

DIGITAL 2025

FRANCE

THE ESSENTIAL GUIDE TO DIGITAL TRENDS

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social

 Meltwater

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 **Meltwater**

PARTNERS THAT MAKE THE GLOBAL DIGITAL REPORTS SERIES POSSIBLE



GWI



STATISTA



DATA.AI



SIMILARWEB



SEMRUSH



GSMA INTELLIGENCE



OOKLA



SKAI



LOCOWISE



SOCIALINSIDER

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GLOBAL OVERVIEW	BOTSWANA	DJIBOUTI	GUINEA	LESOTHO	NEPAL	ST. KITTS & NEVIS	TAJIKISTAN
DIGITAL YEARBOOK	BRAZIL	DOMINICA	GUINEA-BISSAU	LIBERIA	NETHERLANDS	ST. LUCIA	TANZANIA
ABKHAZIA	BRITISH VIRGIN IS.	DOMINICAN REP.	GUYANA	LIBYA	NEW CALEDONIA	ST. MARTIN	THAILAND
AFGHANISTAN	BRUNEI	ECUADOR	HAITI	LIECHTENSTEIN	NEW ZEALAND	ST. PIERRE & MIQUELON	TIMOR-LESTE
ÅLAND IS.	BULGARIA	EGYPT	HONDURAS	LITHUANIA	NICARAGUA	ST. VINCENT & THE GRENADINES	TOGO
ALBANIA	BURKINA FASO	EL SALVADOR	HONG KONG	LUXEMBOURG	NIGER	SAMOA	TOKELAU
ALGERIA	BURUNDI	EQUATORIAL GUINEA	HUNGARY	MACAU	NIGERIA	SAN MARINO	TONGA
AMERICAN SAMOA	CABO VERDE	ERITREA	ICELAND	NORTH MACEDONIA	NIUE	SÃO TOMÉ & PRÍNCIPE	TRANSNISTRIA
ANDORRA	CAMBODIA	ESTONIA	INDIA	MADAGASCAR	NORFOLK IS.	SAUDI ARABIA	TRINIDAD & TOBAGO
ANGOLA	CAMEROON	ESWATINI	INDONESIA	MALAWI	NORTHERN MARIANA IS.	SENEGAL	TUNISIA
ANGUILLA	CANADA	ETHIOPIA	IRAN	MALAYSIA	NORWAY	SERBIA	TURKEY
ANTIGUA & BARBUDA	CAYMAN IS.	FALKLAND IS.	IRAQ	MALDIVES	OMAN	SEYCHELLES	TURKMENISTAN
ARGENTINA	CENTRAL AFRICAN REP.	FAROE IS.	IRELAND	MALI	PAKISTAN	SIERRA LEONE	TURKS & CAICOS IS.
ARMENIA	CHAD	FIJI	ISLE OF MAN	MALTA	PALAU	SINGAPORE	TUVALU
ARUBA	CHILE	FINLAND	ISRAEL	MARSHALL IS.	PALESTINE	ST. MAARTEN	UGANDA
AUSTRALIA	CHINA	FRANCE	ITALY	MARTINIQUE	PANAMA	SLOVAKIA	UKRAINE
AUSTRIA	CHRISTMAS IS.	FRENCH GUIANA	JAMAICA	MAURITANIA	PAPUA NEW GUINEA	SLOVENIA	U.A.E.
AZERBAIJAN	COCOS (KEELING) IS.	FRENCH POLYNESIA	JAPAN	MAURITIUS	PARAGUAY	SOLOMON IS.	U.K.
BAHAMAS	COLOMBIA	GABON	JERSEY	MAYOTTE	PERU	SOMALIA	U.S.A.
BAHRAIN	COMOROS	GAMBIA	JORDAN	MEXICO	PHILIPPINES	SOUTH AFRICA	U.S. VIRGIN IS.
BANGLADESH	DEM. REP. OF CONGO	GEORGIA	KAZAKHSTAN	MICRONESIA	PITCAIRN IS.	SOUTH SUDAN	URUGUAY
BARBADOS	REP. OF CONGO	GERMANY	KENYA	MOLDOVA	POLAND	SPAIN	UZBEKISTAN
BELARUS	COOK IS.	GHANA	KIRIBATI	MONACO	PORTUGAL	SRI LANKA	VANUATU
BELGIUM	COSTA RICA	GIBRALTAR	NORTH KOREA	MONGOLIA	PUERTO RICO	SUDAN	VATICAN
BELIZE	CÔTE D'IVOIRE	GREECE	SOUTH KOREA	MONTENEGRO	QATAR	SURINAME	VENEZUELA
BENIN	CROATIA	GREENLAND	KOSOVO	MONTSERRAT	RÉUNION	SVALBARD & JAN MAYEN	VIETNAM
BERMUDA	CUBA	GRENADA	KUWAIT	MOROCCO	ROMANIA	SWAZILAND	WALLIS & FUTUNA
BHUTAN	CURAÇAO	GUADELOUPE	KYRGYZSTAN	MOZAMBIQUE	RUSSIAN FEDERATION	SWEDEN	WESTERN SAHARA
BOLIVIA	CYPRUS	GUAM	LAOS	MYANMAR	RWANDA	SWITZERLAND	YEMEN
BONAIRE, ST. EUSTATIUS & SABA	CZECHIA	GUATEMALA	LATVIA	NAMIBIA	ST. BARTHÉLEMY	SYRIA	ZAMBIA
BOSNIA & HERZEGOVINA	DENMARK	GUERNSEY	LEBANON	NAURU	ST. HELENA	TAIWAN	ZIMBABWE



IMPORTANT NOTES ON COMPARING DATA

The findings published in this report use the latest data available at the time of production. This may include revised figures for historical data points that were not available when we produced previous reports in the Global Digital Reports series. From time to time, we may also change the data sources that we use to inform specific data points, and we may also change how we calculate certain values. Similarly, our data partners may change the ways in which they source, calculate, or report the data that they share with us. As a result, findings published in this report **may not correlate** with findings published in our previous reports, especially where such findings represent change over time (e.g. annual growth). Where we report figures for change over time, such figures will use the latest available data, so we recommend using

the **values published in this report**, rather than trying to recalculate such values using data from previous reports. When we're aware of the potential for historical mismatches, we include a note on **comparability** in the footnotes of each relevant slide. Where we include such advisories, or where we report values for change over time as "[N/A]", the most recent data **do not correlate** with the equivalent data point(s) published in previous reports, so we **strongly advise readers not to compare** these figures with equivalents published in previous reports. In particular, the social media platforms featured in this report regularly revise the figures that they report for advertising reach, and this may result in the latest numbers appearing to be lower than the values for the same data points published in our previous reports. However, these revisions

do not necessarily imply any change in the active use of these platforms, and should not be interpreted as such. Furthermore, in addition to changes in data sources and calculations, please note that the figures we publish for "social media user identities" **may not** represent unique individuals. This is because some individuals may manage multiple social media accounts, and because some social media accounts may represent 'non-human' entities (e.g. businesses, animals, music groups, etc.). As a result, the figures we publish for social media user identities may **exceed** the figures that we publish for total population or for individuals using the internet, but such anomalies do not represent mistakes. For more information, please read our notes on data variance, mismatches, and curiosities: <https://datareportal.com/notes-on-data>.



GLOBAL HEADLINES

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2025

GLOBAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

NOTE: SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. SEE THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.



GLOBAL OVERVIEW

TOTAL
POPULATION



we
are
social

8.20
BILLION

YEAR-ON-YEAR CHANGE

+0.9%
+70 MILLION

URBANISATION

58.1%

CELLULAR MOBILE
CONNECTIONS



Meltwater

8.78
BILLION

YEAR-ON-YEAR CHANGE

+2.2%
+190 MILLION

TOTAL vs. POPULATION

107%

INDIVIDUALS USING
THE INTERNET



5.56
BILLION

YEAR-ON-YEAR CHANGE

+2.5%
+136 MILLION

TOTAL vs. POPULATION

67.9%

SOCIAL MEDIA
USER IDENTITIES



5.24
BILLION

YEAR-ON-YEAR CHANGE

+4.1%
+206 MILLION

TOTAL vs. POPULATION

63.9%

SOURCES: U.N.; GOVERNMENT AUTHORITIES; GSMA INTELLIGENCE; ITU; EUROSTAT; CNNIC; KANTAR & IAMAI; PLATFORM RESOURCES; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY **NOT** REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE CHANGES AND BASE REVISIONS. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. GLOBAL DATASETS MAY USE DIFFERENT SOURCES vs. COUNTRY AND REGIONAL DATA, SO SUMS MAY NOT MATCH. **IMPORTANT:** NEGATIVE VALUES MAY INDICATE SOURCE DATA CORRECTIONS, AND **MAY NOT** REPRESENT DECREASES IN THE RELEVANT METRIC. WHERE YEAR-ON-YEAR CHANGE IS "[N/A]", COMPARISONS WITH HISTORICAL DATA WILL PRODUCE **INACCURATE RESULTS**. PLEASE SEE [NOTES ON DATA](#).

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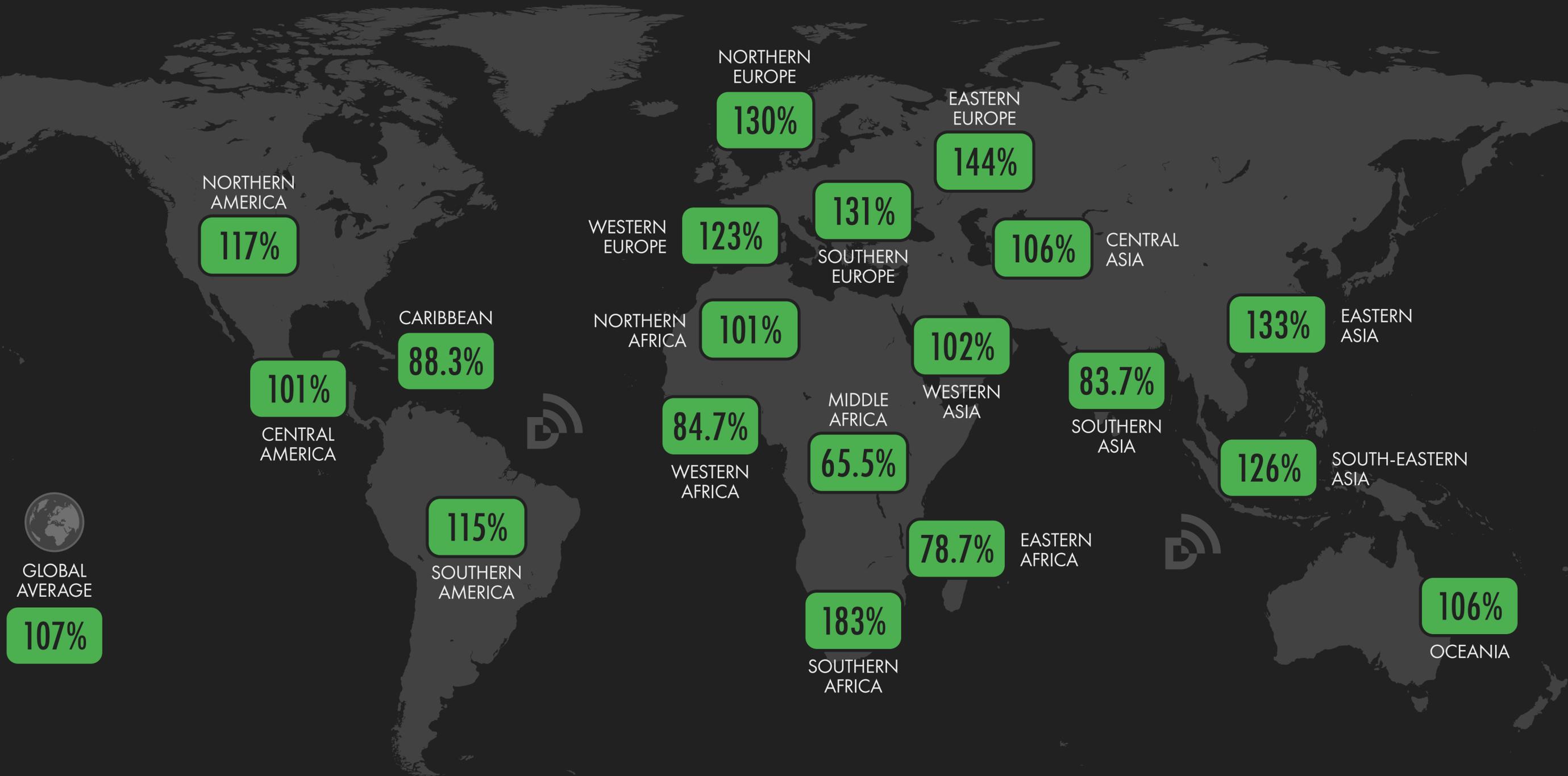
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MOBILE CONNECTIVITY

CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION



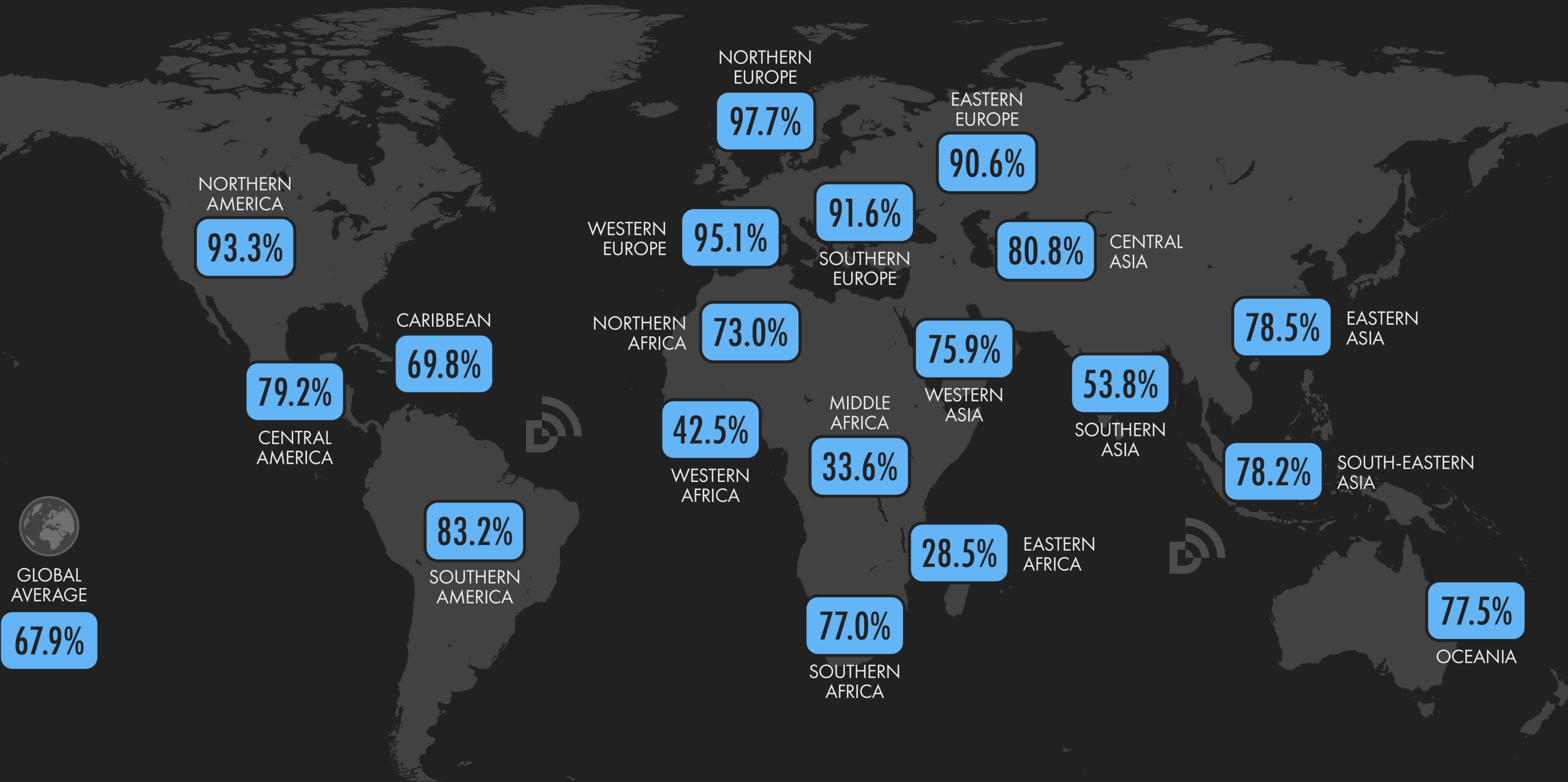
GLOBAL OVERVIEW



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INTERNET ADOPTION

INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION



SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMA; GOVERNMENT RESOURCES; UNITED NATIONS. **NOTE:** REGIONS BASED ON THE UNITED NATIONS GEOScheme. LOCAL COUNTRY VALUES HAVE BEEN CAPPED AT 99% OF THE POPULATION. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES MAY UNDER-REPRESENT ACTUAL USE. SEE [NOTES ON DATA](#).

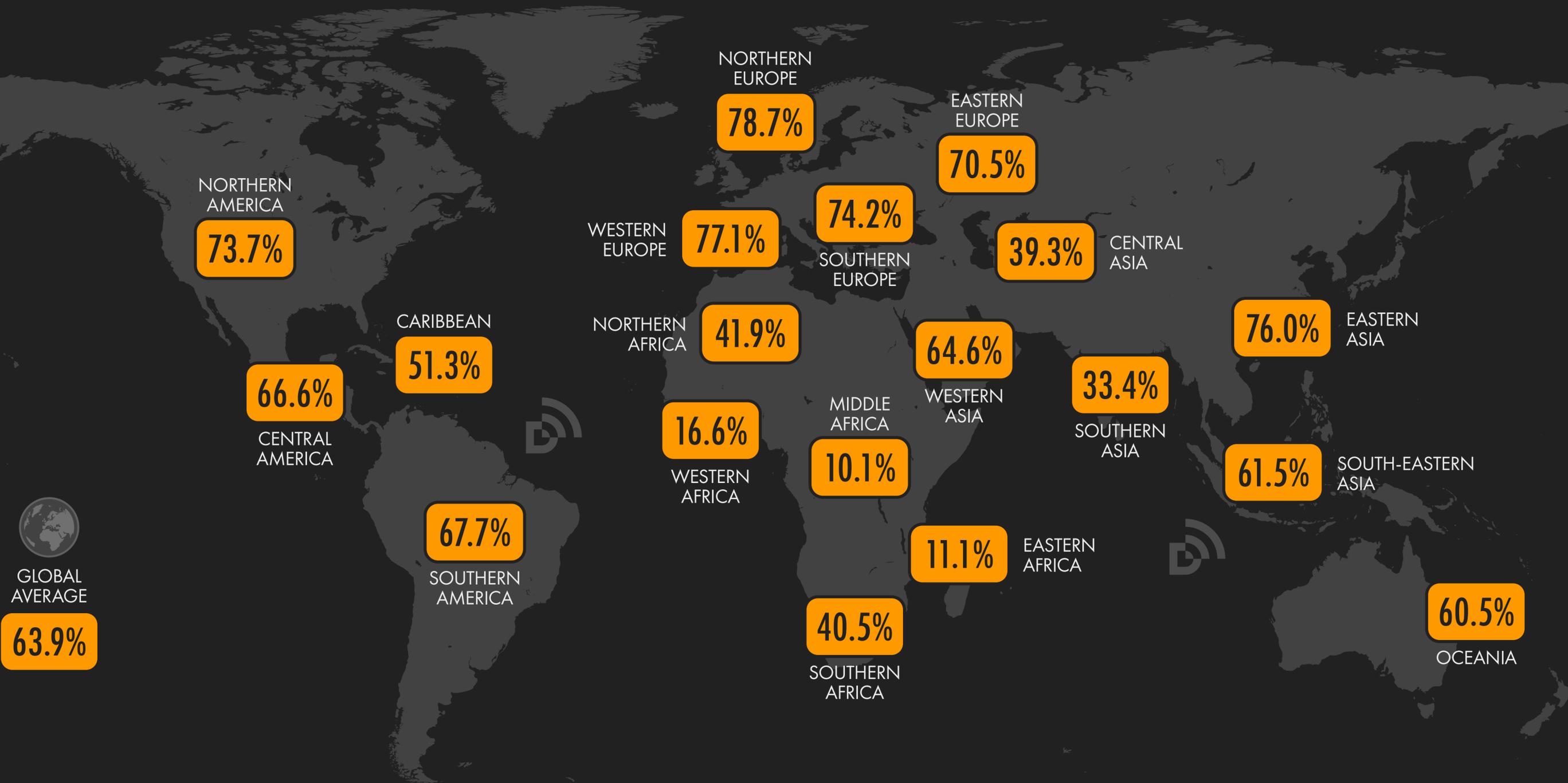
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SOCIAL MEDIA USE vs. TOTAL POPULATION

SOCIAL MEDIA USER IDENTITIES AS A PERCENTAGE OF THE TOTAL POPULATION (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



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DIGITAL 2025 GLOBAL OVERVIEW REPORT

THE ESSENTIAL GUIDE TO THE WORLD'S CONNECTED BEHAVIOURS

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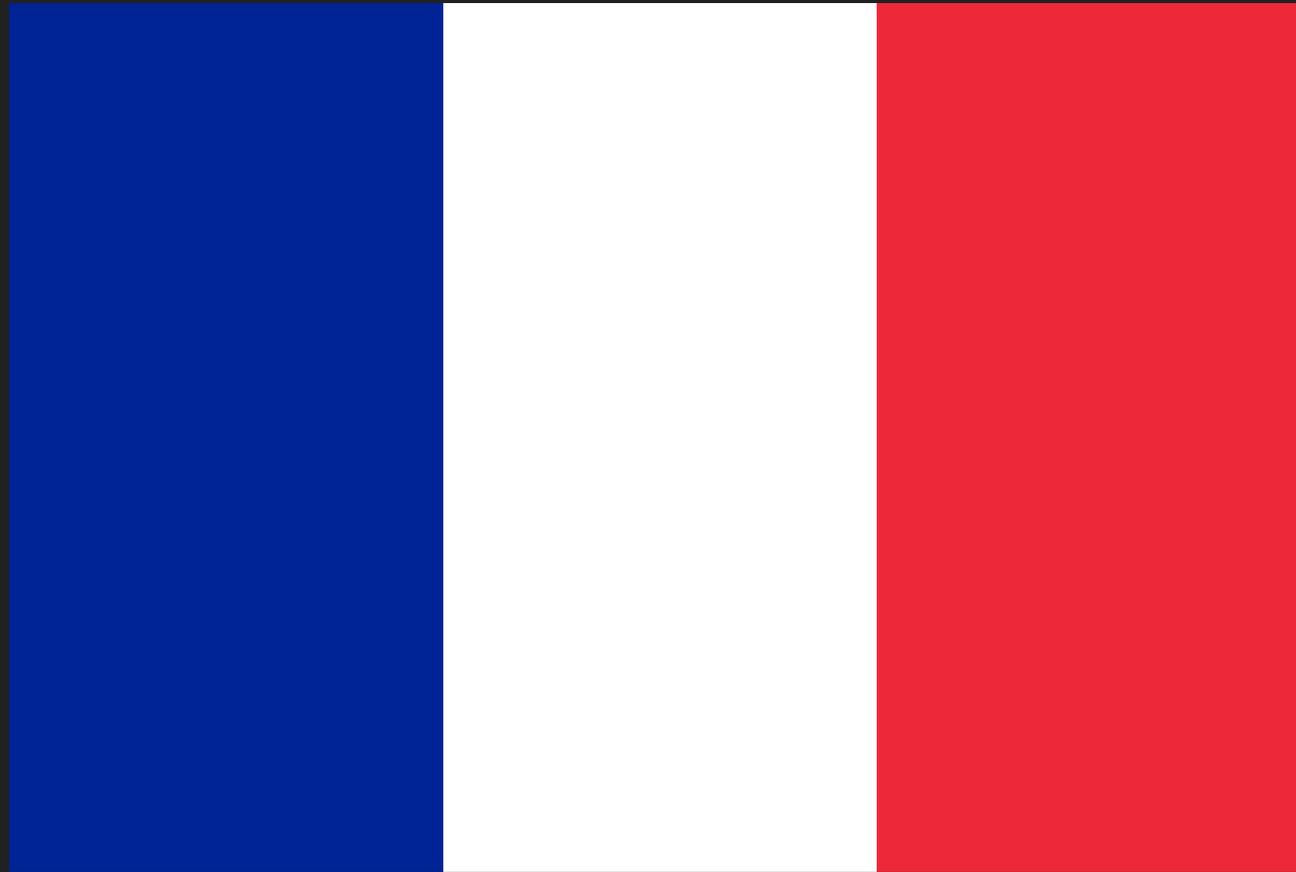
DIGITAL 2025 LOCAL COUNTRY HEADLINES REPORT

ESSENTIAL DATA FOR DIGITAL ADOPTION AND USE IN EVERY COUNTRY IN THE WORLD

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[CLICK HERE](#) TO READ OUR FLAGSHIP **DIGITAL 2025 GLOBAL OVERVIEW** REPORT, PACKED WITH ALL THE NUMBERS YOU NEED TO MAKE SENSE OF THE CURRENT STATE OF DIGITAL

[CLICK HERE](#) TO READ OUR **DIGITAL 2025 LOCAL COUNTRY HEADLINES** REPORT, WITH ESSENTIAL STATS FOR DIGITAL ADOPTION IN EVERY COUNTRY AROUND THE WORLD



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OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

NOTE: SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. SEE THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.



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TOTAL
POPULATION



we
are
social

66.6
MILLION

YEAR-ON-YEAR CHANGE

+0.2%
+105 THOUSAND

URBANISATION

82.2%

CELLULAR MOBILE
CONNECTIONS



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74.5
MILLION

YEAR-ON-YEAR CHANGE

-1.4%
-1.0 MILLION

TOTAL vs. POPULATION

112%

INDIVIDUALS USING
THE INTERNET



63.4
MILLION

YEAR-ON-YEAR CHANGE

+0.2%
+100 THOUSAND

TOTAL vs. POPULATION

95.2%

SOCIAL MEDIA
USER IDENTITIES



50.4
MILLION

YEAR-ON-YEAR CHANGE

-0.6%
-300 THOUSAND

TOTAL vs. POPULATION

75.7%

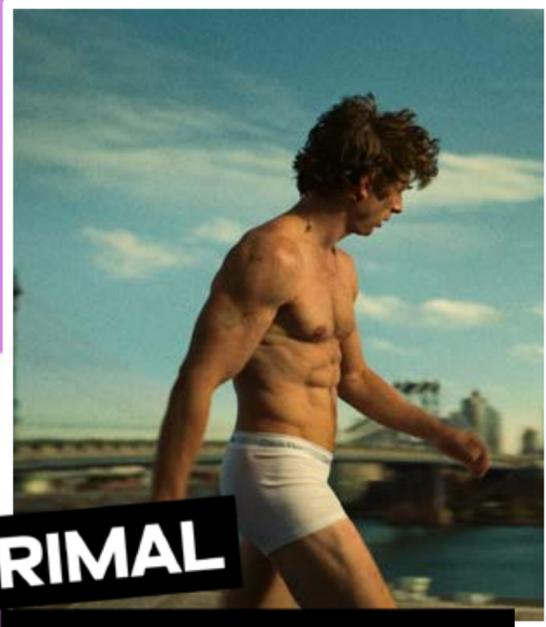
SOURCES: U.N.; GOVERNMENT AUTHORITIES; GSMA INTELLIGENCE; ITU; EUROSTAT; CNNIC; KANTAR & IAMAI; PLATFORM RESOURCES; OCDH; BETA RESEARCH CENTER; KEIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY **NOT** REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE CHANGES AND BASE REVISIONS. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. GLOBAL DATASETS MAY USE DIFFERENT SOURCES vs. COUNTRY AND REGIONAL DATA, SO SUMS MAY NOT MATCH. **IMPORTANT:** NEGATIVE VALUES MAY INDICATE SOURCE DATA CORRECTIONS, AND **MAY NOT** REPRESENT DECREASES IN THE RELEVANT METRIC. WHERE YEAR-ON-YEAR CHANGE IS "[N/A]", COMPARISONS WITH HISTORICAL DATA WILL PRODUCE **INACCURATE RESULTS**. PLEASE SEE [NOTES ON DATA](#).

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TH1NK FORWARD

THE LIVEABLE WEB



PRIMAL
RENAISSANCE



LOW
STAKES
SOCIAL



INTENTIONAL
CONSUMERISM



MODERN
MYTHMAKING



NEW
INTIMACIES

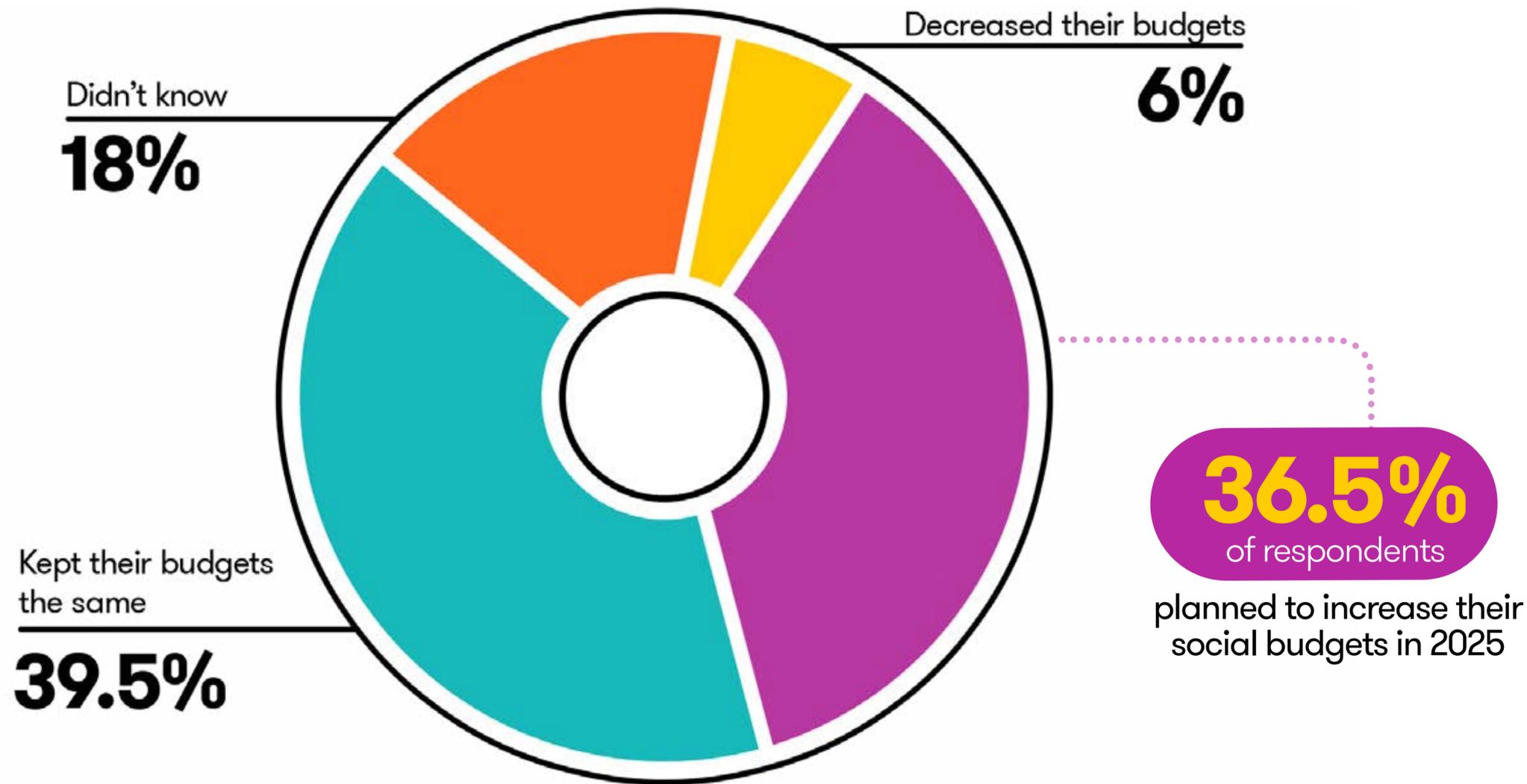


THE FIVE TRENDS

Explore the trends:
[THINKFORWARD.WEARESOCIAL.COM](http://thinkforward.wearesocial.com)



How marketers planned their 2025 social media budgets



We asked over 1,000 marketing professionals around the world about the ins and outs of their strategies and workflows. See how yours measure up.



