

Total Internet Audience in France in May 2026

Nearly half of French people use real estate websites and apps



During the month of May, **27.1 million** internet users visited real estate websites and apps.

This represents **nearly half the population (46%)**.

Every day, **4 million** people visited this category, or **7%** of the French population.

The real estate sector attracts a diverse audience. People aged **35-49** and those in **higher socioeconomic classes** show particular interest in it: **57%** and **55%** of them, respectively, visited the site during the month. Women are particularly active in this category: **one in two French women (50%)** visited the site during the same period, compared with **42%** of men.

In May 2026, 56.3 million people went online during the month, representing 96% of French people aged 11 and older. Each day, 50.5 million of them surfed the Internet. On average, French people aged 11 and older spent 3 hours and 23 minutes a day online.




Top 5 in the Real Estate Subcategory


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

	Brands (B) / Channels (C)	Monthly Unique Visitors	Monthly Coverage (% of French people)	Daily Unique Visitors
1	Leboncoin.fr Immo - T ACPM (C)	14 987 000	25,5	1 931 000
2	SeLoger (B)	7 627 000	13,0	756 000
3	Figaro Immo - T ACPM (C)	5 625 000	9,6	479 000
4	Bien ici (B)	3 673 000	6,3	379 000
5	Particulier a Particulier - T (B)	1 947 000	3,3	123 000

Top 50 most visited Groups in France

	Group 	Unique Visitors per month	Average Unique Visitors per day
1	Google	55 918 000	47 381 000
2	Meta Platforms	54 788 000	45 484 000
3	Microsoft	45 721 000	19 101 000
4	Amazon	43 779 000	11 964 000
5	WEB66	35 387 000	9 554 000
6	La Poste	33 470 000	8 238 000
7	Adevinta	32 988 000	8 476 000
8	Groupe Figaro	32 403 000	6 544 000
9	Louis Hachette Group	32 090 000	6 178 000
10	ReWorld Media	31 735 000	4 514 000
11	Wikimedia Foundation	31 722 000	4 649 000
12	Groupe Auchan	28 868 000	3 776 000
13	OpenAI	28 598 000	8 527 000
14	Doctolib	28 591 000	3 663 000
15	Apple Inc.	28 329 000	11 847 000
16	francetélévisions	27 589 000	5 025 000
17	Ministere de l Economie et des Finances	27 239 000	2 311 000
18	Snap Inc.	26 877 000	20 680 000
19	Bytedance	26 508 000	10 950 000
20	Groupe Credit Agricole	25 351 000	7 259 000
21	Assurance Maladie	25 147 000	2 391 000
22	Orange	25 083 000	8 852 000
23	Gouvernement Francais	24 946 000	2 248 000
24	Webedia	24 856 000	3 129 000
25	Groupe Canal+	24 121 000	3 236 000
26	Booking Holdings	22 844 000	2 517 000
27	PDD Holdings	21 839 000	5 498 000
28	CMA Media	21 022 000	3 143 000
29	Samsung Group	20 960 000	7 079 000
30	Vinted	20 942 000	6 699 000
31	E.Leclerc	20 442 000	3 115 000
32	Groupe Fnac Darty	20 174 000	1 608 000
33	Spotify	20 030 000	6 792 000
34	Carrefour	19 483 000	2 571 000
35	PayPal	19 461 000	1 916 000
36	Lidl+Schwarz	19 090 000	2 558 000
37	Groupe Le Monde	18 848 000	3 386 000
38	Groupe Les Echos - Le Parisien	18 812 000	2 434 000
39	NetFlix	18 799 000	4 361 000
40	Societe Generale	18 746 000	5 200 000
41	Publihebdos	18 390 000	2 545 000
42	Roadget Business	18 318 000	4 482 000
43	Altice France	17 750 000	3 694 000
44	Groupe Ouest France	17 492 000	1 616 000
45	Groupe Casino	17 405 000	1 488 000
46	Yahoo	17 260 000	5 410 000
47	Groupe TF1	17 127 000	1 914 000
48	20 Minutes France	17 033 000	2 052 000
49	SNCF France	17 026 000	2 176 000
50	Credit Mutuel	16 932 000	4 610 000


