

Total Internet Audience in France in June 2026

Nearly 6 out of 10 French people use hotel websites and apps and hotel guides



With summer vacation approaching, hotel websites, apps, and hotel guides attracted **33.8 million** internet users, **nearly 6 out of 10 French people (58%)**.

Each day, **5.4 million** people visited brands in this category, representing **9%** of the population.

Upper-income individuals show strong interest in this sector: **7 out of 10 upper-income individuals (70%)** have visited it during the month. This rate rises to **76%** among **upper-income women**.

In June 2026, 56.2 million people went online during the month, representing 96% of French people aged 11 and older. Each day, 50.3 million of them surfed the Internet. On average, French people aged 11 and older spent 3 hours and 22 minutes a day online.



Top 10 in the Hotels / Hotel Guides subcategory

Audience Internet Global - June 2026 - Copyright Médiamétrie//NetRatings

	Brands (B) / Channels (C)	Monthly Unique Visitors	Monthly Coverage (% of French people)	Daily Unique Visitors
1	Booking.com (B)	22 834 000	38,9	2 541 000
2	Airbnb (B)	14 970 000	25,5	2 014 000
3	All Accor Live Limitless (B)	3 524 000	6,0	215 000
4	Hotels.com (B)	2 199 000	3,7	207 000
5	Abritel (B)	1 892 000	3,2	115 000
6	Leboncoin.fr Vacances - T ACPM (C)	1 828 000	3,1	99 000
7	Pierre et Vacances (B)	1 536 000	2,6	75 000
8	Campings.com (B)	1 419 000	2,4	72 000
9	Agoda (B)	1 323 000	2,3	87 000
10	Gites de France (B)	1 224 000	2,1	57 000

Top 50 most visited Groups in France

	Group 	Unique Visitors per month	Average Unique Visitors per day
1	Google	55 702 000	47 042 000
2	Meta Platforms	54 740 000	45 325 000
3	Microsoft	44 660 000	19 276 000
4	Amazon	42 937 000	11 831 000
5	WEB66	35 374 000	9 651 000
6	La Poste	32 948 000	7 652 000
7	Adevinta	32 639 000	8 305 000
8	Groupe Figaro	32 336 000	6 717 000
9	Louis Hachette Group	30 850 000	5 960 000
10	ReWorld Media	30 610 000	4 331 000
11	Groupe Auchan	29 889 000	3 957 000
12	Wikimedia Foundation	29 862 000	4 291 000
13	OpenAI	29 478 000	8 388 000
14	Apple Inc.	28 193 000	11 846 000
15	Doctolib	28 074 000	3 874 000
16	Bytedance	27 400 000	11 171 000
17	francetélévisions	27 340 000	4 874 000
18	Snap Inc.	26 921 000	20 327 000
19	Orange	25 331 000	8 937 000
20	Gouvernement Français	25 319 000	2 219 000
21	Groupe Credit Agricole	25 038 000	7 211 000
22	Assurance Maladie	24 013 000	2 303 000
23	Booking Holdings	23 925 000	2 688 000
24	Groupe Canal+	23 817 000	3 116 000
25	Webedia	23 689 000	2 880 000
26	CMA Media	22 621 000	3 471 000
27	Ministère de l'Économie et des Finances	21 352 000	1 700 000
28	Samsung Group	21 014 000	7 184 000
29	Groupe Fnac Darty	20 706 000	1 574 000
30	E.Leclerc	19 965 000	2 952 000
31	Groupe Les Echos - Le Parisien	19 756 000	2 553 000
32	Carrefour	19 596 000	2 627 000
33	Spotify	19 491 000	6 497 000
34	Vinted	19 473 000	5 997 000
35	PDD Holdings	19 325 000	5 020 000
36	PayPal	19 218 000	1 922 000
37	Lidl+Schwarz	19 142 000	2 789 000
38	M6	18 984 000	2 212 000
39	Radio France	18 917 000	2 243 000
40	Société Générale	18 868 000	5 289 000
41	Groupe Le Monde	18 840 000	3 340 000
42	Publihebdos	18 809 000	2 636 000
43	Altice France	18 652 000	3 768 000
44	NetFlix	18 636 000	4 302 000
45	20 Minutes France	17 726 000	2 084 000
46	Yahoo	17 593 000	5 521 000
47	Groupe Casino	17 395 000	1 581 000
48	Groupe TF1	17 169 000	2 194 000
49	SNCF France	17 158 000	2 153 000
50	Groupe Ouest France	16 598 000	1 483 000