Download the Report



POPULATION ESSENTIALS

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POPULATION ESSENTIALS

DEMOGRAPHICS AND OTHER KEY INDICATORS



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TOTAL
POPULATION



66.6
MILLION

FEMALE
POPULATION



51.5%

MALE
POPULATION



48.5%

YEAR-ON-YEAR CHANGE
IN TOTAL POPULATION



+0.2%
+105 THOUSAND

MEDIAN AGE OF
THE POPULATION



42.3

URBAN
POPULATION



82.2%

POPULATION DENSITY
(PEOPLE PER KM²)



120.9

OVERALL LITERACY
(ADULTS AGED 15+)



99.0%

FEMALE LITERACY
(ADULTS AGED 15+)



99.0%

MALE LITERACY
(ADULTS AGED 15+)



99.0%

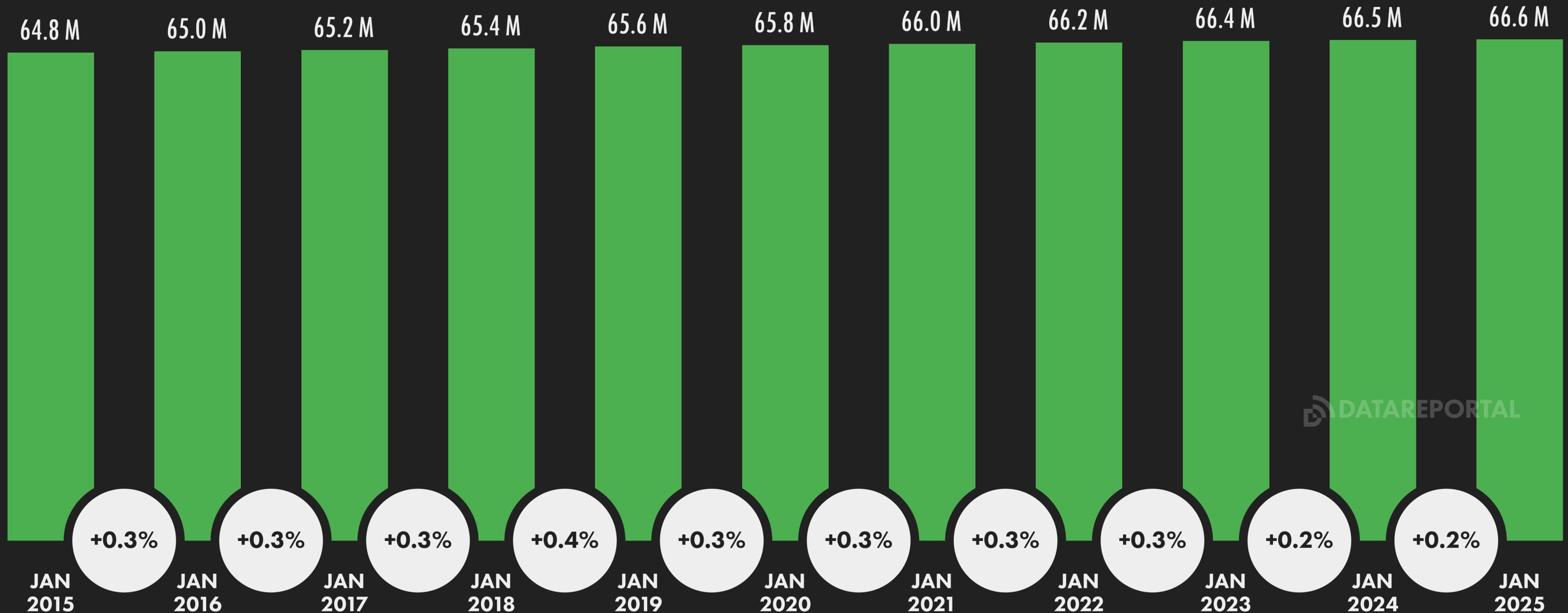
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POPULATION OVER TIME

TOTAL POPULATION AND YEAR-ON-YEAR CHANGE



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DATA REPORTAL

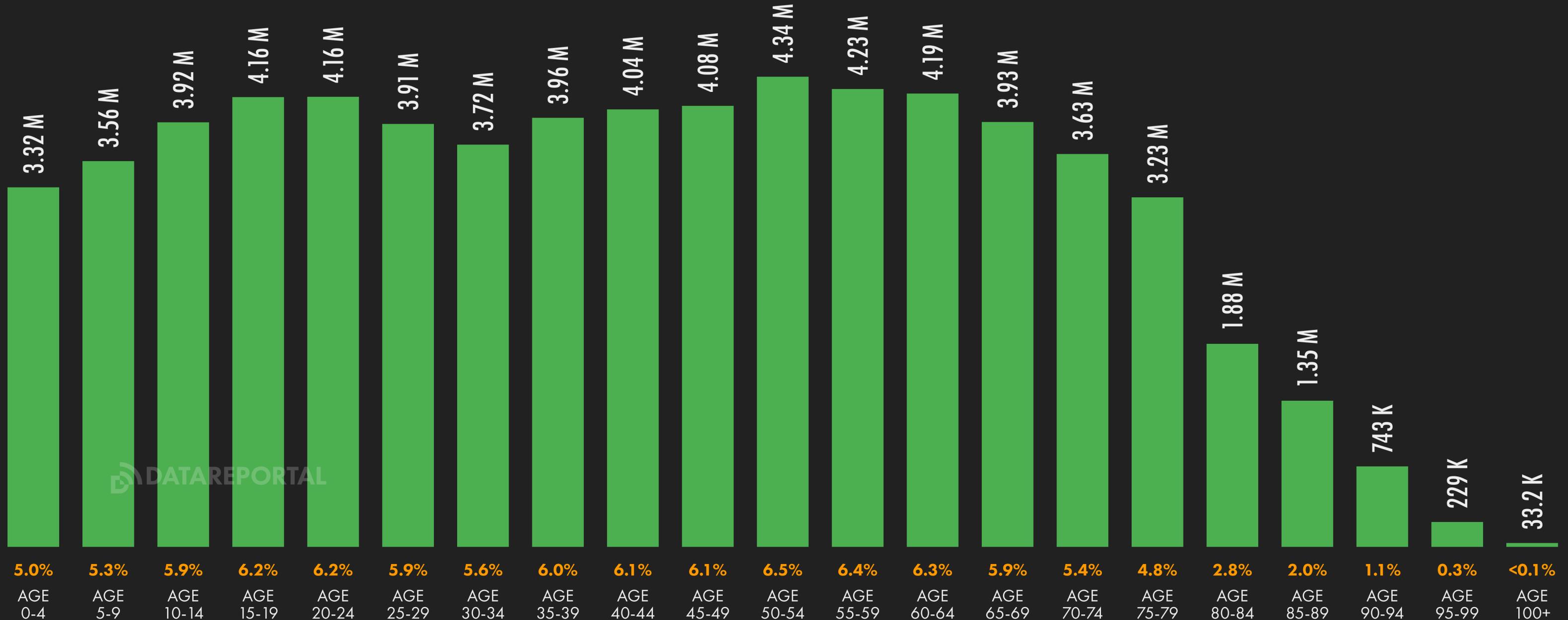
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AGE DISTRIBUTION OF THE POPULATION

THE NUMBER OF PEOPLE IN EACH AGE GROUP, AND THE AGE GROUP'S ASSOCIATED SHARE OF THE TOTAL POPULATION



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SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED BY THE UNITED NATIONS AND LOCAL GOVERNMENT AUTHORITIES. **NOTES:** PERCENTAGE VALUES BELOW EACH BAR REPRESENT THE RESPECTIVE AGE GROUP'S SHARE OF THE TOTAL POPULATION. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** BASE REVISIONS. FIGURES MAY NOT CORRELATE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

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FINANCIAL AND DEVELOPMENTAL INDICATORS

WORLD BANK INDICATORS FOR FINANCIAL DEVELOPMENT, ACCESS TO ESSENTIAL SERVICES, AND DEVICE OWNERSHIP



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GROSS DOMESTIC
PRODUCT (CURRENT
U.S. DOLLARS)



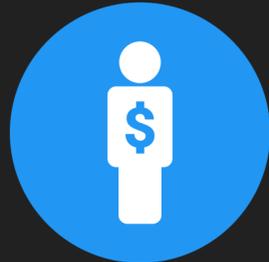
\$3.17
TRILLION

GROSS DOMESTIC
PRODUCT (PPP; CURRENT
INTERNATIONAL DOLLARS)



\$4.36
TRILLION

GROSS DOMESTIC
PRODUCT PER CAPITA
(CURRENT U.S. DOLLARS)



\$48.0
THOUSAND

GROSS DOMESTIC PRODUCT
PER CAPITA (PPP; CURRENT
INTERNATIONAL DOLLARS)



\$65.9
THOUSAND

NET NATIONAL
INCOME PER CAPITA
(CURRENT U.S. DOLLARS)



\$36.4
THOUSAND

PERCENTAGE OF THE
POPULATION EARNING LESS
THAN \$3.65 (2017, PPP) PER DAY



0.2%

PERCENTAGE OF THE
POPULATION USING AT LEAST
BASIC DRINKING WATER SERVICES



100%

PERCENTAGE OF THE
POPULATION USING AT LEAST
BASIC SANITATION SERVICES



98.6%

PERCENTAGE OF THE
POPULATION WITH
ACCESS TO ELECTRICITY



100%

PERCENTAGE OF THE
POPULATION THAT OWNS
A MOBILE PHONE (ANY TYPE)



86.7%

SOURCES: IMF; WORLD BANK (BOTH LATEST PUBLISHED DATA UP TO 2024). **DEFINITIONS:** "\$3.65 (2017, PPP)": REFLECTS LOCAL "PURCHASING POWER PARITY", BASED ON THE WORLD BANK'S 2017 EXCHANGE BENCHMARK. "BASIC DRINKING WATER": PERCENTAGE OF THE TOTAL POPULATION THAT DRINKS WATER FROM AN IMPROVED SOURCE, PROVIDED COLLECTION TIME IS NOT MORE THAN 30 MINUTES FOR A ROUND TRIP. "BASIC SANITATION": PERCENTAGE OF THE TOTAL POPULATION USING IMPROVED SANITATION FACILITIES THAT ARE NOT SHARED WITH OTHER HOUSEHOLDS. **COMPARABILITY:** FIGURES USE LATEST PUBLISHED VALUES UP TO 2024; DATA MAY NOT ALL BE FROM THE SAME YEAR. VALUE FOR MOBILE PHONE OWNERSHIP MAY NOT MATCH VALUES SHOWN ELSEWHERE IN THIS REPORT.



MEDIA & DEVICES

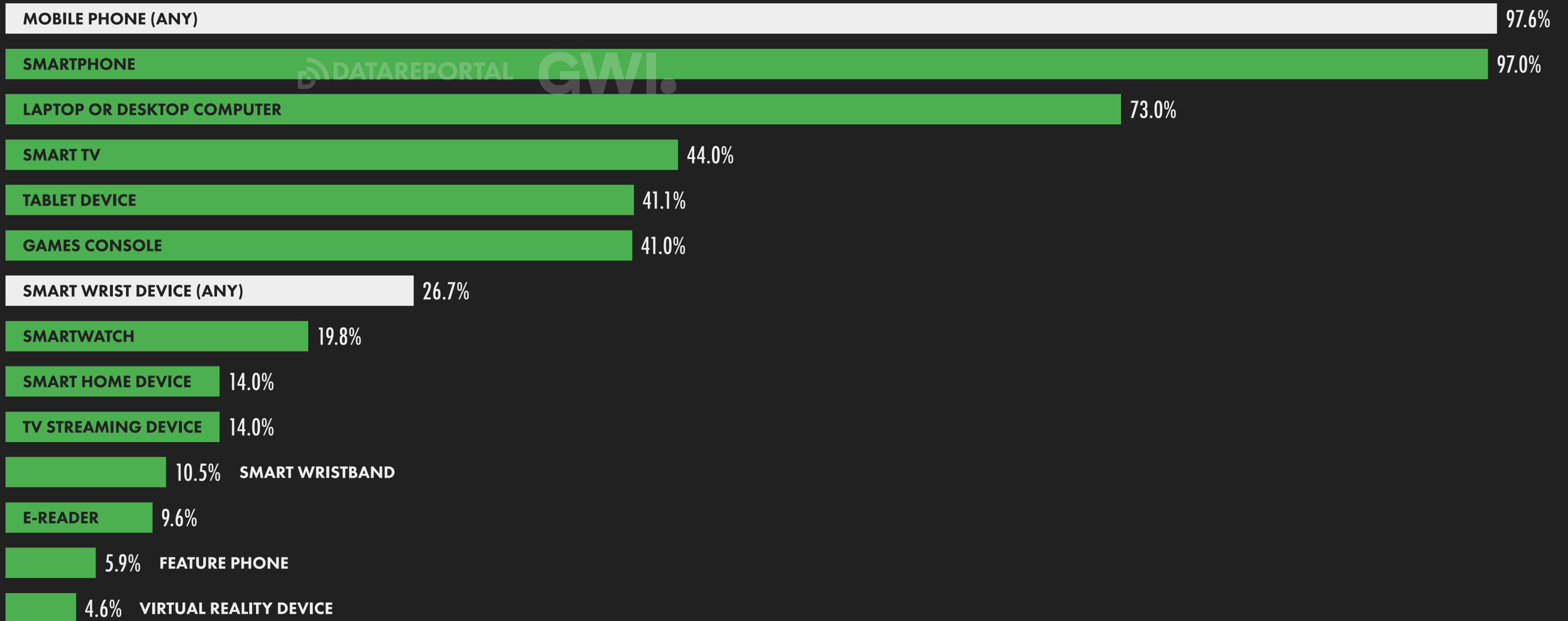
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DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16+ WHO OWN EACH KIND OF DEVICE



FRANCE



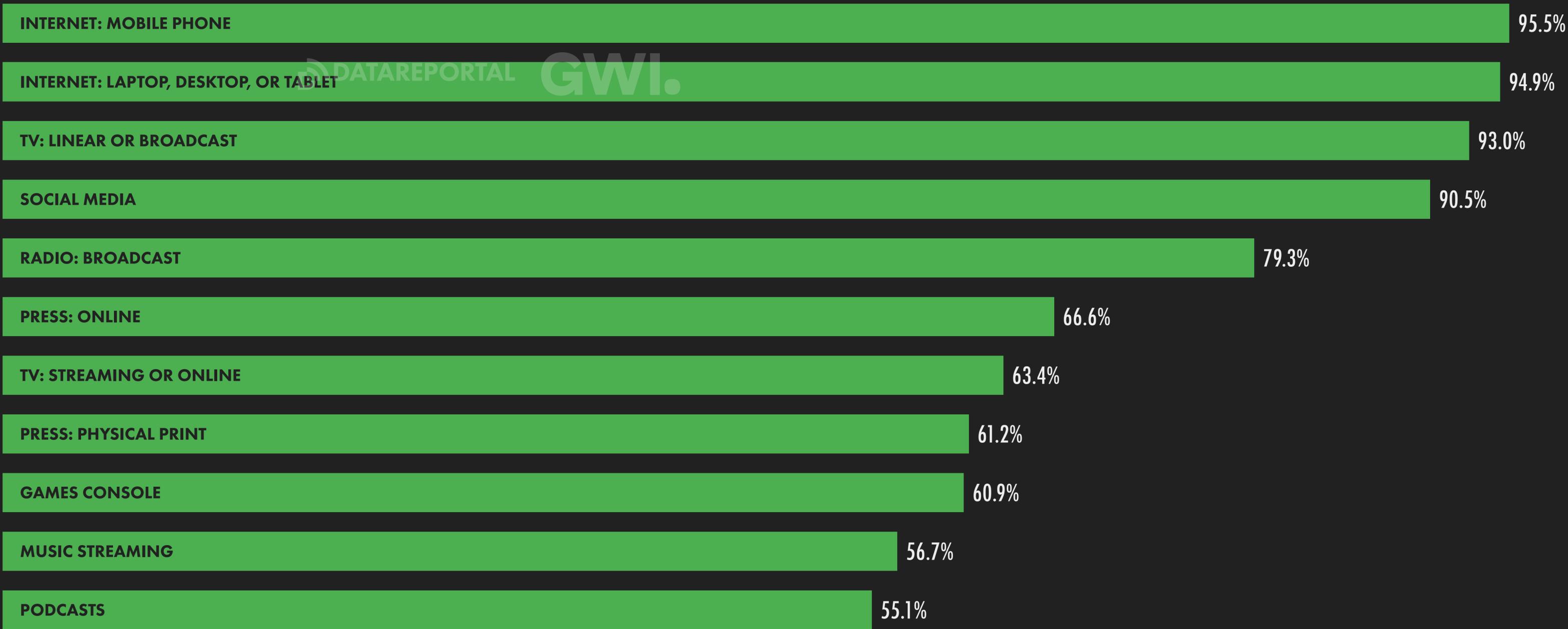
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MEDIA USE

THE PERCENTAGE OF INTERNET USERS AGED 16+ WHO CONSUME EACH MEDIA TYPE



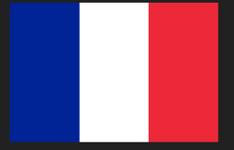
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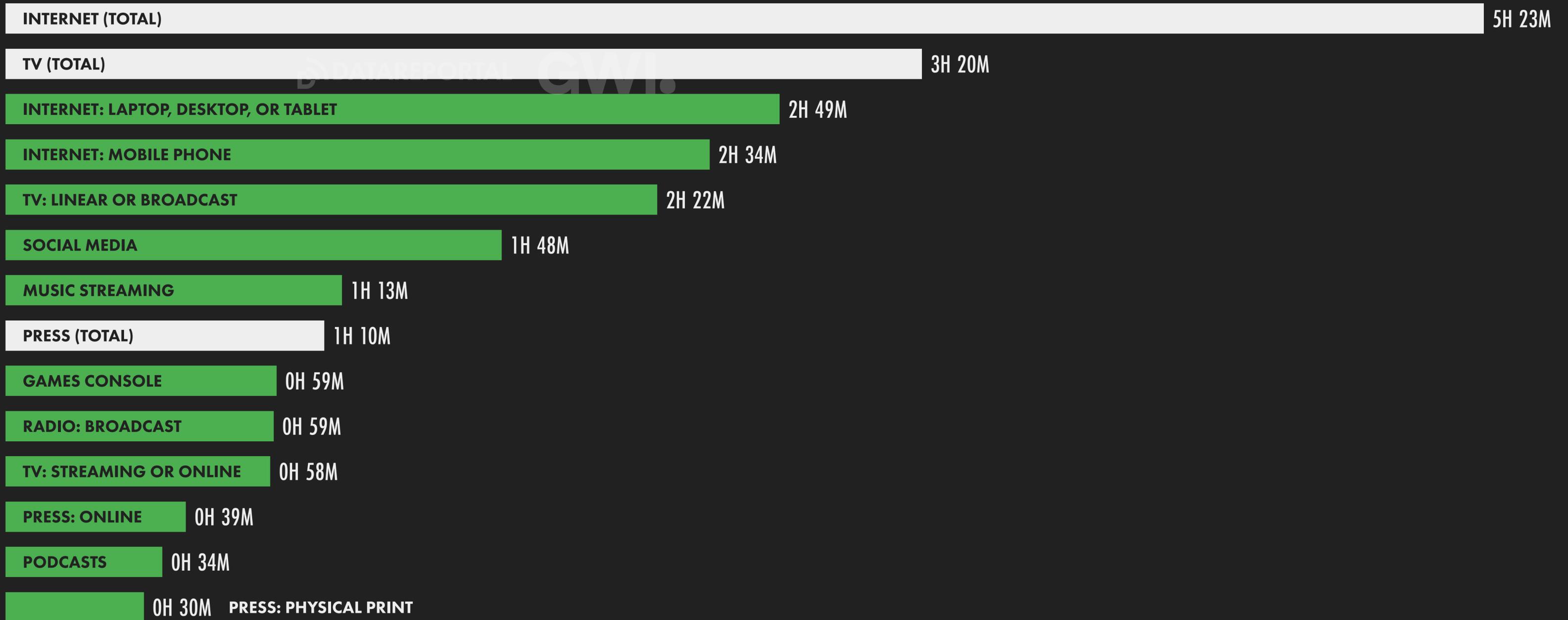
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DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND WITH EACH MEDIUM OR DEVICE EACH DAY



FRANCE



SOURCE: GWI (Q3 2024). **NOTES:** PEOPLE MAY CONSUME DIFFERENT MEDIA CONCURRENTLY, AND SOME MEDIA SHOWN IN THIS CHART MAY APPEAR IN MORE THAN ONE BAR. FOR EXAMPLE, "SOCIAL MEDIA" APPEARS AS A STANDALONE MEDIUM, BUT IT IS ALSO A COMPONENT OF "INTERNET" TIME. WHITE BARS IDENTIFY THE USE OF A COMBINATION OF MEDIA OR DEVICES THAT ARE ALSO SHOWN INDIVIDUALLY ON THIS CHART. FOR EXAMPLE, "TV (TOTAL)" COMBINES THE VALUES FOR "TV: LINEAR OR BROADCAST" AND "TV: STREAMING OR ONLINE". **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE [NOTES ON DATA](#).

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MOBILE CONNECTIVITY

USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS



FRANCE

NUMBER OF CELLULAR
MOBILE CONNECTIONS
(EXCLUDING IOT)



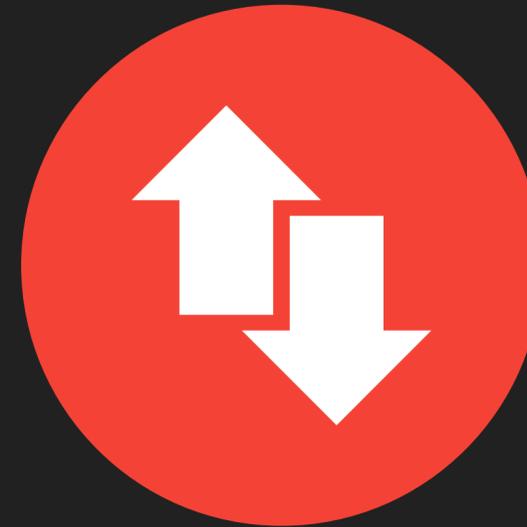
74.5
MILLION

NUMBER OF CELLULAR MOBILE
CONNECTIONS COMPARED
WITH TOTAL POPULATION



112%

YEAR-ON-YEAR CHANGE
IN THE NUMBER OF CELLULAR
MOBILE CONNECTIONS



-1.4%
-1.0 MILLION

SHARE OF CELLULAR MOBILE
CONNECTIONS THAT ARE
BROADBAND (3G, 4G, 5G)



98.9%

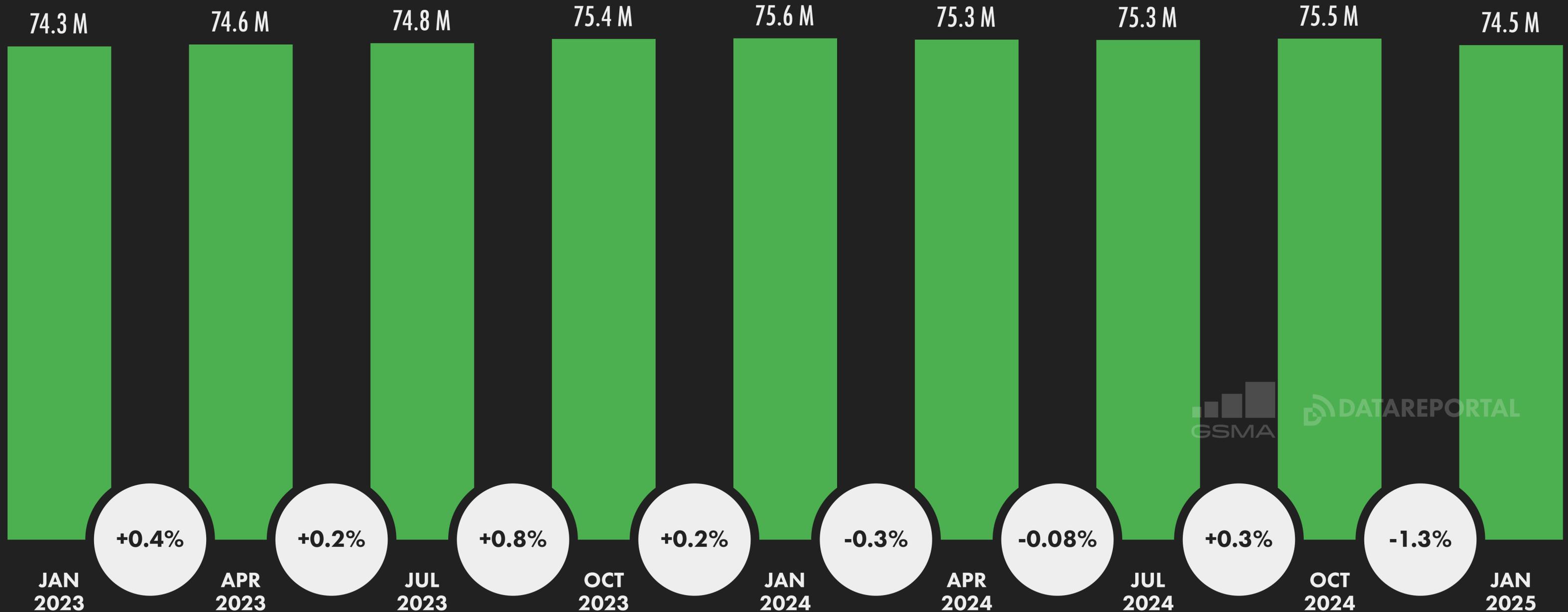
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CELLULAR MOBILE CONNECTIONS OVER TIME

NUMBER OF CELLULAR MOBILE CONNECTIONS OVER TIME



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MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF MOBILE CONNECTIVITY DRIVERS AND ENABLERS



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OVERALL
INDEX SCORE



89.06

MOBILE INTERNET
INFRASTRUCTURE



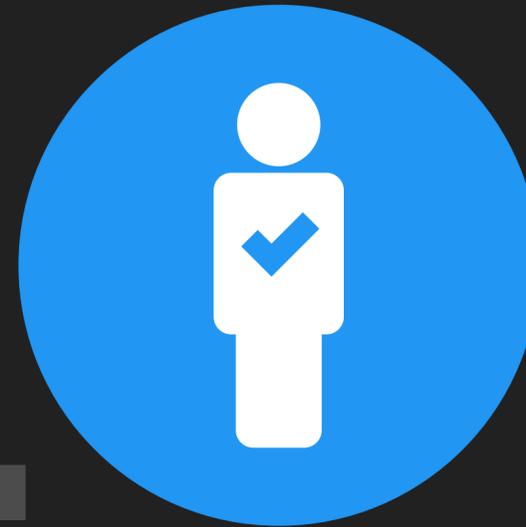
86.48

MOBILE INTERNET
AFFORDABILITY



87.51

CONSUMER
READINESS



93.42

CONTENT
AND SERVICES



88.99



INTERNET USE

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OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE



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INDIVIDUALS USING
THE INTERNET



63.4
MILLION



INDIVIDUALS USING THE
INTERNET vs. POPULATION



95.2%



YEAR-ON-YEAR CHANGE
IN TOTAL INTERNET USERS



+0.2%
+100 THOUSAND



YEAR-ON-YEAR CHANGE IN
INTERNET USERS vs. POPULATION



0%
[UNCHANGED]

INDEXED SHARE OF GLOBAL INTERNET
USERS vs. GLOBAL POPULATION SHARE



140.2



PERCENTAGE OF INTERNET USERS
ACCESSING VIA MOBILE PHONES



93.9%



AVERAGE DAILY TIME SPENT
USING THE INTERNET



5H 23M



YEAR-ON-YEAR CHANGE IN DAILY
TIME SPENT USING THE INTERNET



+0.4%
+1 MIN

SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMAI; GOVERNMENT RESOURCES; UNITED NATIONS. TIME SPENT AND MOBILE SHARE DATA FROM [GWI](#) (Q3 2024). **NOTES:** PERCENTAGE CHANGE FIGURES SHOW RELATIVE YEAR-ON-YEAR CHANGE. "BPS" FIGURES REPRESENT BASIS POINTS, AND SHOW ABSOLUTE YEAR-ON-YEAR CHANGE. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES MAY UNDER-REPRESENT ACTUAL USE. SEE [NOTES ON DATA](#).

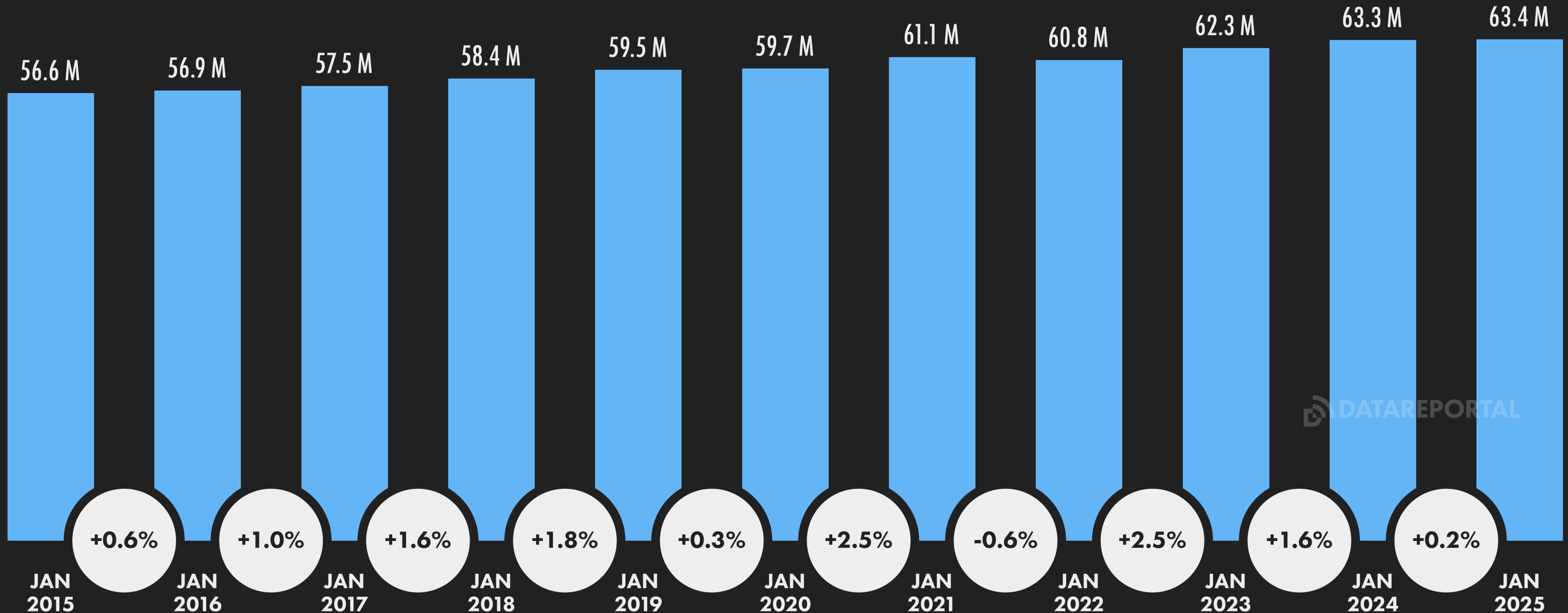
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INTERNET USE OVER TIME (YOY)

NUMBER OF INDIVIDUALS USING THE INTERNET, AND YEAR-ON-YEAR CHANGE



FRANCE



DATAREPORTAL

SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMAI; GOVERNMENT RESOURCES; UNITED NATIONS. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES FOR RECENT PERIODS MAY UNDER-REPRESENT ACTUAL USE. SEE [NOTES ON DATA](#).

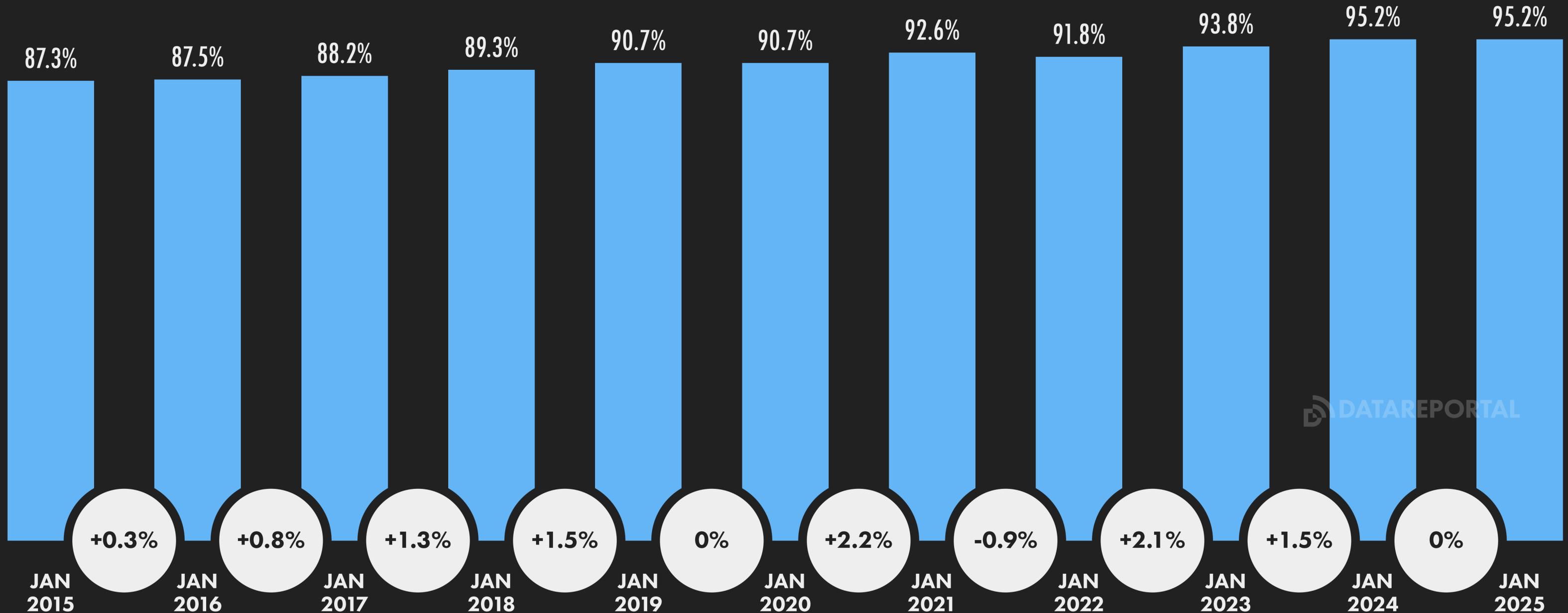
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INTERNET ADOPTION RATE OVER TIME (YOY)

NUMBER OF INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION, AND YEAR-ON-YEAR RELATIVE CHANGE



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DATAREPORTAL

SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMA; GOVERNMENT RESOURCES; UNITED NATIONS. **NOTES:** PERCENTAGES IN THE WHITE CIRCLES SHOW THE **RELATIVE** CHANGE IN INTERNET ADOPTION vs. THE PREVIOUS PERIOD (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).
COMPARABILITY: SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES FOR RECENT PERIODS MAY UNDER-REPRESENT ACTUAL ADOPTION. SEE [NOTES ON DATA](#).