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	55 918 000	56,5	97,7
2	Meta Platforms	54 788 000	30,6	98,5
3	Microsoft	45 721 000	52,6	82,7
4	Amazon	43 779 000	36,2	88,3
5	WEB66	35 387 000	20,8	92,7
6	La Poste	33 470 000	38,3	80,8
7	Adevinta	32 988 000	24,5	87,4
8	Groupe Figaro	32 403 000	27,8	87,6
9	Louis Hachette Group	32 090 000	24,2	89,5
10	ReWorld Media	31 735 000	16,8	92,6
11	Wikimedia Foundation	31 722 000	23,4	88,4
12	Groupe Auchan	28 868 000	31,6	84,0
13	OpenAI	28 598 000	23,5	89,0
14	Doctolib	28 591 000	22,6	89,2
15	Apple Inc.	28 329 000	9,2	95,0
16	francetélévisions	27 589 000	20,9	89,8
17	Ministere de l Economie et des Finances	27 239 000	61,7	56,7
18	Snap Inc.	26 877 000	1,2	99,6
19	Bytedance	26 508 000	11,6	93,9
20	Groupe Credit Agricole	25 351 000	30,0	80,8
21	Assurance Maladie	25 147 000	41,8	72,9
22	Orange	25 083 000	33,1	82,1
23	Gouvernement Francais	24 946 000	37,9	77,3
24	Webedia	24 856 000	22,4	87,2
25	Groupe Canal+	24 121 000	18,7	90,3
26	Booking Holdings	22 844 000	26,0	83,0
27	PDD Holdings	21 839 000	13,3	92,1
28	CMA Media	21 022 000	16,8	89,9
29	Samsung Group	20 960 000	4,9	97,2
30	Vinted	20 942 000	14,1	91,6
31	E.Leclerc	20 442 000	23,5	84,5
32	Groupe Fnac Darty	20 174 000	30,6	78,8
33	Spotify	20 030 000	8,6	94,5
34	Carrefour	19 483 000	23,0	84,5
35	PayPal	19 461 000	27,2	81,3
36	Lidl+Schwarz	19 090 000	13,3	91,9
37	Groupe Le Monde	18 848 000	23,4	86,5
38	Groupe Les Echos - Le Parisien	18 812 000	13,2	92,1
39	NetFlix	18 799 000	17,8	87,6
40	Societe Generale	18 746 000	24,0	83,3
41	Publihebdos	18 390 000	10,6	93,3
42	Roadget Business	18 318 000	7,6	95,5
43	Altice France	17 750 000	23,4	83,9
44	Groupe Ouest France	17 492 000	10,0	94,1
45	Groupe Casino	17 405 000	22,4	84,2
46	Yahoo	17 260 000	44,3	66,8
47	Groupe TF1	17 127 000	21,1	84,8
48	20 Minutes France	17 033 000	17,2	88,2
49	SNCF France	17 026 000	22,0	83,8
50	Credit Mutuel	16 932 000	28,6	78,3

Top 50 most visited Brands in France

	Brand 	Unique Visitors per month	Average Unique Visitors per day
1	Google	55 771 000	46 059 000
2	Facebook	52 531 000	35 594 000
3	YouTube	50 518 000	20 738 000
4	WhatsApp	50 337 000	35 503 000
5	Instagram	44 999 000	26 811 000
6	Amazon	41 905 000	10 841 000
7	Messenger	37 562 000	19 314 000
8	Leboncoin.fr - T ACPM	32 584 000	8 343 000
9	Wikipedia	31 437 000	4 593 000
10	Microsoft / Microsoft 365	30 147 000	6 235 000
11	OpenAI	28 598 000	8 527 000
12	Doctolib	28 591 000	3 663 000
13	Snapchat - T ACPM	26 674 000	20 661 000
14	TikTok	25 582 000	10 744 000
15	impots.gouv.fr	25 045 000	2 010 000
16	Orange	24 126 000	8 717 000
17	Waze	23 740 000	6 155 000
18	Apple	23 008 000	11 181 000
19	franceinfo - T ACPM	22 926 000	3 747 000
20	Booking.com	21 922 000	2 384 000
21	Temu	21 839 000	5 498 000
22	Assurance Maladie	21 644 000	1 949 000
23	Windows Live	21 062 000	2 706 000
24	Vinted	20 870 000	6 686 000
25	LA POSTE	20 839 000	2 889 000
26	Le Figaro - T ACPM	20 509 000	3 195 000
27	Outlook (Outlook.com)	20 309 000	8 704 000
28	Samsung	20 271 000	7 019 000
29	BFM TV - T ACPM	20 228 000	2 859 000
30	E.Leclerc	20 191 000	3 086 000
31	Spotify	19 937 000	6 786 000
32	PayPal	19 372 000	1 908 000
33	Ouest France - T ACPM	19 059 000	3 023 000
34	LinkedIn	18 897 000	4 742 000
35	Lidl	18 829 000	2 542 000
36	Netflix	18 693 000	4 356 000
37	Carrefour	18 466 000	2 438 000
38	Actu.fr - T ACPM	18 364 000	2 530 000
39	SHEIN	18 318 000	4 482 000
40	Credit Agricole	17 711 000	5 474 000
41	Service Public	17 685 000	1 151 000
42	Marmiton - T ACPM	17 519 000	1 323 000
43	Yahoo	16 297 000	4 948 000
44	Tele Loisirs - T ACPM	16 137 000	2 812 000
45	Le Parisien - T ACPM	16 104 000	1 668 000
46	Le Monde - T ACPM	15 817 000	2 698 000
47	Cdiscount	15 764 000	1 343 000
48	Pinterest	15 651 000	3 331 000
49	Pagesjaunes - T	15 497 000	948 000
50	Leroy Merlin	15 377 000	1 295 000