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	55 702 000	55,9	98,0
2	Meta Platforms	54 740 000	30,4	98,5
3	Microsoft	44 660 000	51,6	82,7
4	Amazon	42 937 000	35,3	87,9
5	WEB66	35 374 000	24,0	91,3
6	La Poste	32 948 000	34,6	82,1
7	Adevinta	32 639 000	24,3	88,2
8	Groupe Figaro	32 336 000	25,4	88,4
9	Louis Hachette Group	30 850 000	24,4	89,0
10	ReWorld Media	30 610 000	18,0	91,7
11	Groupe Auchan	29 889 000	29,9	84,5
12	Wikimedia Foundation	29 862 000	24,1	87,2
13	OpenAI	29 478 000	23,3	88,1
14	Apple Inc.	28 193 000	10,9	94,1
15	Doctolib	28 074 000	22,8	88,6
16	Bytedance	27 400 000	12,3	93,1
17	francetélévisions	27 340 000	22,8	88,5
18	Snap Inc.	26 921 000	1,8	99,3
19	Orange	25 331 000	32,6	82,4
20	Gouvernement Français	25 319 000	39,7	73,7
21	Groupe Credit Agricole	25 038 000	28,3	82,6
22	Assurance Maladie	24 013 000	41,5	73,7
23	Booking Holdings	23 925 000	23,7	86,1
24	Groupe Canal+	23 817 000	19,1	88,5
25	Webedia	23 689 000	22,0	86,0
26	CMA Media	22 621 000	17,1	89,7
27	Ministère de l'Economie et des Finances	21 352 000	54,0	59,1
28	Samsung Group	21 014 000	5,3	96,2
29	Groupe Fnac Darty	20 706 000	30,2	78,9
30	E.Leclerc	19 965 000	24,1	83,7
31	Groupe Les Echos - Le Parisien	19 756 000	16,5	90,2
32	Carrefour	19 596 000	23,9	83,9
33	Spotify	19 491 000	8,7	94,1
34	Vinted	19 473 000	14,5	91,5
35	PDD Holdings	19 325 000	13,2	91,2
36	PayPal	19 218 000	27,1	79,8
37	Lidl+Schwarz	19 142 000	11,8	92,3
38	M6	18 984 000	21,1	85,9
39	Radio France	18 917 000	15,4	90,5
40	Société Générale	18 868 000	21,2	85,7
41	Groupe Le Monde	18 840 000	22,9	85,1
42	Publihebdos	18 809 000	11,3	92,6
43	Altice France	18 652 000	22,7	84,6
44	NetFlix	18 636 000	18,4	86,5
45	20 Minutes France	17 726 000	16,1	89,6
46	Yahoo	17 593 000	45,0	65,2
47	Groupe Casino	17 395 000	24,5	82,2
48	Groupe TF1	17 169 000	21,0	84,6
49	SNCF France	17 158 000	22,3	83,7
50	Groupe Ouest France	16 598 000	12,2	91,7