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INTERNET USER PERSPECTIVES

INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES



INTERNET USERS:
KEPIOS



63.4
MILLION

vs. POPULATION

95.2%

INTERNET USERS:
ITU



57.8
MILLION

vs. POPULATION

86.8%

INTERNET USERS:
CIA WORLD FACTBOOK



57.3
MILLION

vs. POPULATION

86.0%

SOURCES: AS STATED ABOVE EACH ICON. **NOTES:** WHERE SOURCES PUBLISH INTERNET ADOPTION AS A PERCENTAGE (I.E. PENETRATION), WE COMPARE THE LATEST PUBLISHED ADOPTION RATES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE ABSOLUTE USER NUMBERS. WHERE SOURCES PUBLISH ABSOLUTE USER NUMBERS, WE COMPARE THESE ABSOLUTE USER FIGURES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE VALUES FOR "vs. POPULATION". KEPIOS CAPS INTERNET ADOPTION AT 99% OF THE TOTAL POPULATION. **COMPARABILITY:** POTENTIAL MISMATCHES. INTERNET USER FIGURES QUOTED ELSEWHERE IN THIS REPORT USE DATA FROM MULTIPLE SOURCES, INCLUDING SOURCES NOT FEATURED ON THIS SLIDE.

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DAILY TIME SPENT USING THE INTERNET

AMOUNT OF TIME THAT INTERNET USERS AGED 16+ SPEND USING THE INTERNET EACH DAY



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DAILY TIME SPENT USING THE INTERNET ACROSS ALL DEVICES



GWI.

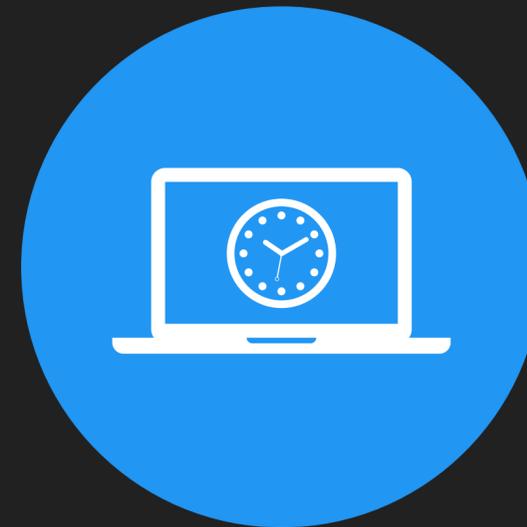
5H 23M

TIME SPENT USING THE INTERNET ON MOBILE PHONES



2H 34M

TIME SPENT USING THE INTERNET ON COMPUTERS AND TABLETS



2H 49M

MOBILE'S SHARE OF TOTAL DAILY INTERNET TIME



47.6%

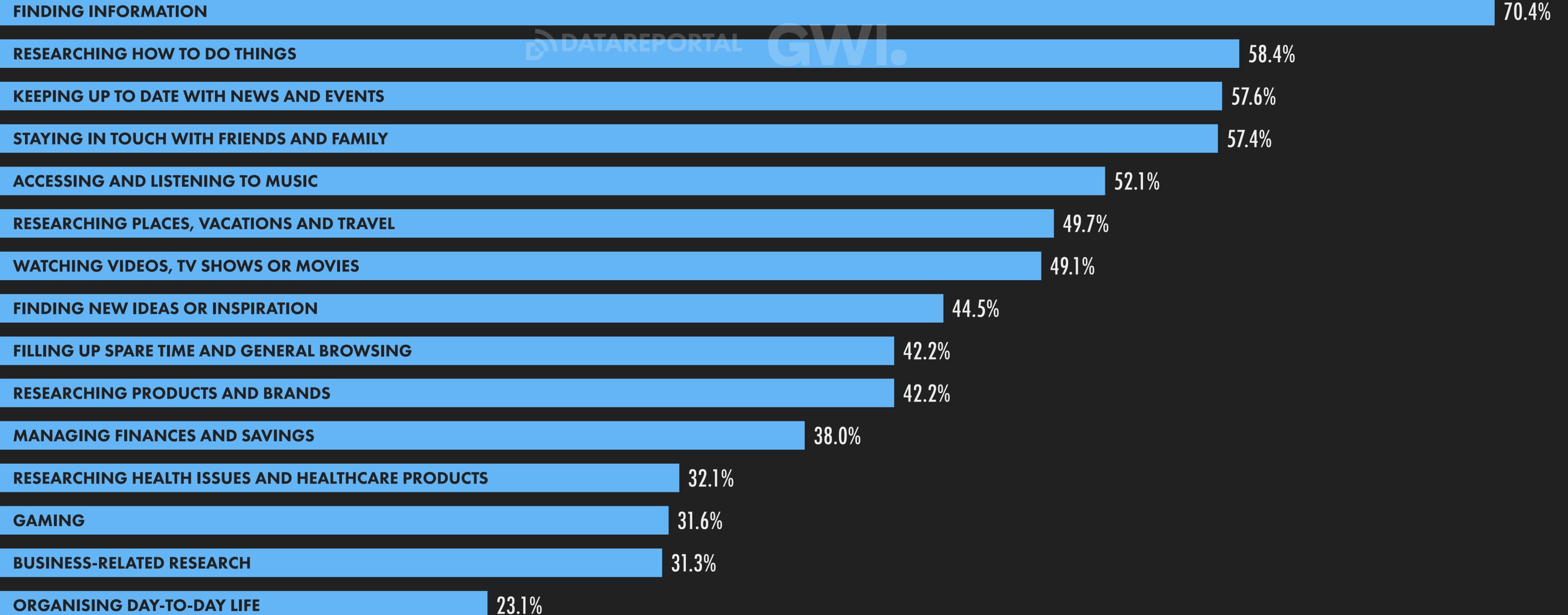
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MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS AGED 16+ USE THE INTERNET



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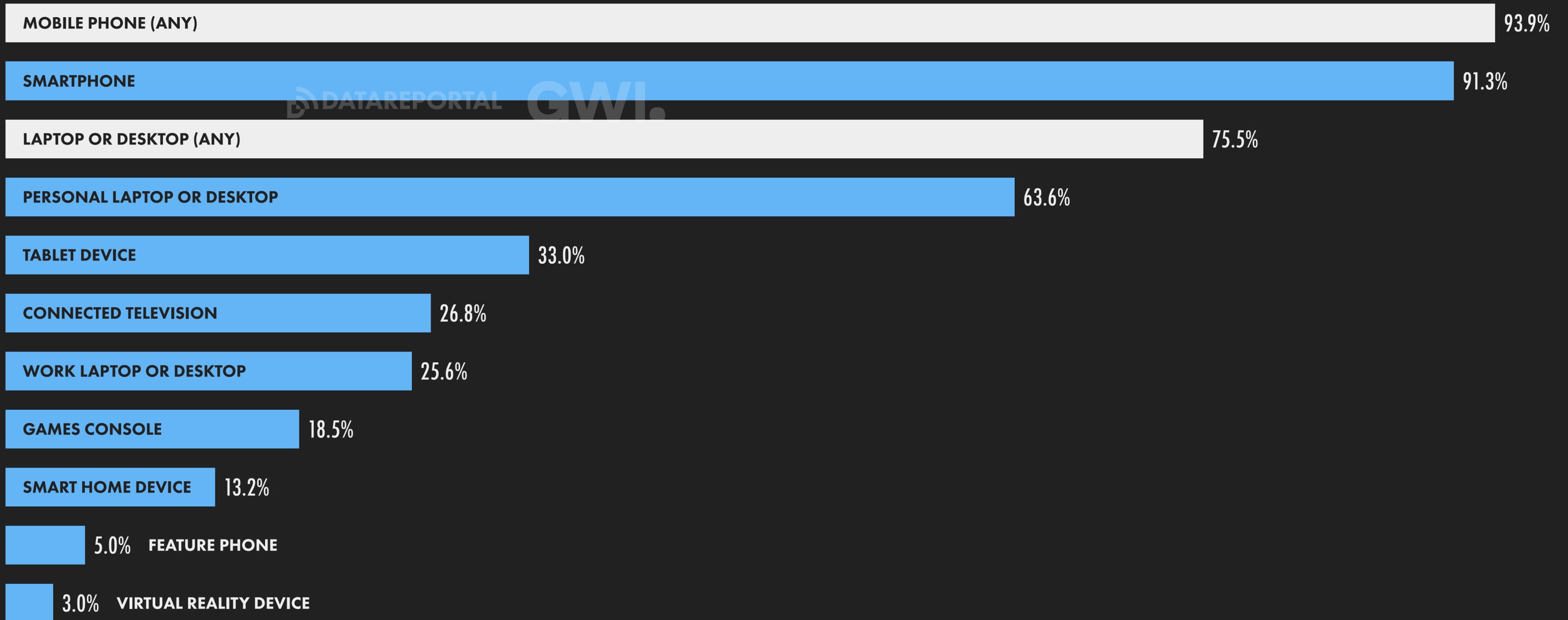
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DEVICES USED TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE EACH KIND OF DEVICE TO ACCESS THE INTERNET



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INTERNET CONNECTION SPEEDS

MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS



FRANCE

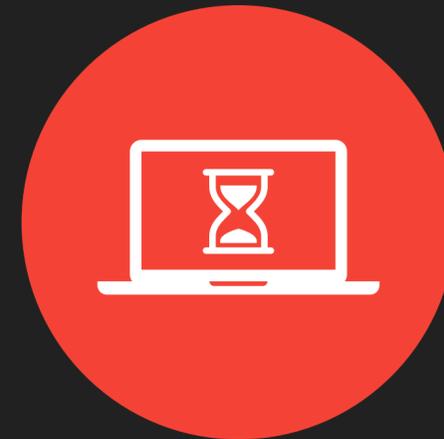
MEDIAN SPEED OF
MOBILE INTERNET
CONNECTIONS



YEAR-ON-YEAR CHANGE IN
MEDIAN SPEED OF MOBILE
INTERNET CONNECTIONS



MEDIAN SPEED OF
FIXED INTERNET
CONNECTIONS



YEAR-ON-YEAR CHANGE IN
MEDIAN SPEED OF FIXED
INTERNET CONNECTIONS



we
are
social

OOKLA

Meltwater

DOWNLOAD (MBPS)

110.56

UPLOAD (MBPS)

9.11

LATENCY (MS)

28

▲ DOWNLOAD

+38.9%

▲ UPLOAD

+16.1%

▲ LATENCY

-6.7%

DOWNLOAD (MBPS)

267.25

UPLOAD (MBPS)

200.18

LATENCY (MS)

9

▲ DOWNLOAD

+28.9%

▲ UPLOAD

+26.9%

▲ LATENCY

-10.0%

SOURCE: OOKLA. **NOTES:** FIGURES REPRESENT MEDIAN DOWNLOAD AND UPLOAD SPEEDS IN MEGABITS PER SECOND, AND MEDIAN CONNECTION LATENCY IN MILLISECONDS, FOR THE THREE-MONTH PERIOD ENDING IN NOVEMBER 2024. VALUES DENOTED BY "▲" SHOW YEAR-ON-YEAR CHANGE. **GUIDANCE:** A NEGATIVE VALUE FOR YEAR-ON-YEAR CHANGE IN LATENCY REPRESENTS AN IMPROVEMENT, BECAUSE LOWER LATENCY SHOULD RESULT IN FASTER CONTENT DELIVERY. **COMPARABILITY:** STARTING IN MAY 2024, VALUES REPRESENT ROLLING QUARTERLY AVERAGES. PRIOR TO MAY 2024, VALUES REPRESENTED SINGLE-MONTH AVERAGES.

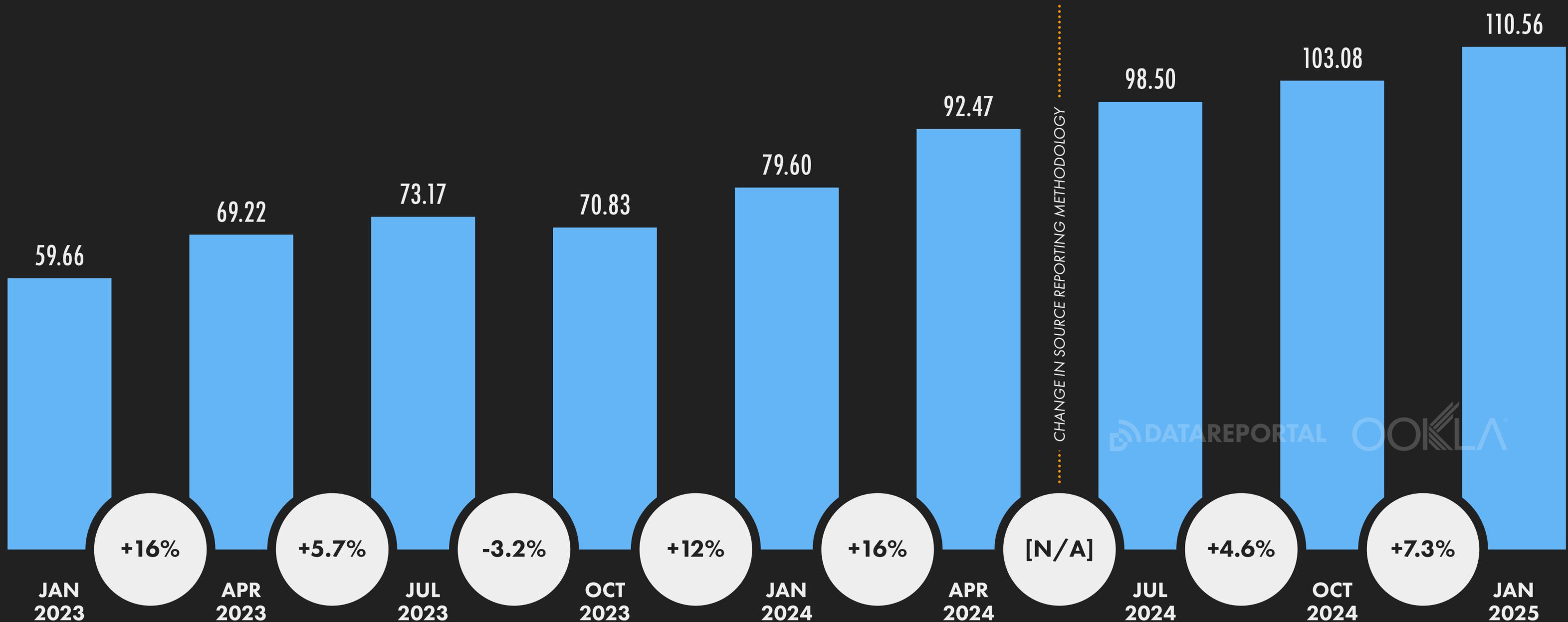
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MOBILE INTERNET CONNECTION SPEEDS (QOQ)

MEDIAN DOWNLOAD SPEEDS FOR MOBILE INTERNET CONNECTIONS (IN MBPS)



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CHANGE IN SOURCE REPORTING METHODOLOGY

DATA REPORTAL

OOKLA

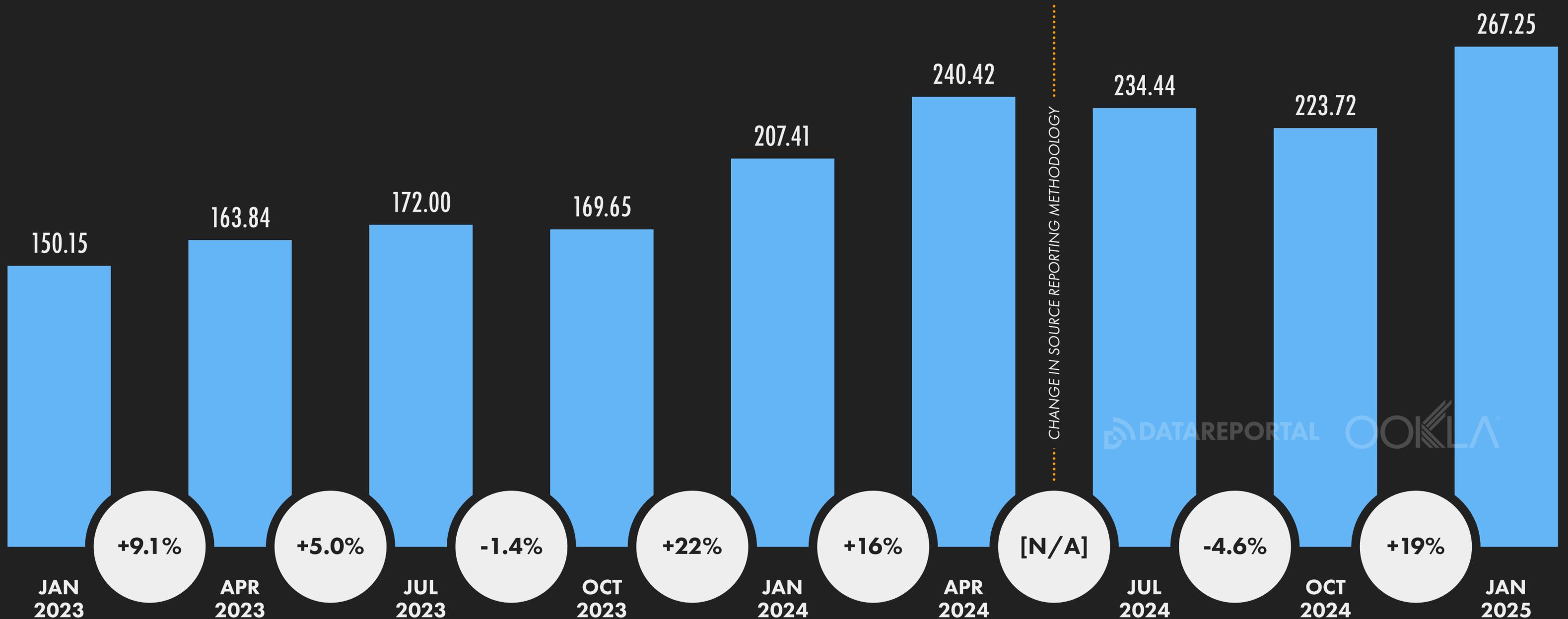
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FIXED INTERNET CONNECTION SPEEDS (QOQ)

MEDIAN DOWNLOAD SPEEDS FOR FIXED INTERNET CONNECTIONS (IN MBPS)



FRANCE



CHANGE IN SOURCE REPORTING METHODOLOGY

DATAREPORTAL OOKLA

SOURCE: OOKLA. NOTES: FIGURES REPRESENT MEDIAN DOWNLOAD SPEEDS (IN MEGABITS PER SECOND). PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT THE CHANGE BETWEEN STATED PERIODS. COMPARABILITY: STARTING IN MAY 2024, VALUES REPRESENT ROLLING QUARTERLY AVERAGES. PRIOR TO MAY 2024, VALUES REPRESENTED SINGLE-MONTH AVERAGES.

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SHARE OF WEB TRAFFIC BY DEVICE

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON EACH KIND OF DEVICE



FRANCE

MOBILE
PHONES



64.25%

YEAR-ON-YEAR CHANGE

+30.9%

+1,517 BPS

LAPTOP AND
DESKTOP COMPUTERS



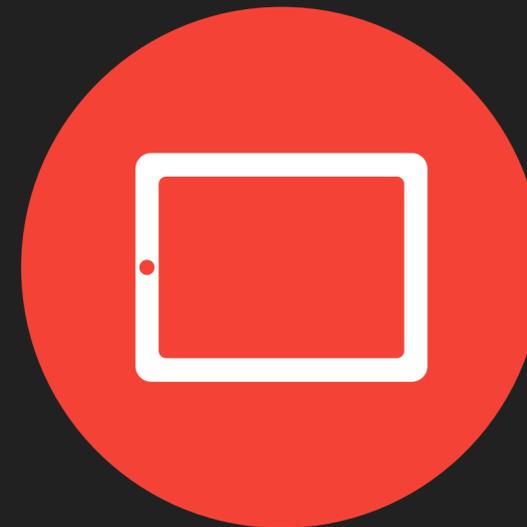
33.38%

YEAR-ON-YEAR CHANGE

-30.5%

-1,464 BPS

TABLET
DEVICES



2.32%

YEAR-ON-YEAR CHANGE

-18.3%

-52 BPS

OTHER
DEVICES



0.05%

YEAR-ON-YEAR CHANGE

-16.7%

-1 BP

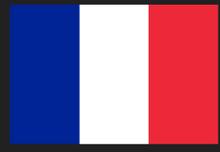
SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON EACH TYPE OF DEVICE COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON ANY DEVICE IN DECEMBER 2024. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING. WHERE VALUES SHOW AS "+▲", THE GROWTH VALUE DOES NOT FIT IN THE AVAILABLE SPACE. THIS IS TYPICALLY DUE TO CALCULATIONS INVOLVING GROWTH FROM A STARTING POINT OF ZERO OR NEAR ZERO.



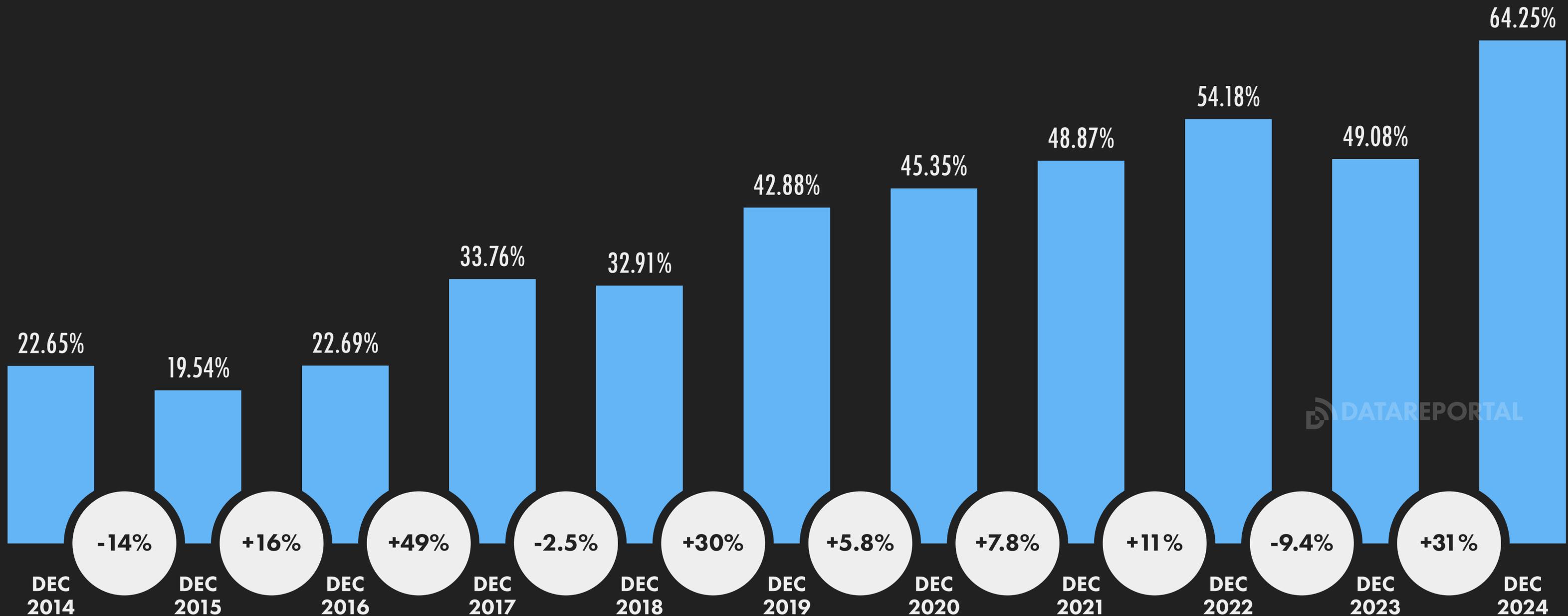
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MOBILE'S SHARE OF WEB TRAFFIC (YOY)

SHARE OF TOTAL WEB TRAFFIC (PERCENTAGE OF WEB PAGE REQUESTS) ORIGINATING FROM WEB BROWSERS RUNNING ON MOBILE PHONES



FRANCE



SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE. PERCENTAGE CHANGE VALUES IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).

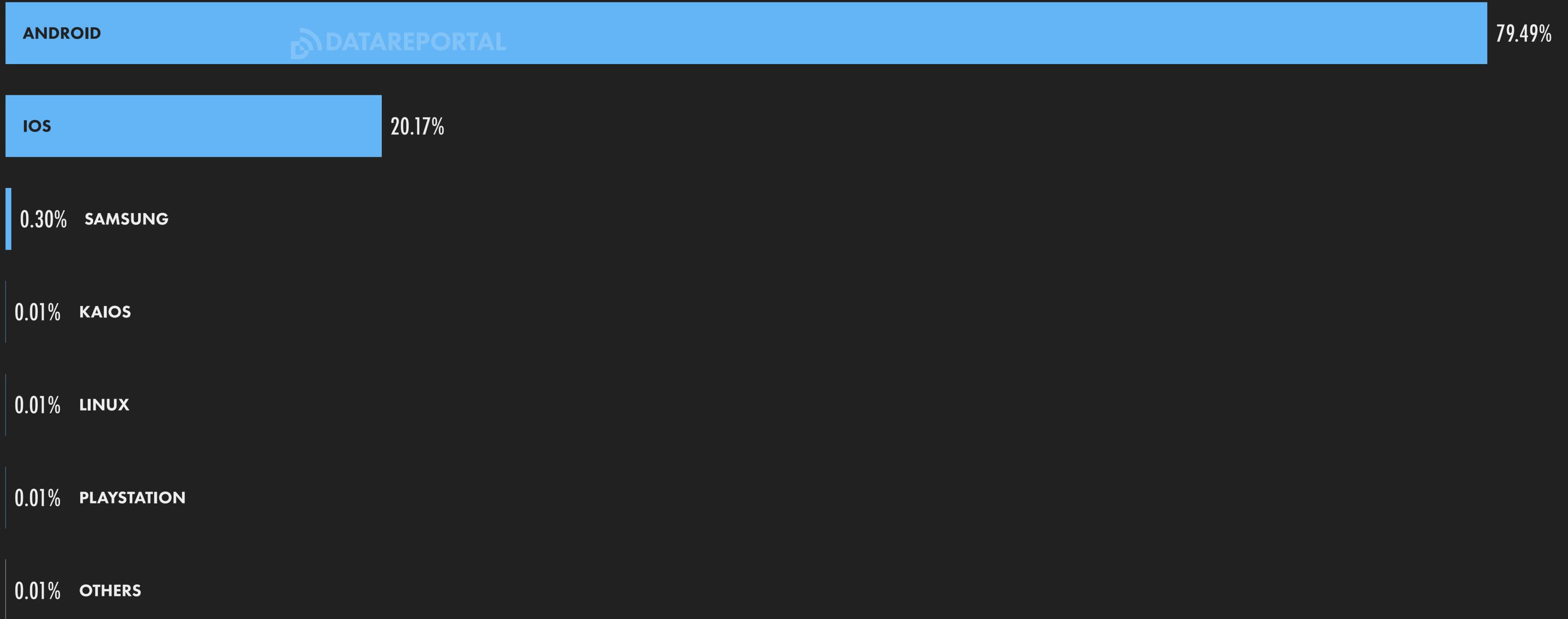
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SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM IN DECEMBER 2024



FRANCE



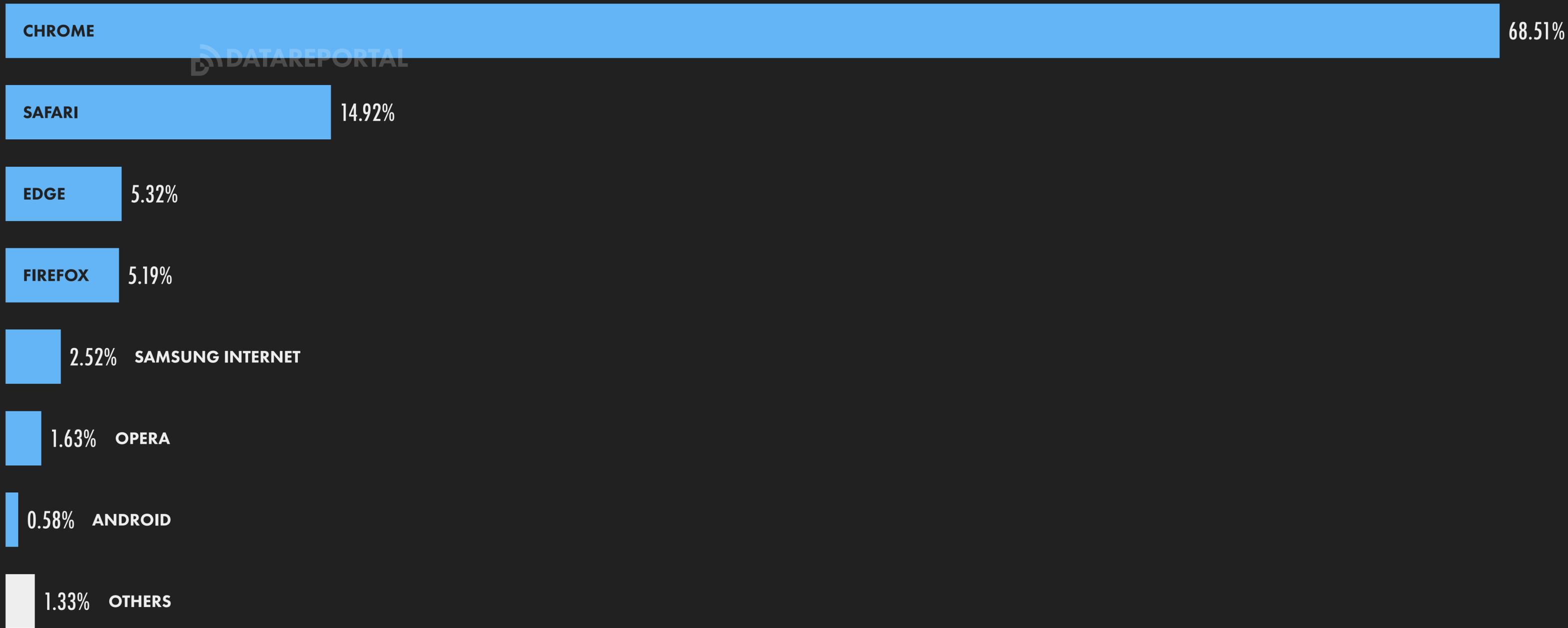
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SHARE OF WEB TRAFFIC BY BROWSER

PERCENTAGE OF TOTAL WEB PAGES SERVED TO EACH BRAND OF WEB BROWSER RUNNING ON ANY DEVICE



FRANCE



DATA REPORTAL

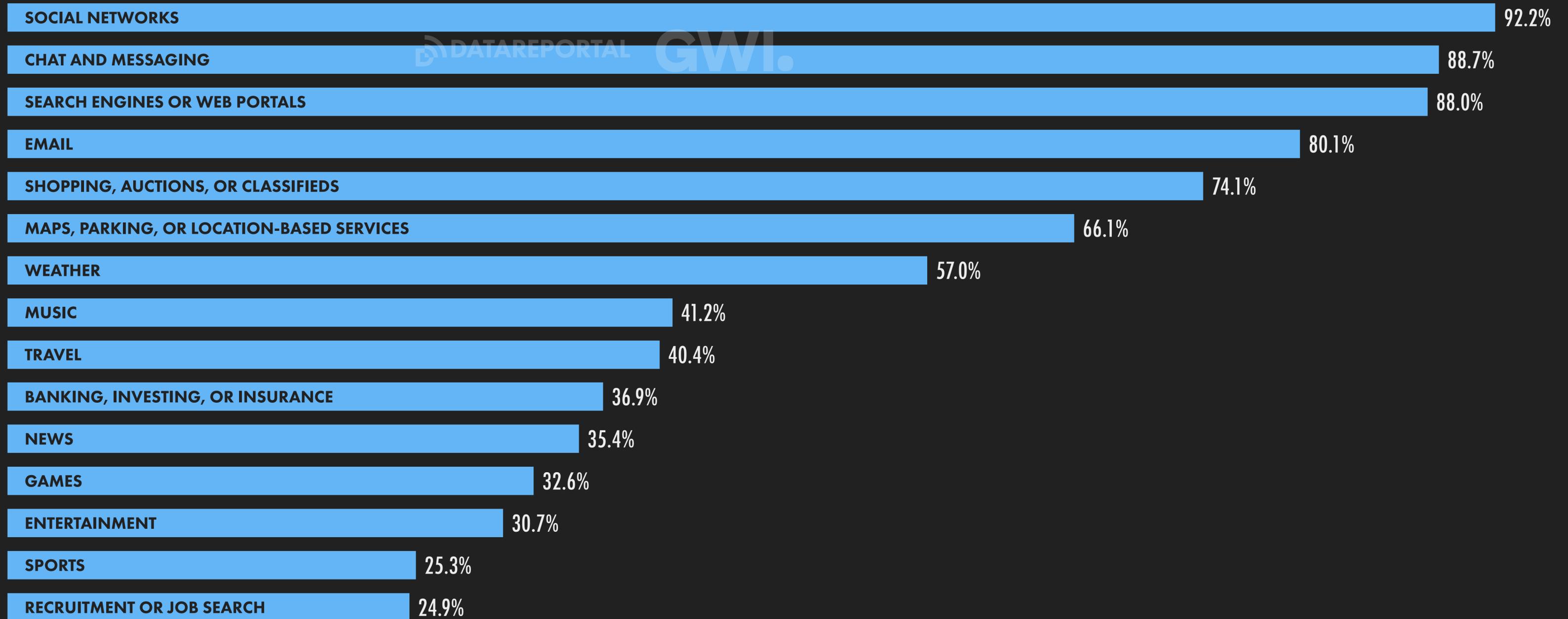
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TOP TYPES OF WEBSITES VISITED AND APPS USED

PERCENTAGE OF INTERNET USERS AGED 16+ WHO HAVE VISITED OR USED EACH KIND OF DIGITAL PROPERTY IN THE PAST MONTH



FRANCE



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TOP WEBSITES: SIMILARWEB RANKING

SIMILARWEB'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2024



FRANCE

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT	#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	1.94 B	56.2 M	12M 56S	8.55	11	X.COM	96.1 M	10.3 M	12M 09S	11.10
02	YOUTUBE.COM	648 M	32.8 M	18M 58S	10.62	12	YAHOO.COM	88.8 M	10.2 M	8M 13S	5.21
03	FACEBOOK.COM	338 M	29.2 M	10M 08S	9.97	13	LEFIGARO.FR	86.0 M	24.4 M	4M 09S	2.44
04	GOOGLE.FR	249 M	29.0 M	5M 57S	9.87	14	PORNHUB.COM	84.8 M	12.3 M	9M 30S	7.54
05	ORANGE.FR	184 M	22.1 M	5M 43S	6.22	15	BING.COM	84.4 M	10.8 M	6M 19S	4.63
06	AMAZON.FR	182 M	43.8 M	5M 18S	8.52	16	FRANCETVINFO.FR	79.8 M	19.5 M	0M 53S	1.96
07	WIKIPEDIA.ORG	167 M	33.9 M	3M 34S	3.01	17	OUEST-FRANCE.FR	75.2 M	20.6 M	1M 56S	2.56
08	INSTAGRAM.COM	166 M	29.6 M	7M 28S	11.16	18	NETFLIX.COM	74.5 M	7.85 M	6M 58S	3.64
09	LEBONCOIN.FR	119 M	18.1 M	10M 02S	9.02	19	LIVE.COM	72.6 M	7.34 M	8M 24S	7.41
10	CHATGPT.COM	106 M	9.33 M	5M 59S	3.13	20	LINKEDIN.COM	70.3 M	11.1 M	8M 58S	7.49

SOURCE: SIMILARWEB. RANKING AND VALUES BASED ON TRAFFIC BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2024. **NOTES:** VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. VALUES FOR "TOTAL VISITS" AND "UNIQUE VISITORS" REPRESENT MONTHLY AVERAGES. FIGURES ENDING IN "B" ARE IN BILLIONS; FIGURES ENDING IN "M" ARE IN MILLIONS; FIGURES ENDING IN "K" ARE IN THOUSANDS. TIME SHOWN IN MINUTES AND SECONDS. **ADVISORY:** SOME SITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT, VIRUSES, MALWARE, OR OFFENSIVE CONTENT. READERS SHOULD AVOID VISITING UNKNOWN DOMAINS.

