



## Total Internet Audience in France in November 2024

### Historic audience record for general retail websites for Black Friday 2024



As the end-of-year holidays approached, **almost 8 out of 10 French people** (77.7%) visited general retail websites in November 2024.

This category set a new all-time audience record by attracting **49.8 millions** Internet users during the month.

Every day, **22.1 million** French people visited brands in this world, or **more than a third** of the population (34.5%). Nearly three-quarters of these daily visitors (74.1%) used their mobile phone exclusively.

General retail websites recorded their highest audience level ever on Friday 29 November, for Black Friday, bringing together **23.7 million unique visitors**.

**In November 2024, 56.2 million people went online during the month, that's 87.7% of the French population. Every day, 48.5 million of them browsed the Internet.**

On average, French people spent **2 hours 59 minutes** online each day. Mobile phones account for **79%** of their daily surfing time.



#### Top 10 of the General Retail Websites sub-category


Total Internet Audience – November 2024, Copyright Médiamétrie//NetRatings

	Brands (B)	Monthly Unique Visitors	Monthly coverage (% of French people)
1	Amazon	41,151,000	64.2
2	E.Leclerc	20,993,000	32.8
3	Fnac	19,994,000	31.2
4	Cdiscount	19,080,000	29.8
5	AliExpress	18,837,000	29.4
6	Carrefour	17,997,000	28.1
7	Temu	17,572,000	27.4
8	Lidl	17,180,000	26.8
9	Boulangier	11,882,000	18.5
10	Rakuten France	11,230,000	17.5

Top 50 most visited Groups in France

	Group 	Unique Visitors per month	Average Unique Visitors per day
1	Google	55,163,000	44,623,000
2	Meta Platforms	52,236,000	41,031,000
3	Microsoft	43,899,000	18,775,000
4	Amazon	42,696,000	11,548,000
5	Vivendi	40,885,000	10,804,000
6	Figaro CCM Benchmark Group	34,213,000	7,052,000
7	WEB66	34,176,000	9,073,000
8	ReWorld Media	32,880,000	4,986,000
9	Adevinta	30,580,000	7,607,000
10	Webedia	30,397,000	4,580,000
11	Wikimedia Foundation	30,377,000	4,001,000
12	Auchan Group	28,213,000	3,858,000
13	Apple Inc.	28,185,000	11,858,000
14	La Poste	27,187,000	5,096,000
15	Snap Inc.	25,671,000	19,335,000
16	Fnac Darty Group	25,392,000	2,440,000
17	francetélévisions	25,383,000	5,052,000
18	Crédit Agricole Group	25,214,000	6,914,000
19	Yahoo	24,769,000	8,474,000
20	Orange	23,885,000	8,822,000
21	Doctolib	23,470,000	2,705,000
22	Assurance Maladie	23,177,000	2,113,000
23	Bytedance	22,481,000	9,995,000
24	French Government	22,469,000	1,811,000
25	E.Leclerc	21,211,000	3,093,000
26	Samsung Group	20,960,000	6,462,000
27	Le Monde Group	20,483,000	3,574,000
28	NetFlix	20,241,000	4,924,000
29	Casino Group	20,231,000	1,959,000
30	Altice France	20,223,000	4,114,000
31	RMC BFM	20,094,000	3,201,000
32	Spotify	19,793,000	6,048,000
33	Carrefour	19,402,000	2,595,000
34	TF1 Group	19,308,000	2,838,000
35	Alibaba Group	19,183,000	3,448,000
36	Les Echos-Le Parisien Group	19,058,000	2,648,000
37	Vinted	18,788,000	5,748,000
38	Ministry of Economy and Finance	18,587,000	1,402,000
39	Publihebdos	18,307,000	2,798,000
40	PayPal	18,169,000	1,786,000
41	X Corp.	17,807,000	4,878,000
42	PDD Holdings	17,572,000	3,713,000
43	Booking Holdings	17,541,000	1,787,000
44	Société Générale	17,484,000	4,039,000
45	Pinterest	17,422,000	3,067,000
46	Lidl+Schwarz	17,210,000	2,390,000
47	Radio France	17,208,000	2,148,000
48	Solocal Group	16,235,000	1,076,000
49	20 Minutes France	16,186,000	1,821,000
50	SNCF France	15,943,000	2,221,000


