu	23 424 000	11,6	93,2
19	Apple	23 089 000	14,5	90,8
20	Le Monde - T ACPM	23 061 000	19,8	89,3
21	Le Figaro - T ACPM	22 977 000	26,2	86,0
22	Assurance Maladie	22 861 000	38,9	73,7
23	Waze	22 604 000	-	99,4
24	Ouest France - T ACPM	22 179 000	18,8	89,9
25	Booking.com	20 793 000	31,0	79,1
26	Windows Live	20 580 000	48,1	65,9
27	Actu.fr - T ACPM	20 568 000	13,2	92,5
28	Vinted	20 564 000	12,8	91,7
29	LA POSTE	20 364 000	37,8	74,0
30	Le Parisien - T ACPM	20 078 000	14,5	91,4
31	Outlook (Outlook.com)	20 014 000	30,2	80,0
32	E.Leclerc	19 991 000	23,3	85,8
33	Samsung	19 675 000	7,2	95,3
34	Spotify	19 345 000	9,0	94,4
35	ici - T ACPM	19 323 000	14,1	92,0
36	Carrefour	19 129 000	23,9	83,4
37	Lidl	19 015 000	11,1	92,8
38	Netflix	18 880 000	20,3	86,9
39	LinkedIn	18 864 000	29,4	80,9
40	20 Minutes - T ACPM	18 694 000	19,2	88,3
41	Service Public	18 586 000	38,6	71,8
42	PayPal	18 269 000	28,0	80,1
43	Credit Agricole	16 976 000	27,3	80,4
44	Marmiton - T ACPM	16 621 000	12,2	90,6
45	SHEIN	16 595 000	7,2	95,6
46	Yahoo	16 364 000	43,4	67,4
47	impots.gouv.fr	16 288 000	54,0	55,5
48	Boursorama - T ACPM	15 947 000	14,7	88,7
49	Pinterest	15 909 000	19,8	85,5
50	Cdiscount	15 872 000	23,7	82,7



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 Mobile phone panellists and 4,000 Computers 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 €102.2 million in 2025.

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 :

Juliette Destribats
Tél : 06 88 88 03 00

Stéphanie Haoun
Tél : 06 46 43 43 69

rex@mediametrie.fr



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