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TOP WEBSITES: SEMRUSH RANKING

SEMRUSH'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC IN NOVEMBER 2024



FRANCE

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT	#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	3.49B	138M	12M 52S	4.30	11	YAHOO.COM	134M	13.2M	12M 33S	3.93
02	YOUTUBE.COM	1.87B	83.4M	22M 23S	6.51	12	X.COM	109M	16.8M	16M 50S	9.33
03	FACEBOOK.COM	334M	51.5M	13M 17S	6.66	13	ORANGE.FR	105M	15.1M	9M 13S	3.80
04	AMAZON.FR	274M	55.1M	10M 03S	6.19	14	CHATGPT.COM	102M	10.3M	8M 05S	2.56
05	GOOGLE.FR	251M	23.9M	10M 11S	7.80	15	LEMONDE.FR	96.2M	16.5M	15M 08S	2.55
06	WIKIPEDIA.ORG	243M	46.5M	8M 58S	2.27	16	LIVE.COM	91.3M	10.6M	7M 56S	5.98
07	BING.COM	239M	30.1M	9M 12S	3.31	17	ECOSIA.ORG	90.2M	3.17M	11M 43S	2.76
08	PORNHUB.COM	191M	27.8M	9M 47S	8.13	18	NETFLIX.COM	89.5M	11.3M	12M 40S	3.07
09	LEBONCOIN.FR	166M	28.4M	11M 56S	4.92	19	LEFIGARO.FR	88.2M	20.9M	11M 50S	2.22
10	INSTAGRAM.COM	144M	33.6M	11M 21S	6.82	20	FRANCETVINFO.FR	86.1M	17.0M	7M 38S	1.77

SOURCE: SEMRUSH. FIGURES REPRESENT TRAFFIC VALUES IN NOVEMBER 2024. **NOTE:** VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. FIGURES ENDING IN "B" ARE IN BILLIONS; FIGURES ENDING IN "M" ARE IN MILLIONS; FIGURES ENDING IN "K" ARE IN THOUSANDS. TIME SHOWN IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT, VIRUSES, MALWARE, OR OFFENSIVE CONTENT. READERS SHOULD **AVOID VISITING UNKNOWN DOMAINS.** **COMPARABILITY:** SOURCE METHODOLOGY CHANGES.

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APP RANKING: MONTHLY ACTIVE USERS

MOBILE APPS AND GAMES RANKED BY AVERAGE MONTHLY ACTIVE USERS BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024



#	MOBILE APP	COMPANY
01	WHATSAPP MESSENGER	META
02	YOUTUBE	GOOGLE
03	GOOGLE	GOOGLE
04	CHROME BROWSER	GOOGLE
05	GOOGLE MAPS	GOOGLE
06	FACEBOOK	META
07	GMAIL	GOOGLE
08	GOOGLE PLAY SERVICES	GOOGLE
09	INSTAGRAM	META
10	FACEBOOK MESSENGER	META

#	MOBILE GAME	COMPANY
01	BRAWL STARS	TENCENT
02	ROBLOX	ROBLOX
03	CLASH ROYALE	TENCENT
04	MONOPOLY GO!	SCOPELY
05	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
06	SUBWAY SURFERS	TENCENT
07	POKÉMON GO	NIANTIC
08	ROYAL MATCH	DREAM GAMES
09	BLOCK BLAST ADVENTURE MASTER	HUNGRY STUDIO
10	VITA MAHJONG	VITA STUDIO.

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APP RANKING: DOWNLOADS

RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL NUMBER OF DOWNLOADS BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024



#	MOBILE APP	COMPANY
01	CHATGPT	OPENAI
02	TEMU	PDD HOLDINGS
03	THREADS	META
04	TIKTOK	BYTEDANCE
05	WHATSAPP MESSENGER	META
06	SHEIN	SHEIN
07	TELEGRAM	TELEGRAM
08	CAPCUT	BYTEDANCE
09	INSTAGRAM	META
10	DUOLINGO: LEARN LANGUAGES	DUOLINGO

#	MOBILE GAME	COMPANY
01	POKÉMON TCG POCKET	POKEMON
02	MY SUPERSTORE SIMULATOR	PLAYSPARE
03	BRAWL STARS	TENCENT
04	PERFECT TIDY	ONESOFT
05	ROBLOX	ROBLOX
06	VITA MAHJONG	VITA STUDIO.
07	OFFLINE GAMES - NO WIFI GAMES	JINDOBLU
08	MINI GAMES: CALM & RELAX	ONESOFT
09	WHITEOUT SURVIVAL	ZHEJIANG CENTURY HUATONG GROUP
10	FIND THE CAT BY AGAVE GAMES	AGAVE GAMES

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APP RANKING: CONSUMER SPEND

RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL CONSUMER SPEND BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024



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#	MOBILE APP	COMPANY	#	MOBILE GAME	COMPANY
01	TIKTOK	BYTEDANCE	01	COIN MASTER	MOON ACTIVE
02	DEEZER	DEEZER	02	BRAWL STARS	TENCENT
03	DISNEY+	DISNEY	03	ROYAL MATCH	DREAM GAMES
04	TINDER	MATCH GROUP	04	MONOPOLY GO!	SCOPELY
05	AMAZON PRIME VIDEO	AMAZON	05	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
06	GOOGLE ONE	GOOGLE	06	LAST WAR: SURVIVAL GAME	ONEFUN
07	YOUTUBE	GOOGLE	07	WHITEOUT SURVIVAL	ZHEJIANG CENTURY HUATONG GROUP
08	CRUNCHYROLL	SONY	08	POKÉMON TCG POCKET	POKEMON
09	LINKEDIN	MICROSOFT	09	ROBLOX	ROBLOX
10	SNAPCHAT	SNAP	10	GARDENSCAPES BY PLAYRIX	PLAYRIX



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ACCESSING ONLINE INFORMATION

PERCENTAGE OF INTERNET USERS AGED 16+ WHO ENGAGE IN EACH KIND OF ONLINE ACTIVITY



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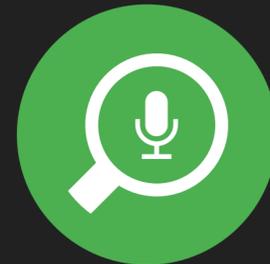
USE A SEARCH ENGINE (E.G. GOOGLE, BING, DUCKDUCKGO) EACH MONTH



88.0%

GWl.

USE VOICE ASSISTANTS (E.G. SIRI, GOOGLE ASSISTANT) TO FIND INFORMATION EACH WEEK



12.3%

KEPIOS

VISIT SOCIAL NETWORKS TO LOOK FOR INFORMATION ABOUT BRANDS AND PRODUCTS



32.1%

USE IMAGE SEARCH TOOLS (E.G. GOOGLE LENS, PINTEREST LENS) ON MOBILE EACH MONTH



12.2%



SCAN A QR CODE ON A MOBILE PHONE EACH MONTH



35.5%

GWl.

USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES EACH WEEK



29.8%

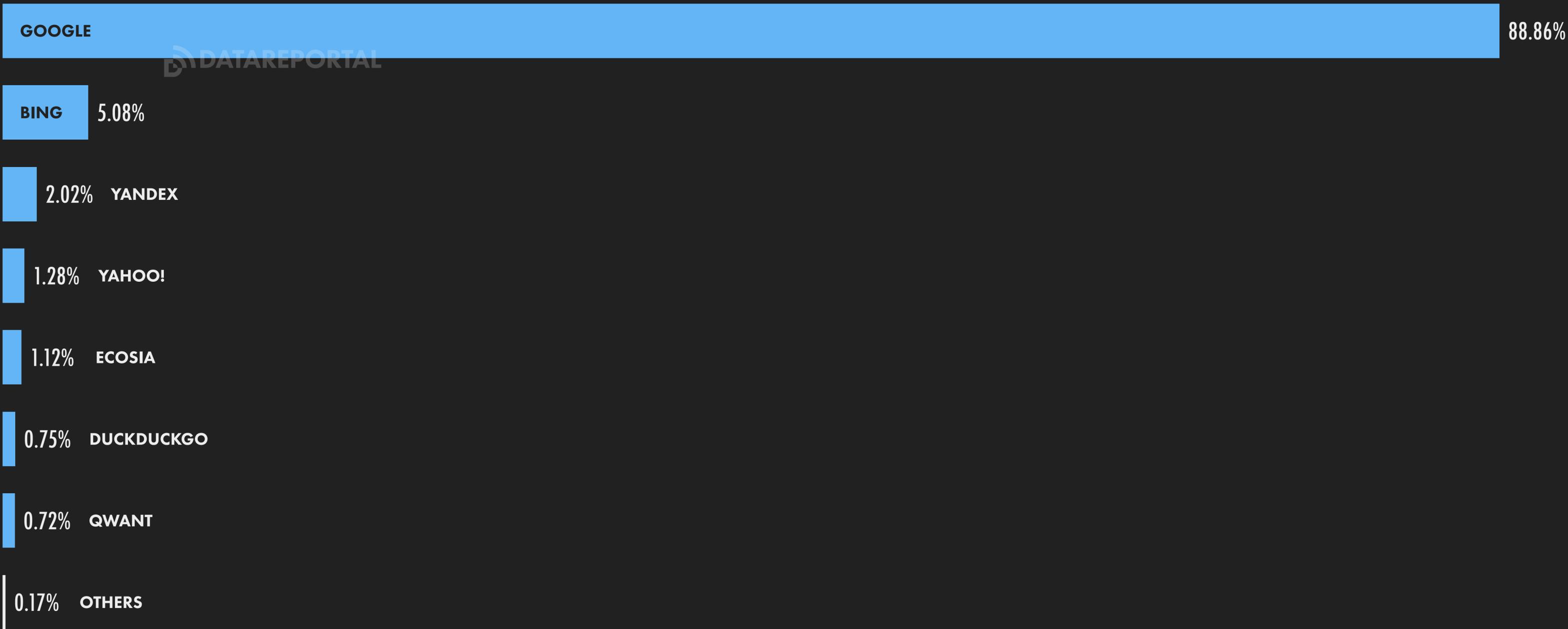
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SHARE OF SEARCH ENGINE REFERRALS

PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES THAT ORIGINATED FROM EACH SEARCH SERVICE



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TOP GOOGLE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2024 AND 31 DECEMBER 2024



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#	SEARCH QUERY	INDEX vs. TOP QUERY
01	METEO	100
02	GOOGLE	82
03	TRADUCTION	69
04	MÉTÉO	68
05	YOUTUBE	54
06	FACEBOOK	48
07	AMAZON	44
08	PROGRAMME TV	33
09	ORANGE	32
10	BON COIN	30

#	SEARCH QUERY	INDEX vs. TOP QUERY
11	MAPS	28
12	GMAIL	28
13	LE BON COIN	27
14	LECLERC	24
15	FREE	22
16	ACTION	19
17	CREDIT AGRICOLE	18
18	GOOGLE TRADUCTION	18
19	ENT	17
20	CAF	17

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED BETWEEN 01 JANUARY 2024 AND 31 DECEMBER 2024. **NOTES:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS", TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX vs. TOP QUERY" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME SEARCH QUERY AND QUERY TIME PERIOD.



ONLINE SHOPPING

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FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE TOTAL POPULATION AGED 15+ THAT OWNS OR USES EACH PRODUCT OR SERVICE



FRANCE

ACCOUNT WITH A FINANCIAL INSTITUTION



99.2%

FEMALE 100%
MALE 98.4%

CREDIT CARD OWNERSHIP



39.8%

FEMALE 37.5%
MALE 42.2%

DEBIT CARD OWNERSHIP



86.3%

FEMALE 86.0%
MALE 86.8%

MOBILE MONEY ACCOUNT (E.G. MPESA, GCASH)



[N/A]

FEMALE [N/A]
MALE [N/A]

MADE A DIGITAL PAYMENT (PAST YEAR)



98.4%

FEMALE 99.0%
MALE 97.7%

MADE A PURCHASE USING A MOBILE PHONE OR THE INTERNET (PAST YEAR)



52.6%

FEMALE 55.8%
MALE 49.1%

USED A MOBILE PHONE OR THE INTERNET TO SEND MONEY (PAST YEAR)



28.5%

FEMALE 29.7%
MALE 27.3%

USED A MOBILE PHONE OR THE INTERNET TO PAY BILLS (PAST YEAR)



43.7%

FEMALE 42.7%
MALE 44.7%

SOURCE: WORLD BANK. **NOTES:** SOME FIGURES HAVE NOT BEEN UPDATED IN THE PAST YEAR, SO MAY BE LESS REPRESENTATIVE OF CURRENT REALITIES. PERCENTAGES ARE OF PEOPLE AGED 15 AND ABOVE, NOT OF TOTAL POPULATION. MOBILE MONEY ACCOUNTS ONLY REFER TO SERVICES THAT STORE FUNDS IN AN ELECTRONIC WALLET LINKED DIRECTLY TO A PHONE NUMBER, SUCH AS MPESA, GCASH, AND TIGO PESA. FIGURES FOR MOBILE MONEY ACCOUNTS DO NOT INCLUDE PEOPLE WHO USE 'OVER-THE-TOP' MOBILE PAYMENT SERVICES SUCH AS APPLE PAY, GOOGLE PAY, OR SAMSUNG PAY. **COMPARABILITY:** DECIMAL ACCURACY OF SOURCE DATA MAY RESULT IN MINOR ROUNDING DIFFERENCES (±0.1%) COMPARED WITH VALUES PUBLISHED ON THE WORLD BANK'S ONLINE DATA PORTAL.

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2025

WEEKLY ONLINE SHOPPING ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO ENGAGE IN SELECTED ECOMMERCE ACTIVITIES EACH WEEK



FRANCE

PURCHASED A PRODUCT
OR SERVICE ONLINE



GWI.

49.6%

ORDERED GROCERIES
VIA AN ONLINE STORE



Meltwater

21.0%

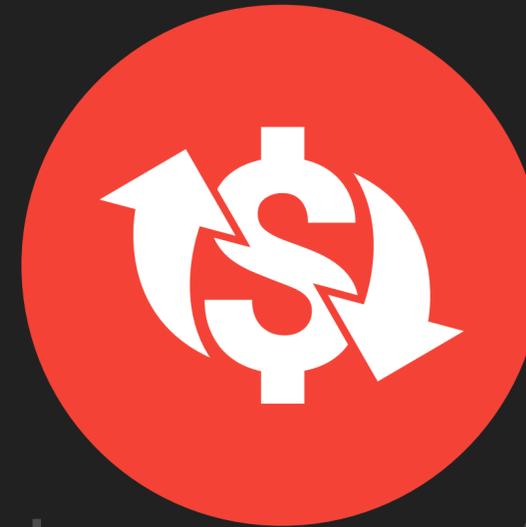
BOUGHT A SECOND-HAND
ITEM VIA AN ONLINE STORE



we
are
social

16.8%

USED AN ONLINE PRICE
COMPARISON SERVICE



GWI.

18.0%

USED A BUY NOW,
PAY LATER SERVICE



12.3%

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2025

OVERVIEW OF CONSUMER GOODS ECOMMERCE

HEADLINES FOR THE ADOPTION AND USE OF CONSUMER GOODS ECOMMERCE (B2C ONLY)



FRANCE

NUMBER OF PEOPLE
PURCHASING CONSUMER
GOODS VIA ONLINE
CHANNELS IN 2024



statista

30.3
MILLION

YEAR-ON-YEAR CHANGE
+5.2% (+1.5 MILLION)

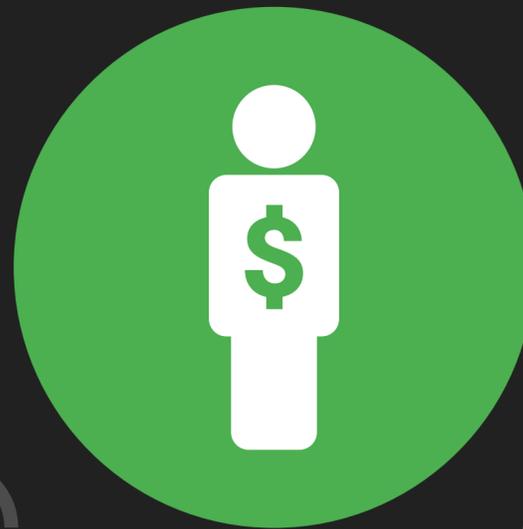
ESTIMATED TOTAL
ANNUAL SPEND ON
ONLINE CONSUMER GOODS
PURCHASES (USD, 2024)



\$66.4
BILLION

YEAR-ON-YEAR CHANGE
+9.5% (+\$5.8 BILLION)

AVERAGE ANNUAL
REVENUE PER CONSUMER
GOODS ECOMMERCE
SHOPPER (USD, 2024)

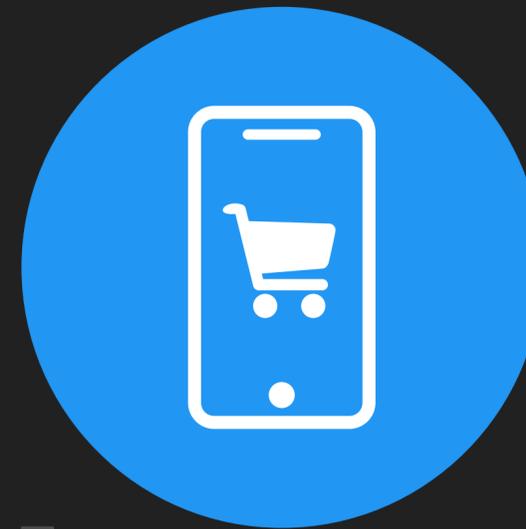


statista

\$2,190

YEAR-ON-YEAR CHANGE
+3.8% (+\$80)

SHARE OF 2024 CONSUMER
GOODS ECOMMERCE SPEND
ATTRIBUTABLE TO PURCHASES
MADE VIA MOBILE PHONES



42.6%

YEAR-ON-YEAR CHANGE
+2.1% (+86 BPS)

2024 ONLINE PURCHASES vs.
TOTAL CONSUMER GOODS
PURCHASE VALUE ACROSS
ALL RETAIL CHANNELS



13.4%

YEAR-ON-YEAR CHANGE
+6.3% (+80 BPS)

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** "CONSUMER GOODS" INCLUDE: BEAUTY & PERSONAL CARE; BEVERAGES; DIY & HARDWARE STORE; ELECTRONICS; EYEWEAR; FASHION; FOOD; FURNITURE; HOUSEHOLD ESSENTIALS; PHYSICAL MEDIA; OTC PHARMACEUTICALS; TOBACCO PRODUCTS; TOYS & HOBBY. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS WITH THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** SIGNIFICANT BASE REVISIONS AND MAJOR CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

FEB
2025

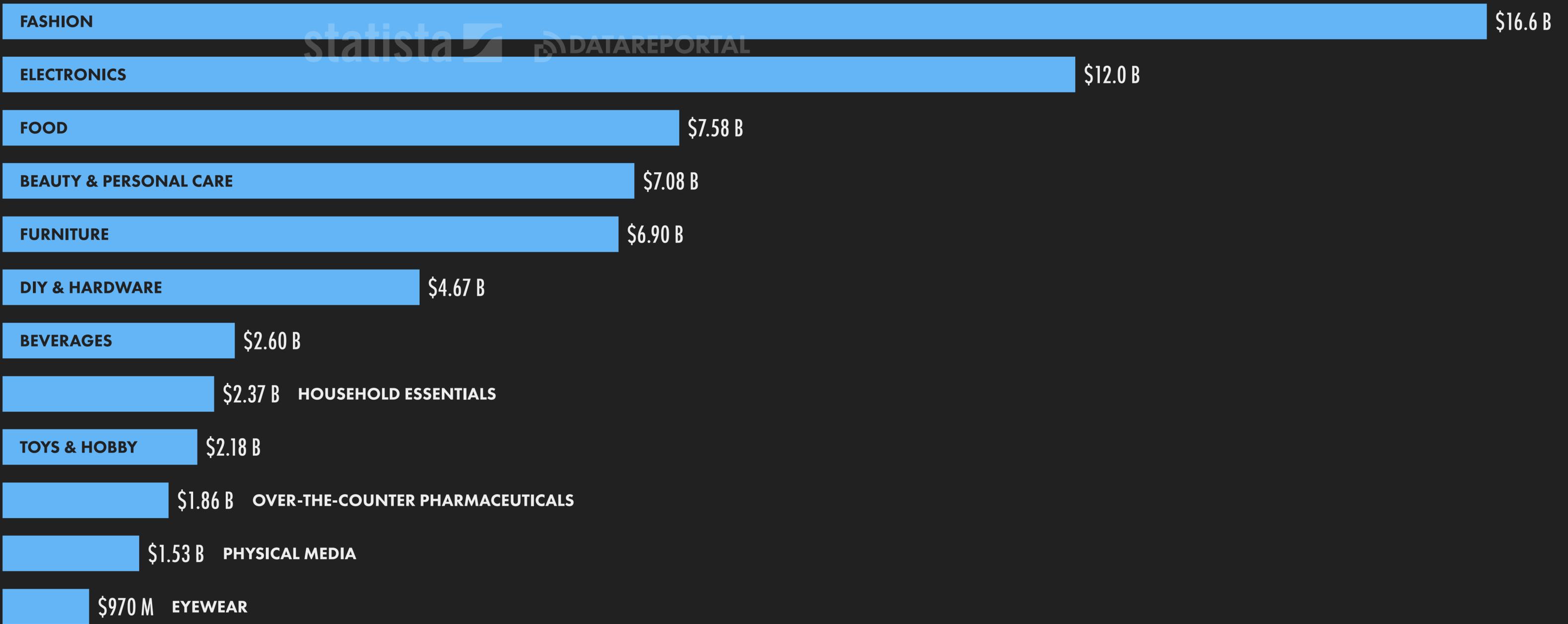
ECOMMERCE: CONSUMER GOODS CATEGORIES

ESTIMATED ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (B2C ONLY, U.S. DOLLARS, FULL-YEAR 2024)



FRANCE

statista DATA REPORTAL

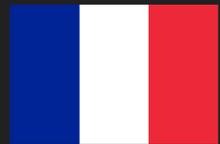


SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2024 IN U.S. DOLLARS. THE "PHYSICAL MEDIA" CATEGORY DOES NOT INCLUDE DIGITAL DOWNLOADS OR STREAMING. **COMPARABILITY:** SIGNIFICANT BASE REVISIONS AND MAJOR CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

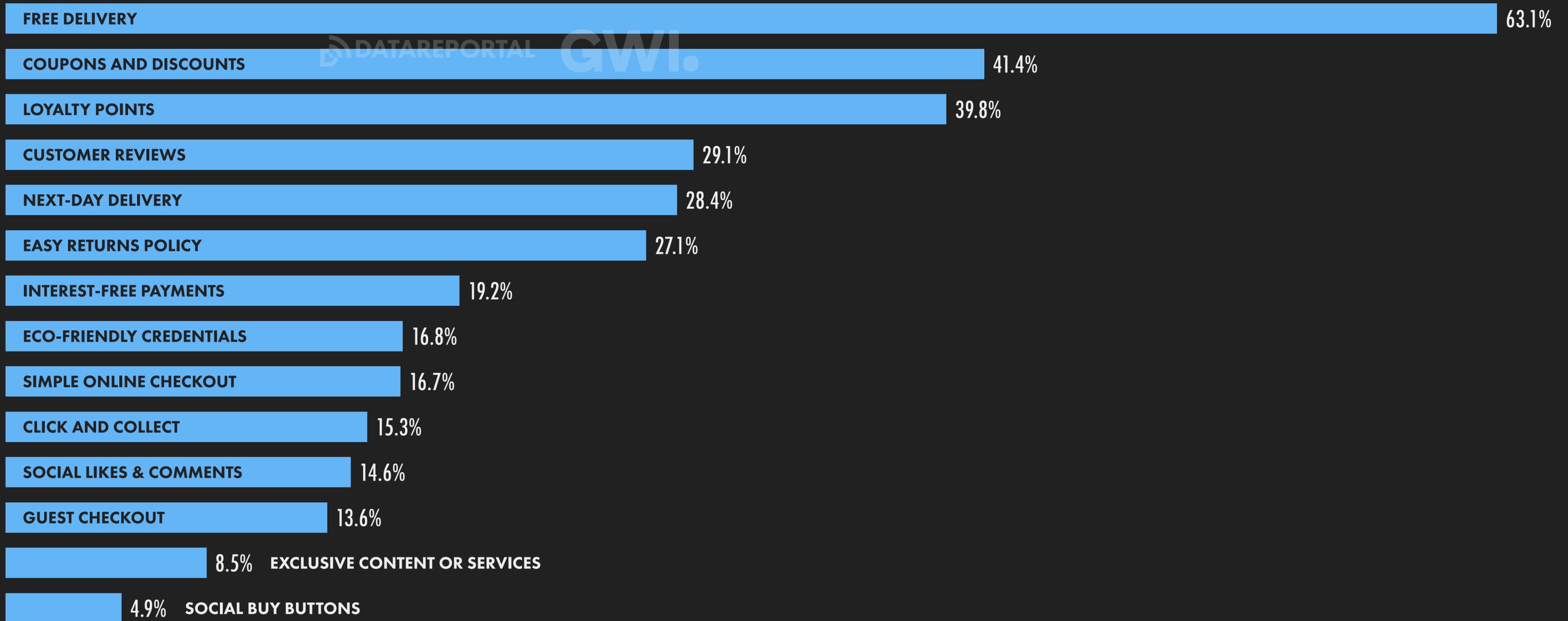
FEB
2025

ONLINE PURCHASE DRIVERS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY EACH FACTOR WOULD ENCOURAGE THEM TO COMPLETE AN ONLINE PURCHASE



FRANCE



FEB
2025

TOP GOOGLE SHOPPING SEARCHES

SHOPPING QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2024 AND 31 DECEMBER 2024



FRANCE

#	SEARCH QUERY	INDEX vs. TOP QUERY	#	SEARCH QUERY	INDEX vs. TOP QUERY
01	FEMME	100	11	PS5	12
02	HOMME	91	12	IKEA	10
03	ENFANT	35	13	PANIER	10
04	NIKE	34	14	SOLDES	9
05	IPHONE	29	15	IPHONE 15	8
06	SAMSUNG	26	16	NEW BALANCE	8
07	CHAUSSURES	24	17	GOOGLE	7
08	AMAZON	20	18	ACTION	7
09	BUREAU	20	19	COMMANDE	7
10	LEGO	12	20	DECATHLON	6

SOURCE: GOOGLE TRENDS, BASED ON SHOPPING SEARCHES CONDUCTED ON GOOGLE SEARCH BETWEEN 01 JANUARY 2024 AND 31 DECEMBER 2024. **NOTES:** ANY LANGUAGE ANOMALIES OR SPELLING ERRORS IN QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS", TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN THEIR SEARCH ACTIVITIES. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX vs. TOP QUERY" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

FEB
2025

ONLINE GROCERY SHOPPING OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE GROCERY ORDERING AND DELIVERY SERVICES



FRANCE

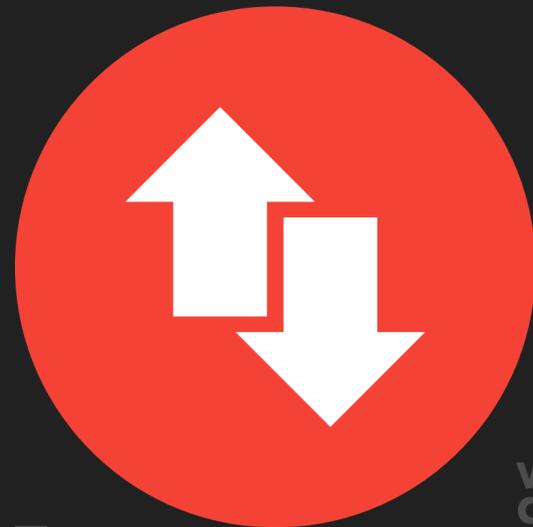
NUMBER OF PEOPLE ORDERING GROCERIES VIA ONLINE PLATFORMS



statista

17.7
MILLION

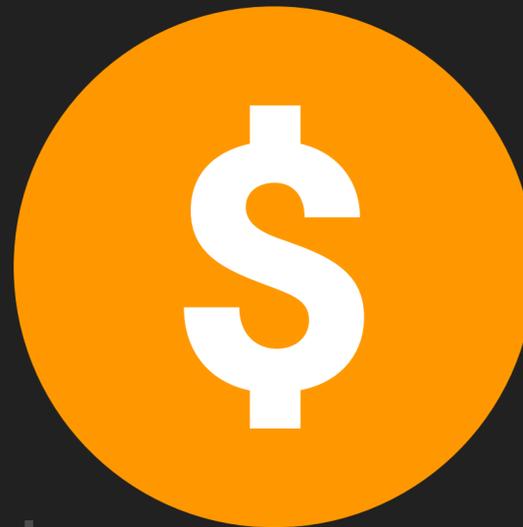
YEAR-ON-YEAR CHANGE IN THE NUMBER OF PEOPLE BUYING GROCERIES ONLINE



we are social

+8.0%
+1.31 MILLION

TOTAL ANNUAL VALUE OF ONLINE GROCERY ORDERS (USD, 2024)



Meltwater

\$12.3
BILLION

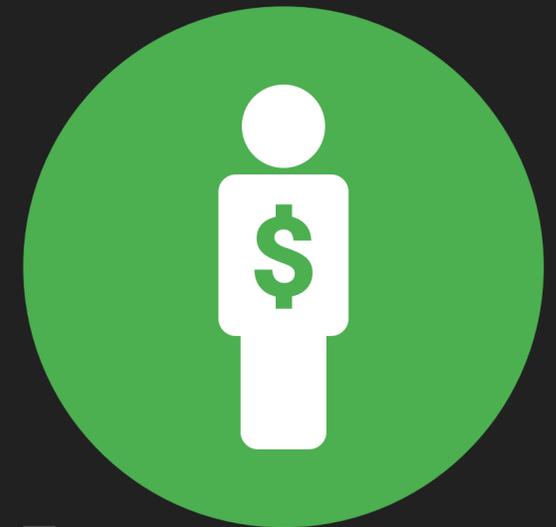
YEAR-ON-YEAR CHANGE IN MARKET VALUE: ONLINE GROCERY ORDERS



statista

+18.7%
+\$1.93 BILLION

AVERAGE ANNUAL SPEND PER USER: ONLINE GROCERY ORDERS (USD, 2024)



\$690

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** INCLUDES FOOD & BEVERAGES, PERSONAL CARE AND HOUSEHOLD ITEMS, QUICK COMMERCE, AND MEAL RECIPE KITS (E.G. HELLOFRESH). ONLY INCLUDES ORDERS MADE VIA ONLINE SERVICES, BUT INCLUDES "CLICK-AND-COLLECT" ORDERS WHERE ITEMS ARE PURCHASED ONLINE BUT PICKED UP BY THE BUYER. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

we are social

Meltwater

FEB
2025

ONLINE TRAVEL AND TOURISM

ANNUAL ONLINE SPEND ON TRAVEL AND TOURISM SERVICES (U.S. DOLLARS, FULL-YEAR 2024)



FRANCE

FLIGHTS



**\$15.1
BILLION**

YEAR-ON-YEAR CHANGE
+4.2% (+\$610 MILLION)

statista

TRAINS



**\$3.47
BILLION**

YEAR-ON-YEAR CHANGE
+3.6% (+\$119 MILLION)



CAR RENTALS



**\$1.30
BILLION**

YEAR-ON-YEAR CHANGE
+4.1% (+\$51 MILLION)

statista

LONG-DISTANCE BUSES



**\$212
MILLION**

YEAR-ON-YEAR CHANGE
+3.0% (+\$6.1 MILLION)

HOTELS



**\$8.70
BILLION**

YEAR-ON-YEAR CHANGE
+4.8% (+\$400 MILLION)



PACKAGE HOLIDAYS



**\$2.00
BILLION**

YEAR-ON-YEAR CHANGE
+3.8% (+\$74 MILLION)

statista

VACATION RENTALS



**\$3.30
BILLION**

YEAR-ON-YEAR CHANGE
+4.7% (+\$149 MILLION)



CRUISES



**\$162
MILLION**

YEAR-ON-YEAR CHANGE
+5.7% (+\$8.7 MILLION)

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2025

ONLINE RIDE-HAILING OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE RIDE-HAILING SERVICES



FRANCE

NUMBER OF PEOPLE
USING ONLINE RIDE-
HAILING SERVICES



statista

10.3
MILLION

YEAR-ON-YEAR CHANGE IN
THE NUMBER OF ONLINE
RIDE-HAILING SERVICE USERS



we
are
social

+1.7%
+170 THOUSAND

TOTAL ANNUAL VALUE OF
ONLINE RIDE-HAILING
BOOKINGS (USD, 2024)



Meltwater

\$1.65
BILLION

YEAR-ON-YEAR CHANGE IN
MARKET VALUE: ONLINE RIDE-
HAILING BOOKINGS



statista

+2.5%
+\$40.0 MILLION

AVERAGE ANNUAL VALUE PER
USER: ONLINE RIDE-HAILING
BOOKINGS (USD, 2024)



\$160

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** IN THIS CONTEXT, "RIDE-HAILING" ENCOMPASSES ON-DEMAND TRANSPORTATION FACILITATED VIA MOBILE APPS AND ONLINE PLATFORMS. VALUES INCLUDE THE BOOKING OF RIDES IN PRIVATE VEHICLES (E.G. UBER, LYFT, GRAB) AND TRADITIONAL TAXI SERVICES. ONLY INCLUDES BOOKINGS THAT ARE MADE VIA ONLINE SERVICES. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024. VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.