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	55,163,000	57.8	91.5	34.6
2	Meta Platforms	52,236,000	31.2	95.3	20.9
3	Microsoft	43,899,000	54.5	78.9	13.9
4	Amazon	42,696,000	38.4	83.8	14.7
5	Vivendi	40,885,000	29.5	87.5	16.5
6	Figaro CCM Benchmark Group	34,213,000	27.9	86.7	11.2
7	WEB66	34,176,000	22.7	88.8	12.2
8	ReWorld Media	32,880,000	22.0	86.2	11.9
9	Adevinta	30,580,000	28.5	82.2	10.8
10	Webedia	30,397,000	23.2	85.5	11.2
11	Wikimedia Foundation	30,377,000	27.7	83.7	7.2
12	Auchan Group	28,213,000	34.6	77.3	10.4
13	Apple Inc.	28,185,000	10.3	83.9	31.9
14	La Poste	27,187,000	36.9	79.0	6.5
15	Snap Inc.	25,671,000	1.5	98.0	3.5
16	Fnac Darty Group	25,392,000	33.3	76.0	10.0
17	francetélévisions	25,383,000	21.1	84.7	14.7
18	Crédit Agricole Group	25,214,000	30.7	80.0	6.9
19	Yahoo	24,769,000	26.5	79.6	13.3
20	Orange	23,885,000	39.1	75.5	11.5
21	Doctolib	23,470,000	23.7	83.6	6.1
22	Assurance Maladie	23,177,000	36.4	74.2	7.5
23	Bytedance	22,481,000	10.2	90.5	5.5
24	French Government	22,469,000	37.9	71.6	6.9
25	E.Leclerc	21,211,000	24.7	81.5	8.4
26	Samsung Group	20,960,000	6.5	91.5	9.7
27	Le Monde Group	20,483,000	24.3	82.7	11.0
28	NetFlix	20,241,000	18.5	72.4	27.0
29	Casino Group	20,231,000	30.2	74.8	9.3
30	Altice France	20,223,000	25.8	81.6	8.4
31	RMC BFM	20,094,000	17.7	86.6	8.7
32	Spotify	19,793,000	8.4	89.2	8.7
33	Carrefour	19,402,000	25.0	81.0	7.9
34	TF1 Group	19,308,000	20.8	79.9	13.1
35	Alibaba Group	19,183,000	23.9	79.7	8,8
36	Les Echos-Le Parisien Group	19,058,000	18.3	85.6	8.5
37	Vinted	18,788,000	14.5	87.8	7.4
38	Ministry of Economy and Finance	18,587,000	48.9	60.1	6.5
39	Publihebdos	18,307,000	10.8	90.2	9.1
40	PayPal	18,169,000	28.7	76.8	7.0
41	X Corp.	17,807,000	22.5	82.8	6.1
42	PDD Holdings	17,572,000	25.8	77.5	8.5
43	Booking Holdings	17,541,000	25.7	78.0	8.5
44	Société Générale	17,484,000	23.0	82.4	7.0
45	Pinterest	17,422,000	21.5	78.9	8.5
46	Lidl+Schwarz	17,210,000	16.0	87.0	6.3
47	Radio France	17,208,000	16.0	87.0	7.7
48	Solocal Group	16,235,000	31.8	72.1	6.3
49	20 Minutes France	16,186,000	15.9	85.9	7.8
50	SNCF France	15,943,000	22.0	84.7	4.9

Top 50 most visited Brands in France

	Brand 	Unique Visitors per month	Average Unique Visitors per day
1	Google	54,865,000	43,115,000
2	Facebook	49,412,000	31,652,000
3	YouTube	49,170,000	19,866,000
4	WhatsApp	45,959,000	28,736,000
5	Amazon	41,151,000	10,569,000
6	Instagram	40,661,000	22,705,000
7	Messenger	35,684,000	18,153,000
8	Microsoft / Microsoft 365	30,658,000	5,954,000
9	Wikipedia	30,159,000	3,928,000
10	Leboncoin.fr - T ACPM	29,660,000	7,411,000
11	Snapchat - T ACPM	25,486,000	19,311,000
12	Yahoo	24,208,000	7,990,000
13	Doctolib	23,470,000	2,705,000
14	Apple	23,399,000	11,161,000
15	Orange	23,023,000	8,668,000
16	Le Figaro - T ACPM	22,282,000	3,620,000
17	TikTok	22,013,000	9,746,000
18	Waze	21,804,000	4,751,000
19	franceinfo - T ACPM	21,557,000	4,164,000
20	Assurance Maladie	21,045,000	1,807,000
21	E.Leclerc	20,993,000	3,054,000
22	Samsung	20,359,000	6,420,000
23	Tele Loisirs - T ACPM	20,330,000	3,964,000
24	Netflix	20,216,000	4,917,000
25	Marmiton	20,065,000	1,710,000
26	Fnac	19,994,000	1,648,000
27	Spotify	19,733,000	6,044,000
28	BFM TV - T ACPM	19,372,000	2,919,000
29	Ouest France - T ACPM	19,336,000	2,866,000
30	Windows Live	19,209,000	2,673,000
31	Cdiscount	19,080,000	1,812,000
32	AliExpress	18,837,000	3,392,000
33	Vinted	18,788,000	5,748,000
34	LA POSTE	18,664,000	2,334,000
35	Outlook (Outlook.com)	18,621,000	8,479,000
36	Actu.fr - T ACPM	18,277,000	2,790,000
37	PayPal	18,093,000	1,777,000
38	Carrefour	17,997,000	2,374,000
39	Twitter X	17,806,000	4,878,000
40	Temu	17,572,000	3,713,000
41	Pinterest	17,422,000	3,067,000
42	LinkedIn	17,357,000	4,095,000
43	Crédit Agricole	17,273,000	5,282,000
44	Lidl	17,180,000	2,383,000
45	AlloCine	17,019,000	1,530,000
46	Dailymotion	16,907,000	1,637,000
47	Booking.com	16,754,000	1,665,000
48	Le Monde - T ACPM	16,540,000	2,728,000
49	Le Parisien - T ACPM	16,254,000	2,002,000
50	PagesJaunes - T	15,829,000	1,043,000