Device breakdown for the Top 50 most visited Brands in France

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1	Google	55 771 000	55,5	97,5
2	Facebook	52 531 000	27,0	97,6
3	YouTube	50 518 000	31,3	94,5
4	WhatsApp	50 337 000	5,1	99,5
5	Instagram	44 999 000	15,9	96,7
6	Amazon	41 905 000	36,5	87,2
7	Messenger	37 562 000	1,4	99,7
8	Leboncoin.fr - T ACPM	32 584 000	24,0	87,5
9	Wikipedia	31 437 000	23,2	88,5
10	Microsoft / Microsoft 365	30 147 000	36,4	79,6
11	OpenAI	28 598 000	23,5	89,0
12	Doctolib	28 591 000	22,6	89,2
13	Snapchat - T ACPM	26 674 000	1,2	99,6
14	TikTok	25 582 000	11,0	93,9
15	impots.gouv.fr	25 045 000	65,0	51,1
16	Orange	24 126 000	33,0	81,2
17	Waze	23 740 000	1,2	99,4
18	Apple	23 008 000	11,3	92,6
19	franceinfo - T ACPM	22 926 000	15,5	91,4
20	Booking.com	21 922 000	25,6	83,1
21	Temu	21 839 000	13,3	92,1
22	Assurance Maladie	21 644 000	41,9	70,3
23	Windows Live	21 062 000	49,0	63,7
24	Vinted	20 870 000	14,2	91,4
25	LA POSTE	20 839 000	38,7	73,0
26	Le Figaro - T ACPM	20 509 000	23,8	85,7
27	Outlook (Outlook.com)	20 309 000	27,9	81,4
28	Samsung	20 271 000	4,3	97,5
29	BFM TV - T ACPM	20 228 000	16,2	90,0
30	E.Leclerc	20 191 000	23,2	84,6
31	Spotify	19 937 000	8,7	94,4
32	PayPal	19 372 000	26,9	81,5
33	Ouest France - T ACPM	19 059 000	13,8	90,9
34	LinkedIn	18 897 000	27,2	82,2
35	Lidl	18 829 000	12,3	92,5
36	Netflix	18 693 000	17,5	87,8
37	Carrefour	18 466 000	23,1	83,9
38	Actu.fr - T ACPM	18 364 000	10,3	93,4
39	SHEIN	18 318 000	7,6	95,5
40	Credit Agricole	17 711 000	29,2	77,1
41	Service Public	17 685 000	40,1	70,7
42	Marmiton - T ACPM	17 519 000	10,0	93,1
43	Yahoo	16 297 000	44,4	65,9
44	Tele Loisirs - T ACPM	16 137 000	12,5	91,0
45	Le Parisien - T ACPM	16 104 000	9,0	94,2
46	Le Monde - T ACPM	15 817 000	17,4	88,9
47	Cdiscount	15 764 000	22,3	84,1
48	Pinterest	15 651 000	18,5	87,3
49	PagesJaunes - T	15 497 000	30,0	78,1
50	Leroy Merlin	15 377 000	33,1	74,8



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 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.

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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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