DIGITAL FINANCE

FEB
2025

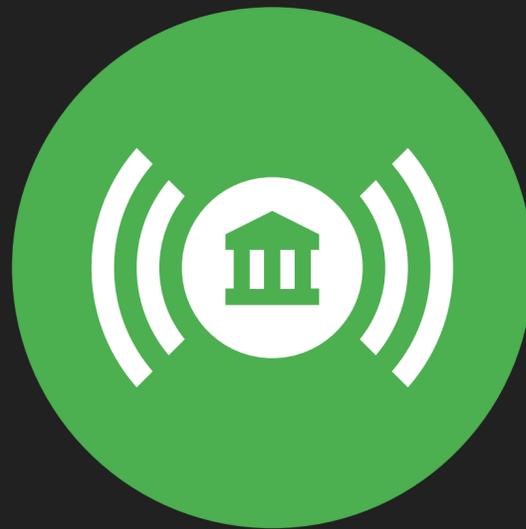
USE OF ONLINE FINANCIAL SERVICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO OWN OR USE EACH KIND OF DIGITAL FINANCIAL SERVICE



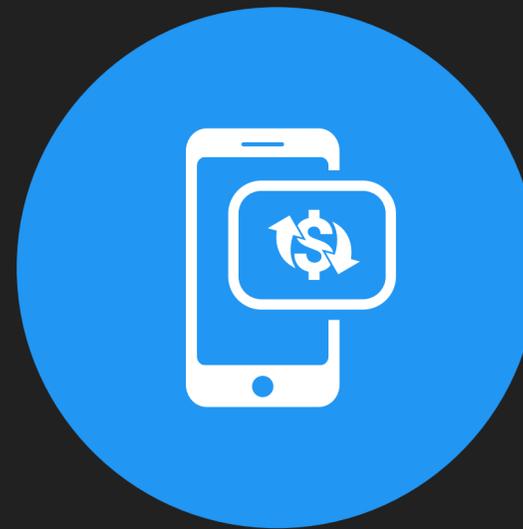
FRANCE

USE A BANKING, INVESTMENT,
OR INSURANCE WEBSITE OR
MOBILE APP EACH MONTH



36.9%

USE A MOBILE PAYMENT
SERVICE (E.G. APPLE PAY,
SAMSUNG PAY) EACH MONTH



18.5%

OWN ANY FORM
OF CRYPTOCURRENCY
(E.G. BITCOIN, ETHER)



7.0%

GWI.



FEB
2025

OVERVIEW OF CONSUMER DIGITAL PAYMENTS

HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED PAYMENT SERVICES BY END CONSUMERS



FRANCE

NUMBER OF
PEOPLE MAKING
DIGITAL PAYMENTS



statista

48.3
MILLION

YEAR-ON-YEAR CHANGE
IN THE NUMBER OF PEOPLE
MAKING DIGITAL PAYMENTS



+6.2%
+2.81 MILLION

TOTAL ANNUAL VALUE
OF DIGITAL PAYMENT
TRANSACTIONS (USD, 2024)



statista

\$247
BILLION

YEAR-ON-YEAR CHANGE
IN THE VALUE OF DIGITAL
PAYMENT TRANSACTIONS



+13.2%
+\$28.8 BILLION

AVERAGE ANNUAL VALUE
OF DIGITAL PAYMENTS
PER USER (USD, 2024)



\$5,110

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** "DIGITAL PAYMENTS" INCLUDE MOBILE P.O.S. PAYMENTS (E.G. PAYMENTS VIA APPLE PAY OR SAMSUNG PAY), B2C DIGITAL COMMERCE, AND B2C DIGITAL REMITTANCES. VALUES DO NOT INCLUDE B2B TRANSACTIONS. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR FOR 2024, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.



ONLINE HEALTH & FITNESS

FEB
2025

DIGITAL HEALTH, FITNESS, AND WELLBEING

PERCENTAGE OF INTERNET USERS AGED 16+ THAT MAKE USE OF CONNECTED HEALTH, FITNESS, AND WELLBEING DEVICES AND SERVICES



FRANCE

USE A DIGITAL HEALTH OR FITNESS WEBSITE OR MOBILE APP EACH MONTH



GWI.

15.2%

CHECK HEALTH SYMPTOMS ONLINE EACH WEEK



GWI.

14.9%

USE ONLINE RESOURCES TO IDENTIFY TREATMENTS FOR EVERYDAY AILMENTS



GWI.

56.0%

OWN A SMARTWATCH (E.G. APPLE WATCH)



GWI.

19.8%

OWN A SMART WRISTBAND (E.G. FITBIT)



10.5%

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2025

DIGITAL HEALTH TREATMENT & CARE OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED HEALTHCARE TREATMENTS AND CARE



FRANCE

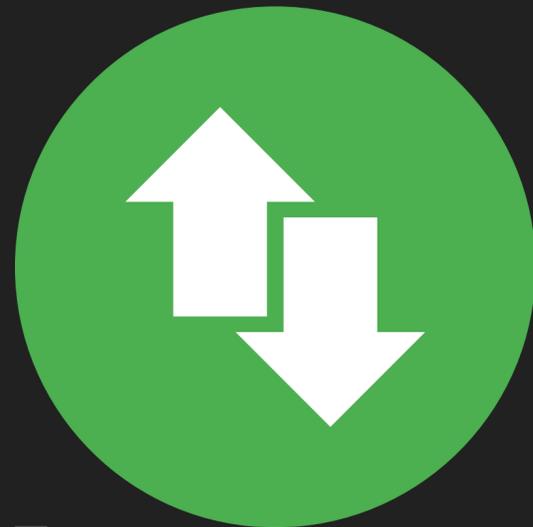
NUMBER OF PEOPLE
USING DIGITAL HEALTH
TREATMENT & CARE



statista

13.7
MILLION

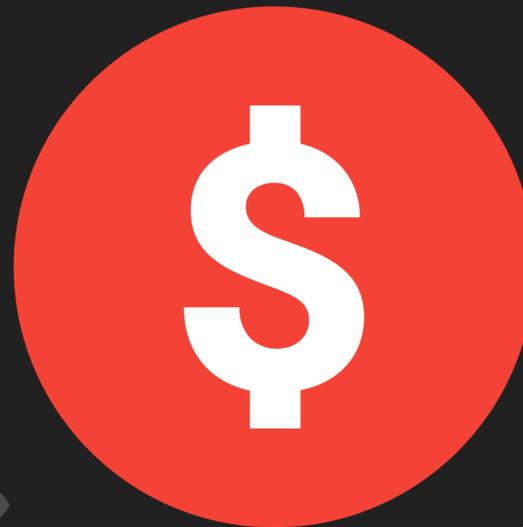
YEAR-ON-YEAR CHANGE
IN USERS OF DIGITAL
HEALTH TREATMENT & CARE



Meltwater

+5.7%
+740 THOUSAND

TOTAL ANNUAL VALUE OF THE
DIGITAL HEALTH TREATMENT &
CARE MARKET (USD, 2024)



statista

\$2.24
BILLION

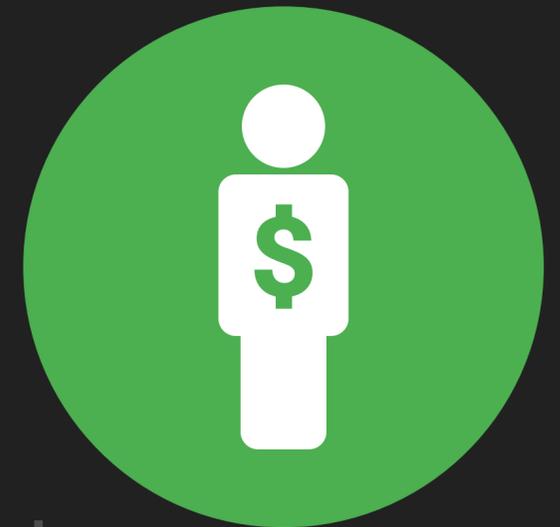
YEAR-ON-YEAR CHANGE IN
MARKET VALUE: DIGITAL HEALTH
TREATMENT & CARE MARKET



we
are
social

+13.7%
+\$270 MILLION

AVERAGE ANNUAL VALUE
PER USER: DIGITAL HEALTH
TREATMENT & CARE (USD, 2024)



\$164

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** INCLUDES DIGITAL TOOLS THAT ARE USED TO DIAGNOSE, TREAT, AND MANAGE MEDICAL CONDITIONS, INCLUDING BIOMETRIC SENSORS AND DIGITAL CARE MANAGEMENT. DOES NOT INCLUDE SMART CLOTHING, SMART SHOES, OR SMART EYEWEAR. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE; "BPS" VALUES SHOW ABSOLUTE CHANGE. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

we
are
social

Meltwater

FEB
2025

ONLINE DOCTOR CONSULTATIONS OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE DOCTOR CONSULTATION SERVICES



FRANCE

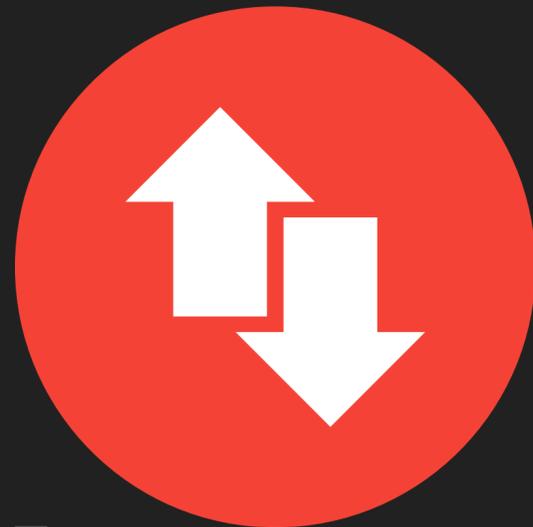
NUMBER OF PEOPLE
USING ONLINE DOCTOR
CONSULTATION SERVICES



statista

1.82
MILLION

YEAR-ON-YEAR CHANGE IN
USERS OF ONLINE DOCTOR
CONSULTATION SERVICES



Meltwater

+4.0%
+70.0 THOUSAND

TOTAL ANNUAL VALUE
OF ONLINE DOCTOR
CONSULTATIONS (USD, 2024)



statista

\$360
MILLION

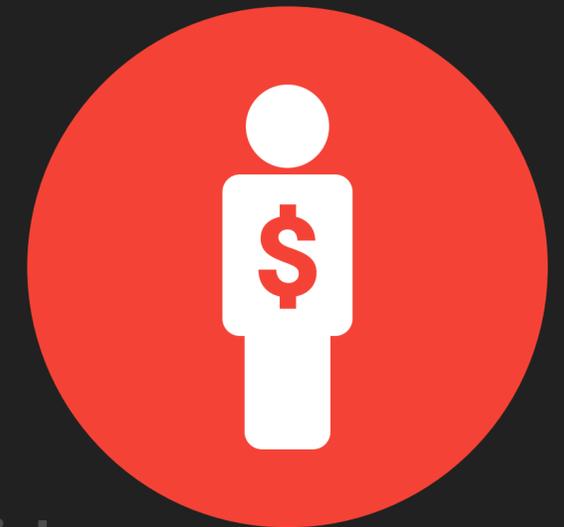
YEAR-ON-YEAR CHANGE
IN MARKET VALUE: ONLINE
DOCTOR CONSULTATIONS



we
are
social

+12.5%
+\$40.0 MILLION

AVERAGE ANNUAL VALUE
PER USER: ONLINE DOCTOR
CONSULTATIONS (USD, 2024)



\$199

FEB
2025

DIGITAL FITNESS & WELL-BEING OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF DIGITAL FITNESS & WELL-BEING DEVICES AND SERVICES



FRANCE

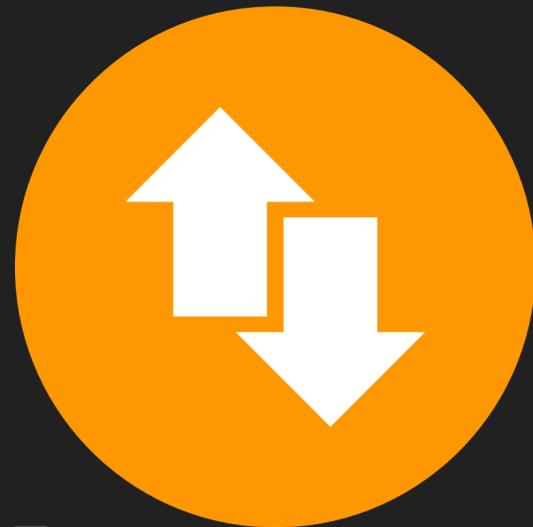
NUMBER OF PEOPLE USING
DIGITAL FITNESS & WELL-
BEING DEVICES AND SERVICES



statista

28.9
MILLION

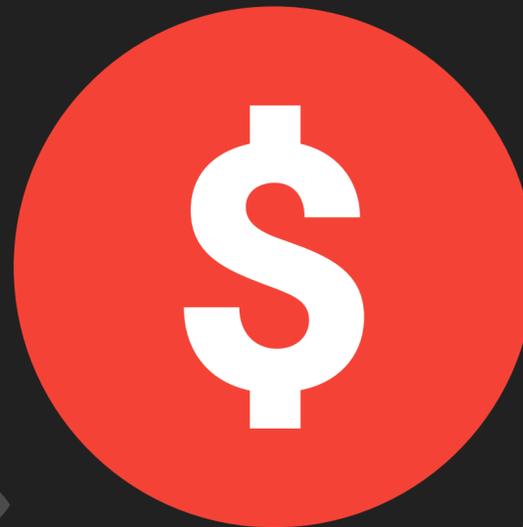
YEAR-ON-YEAR CHANGE
IN THE NUMBER OF DIGITAL
FITNESS & WELL-BEING USERS



Meltwater

+12.5%
+3.22 MILLION

TOTAL ANNUAL VALUE OF
THE DIGITAL FITNESS & WELL-
BEING MARKET (USD, 2024)



statista

\$1.48
BILLION

YEAR-ON-YEAR CHANGE
IN MARKET VALUE: DIGITAL
FITNESS & WELL-BEING MARKET



we
are
social

+13.8%
+\$180 MILLION

AVERAGE ANNUAL VALUE
PER USER: DIGITAL FITNESS &
WELL-BEING (USD, 2024)



\$51.24

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** INCLUDES SMARTWATCHES, FITNESS AND ACTIVITY TRACKING WRIST-WEAR, SMART SCALES, FITNESS APPS THAT TRACK ACHIEVEMENTS, NUTRITION APPS (E.G. CALORIE COUNTING), AND MEDITATION AND MINDFULNESS APPS. DOES NOT INCLUDE SMART CLOTHING, SMART SHOES, SMART EYEWEAR, HEALTH TRACKING APPS, PARAMETER-SPECIFIC BIOSENSORS (E.G. BLOOD GLUCOSE MONITORS), OR APPS THAT FOCUS ON SPECIFIC DISEASES. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE; "BPS" VALUES SHOW ABSOLUTE CHANGE. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES.

we
are
social

Meltwater



SMART HOME

FEB
2025

SMART HOME MARKET OVERVIEW

VALUE OF THE MARKET FOR SMART HOME DEVICES (U.S. DOLLARS)



FRANCE

NUMBER OF HOMES WITH
SMART HOME DEVICES



statista

**8.28
MILLION**

YEAR-ON-YEAR CHANGE
+17.4% (+1.2 MILLION)

TOTAL ANNUAL VALUE OF THE
SMART HOME DEVICES MARKET



KEPIOS

**\$3.47
BILLION**

YEAR-ON-YEAR CHANGE
+11.9% (+\$370 MILLION)

VALUE OF SMART HOME
APPLIANCES MARKET



statista

**\$1.46
BILLION**

YEAR-ON-YEAR CHANGE
+12.3% (+\$160 MILLION)

VALUE OF SMART HOME CONTROL
& CONNECTIVITY DEVICE MARKET



**\$680
MILLION**

YEAR-ON-YEAR CHANGE
+15.3% (+\$90 MILLION)

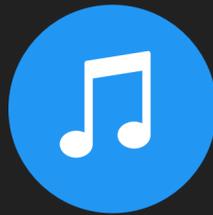
VALUE OF SMART HOME
SECURITY DEVICE MARKET



**\$390
MILLION**

YEAR-ON-YEAR CHANGE
+11.4% (+\$40 MILLION)

VALUE OF SMART HOME
ENTERTAINMENT DEVICE MARKET



statista

**\$350
MILLION**

YEAR-ON-YEAR CHANGE
+2.9% (+\$10 MILLION)

VALUE OF SMART HOME
COMFORT & LIGHTING MARKET



**\$390
MILLION**

YEAR-ON-YEAR CHANGE
+14.7% (+\$50 MILLION)

VALUE OF SMART HOME
ENERGY MANAGEMENT MARKET



**\$210
MILLION**

YEAR-ON-YEAR CHANGE
+16.7% (+\$30 MILLION)

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** "SMART HOME DEVICES" INCLUDE: DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED; SENSORS, ACTUATORS AND CLOUD SERVICES THAT ENABLE HOME AUTOMATION; CONTROL HUBS THAT CONNECT SENSORS AND ACTUATORS TO REMOTE CONTROLS AND TO EACH OTHER; AND SMART HOME-RELATED SOFTWARE SALES (INCLUDING SUBSCRIPTION FEES). DOES NOT INCLUDE SMART TVS, OR B2B OR C2C SALES. FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2024 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. **COMPARABILITY:** BASE CHANGES. SEE [NOTES ON DATA](#).

we
are
social

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AVERAGE ANNUAL REVENUE PER SMART HOME

AVERAGE ANNUAL SPEND ON SMART HOME DEVICES PER SMART HOME (U.S. DOLLARS)



FRANCE

PENETRATION OF
SMART HOME DEVICES



27.0%

YEAR-ON-YEAR CHANGE
+16.8% (+388 BPS)

statista

ARPU: SPEND ON ALL
SMART HOME DEVICES



\$420

YEAR-ON-YEAR CHANGE
-4.7% (-\$20.50)

KEPIOS

ARPU: SMART
HOME APPLIANCES



\$310

YEAR-ON-YEAR CHANGE
-19.5% (-\$75.10)

statista

ARPU: SMART HOME CONTROL
& CONNECTIVITY DEVICES



\$124

YEAR-ON-YEAR CHANGE
-18.5% (-\$28.20)

ARPU: SMART HOME
SECURITY DEVICES

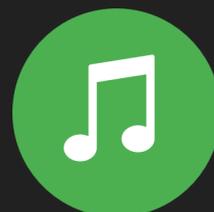


\$70.54

YEAR-ON-YEAR CHANGE
-17.2% (-\$14.64)

statista

ARPU: SMART HOME
ENTERTAINMENT DEVICES



\$65.89

YEAR-ON-YEAR CHANGE
-22.6% (-\$19.24)

statista

ARPU: SMART HOME
COMFORT & LIGHTING



\$79.63

YEAR-ON-YEAR CHANGE
-16.3% (-\$15.54)

KEPIOS

ARPU: SMART HOME
ENERGY MANAGEMENT



\$42.26

YEAR-ON-YEAR CHANGE
-19.7% (-\$10.35)

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** "SMART HOME DEVICES" INCLUDE: DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED; SENSORS, ACTUATORS AND CLOUD SERVICES THAT ENABLE HOME AUTOMATION; CONTROL HUBS THAT CONNECT SENSORS AND ACTUATORS TO REMOTE CONTROLS AND TO EACH OTHER; AND SMART HOME-RELATED SOFTWARE SALES (INCLUDING SUBSCRIPTION FEES). DOES NOT INCLUDE SMART TVS, OR B2B OR C2C SALES. FIGURES REPRESENT ESTIMATES OF FULL-YEAR SPEND PER SMART HOME FOR 2024 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. **COMPARABILITY:** BASE CHANGES. SEE [NOTES ON DATA](#).



ENTERTAINMENT

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TV CONSUMPTION AND STREAMING

EXPLORING THE TV VIEWING BEHAVIOURS OF INTERNET USERS AGED 16+



FRANCE

PERCENTAGE OF INTERNET
USERS WHO WATCH ANY
KIND OF TV EACH MONTH



97.6%



YEAR-ON-YEAR CHANGE
IN INTERNET USERS WHO
WATCH ANY KIND OF TV



-0.2%
-20 BPS

GWI.

DAILY TIME THAT
INTERNET USERS SPEND
WATCHING ANY KIND OF TV



3H 20M



YEAR-ON-YEAR CHANGE IN
DAILY TV VIEWING TIME (ALL
FORMS OF CONTENT DELIVERY)



-1.3%
-3 MINS

INTERNET USERS WHO STREAM
TV CONTENT vs. INTERNET USERS
WHO WATCH ANY KIND OF TV



91.4%

GWI.

DAILY TIME SPENT WATCHING
TV CONTENT STREAMED
OVER THE INTERNET



0H 58M



YEAR-ON-YEAR CHANGE IN
DAILY TIME SPENT WATCHING
STREAMING TV CONTENT



+3.5%
+2 MINS

GWI.

TIME SPENT WATCHING
STREAMING TV CONTENT AS A
PERCENTAGE OF TOTAL TV TIME



28.9%

SOURCE: GWI (Q3 2024). COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA. NOTES: PERCENTAGE CHANGE VALUES SHOW THE RELATIVE CHANGE IN THE RESPECTIVE METRIC vs. THE PREVIOUS PERIOD (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES SHOW ABSOLUTE CHANGE.

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MOST STREAMED CONTENT ON NETFLIX

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON NETFLIX BETWEEN 01 JANUARY AND 31 DECEMBER 2024



FRANCE

MOST STREAMED MOVIES

#	MOVIE NAME	INDEX
01	THE SUPER MARIO BROS. MOVIE	100
02	UNDER PARIS	41
03	THAT CHRISTMAS	40
04	DAMSEL	40
05	REBEL RIDGE	38
06	THE UNION	38
07	THE GRINCH	37
08	SOCIETY OF THE SNOW	36
09	LIFT	33
10	CARRY-ON	33

MOST STREAMED TV SHOWS

#	TV SHOW NAME	INDEX
01	BRIDGERTON	100
02	FOOL ME ONCE	89
03	THE GENTLEMEN	82
04	EMILY IN PARIS	80
05	BABY REINDEER	70
06	SUPACELL	69
07	THE PERFECT COUPLE	68
08	MONSTERS	67
09	BERLIN	63
10	RAISING VOICES	61

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MOST STREAMED CONTENT ON DISNEY+

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON DISNEY+ BETWEEN 01 JANUARY AND 31 DECEMBER 2024



FRANCE

MOST STREAMED MOVIES

#	MOVIE NAME	INDEX
01	MOANA	100
02	FROZEN	64
03	INSIDE OUT	46
04	ENCANTO	37
05	CARS	21
06	DESCENDANTS: THE RISE OF RED	16
07	HOME ALONE	16
08	AVATAR: THE WAY OF WATER	15
09	ELEMENTAL	14
10	FROZEN II	13

MOST STREAMED TV SHOWS

#	TV SHOW NAME	INDEX
01	DESPERATE HOUSEWIVES	100
02	GREY'S ANATOMY	91
03	THE SIMPSONS	85
04	MALCOLM IN THE MIDDLE	53
05	CRIMINAL MINDS	46
06	MODERN FAMILY	37
07	BLUEY	26
08	SHŌGUN	17
09	STAR WARS: THE ACOLYTE	14
10	AGATHA ALL ALONG	14

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MOST STREAMED CONTENT ON AMAZON PRIME

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON AMAZON PRIME VIDEO BETWEEN 01 JANUARY AND 31 DECEMBER 2024



MOST STREAMED MOVIES

#	MOVIE NAME	INDEX
01	CULPA MIA	100
02	ROAD HOUSE	28
03	THE IDEA OF YOU	27
04	SALTBURN	26
05	IN THE LAND OF SAINTS AND SINNERS	23
06	THE BEEKEEPER	23
07	UPGRADED	21
08	THE MINISTRY OF UNGENTLEMANLY WARFARE	21
09	DAMAGED	21
10	I AM: CELINE DION	20

MOST STREAMED TV SHOWS

#	TV SHOW NAME	INDEX
01	REACHER	100
02	THE LORD OF THE RINGS: THE RINGS OF POWER	99
03	THE BOYS	96
04	FALLOUT	96
05	LOL : QUI RIT, SORT !	78
06	MAXTON HALL - THE WORLD BETWEEN US	77
07	THOSE ABOUT TO DIE	59
08	THE SUMMER I TURNED PRETTY	40
09	MY LADY JANE	37
10	THE SOURCE	33

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TYPES OF ONLINE VIDEO CONTENT WATCHED

PERCENTAGE OF INTERNET USERS AGED 16+ WHO WATCH EACH KIND OF VIDEO CONTENT VIA THE INTERNET EACH WEEK



FRANCE



MUSIC VIDEO

30.9%

TUTORIAL OR HOW-TO VIDEO

23.6%

COMEDY, MEME, OR VIRAL VIDEO

19.2%

VIDEO LIVESTREAM

19.0%

SPORTS CLIP OR HIGHLIGHTS VIDEO

18.3%

GAMING VIDEO

17.9%

SPORTS MATCH OR COMMENTARY

16.6%

INFLUENCER VIDEOS AND VLOGS

15.2%

EDUCATIONAL VIDEO

11.7%

PRODUCT REVIEW VIDEO

10.5%

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ONLINE AUDIO

PERCENTAGE OF INTERNET USERS AGED 16+ WHO CONSUME EACH KIND OF AUDIO CONTENT VIA THE INTERNET EACH WEEK



FRANCE

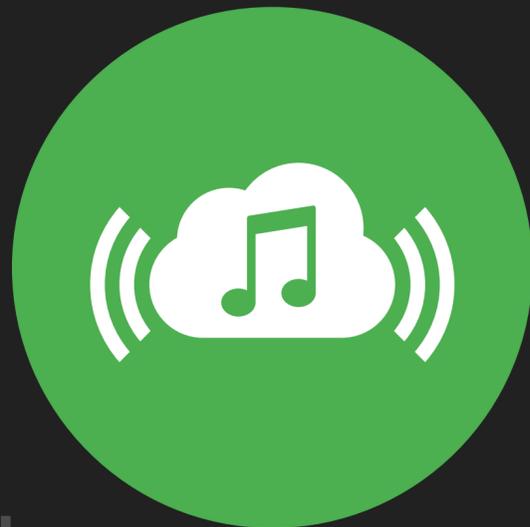
WATCH OR LISTEN TO
ONLINE MUSIC VIDEOS



30.9%

GWI.

LISTEN TO MUSIC
STREAMING SERVICES



35.0%



LISTEN TO ONLINE RADIO
SHOWS OR STATIONS



19.9%

GWI.

LISTEN TO
PODCASTS



16.6%



LISTEN TO
AUDIO BOOKS



6.8%

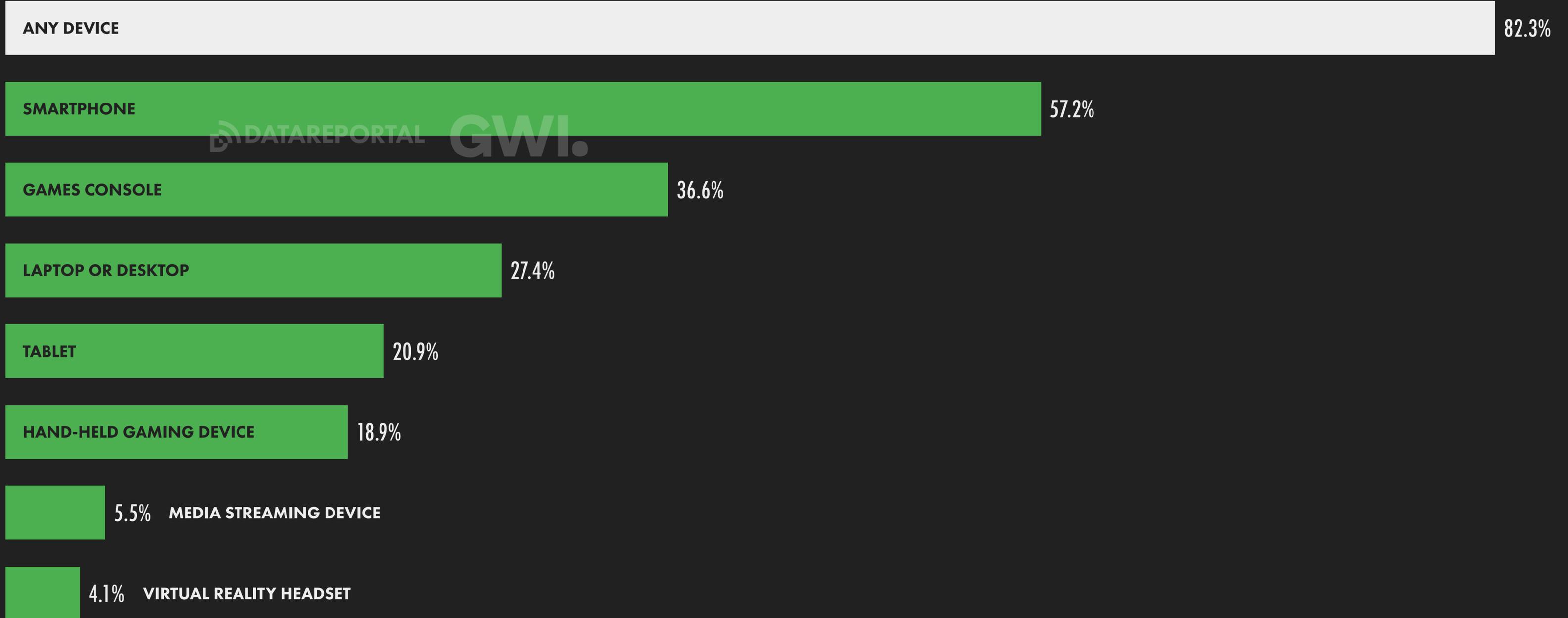
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DEVICES USED TO PLAY VIDEO GAMES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO PLAY VIDEO GAMES ON EACH KIND OF DEVICE



FRANCE



DATA REPORTAL GWI.