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	% of unique visitors who used a tablet
1	Google	54,865,000	56.7	91.8	32.7
2	Facebook	49,412,000	29.3	93.5	18.5
3	YouTube	49,170,000	34.5	87.6	22.3
4	WhatsApp	45,959,000	4.2	98.8	4.1
5	Amazon	41,151,000	38.8	82.9	14.7
6	Instagram	40,661,000	14.4	92.5	10.4
7	Messenger	35,684,000	1.2	96.0	12.4
8	Microsoft / Microsoft 365	30,658,000	41.0	75.3	9.4
9	Wikipedia	30,159,000	27.6	83.5	7.2
10	Leboncoin.fr - T ACPM	29,660,000	28.0	82.2	10.5
11	Snapchat - T ACPM	25,486,000	1.4	98.1	3.5
12	Yahoo	24,208,000	25.9	79.5	13.2
13	Doctolib	23,470,000	23.7	83.6	6.1
14	Apple	23,399,000	12.1	76.9	38.3
15	Orange	23,023,000	39.2	74.6	11.6
16	Le Figaro - T ACPM	22,282,000	23.9	83.2	9.5
17	TikTok	22,013,000	10.2	90.5	5.5
18	Waze	21,804,000	1.2	99.3	-
19	franceinfo - T ACPM	21,557,000	16.0	87.9	10.6
20	Assurance Maladie	21,045,000	35.4	73.3	7.6
21	E.Leclerc	20,993,000	24.5	81.7	8.1
22	Samsung	20,359,000	5.9	91.8	9.8
23	Tele Loisirs - T ACPM	20,330,000	15.8	86.6	9.7
24	Netflix	20,216,000	18.5	72.3	27.0
25	Marmiton	20,065,000	14.6	84.7	9.9
26	Fnac	19,994,000	29.0	76.2	9.6
27	Spotify	19,733,000	8.4	89.4	8.6
28	BFM TV - T ACPM	19,372,000	17.4	86.7	8,8
29	Ouest France - T ACPM	19,336,000	18.0	84.8	9.9
30	Windows Live	19,209,000	62.7	48.5	6.1
31	Cdiscount	19,080,000	31.1	74.1	8.3
32	AliExpress	18,837,000	24.1	79.2	8,8
33	Vinted	18,788,000	14.5	87.8	7.4
34	LA POSTE	18,664,000	38.4	71.7	6.5
35	Outlook (Outlook.com)	18,621,000	31.8	77.4	10.3
36	Actu.fr - T ACPM	18,277,000	10.8	90.2	9.1
37	PayPal	18,093,000	28.7	76.9	6.9
38	Carrefour	17,997,000	24.6	81.1	7.7
39	Twitter X	17,806,000	22.5	82.8	6.1
40	Temu	17,572,000	25.8	77.5	8.5
41	Pinterest	17,422,000	21.5	78.9	8.5
42	LinkedIn	17,357,000	27.7	79.6	5.2
43	Crédit Agricole	17,273,000	30.2	77.2	5.6
44	Lidl	17,180,000	16.0	87.0	6.3
45	AlloCine	17,019,000	16.9	84.6	8.3
46	Dailymotion	16,907,000	9.0	84.0	16.2
47	Booking.com	16,754,000	25.6	78.3	8.3
48	Le Monde - T ACPM	16,540,000	20.8	83.1	10.1
49	Le Parisien - T ACPM	16,254,000	16.0	86.7	7.5
50	PagesJaunes - T	15,829,000	31.8	71.8	6.2



#### 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.

#### Methodology



The Total Internet Audience measurement is based on **nearly 20,000 panellists aged 2 years and over** : 10,500 Computer panellists, 10,500 Mobile phone panellists and 4,500 Tablet panellists, including 6,200 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, a trusted third party for accurate measurements

Médiamétrie is committed to providing its customers with common and outstanding benchmark audience measurements. As a data leader and media expert, the company is expanding its expertise to video, audio and cross-media behaviour measurements, as well as advertising effectiveness measurement. Every day, some 800 employees design and produce the right measurements for today and tomorrow to promote the free decision-making of the company's customers in France and abroad. In 2023, the Médiamétrie Group achieved a turnover of €104.1 million and processed over one billion data items every day.

Médiamétrie //NetRatings is a company created 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 Mediametrie.official Médiamétrie

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