Top 50 most visited Brands in France

	Brand 	Unique Visitors per month	Average Unique Visitors per day
1	Google	55 564 000	45 730 000
2	Facebook	52 089 000	35 009 000
3	WhatsApp	50 472 000	35 939 000
4	YouTube	49 922 000	20 003 000
5	Instagram	45 341 000	26 821 000
6	Amazon	41 325 000	10 767 000
7	Messenger	37 223 000	18 872 000
8	Leboncoin.fr - T ACPM	32 136 000	8 209 000
9	Microsoft / Microsoft 365	29 625 000	6 441 000
10	Wikipedia	29 606 000	4 246 000
11	OpenAI	29 478 000	8 388 000
12	Doctolib	28 074 000	3 874 000
13	Snapchat - T ACPM	26 779 000	20 303 000
14	TikTok	26 724 000	10 957 000
15	Orange	24 092 000	8 779 000
16	Waze	23 880 000	6 383 000
17	franceinfo - T ACPM	23 470 000	3 812 000
18	Apple	23 091 000	11 175 000
19	Booking.com	22 834 000	2 541 000
20	BFM TV - T ACPM	21 863 000	3 223 000
21	LA POSTE	20 672 000	2 979 000
22	Assurance Maladie	20 525 000	1 813 000
23	Samsung	20 448 000	7 134 000
24	Le Figaro - T ACPM	20 339 000	3 297 000
25	Outlook	20 220 000	8 931 000
26	Windows Live	20 110 000	2 571 000
27	E.Leclerc	19 518 000	2 917 000
28	Spotify	19 410 000	6 493 000
29	Vinted	19 347 000	5 982 000
30	Temu	19 325 000	5 020 000
31	PayPal	19 171 000	1 918 000
32	Lidl	18 940 000	2 764 000
33	Actu.fr - T ACPM	18 788 000	2 630 000
34	Netflix	18 600 000	4 298 000
35	Carrefour	18 554 000	2 486 000
36	impots.gouv.fr	18 554 000	1 418 000
37	LinkedIn	18 431 000	4 845 000
38	Ouest France - T ACPM	18 425 000	2 827 000
39	Le Parisien - T ACPM	17 318 000	1 774 000
40	Credit Agricole	17 254 000	5 483 000
41	Service Public	16 973 000	1 145 000
42	Yahoo	16 793 000	5 030 000
43	Cdiscount	16 050 000	1 447 000
44	Le Monde - T ACPM	15 880 000	2 652 000
45	20 Minutes - T ACPM	15 697 000	1 778 000
46	PagesJaunes - T	15 383 000	1 020 000
47	Twitter X	15 341 000	4 026 000
48	AliExpress	15 300 000	2 670 000
49	Pinterest	14 993 000	3 165 000
50	Airbnb	14 970 000	2 014 000

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	55 564 000	55,1	97,8
2	Facebook	52 089 000	27,6	96,8
3	WhatsApp	50 472 000	5,2	99,5
4	YouTube	49 922 000	32,0	94,4
5	Instagram	45 341 000	16,4	95,5
6	Amazon	41 325 000	35,5	87,2
7	Messenger	37 223 000	1,1	99,6
8	Leboncoin.fr - T ACPM	32 136 000	23,7	88,4
9	Microsoft / Microsoft 365	29 625 000	34,6	80,5
10	Wikipedia	29 606 000	24,0	87,4
11	OpenAI	29 478 000	23,3	88,1
12	Doctolib	28 074 000	22,8	88,6
13	Snapchat - T ACPM	26 779 000	1,8	99,3
14	TikTok	26 724 000	11,7	93,0
15	Orange	24 092 000	33,4	81,5
16	Waze	23 880 000	-	99,6
17	franceinfo - T ACPM	23 470 000	18,0	89,8
18	Apple	23 091 000	13,2	91,4
19	Booking.com	22 834 000	23,1	86,3
20	BFM TV - T ACPM	21 863 000	16,7	89,6
21	LA POSTE	20 672 000	36,0	75,3
22	Assurance Maladie	20 525 000	43,3	69,6
23	Samsung	20 448 000	5,2	96,3
24	Le Figaro - T ACPM	20 339 000	23,4	84,8
25	Outlook	20 220 000	27,7	81,9
26	Windows Live	20 110 000	49,7	61,5
27	E.Leclerc	19 518 000	23,3	84,4
28	Spotify	19 410 000	8,7	94,1
29	Vinted	19 347 000	14,1	91,7
30	Temu	19 325 000	13,2	91,2
31	PayPal	19 171 000	27,0	79,8
32	Lidl	18 940 000	10,9	92,8
33	Actu.fr - T ACPM	18 788 000	11,3	92,6
34	Netflix	18 600 000	18,3	86,5
35	Carrefour	18 554 000	24,2	83,6
36	impots.gouv.fr	18 554 000	56,9	55,0
37	LinkedIn	18 431 000	27,8	81,0
38	Ouest France - T ACPM	18 425 000	16,1	89,5
39	Le Parisien - T ACPM	17 318 000	12,7	91,6
40	Credit Agricole	17 254 000	28,3	79,0
41	Service Public	16 973 000	38,9	70,0
42	Yahoo	16 793 000	45,5	64,0
43	Cdiscount	16 050 000	24,2	82,3
44	Le Monde - T ACPM	15 880 000	20,5	85,9
45	20 Minutes - T ACPM	15 697 000	15,9	89,4
46	PagesJaunes - T	15 383 000	34,2	74,2
47	Twitter X	15 341 000	23,0	84,2
48	AliExpress	15 300 000	23,3	81,7
49	Pinterest	14 993 000	16,7	87,4
50	Airbnb	14 970 000	15,1	88,4



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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