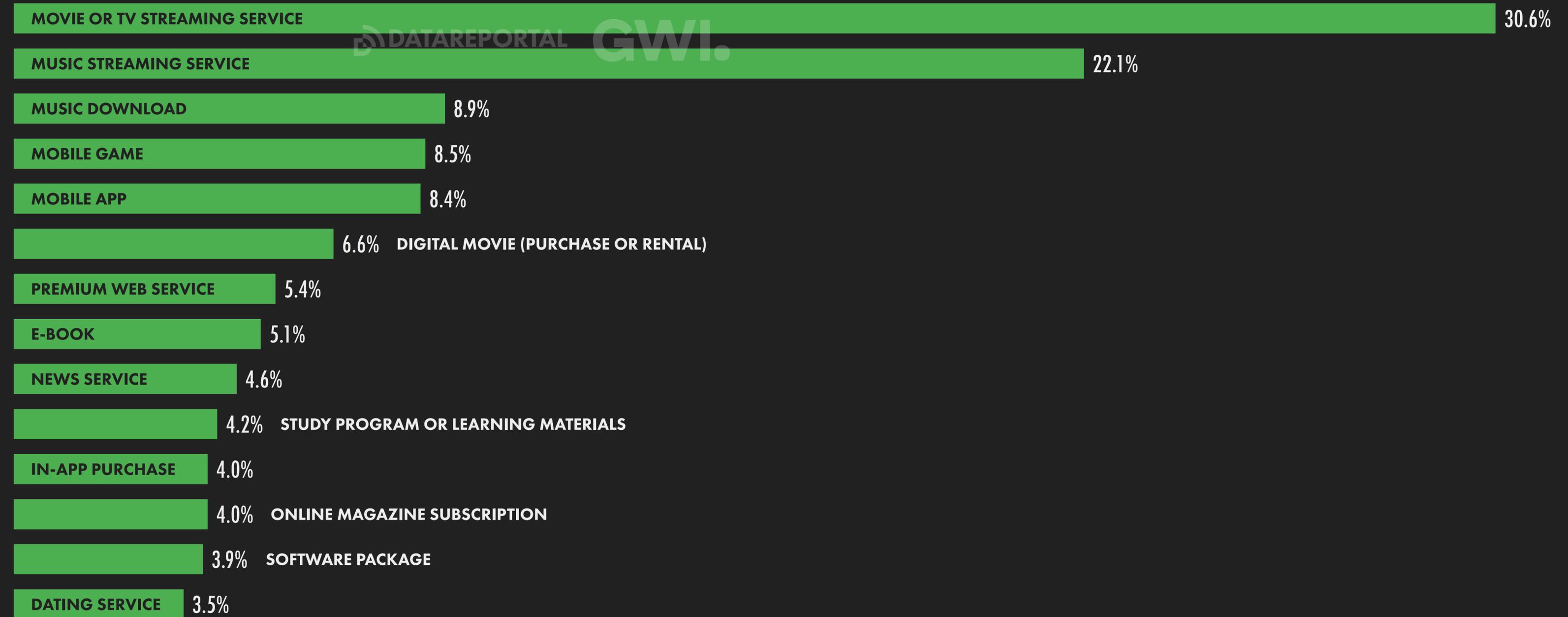
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DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO PAY FOR EACH TYPE OF DIGITAL CONTENT EACH MONTH



FRANCE



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DIGITAL MEDIA SPEND

FULL-YEAR 2024 SPEND ON DIGITAL MEDIA SUBSCRIPTIONS AND DOWNLOADS (IN U.S. DOLLARS)



FRANCE

TOTAL



\$11.3
BILLION

YEAR-ON-YEAR CHANGE
+11.7% (+\$1.2 BILLION)

statista

VIDEO GAMES

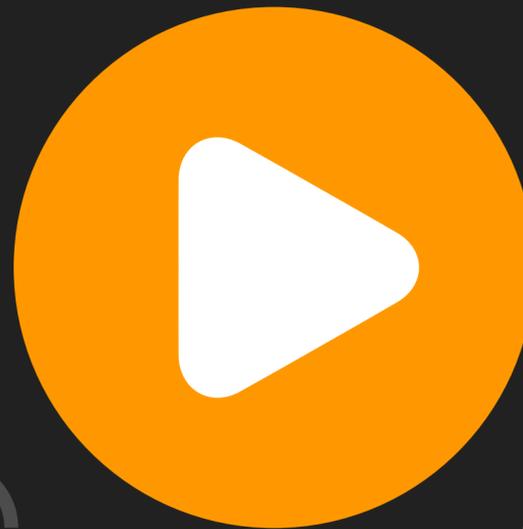


\$3.87
BILLION

YEAR-ON-YEAR CHANGE
+12.2% (+\$420 MILLION)



VIDEO-ON-DEMAND

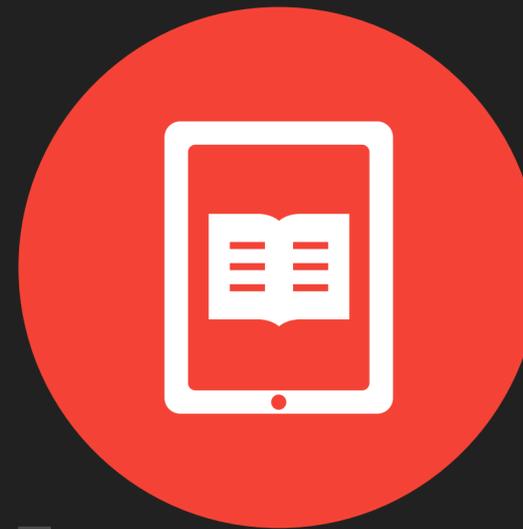


\$3.83
BILLION

YEAR-ON-YEAR CHANGE
+14.3% (+\$480 MILLION)

statista

EPUBLISHING



\$2.15
BILLION

YEAR-ON-YEAR CHANGE
+5.4% (+\$110 MILLION)



DIGITAL MUSIC



\$1.44
BILLION

YEAR-ON-YEAR CHANGE
+12.5% (+\$160 MILLION)

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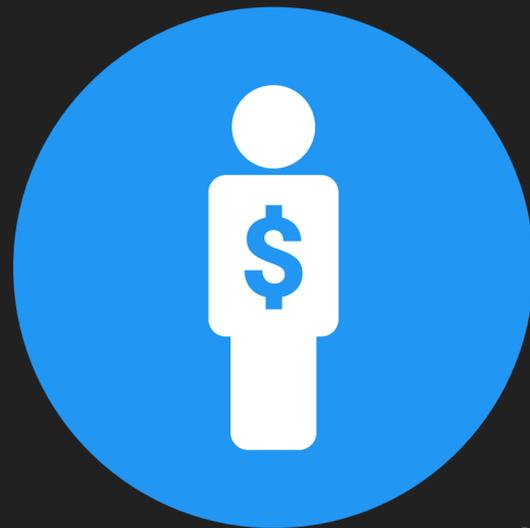
DIGITAL MEDIA ARPU

AVERAGE FULL-YEAR 2024 SPEND (IN U.S. DOLLARS) PER ONLINE PURCHASER OF DIGITAL MEDIA SUBSCRIPTIONS AND DOWNLOADS



FRANCE

TOTAL



statista

\$322

PER SHOPPER, PER YEAR

YEAR-ON-YEAR CHANGE

+10.0% (+\$29.20)

VIDEO GAMES



we
are
social

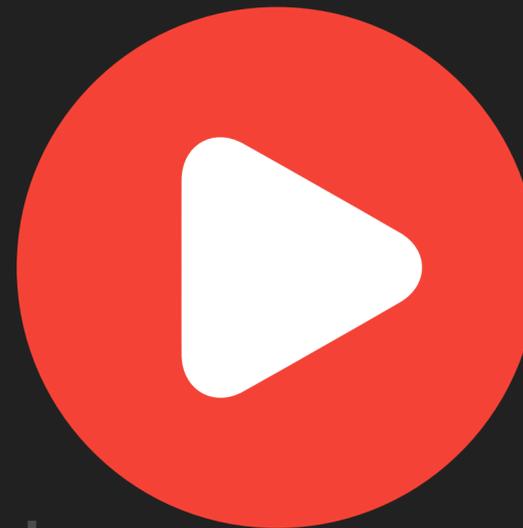
\$280

PER SHOPPER, PER YEAR

YEAR-ON-YEAR CHANGE

+7.0% (+\$18.30)

VIDEO-ON-DEMAND



Meltwater

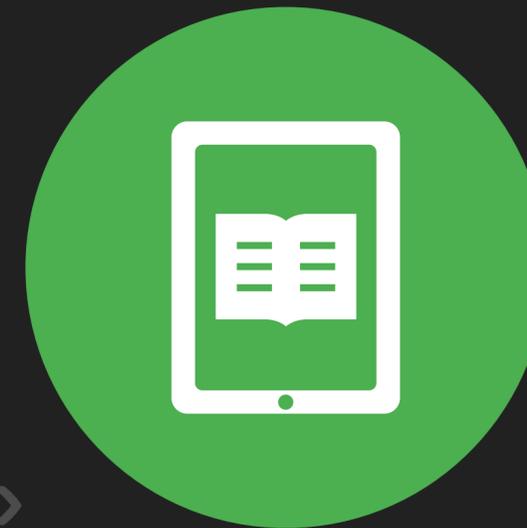
\$109

PER SHOPPER, PER YEAR

YEAR-ON-YEAR CHANGE

+12.8% (+\$12.39)

EPUBLISHING



statista

\$178

PER SHOPPER, PER YEAR

YEAR-ON-YEAR CHANGE

+1.4% (+\$2.50)

DIGITAL MUSIC



statista

\$63.89

PER SHOPPER, PER YEAR

YEAR-ON-YEAR CHANGE

+9.0% (+\$5.29)

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR AVERAGE FULL-YEAR ONLINE SPEND (IN U.S. DOLLARS) PER ONLINE PURCHASER OF EACH MEDIA TYPE IN 2024, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. INCLUDES CONTENT DOWNLOADS AND SUBSCRIPTIONS TO STREAMING SERVICES AND ONLINE PUBLISHERS. DOES NOT INCLUDE PHYSICAL MEDIA OR USER-GENERATED CONTENT. **ADVISORY:** FIGURES FOR INDIVIDUAL FORMATS MAY EXCEED THE VALUE FOR "TOTAL" DUE TO THE DIFFERENT NUMBER OF SHOPPERS IN EACH CATEGORY. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

we
are
social

Meltwater



SOCIAL MEDIA USE

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OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



FRANCE

NUMBER OF SOCIAL MEDIA USER IDENTITIES



50.4
MILLION

QUARTER-ON-QUARTER CHANGE IN SOCIAL MEDIA USER IDENTITIES



0%
[UNCHANGED]

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USER IDENTITIES



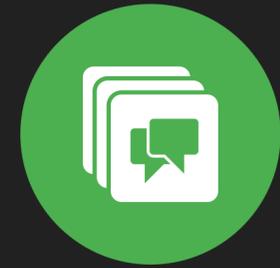
-0.6%
-300 THOUSAND

AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA



1H 48M
YOY: -0.03% (<-1 MIN)

AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH



5.8
YOY: [UNCHANGED]

SOCIAL MEDIA USER IDENTITIES vs. TOTAL POPULATION



75.7%

SOCIAL MEDIA USER IDENTITIES AGED 18+ vs. POPULATION AGED 18+



84.4%

SOCIAL MEDIA USER IDENTITIES vs. INDIVIDUALS USING THE INTERNET



79.5%

FEMALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES



51.1%

MALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES



48.9%

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES; CNNIC; BETA RESEARCH CENTER; OCDH; U.N.; [GWI](#) (Q3 2024). **NOTE:** AVERAGE NUMBER OF PLATFORMS INCLUDES DATA FOR YOUTUBE. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARISONS WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE [NOTES ON DATA](#).

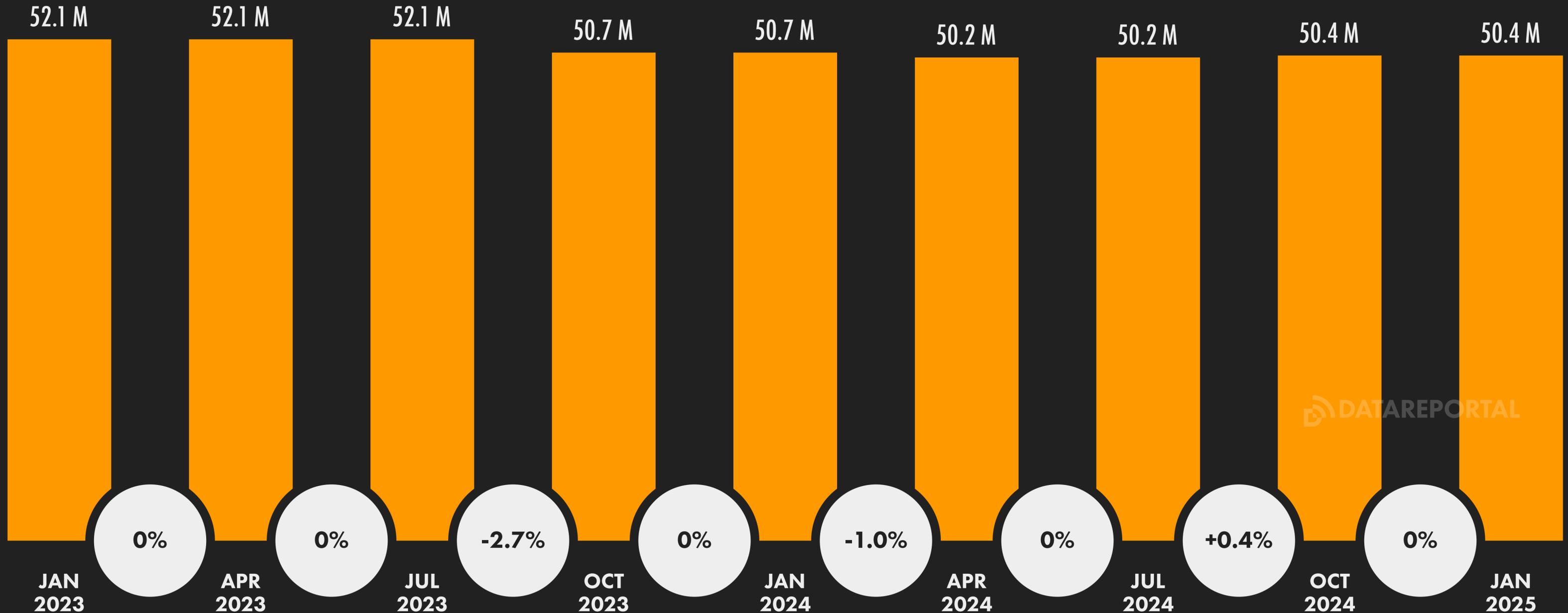
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SOCIAL MEDIA USE OVER TIME (QOQ)

NUMBER OF SOCIAL MEDIA USER IDENTITIES, AND QUARTERLY RATE OF CHANGE (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



FRANCE



DATA REPORTAL

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; MEDIASCOPE; OCDH. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE [NOTES ON DATA](#).

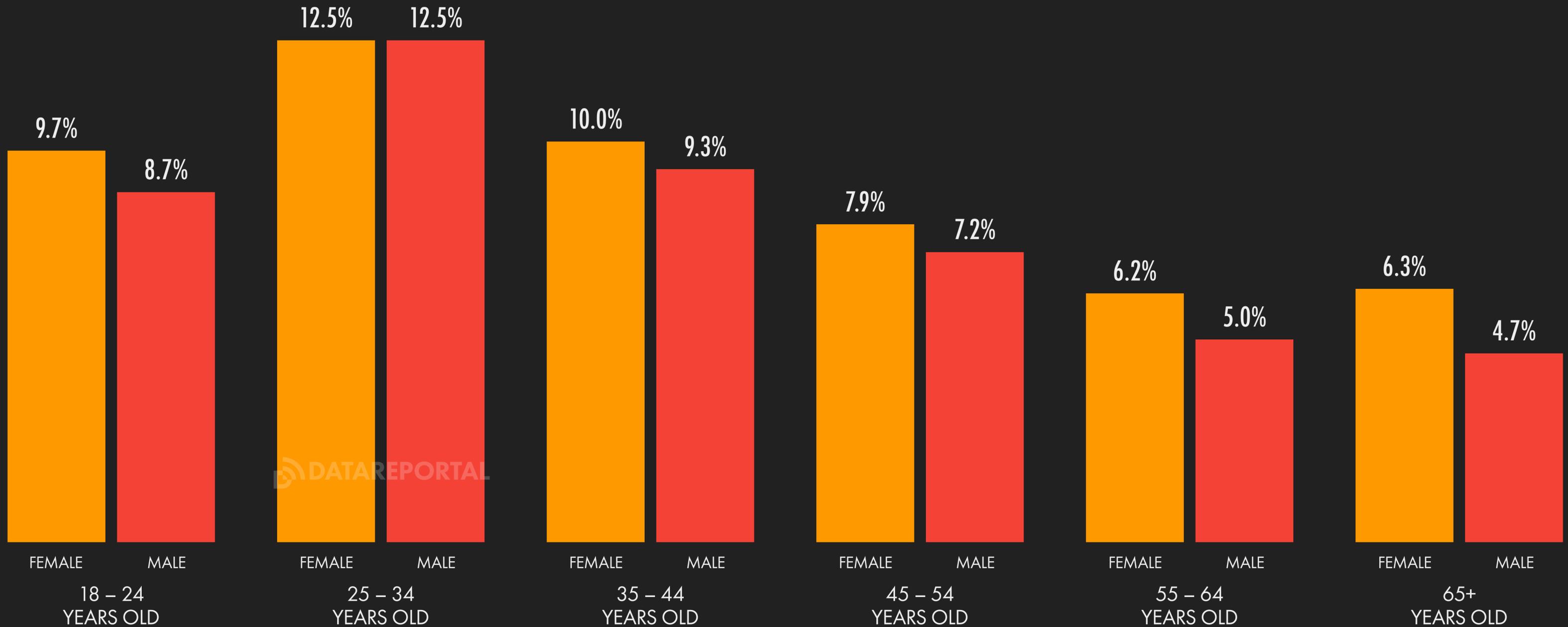
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DEMOGRAPHIC PROFILE: META'S ADULT AUDIENCE

SHARE OF COMBINED, DEDUPLICATED AD REACH FOR USERS AGED 18+ ACROSS FACEBOOK, INSTAGRAM, AND MESSENGER, BY AGE AND GENDER



FRANCE



DATA REPORTAL

SOURCES: META'S ADVERTISING RESOURCES; KEIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. **NOTE:** META'S ADVERTISING TOOLS NO LONGER PROVIDE DEMOGRAPHIC DATA FOR USERS BELOW THE AGE OF 18, SO WHILE THERE MAY BE ACTIVE USERS OF THE COMPANY'S PLATFORMS BELOW THIS AGE, THESE USERS NO LONGER APPEAR IN THE COMPANY'S POTENTIAL AD REACH DATA. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE [NOTES ON DATA](#).

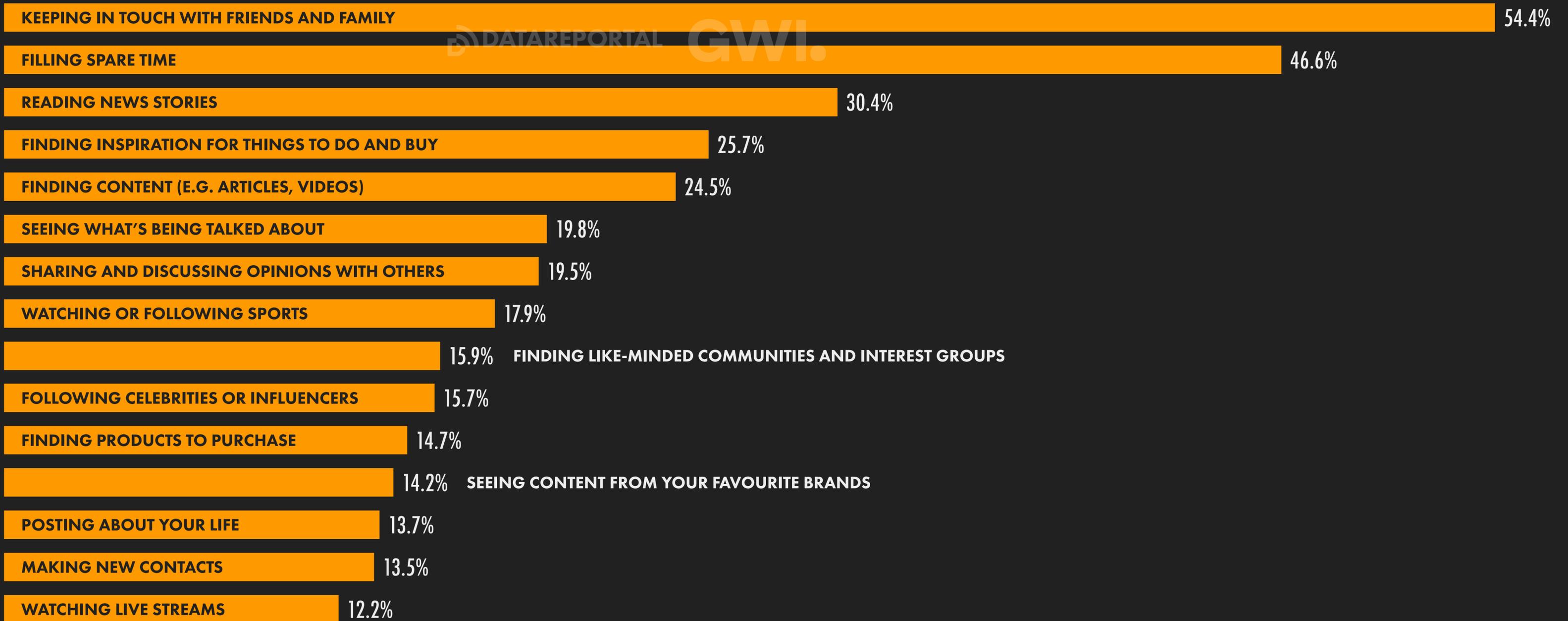
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MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16+ USE SOCIAL MEDIA PLATFORMS



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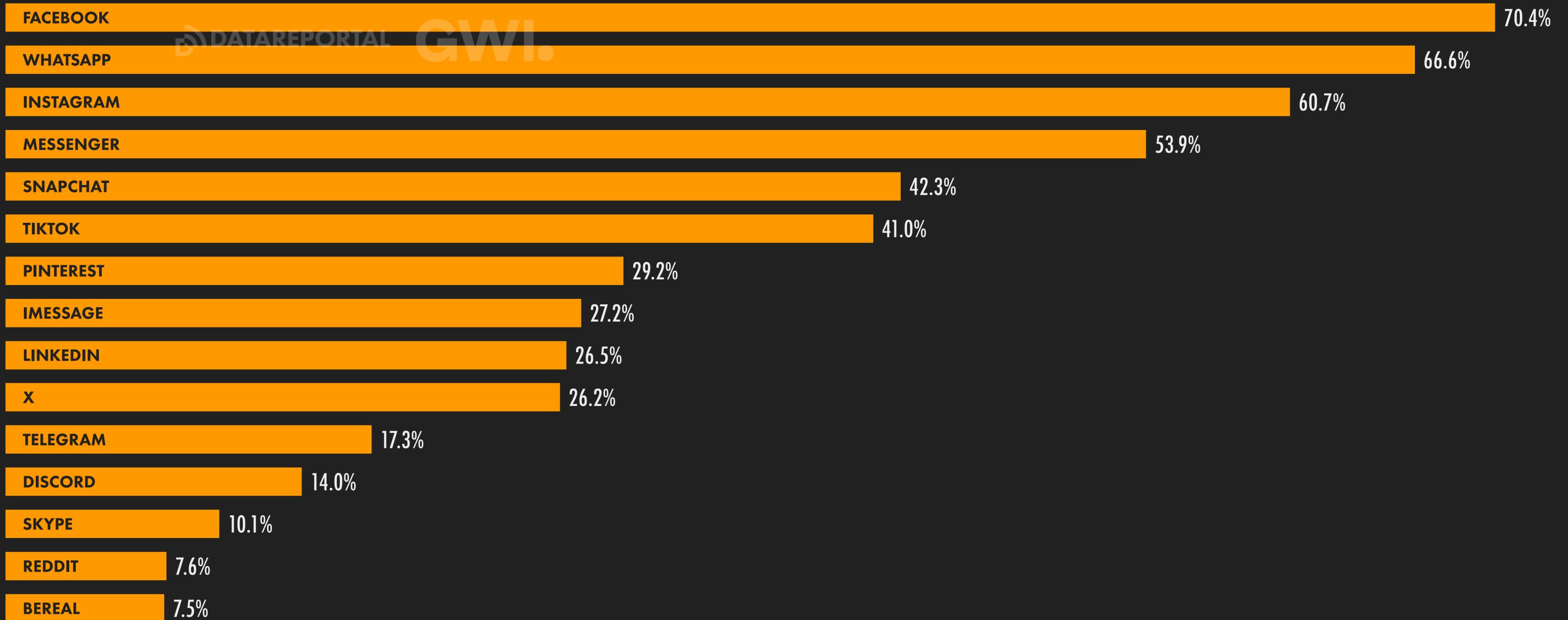
MOST USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE EACH PLATFORM EACH MONTH

NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING



FRANCE



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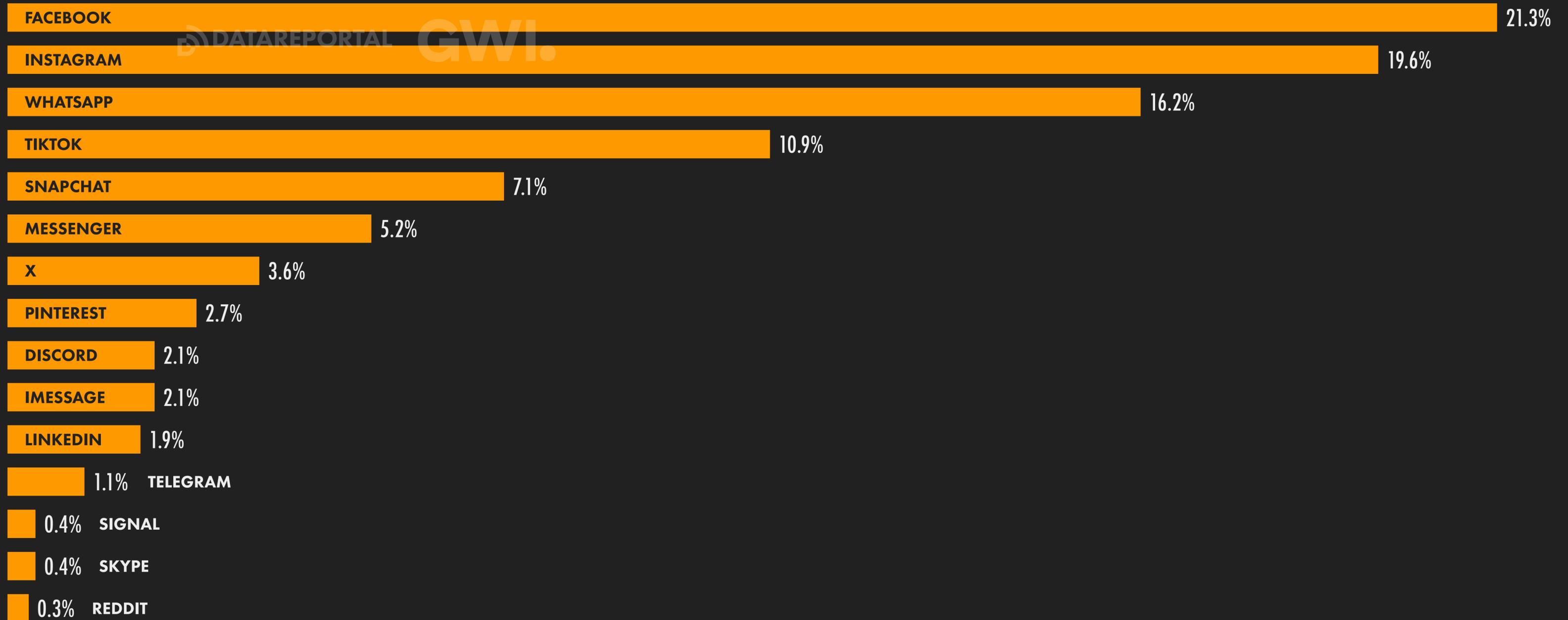
FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16+ WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

NOTE: YOUTUBE IS NOT AVAILABLE AS AN ANSWER OPTION IN THE SURVEY QUESTION THAT INFORMS THIS CHART



FRANCE



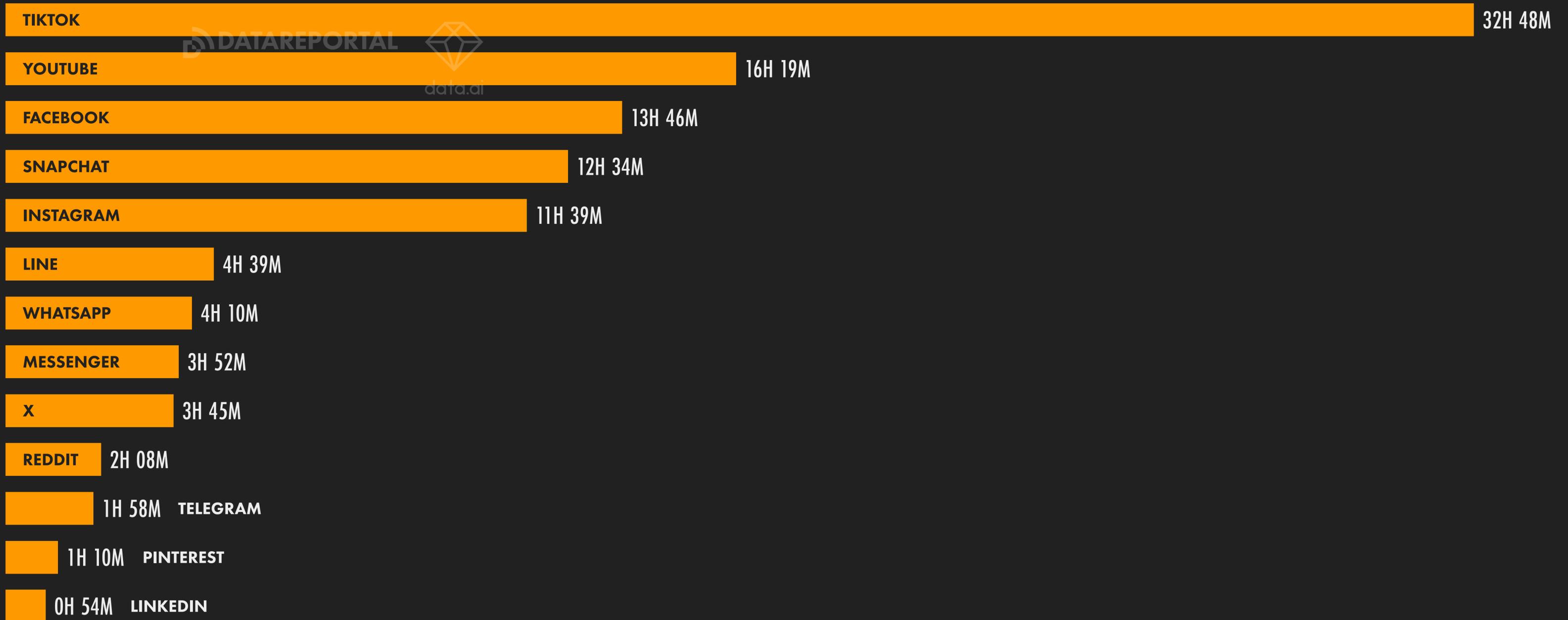
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SOCIAL MEDIA APPS: AVERAGE TIME PER USER

AVERAGE TIME PER MONTH THAT ACTIVE USERS SPENT USING EACH PLATFORM'S ANDROID APP IN NOVEMBER 2024



FRANCE



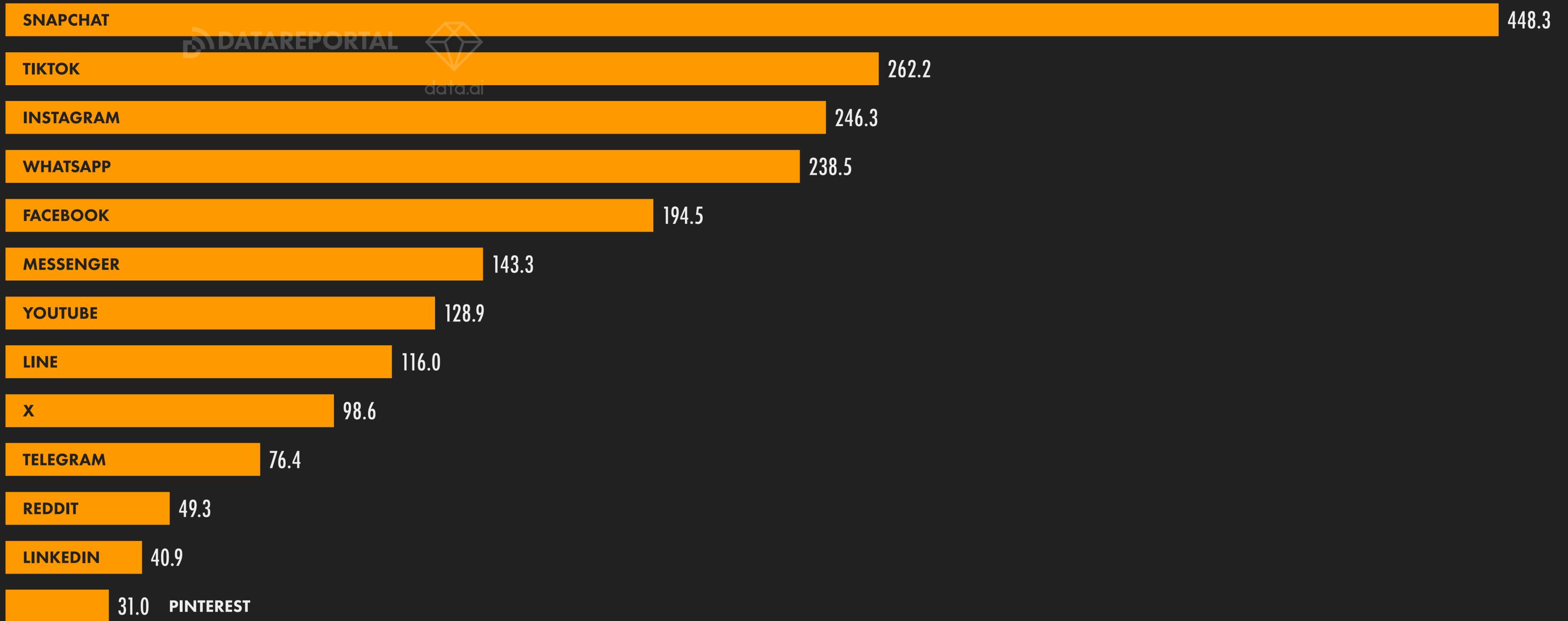
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SOCIAL MEDIA APPS: AVERAGE MONTHLY SESSIONS

AVERAGE NUMBER OF TIMES THAT ACTIVE USERS OF EACH PLATFORM'S ANDROID APP OPEN THE RESPECTIVE APP EACH MONTH



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USE OF SOCIAL MEDIA FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE EACH SOCIAL MEDIA CHANNEL TO FIND INFORMATION ABOUT BRANDS AND PRODUCTS



FRANCE

ANY KIND OF SOCIAL MEDIA

54.1%

SOCIAL NETWORKS

32.1%

13.2% QUESTION & ANSWER SITES (E.G. QUORA)

10.2% FORUMS AND MESSAGE BOARDS

8.5% BLOGS ON PRODUCTS OR BRANDS

6.6% MESSAGING AND LIVE CHAT SERVICES

4.8% VLOGS (BLOGS IN A VIDEO FORMAT)

4.3% MICRO-BLOGS (E.G. X)

4.3% ONLINE PINBOARDS (E.G. PINTEREST)

DATAREPORTAL GWI.

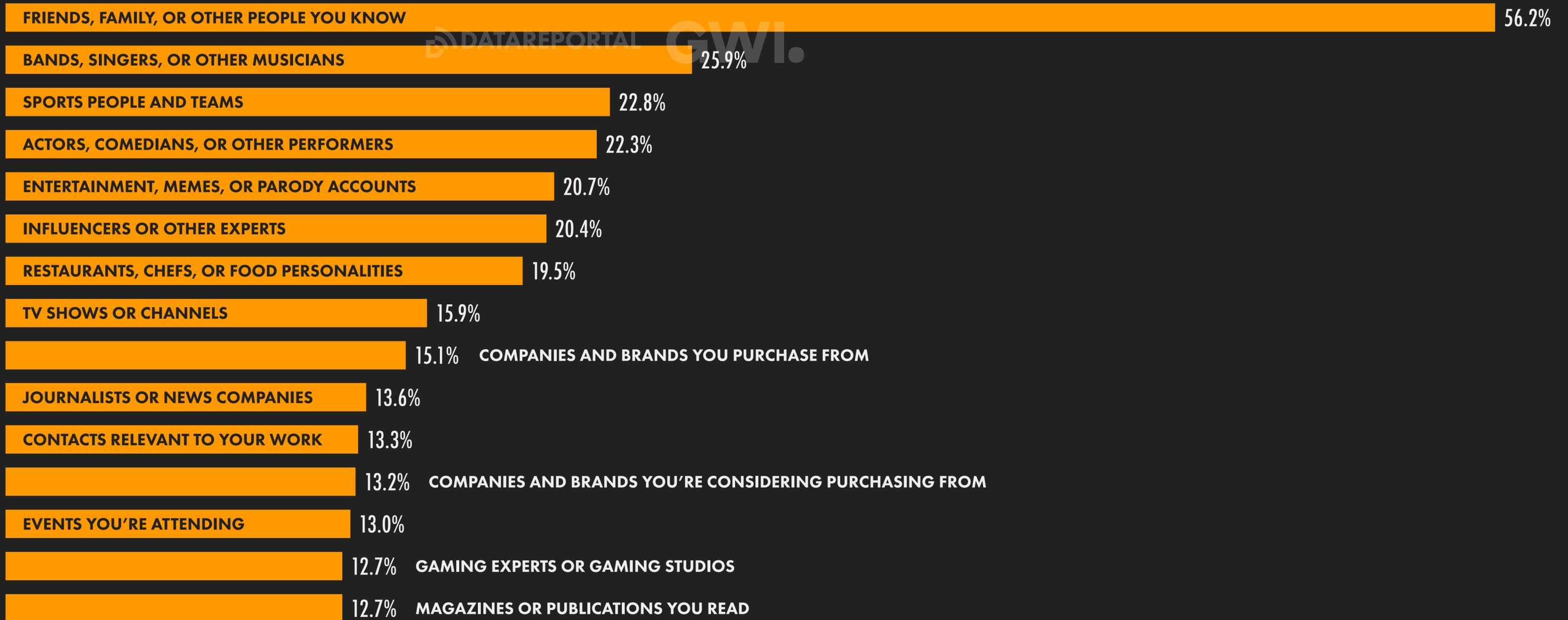
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SOCIAL MEDIA ACCOUNT TYPES FOLLOWED

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16+ WHO FOLLOW EACH TYPE OF ACCOUNT ON SOCIAL MEDIA



FRANCE



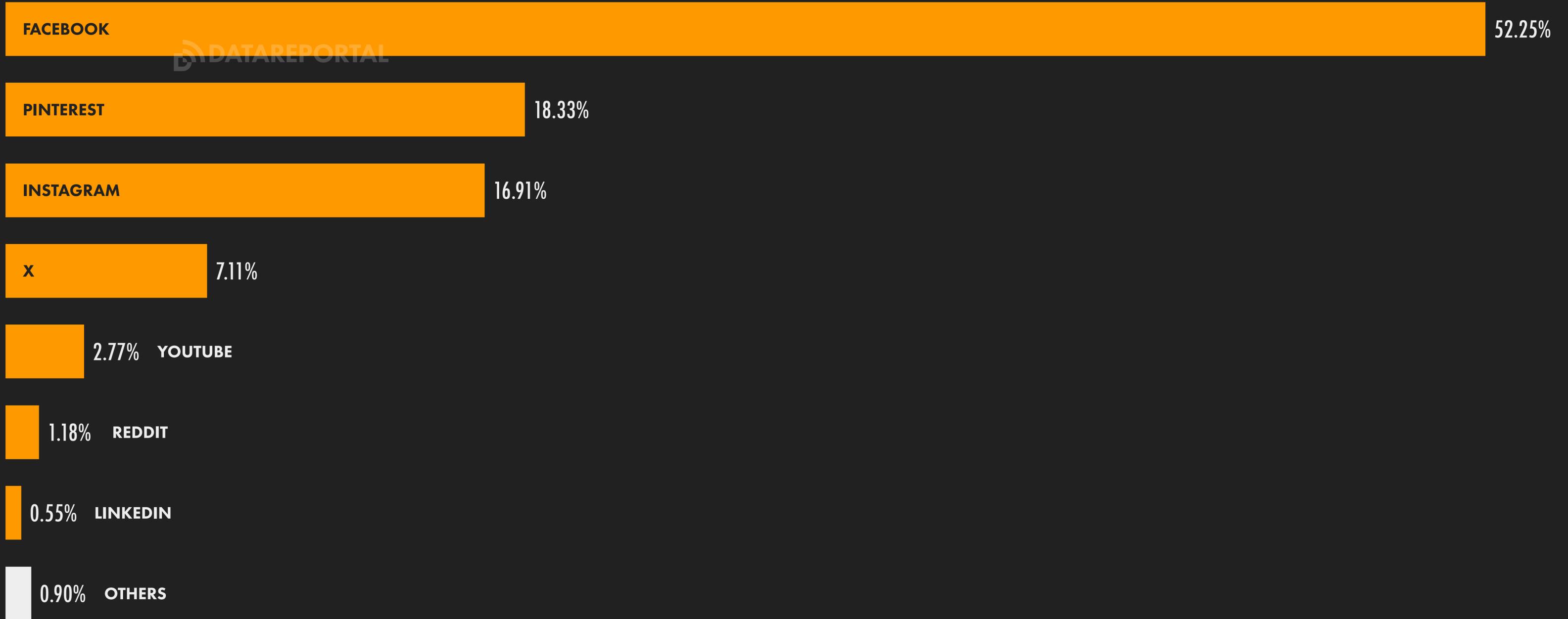
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WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA

SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED IN SOCIAL MEDIA PLATFORMS (ANY DEVICE)



FRANCE



DATA REPORTAL

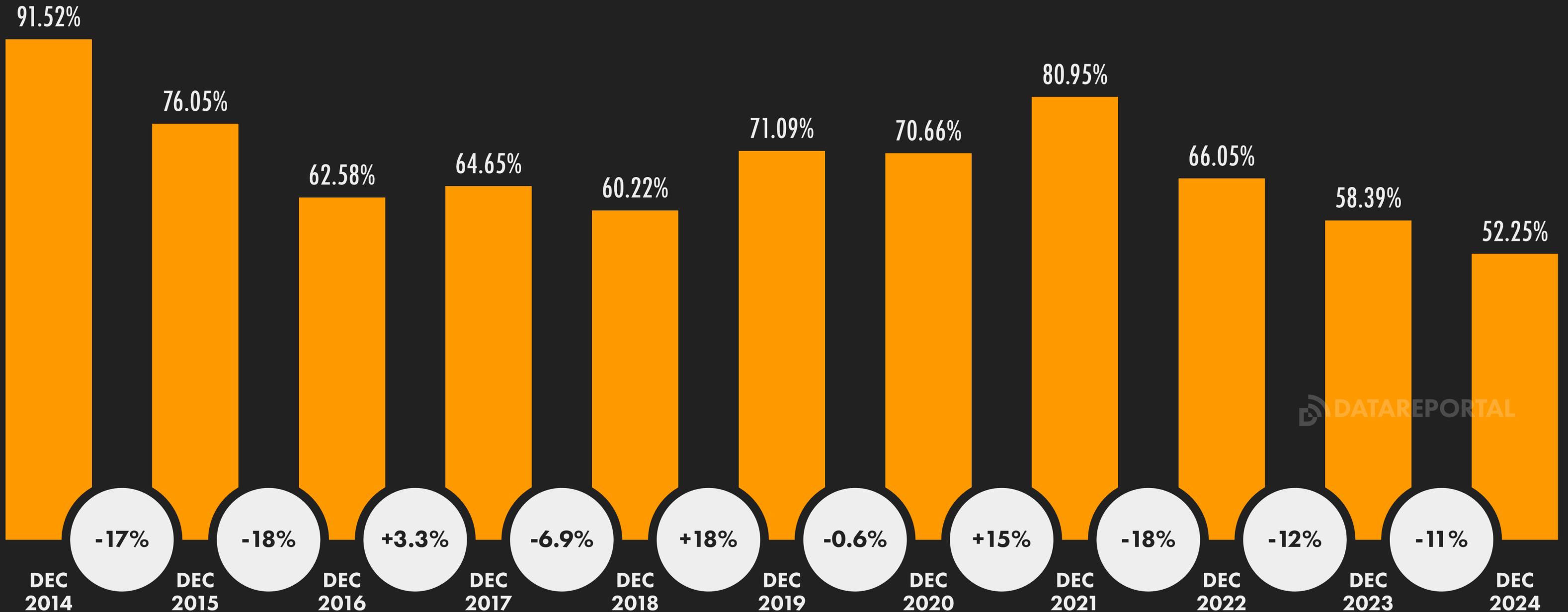
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FACEBOOK'S SHARE OF SOCIAL MEDIA REFERRALS

WEB TRAFFIC REFERRED BY FACEBOOK AS A PERCENTAGE OF WEB TRAFFIC REFERRED BY SOCIAL MEDIA PLATFORMS (ANY DEVICE)



FRANCE



DATA REPORTAL

SOURCE: STATCOUNTER. NOTES: DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT FACEBOOK'S SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED ON FACEBOOK AS A PERCENTAGE OF TOTAL WEB PAGE TRAFFIC ARRIVING FROM THE AVAILABLE SELECTION OF SOCIAL MEDIA PLATFORMS IN DECEMBER 2024.



YOUTUBE

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YOUTUBE: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



FRANCE

TOTAL POTENTIAL REACH
OF ADS ON YOUTUBE



50.4
MILLION



YOUTUBE AD REACH
vs. TOTAL POPULATION



75.7%

we
are
social

YOUTUBE AD REACH
vs. TOTAL INTERNET USERS



79.5%



QUARTER-ON-QUARTER CHANGE
IN REPORTED YOUTUBE AD REACH



0%
[UNCHANGED]



YEAR-ON-YEAR CHANGE IN
REPORTED YOUTUBE AD REACH



-0.6%
-300 THOUSAND

SHARE: FEMALE YOUTUBE
AD REACH AGED 18+ vs. OVERALL
YOUTUBE AD REACH AGED 18+



51.1%



SHARE: MALE YOUTUBE
AD REACH AGED 18+ vs. OVERALL
YOUTUBE AD REACH AGED 18+



48.9%



ADOPTION: OVERALL YOUTUBE
AD REACH AGED 18+ vs. OVERALL
POPULATION AGED 18+



84.4%



ADOPTION: FEMALE YOUTUBE
AD REACH AGED 18+ vs. FEMALE
POPULATION AGED 18+



82.7%

we
are
social

ADOPTION: MALE YOUTUBE
AD REACH AGED 18+ vs. MALE
POPULATION AGED 18+



86.3%

SOURCES: GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** AGE AND GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTAL, SO FIGURES FOR ADOPTION BY GENDER MAY NOT CORRELATE WITH FIGURES FOR OVERALL ADOPTION. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

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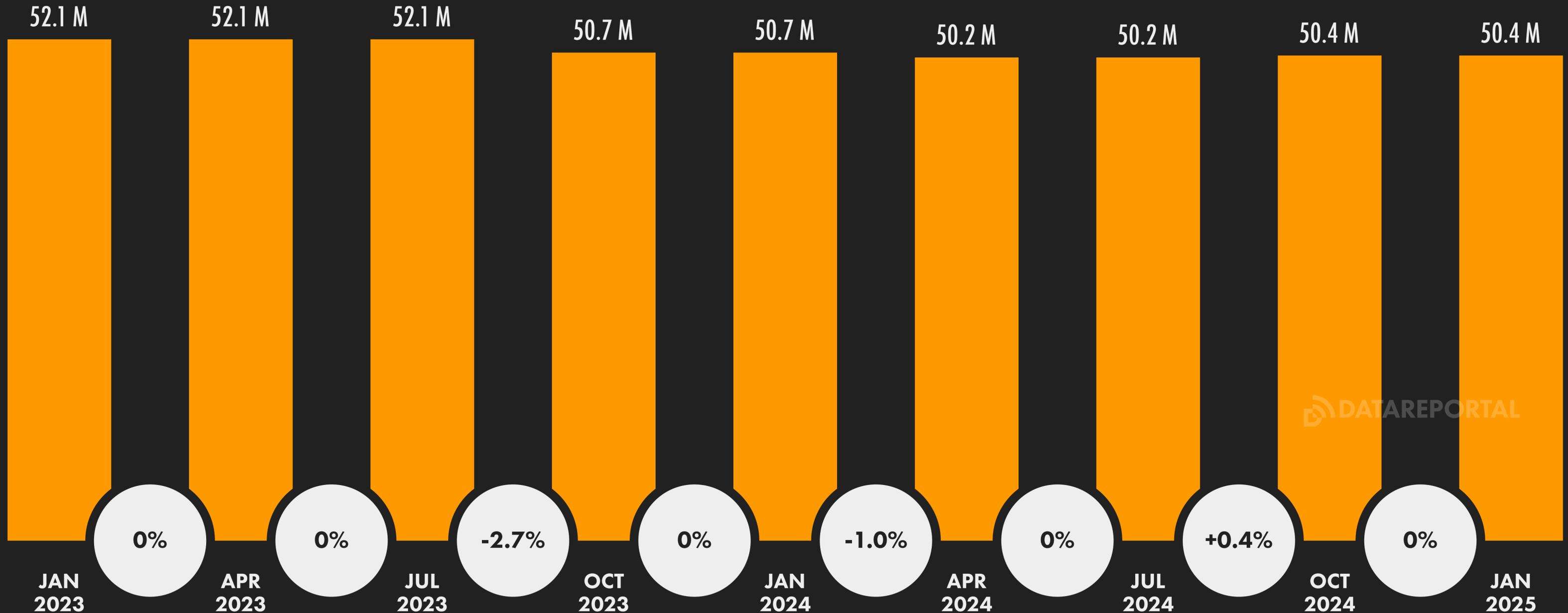
YOUTUBE: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON YOUTUBE, AND CHANGE IN REPORTED REACH OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



FRANCE



DATA REPORTAL

SOURCES: GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, WHICH MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#).

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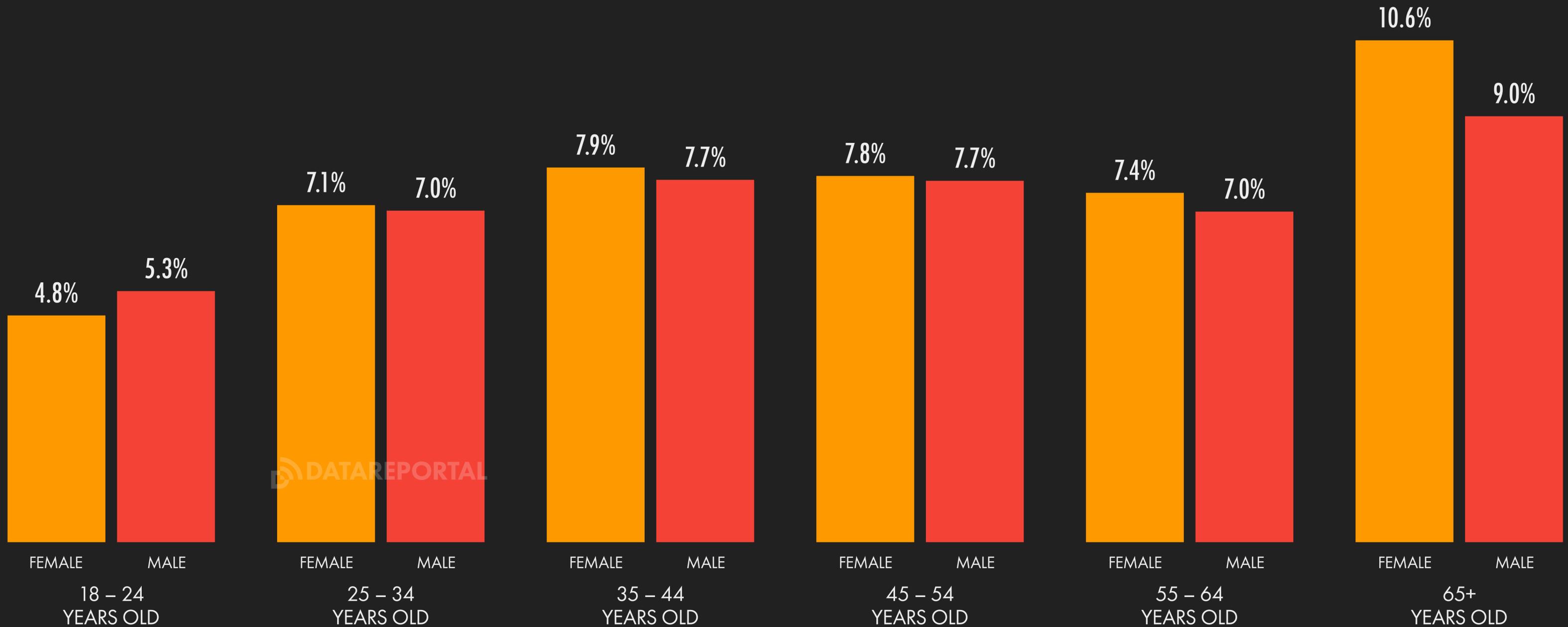
YOUTUBE: ADVERTISING AUDIENCE PROFILE

SHARE OF YOUTUBE'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



FRANCE



SOURCES: GOOGLE'S ADVERTISING RESOURCES; KEIOS ANALYSIS. **NOTES:** AGE AND GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+, BUT GOOGLE'S RESOURCES ALSO PUBLISH A VALUE FOR TOTAL AUDIENCE. VALUES SHOWN HERE REPRESENT SHARE OF TOTAL AUDIENCE, SO WILL NOT SUM TO 100%. **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE [NOTES ON DATA](#).

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TOP YOUTUBE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF YOUTUBE SEARCH ACTIVITY BETWEEN 01 JANUARY 2024 AND 31 DECEMBER 2024



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#	SEARCH QUERY	INDEX
01	MUSIQUE	100
02	FILM	64
03	MUSIC	40
04	CHANSON	39
05	ASMR	38
06	JUL	36
07	FORTNITE	32
08	SQUEEZIE	29
09	MICHOU	23
10	MINECRAFT	23

#	SEARCH QUERY	INDEX
11	INOXTAG	23
12	DESSIN	21
13	ROBLOX	20
14	TIKTOK	19
15	PARIS	18
16	VIDÉO	16
17	GIMS	15
18	FOOT	14
19	NINHO	13
20	VOITURE	13

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED ON YOUTUBE BETWEEN 01 JANUARY 2024 AND 31 DECEMBER 2024. **NOTE:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS", TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE ENTER WRITTEN LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.



FACEBOOK

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FACEBOOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



FRANCE

TOTAL POTENTIAL REACH
OF ADS ON FACEBOOK



31.5
MILLION

FACEBOOK AD REACH
vs. TOTAL POPULATION



47.2%

FACEBOOK AD REACH
vs. TOTAL INTERNET USERS



49.6%

QUARTER-ON-QUARTER CHANGE
IN REPORTED FACEBOOK AD REACH



-4.0%
-1.30 MILLION

YEAR-ON-YEAR CHANGE IN
REPORTED FACEBOOK AD REACH



+5.0%
+1.50 MILLION

SHARE: FEMALE FACEBOOK
AD REACH AGED 18+ vs. OVERALL
FACEBOOK AD REACH AGED 18+



52.3%

SHARE: MALE FACEBOOK
AD REACH AGED 18+ vs. OVERALL
FACEBOOK AD REACH AGED 18+



47.7%

ADOPTION: OVERALL FACEBOOK
AD REACH AGED 18+ vs. OVERALL
POPULATION AGED 18+



59.0%

ADOPTION: FEMALE FACEBOOK
AD REACH AGED 18+ vs. FEMALE
POPULATION AGED 18+



57.9%

ADOPTION: MALE FACEBOOK
AD REACH AGED 18+ vs. MALE
POPULATION AGED 18+



57.7%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTAL, SO FIGURES FOR ADOPTION BY GENDER MAY NOT CORRELATE WITH FIGURES FOR OVERALL ADOPTION. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

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2025

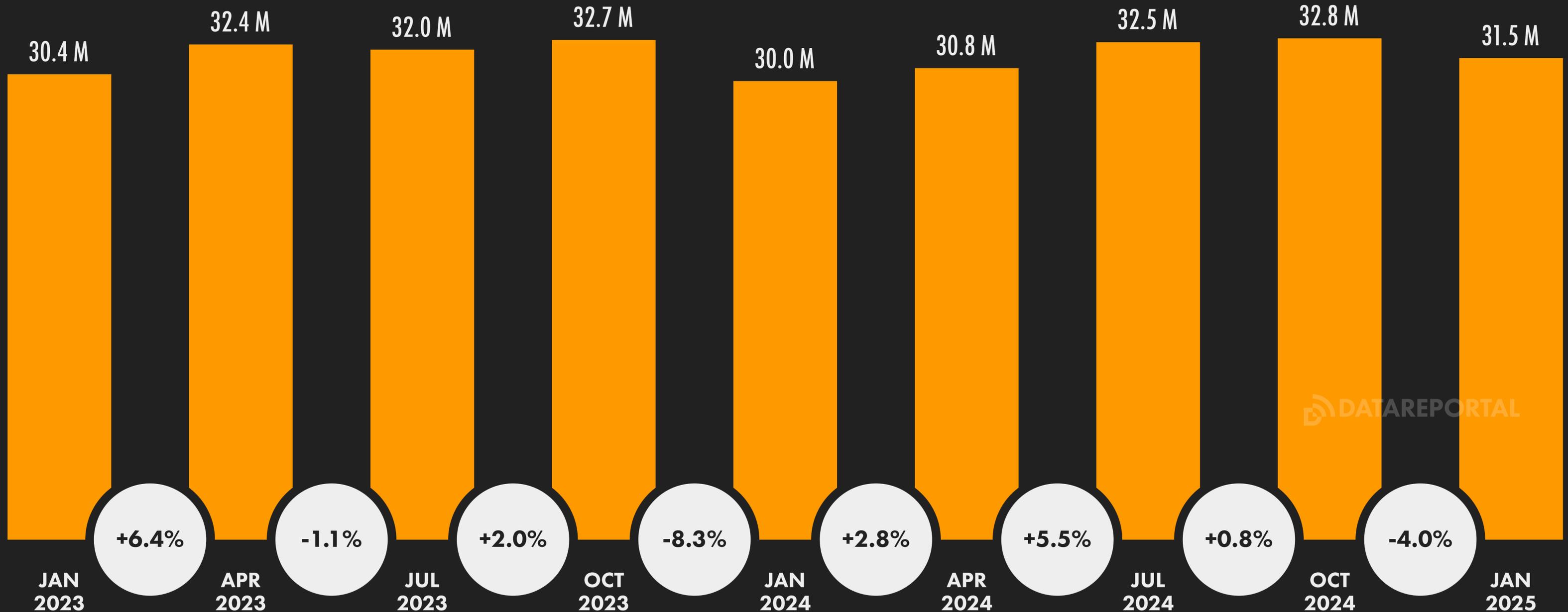
FACEBOOK: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON FACEBOOK, AND CHANGE IN REPORTED REACH OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



FRANCE



DATA REPORTAL

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, BASE REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, AND SUCH ADJUSTMENTS MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#).

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2025

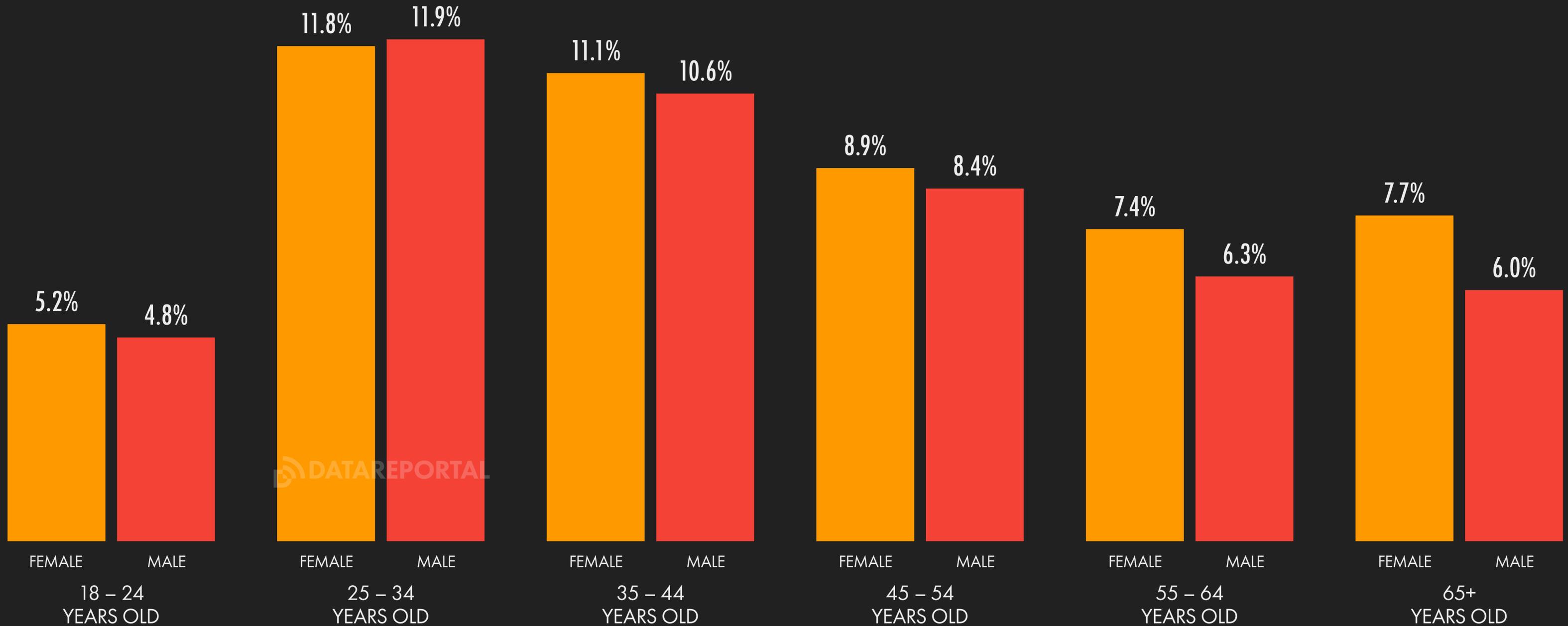
FACEBOOK: ADVERTISING AUDIENCE PROFILE

SHARE OF FACEBOOK'S ADULT ADVERTISING AUDIENCE AGED 18+ BY AGE GROUP AND GENDER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



FRANCE



DATA REPORTAL

FEB
2025

FACEBOOK ENGAGEMENT RATES: LOCOWISE

FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF TOTAL PAGE FANS, AS REPORTED BY LOCOWISE



FRANCE

AVERAGE FACEBOOK PAGE
POST ENGAGEMENTS vs.
PAGE FANS: **ALL POST TYPES**

AVERAGE FACEBOOK PAGE
POST ENGAGEMENTS vs.
PAGE FANS: **PHOTO POSTS**

AVERAGE FACEBOOK PAGE
POST ENGAGEMENTS vs.
PAGE FANS: **VIDEO POSTS**

AVERAGE FACEBOOK PAGE
POST ENGAGEMENTS vs.
PAGE FANS: **LINK POSTS**

AVERAGE FACEBOOK PAGE
POST ENGAGEMENTS vs.
PAGE FANS: **STATUS POSTS**



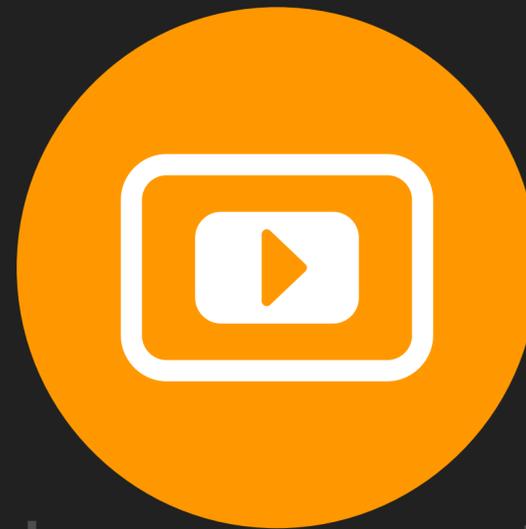

locowise

0.03%




we
are
social

0.04%




locowise

0.09%




Meltwater

0.0007%



0.03%

FEB
2025

FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER

FACEBOOK PAGE POST ENGAGEMENTS, AS REPORTED BY SOCIALINSIDER



AVERAGE FACEBOOK PAGE
POST ENGAGEMENT RATE:
OVERALL AVERAGE



socialinsider

ENGAGEMENTS vs. PAGE FOLLOWERS

0.13%

ENGAGEMENTS vs. POST REACH

4.00%

AVERAGE FACEBOOK PAGE POST
ENGAGEMENT RATE: PAGES
WITH FEWER THAN 10,000 FANS



ENGAGEMENTS vs. PAGE FOLLOWERS

0.23%

ENGAGEMENTS vs. POST REACH

3.45%

AVERAGE FACEBOOK PAGE POST
ENGAGEMENT RATE: PAGES
WITH 10,000 TO 100,000 FANS



ENGAGEMENTS vs. PAGE FOLLOWERS

0.17%

ENGAGEMENTS vs. POST REACH

3.75%

AVERAGE FACEBOOK PAGE POST
ENGAGEMENT RATE: PAGES
WITH MORE THAN 100,000 FANS



ENGAGEMENTS vs. PAGE FOLLOWERS

0.07%

ENGAGEMENTS vs. POST REACH

4.40%

SOURCE: SOCIALINSIDER. VALUES REPRESENT AVERAGES BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2024. **NOTES:** "ENGAGEMENTS vs. PAGE FOLLOWERS" COMPARE THE COMBINED NUMBER OF POST REACTIONS, COMMENTS, AND SHARES WITH THE TOTAL NUMBER OF PAGE FOLLOWERS. "ENGAGEMENTS vs. POST REACH" COMPARE THE COMBINED NUMBER OF POST REACTIONS, COMMENTS, AND SHARES WITH THE NUMBER OF USERS TO WHOM THE RELEVANT POSTS WERE ACTUALLY SERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS GEOGRAPHIES. **COMPARABILITY:** STARTING IN JANUARY 2025, VALUES FOR ENGAGEMENTS vs. POST REACH REFLECT "FILTERED" AVERAGES, AFTER THE REMOVAL OF OUTLIERS.

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2025

FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER

FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF TOTAL PAGE FOLLOWERS, AS REPORTED BY SOCIALINSIDER



FRANCE

FACEBOOK POST ENGAGEMENTS
vs. PAGE FOLLOWERS: REELS POSTS



0.15%

socialinsider

FACEBOOK POST ENGAGEMENTS
vs. PAGE FOLLOWERS: PHOTO POSTS



0.18%



FACEBOOK POST ENGAGEMENTS
vs. PAGE FOLLOWERS: VIDEO POSTS



0.15%

FACEBOOK POST ENGAGEMENTS
vs. PAGE FOLLOWERS: ALBUM POSTS



0.25%



FACEBOOK POST ENGAGEMENTS
vs. PAGE FOLLOWERS: STATUS POSTS



1.50%

socialinsider

FACEBOOK POST ENGAGEMENTS
vs. PAGE FOLLOWERS: LINK POSTS



0.08%

FEB
2025

FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER

FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF POST REACH, AS REPORTED BY SOCIALINSIDER



FRANCE

FACEBOOK POST ENGAGEMENTS
vs. POST REACH: REELS POSTS



socialinsider

5.20%

FACEBOOK POST ENGAGEMENTS
vs. POST REACH: PHOTO POSTS



KEPIOS

3.80%

FACEBOOK POST ENGAGEMENTS
vs. POST REACH: VIDEO POSTS



3.20%

FACEBOOK POST ENGAGEMENTS
vs. POST REACH: ALBUM POSTS



3.90%

FACEBOOK POST ENGAGEMENTS
vs. POST REACH: STATUS POSTS



socialinsider

4.90%

FACEBOOK POST ENGAGEMENTS
vs. POST REACH: LINK POSTS



4.30%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2024. **NOTES:** FIGURES COMPARE THE COMBINED NUMBER OF POST REACTIONS, COMMENTS, AND SHARES WITH THE NUMBER OF USERS TO WHOM THE RELEVANT POSTS WERE ACTUALLY SERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS GEOGRAPHIES. **COMPARABILITY:** STARTING IN JANUARY 2025, VALUES FOR ENGAGEMENTS vs. POST REACH REFLECT "FILTERED" AVERAGES, AFTER THE REMOVAL OF SIGNIFICANT OUTLIERS. PRIOR TO THIS DATE, VALUES WERE NOT ADJUSTED.



INSTAGRAM

FEB
2025

INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW



FRANCE

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

TOTAL POTENTIAL REACH
OF ADS ON INSTAGRAM



26.6
MILLION

INSTAGRAM AD REACH
vs. TOTAL POPULATION



39.9%

INSTAGRAM AD REACH
vs. TOTAL INTERNET USERS



41.9%

QUARTER-ON-QUARTER CHANGE
IN REPORTED INSTAGRAM AD REACH



-3.1%
-850 THOUSAND

YEAR-ON-YEAR CHANGE IN
REPORTED INSTAGRAM AD REACH



+2.5%
+650 THOUSAND

SHARE: FEMALE INSTAGRAM
AD REACH AGED 18+ vs. OVERALL
INSTAGRAM AD REACH AGED 18+



54.1%

SHARE: MALE INSTAGRAM
AD REACH AGED 18+ vs. OVERALL
INSTAGRAM AD REACH AGED 18+



45.9%

ADOPTION: OVERALL INSTAGRAM
AD REACH AGED 18+ vs. OVERALL
POPULATION AGED 18+



49.8%

ADOPTION: FEMALE INSTAGRAM
AD REACH AGED 18+ vs. FEMALE
POPULATION AGED 18+



51.7%

ADOPTION: MALE INSTAGRAM
AD REACH AGED 18+ vs. MALE
POPULATION AGED 18+



47.9%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTAL, SO FIGURES FOR ADOPTION BY GENDER MAY NOT CORRELATE WITH FIGURES FOR OVERALL ADOPTION. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

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2025

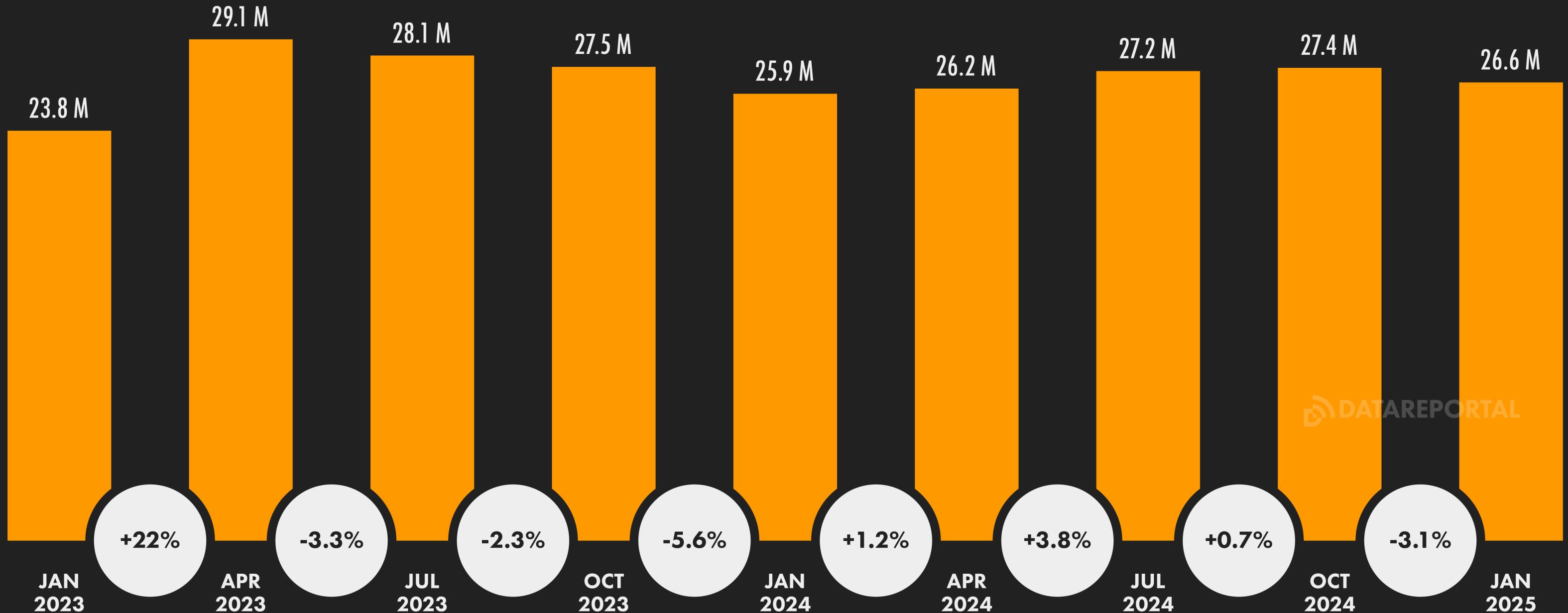
INSTAGRAM: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON INSTAGRAM, AND CHANGE IN REPORTED REACH OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



FRANCE



DATA REPORTAL

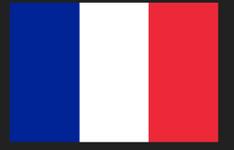
SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, AND SUCH ADJUSTMENTS MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#).

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2025

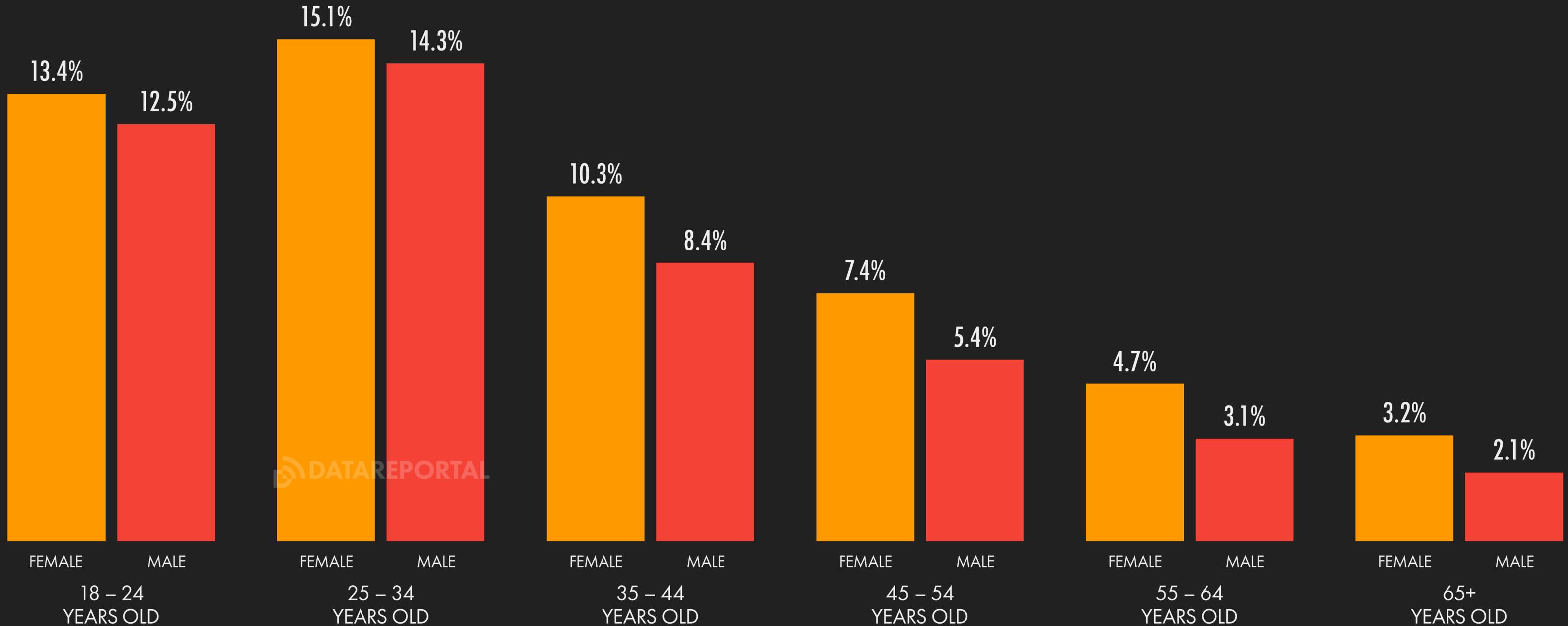
INSTAGRAM: ADVERTISING AUDIENCE PROFILE

SHARE OF INSTAGRAM'S ADULT ADVERTISING AUDIENCE AGED 18+ BY AGE GROUP AND GENDER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



FRANCE



DATA REPORTAL

FEB
2025

INSTAGRAM ENGAGEMENT RATES: SOCIALINSIDER

AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS, AS REPORTED BY SOCIALINSIDER



FRANCE

AVERAGE INSTAGRAM POST
ENGAGEMENT RATE: **OVERALL**
AVERAGE FOR BUSINESS ACCOUNTS



socialinsider

ENGAGEMENTS vs. FOLLOWERS

0.60%

ENGAGEMENTS vs. POST REACH

3.80%

AVERAGE INSTAGRAM ENGAGEMENT
RATE: BUSINESS ACCOUNTS WITH
FEWER THAN 10,000 FOLLOWERS



ENGAGEMENTS vs. FOLLOWERS

0.65%

ENGAGEMENTS vs. POST REACH

4.20%

AVERAGE INSTAGRAM ENGAGEMENT
RATE: BUSINESS ACCOUNTS WITH
10,000 TO 100,000 FOLLOWERS



ENGAGEMENTS vs. FOLLOWERS

0.66%

ENGAGEMENTS vs. POST REACH

3.60%

AVERAGE INSTAGRAM ENGAGEMENT
RATE: BUSINESS ACCOUNTS WITH
MORE THAN 100,000 FOLLOWERS



ENGAGEMENTS vs. FOLLOWERS

0.55%

ENGAGEMENTS vs. POST REACH

3.80%

SOURCE: SOCIALINSIDER. VALUES REPRESENT AVERAGES BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2024. **NOTES:** "ENGAGEMENTS vs. FOLLOWERS" COMPARE THE COMBINED NUMBER OF POST LIKES AND COMMENTS WITH THE TOTAL NUMBER OF ACCOUNT FOLLOWERS. "ENGAGEMENTS vs. POST REACH" COMPARE THE COMBINED NUMBER OF POST LIKES AND COMMENTS WITH THE NUMBER OF USERS TO WHOM THE RELEVANT POSTS WERE ACTUALLY SERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF BUSINESS ACCOUNT, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS GEOGRAPHIES. **COMPARABILITY:** STARTING IN JANUARY 2025, VALUES FOR ENGAGEMENTS vs. POST REACH REFLECT "FILTERED" AVERAGES, AFTER THE REMOVAL OF OUTLIERS.

FEB
2025

INSTAGRAM ENGAGEMENT RATES: SOCIALINSIDER

AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS, AS REPORTED BY SOCIALINSIDER



FRANCE

AVERAGE INSTAGRAM
ENGAGEMENT RATE FOR BUSINESS
ACCOUNTS: **ALL POST TYPES**



socialinsider

ENGAGEMENTS vs. FOLLOWERS

0.60%

ENGAGEMENTS vs. POST REACH

3.80%

AVERAGE INSTAGRAM
ENGAGEMENT RATE FOR BUSINESS
ACCOUNTS: **IMAGE POSTS**



ENGAGEMENTS vs. FOLLOWERS

0.65%

ENGAGEMENTS vs. POST REACH

3.85%

AVERAGE INSTAGRAM
ENGAGEMENT RATE FOR BUSINESS
ACCOUNTS: **REELS POSTS**



ENGAGEMENTS vs. FOLLOWERS

0.70%

ENGAGEMENTS vs. POST REACH

3.60%

AVERAGE INSTAGRAM
ENGAGEMENT RATE FOR BUSINESS
ACCOUNTS: **CAROUSEL POSTS**



ENGAGEMENTS vs. FOLLOWERS

0.55%

ENGAGEMENTS vs. POST REACH

3.90%

SOURCE: SOCIALINSIDER. VALUES REPRESENT AVERAGES BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2024. **NOTES:** "ENGAGEMENTS vs. FOLLOWERS" COMPARE THE COMBINED NUMBER OF POST LIKES AND COMMENTS WITH THE TOTAL NUMBER OF ACCOUNT FOLLOWERS. "ENGAGEMENTS vs. POST REACH" COMPARE THE COMBINED NUMBER OF POST LIKES AND COMMENTS WITH THE NUMBER OF USERS TO WHOM THE RELEVANT POSTS WERE ACTUALLY SERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF BUSINESS ACCOUNT, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS GEOGRAPHIES. **COMPARABILITY:** STARTING IN JANUARY 2025, VALUES FOR ENGAGEMENTS vs. POST REACH REFLECT "FILTERED" AVERAGES, AFTER THE REMOVAL OF OUTLIERS.



TIKTOK



GUIDANCE ON TRENDS IN TIKTOK DATA

Our analysis of the potential advertising reach data published in TikTok's own tools has identified some unusual trends over recent months, and the figures for some geographies have seen large and unexpected declines. However, our analysis of third-party data indicates that there has been **no equivalent decline** in actual platform use during the same time period. As a result, we believe that the declines in TikTok's published ad reach data are likely due to "source corrections" – potentially involving the removal of duplicate accounts, false accounts, and accounts that engage in inauthentic behaviour – and / or a change in the company's reporting methodology. Consequently, readers should **not** interpret any decline in reported TikTok ad reach as being representative of any change in actual TikTok use. However, we've included the platform's published figures "as is", to enable readers to form their own judgements.

FEB
2025

TIKTOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE AGED 18+ THAT MARKETERS CAN REACH WITH ADS ON TIKTOK

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



FRANCE

TOTAL POTENTIAL REACH
OF ADS ON TIKTOK



21.5
MILLION

TIKTOK AD REACH
vs. TOTAL POPULATION



32.3%

TIKTOK AD REACH
vs. TOTAL INTERNET USERS



33.9%

QUARTER-ON-QUARTER CHANGE
IN REPORTED TIKTOK AD REACH



-8.7%
-2.04 MILLION

YEAR-ON-YEAR CHANGE IN
REPORTED TIKTOK AD REACH



-15.4%
-3.92 MILLION

SHARE: FEMALE TIKTOK AD
REACH AGED 18+ vs. OVERALL
TIKTOK AD REACH AGED 18+



52.3%

SHARE: MALE TIKTOK AD
REACH AGED 18+ vs. OVERALL
TIKTOK AD REACH AGED 18+



47.7%

ADOPTION: OVERALL TIKTOK
AD REACH AGED 18+ vs. OVERALL
POPULATION AGED 18+



40.3%

ADOPTION: FEMALE TIKTOK
AD REACH AGED 18+ vs. FEMALE
POPULATION AGED 18+



40.4%

ADOPTION: MALE TIKTOK
AD REACH AGED 18+ vs. MALE
POPULATION AGED 18+



40.2%

SOURCES: TIKTOK'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. VALUES REFLECT MIDPOINTS OF PUBLISHED RANGES. SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTAL, SO FIGURES FOR ADOPTION BY GENDER MAY NOT CORRELATE WITH OVERALL ADOPTION. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

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2025

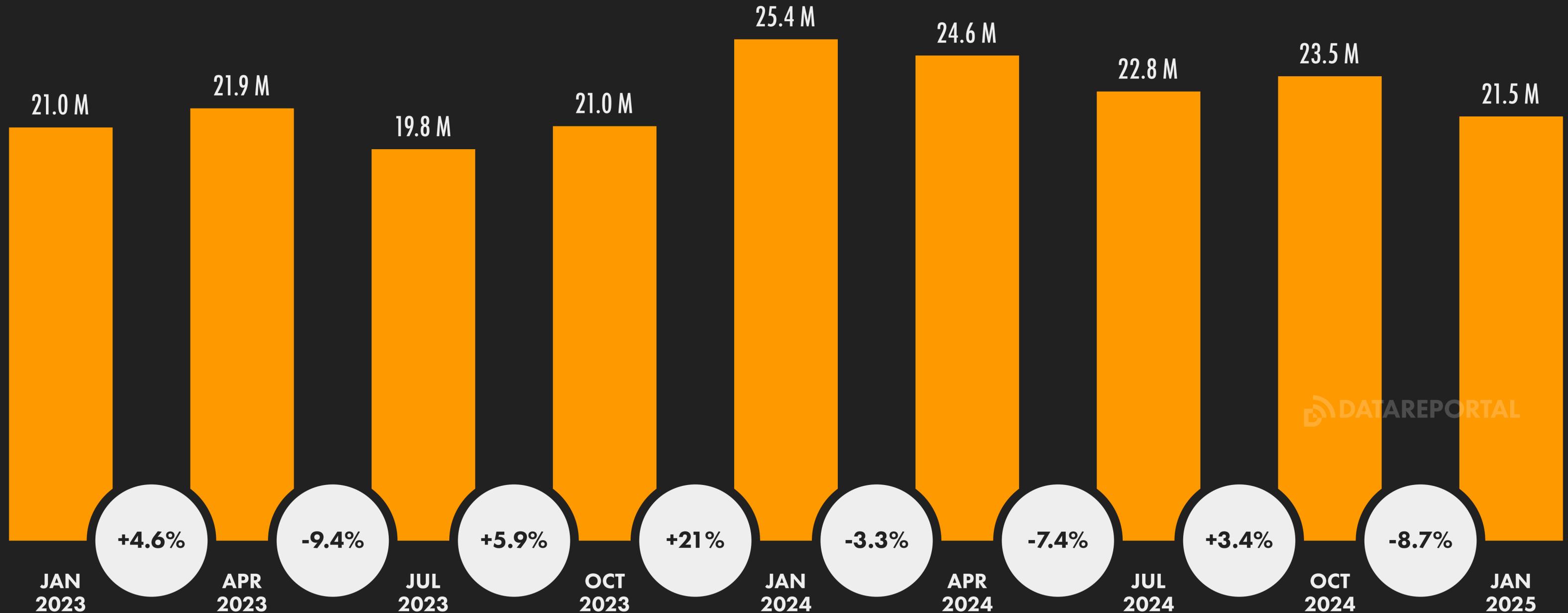
TIKTOK: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON TIKTOK, AND CHANGE IN REPORTED REACH OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



FRANCE



DATA REPORTAL

SOURCES: TIKTOK'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. WHERE LETTERS ARE SHOWN NEXT TO BAR VALUES, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, AND SUCH ADJUSTMENTS MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. REDUCED AVAILABILITY OF CERTAIN AD FORMATS MAY IMPACT REACH IN SOME COUNTRIES. SEE [NOTES ON DATA](#).

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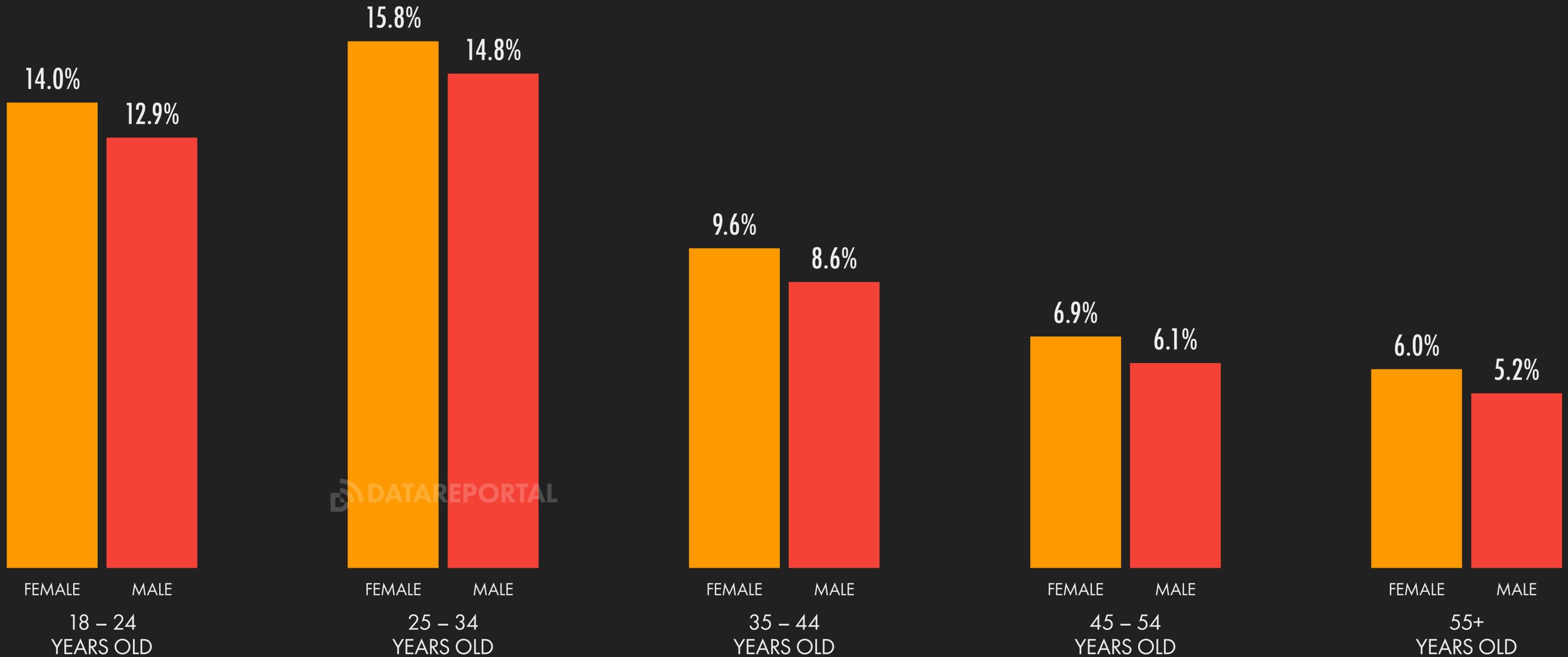
TIKTOK: ADVERTISING AUDIENCE PROFILE

SHARE OF TIKTOK'S ADULT ADVERTISING AUDIENCE AGED 18+ BY AGE GROUP AND GENDER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



FRANCE



DATA REPORTAL



LINKEDIN

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LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



FRANCE

TOTAL POTENTIAL REACH
OF ADS ON LINKEDIN



34.0
MILLION

LINKEDIN AD REACH
vs. TOTAL POPULATION



51.1%

LINKEDIN AD REACH
vs. TOTAL INTERNET USERS



53.6%

QUARTER-ON-QUARTER CHANGE
IN REPORTED LINKEDIN AD REACH



+3.0%
+1.0 MILLION

YEAR-ON-YEAR CHANGE IN
REPORTED LINKEDIN AD REACH



+17.2%
+5.0 MILLION

SHARE: FEMALE LINKEDIN
AD REACH **AGED 18+** vs. OVERALL
LINKEDIN AD REACH **AGED 18+**



47.8%

SHARE: MALE LINKEDIN
AD REACH **AGED 18+** vs. OVERALL
LINKEDIN AD REACH **AGED 18+**



52.2%

ADOPTION: OVERALL LINKEDIN
AD REACH **AGED 18+** vs. OVERALL
POPULATION **AGED 18+**



63.8%

ADOPTION: FEMALE LINKEDIN
AD REACH **AGED 18+** vs. FEMALE
POPULATION **AGED 18+**



15.8%

ADOPTION: MALE LINKEDIN
AD REACH **AGED 18+** vs. MALE
POPULATION **AGED 18+**



18.8%

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES REFLECT TOTAL REGISTERED "MEMBERS", SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". FIGURES FOR ADOPTION BY GENDER MAY NOT CORRELATE WITH OVERALL ADOPTION. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

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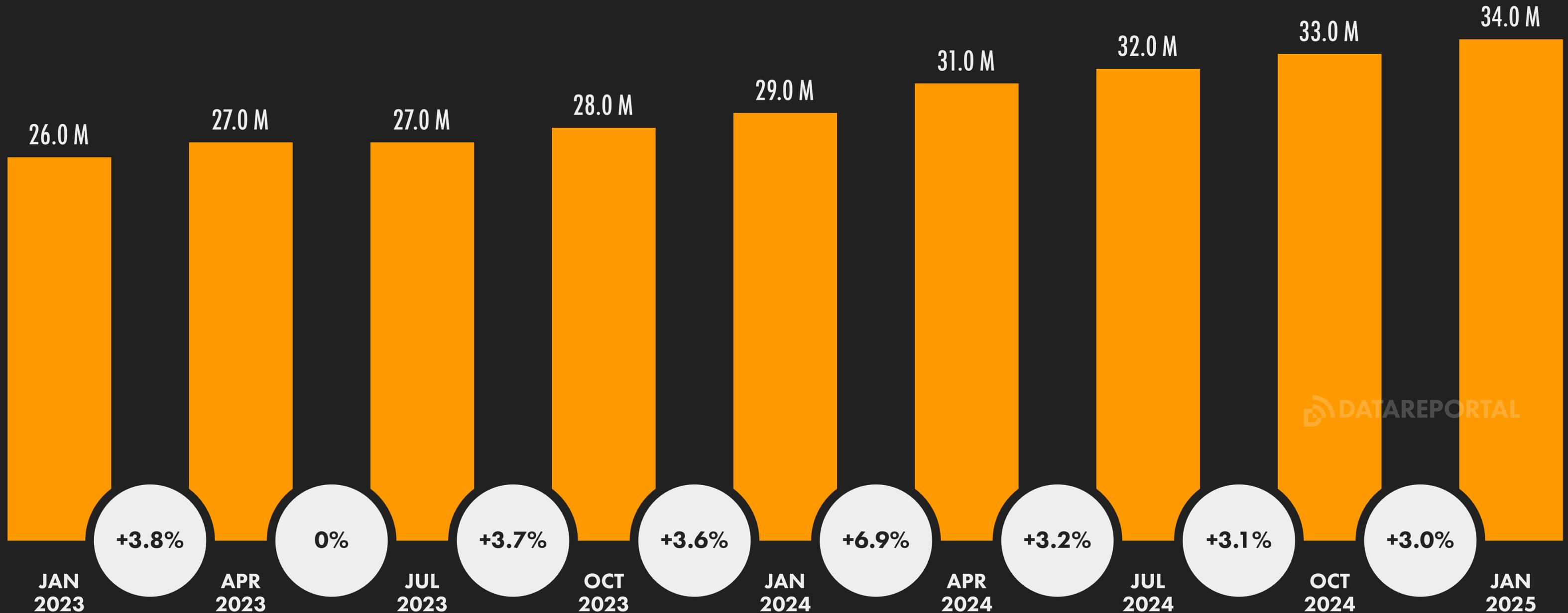
LINKEDIN: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON LINKEDIN, AND CHANGE IN REPORTED REACH OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



FRANCE



DATA REPORTAL

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; KEIOS ANALYSIS. **NOTE:** VALUES ARE BASED ON TOTAL REGISTERED MEMBERS, SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. WHERE LETTERS ARE SHOWN NEXT TO BAR VALUES, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER OR REGISTERED MEMBER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, AND SUCH ADJUSTMENTS MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#).

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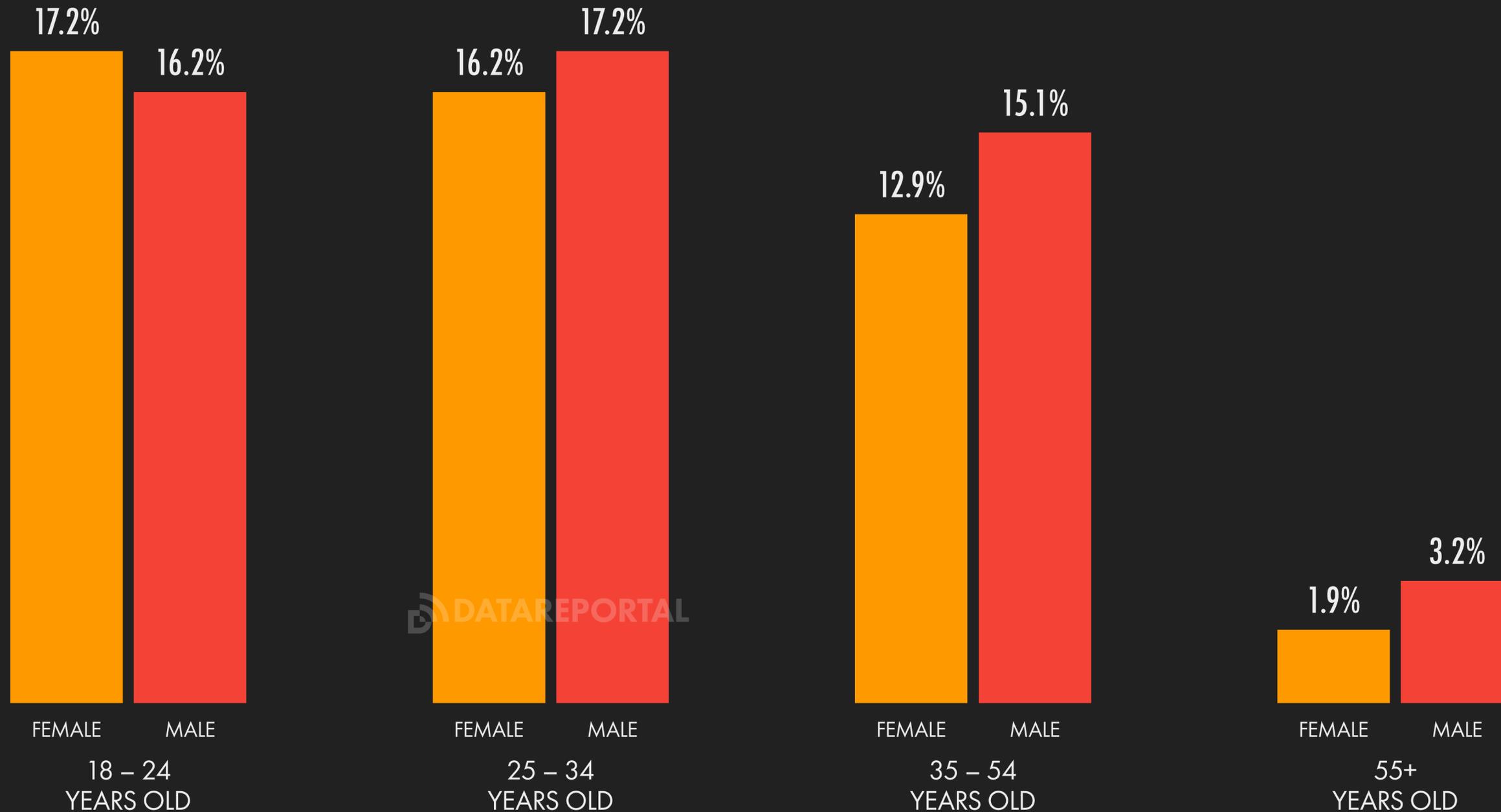
LINKEDIN: ADVERTISING AUDIENCE PROFILE

SHARE OF LINKEDIN'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



FRANCE



SOURCES: LINKEDIN'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE [NOTES ON DATA](#).



MESSENGER

FEB
2025

MESSENGER: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON MESSENGER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



FRANCE

TOTAL POTENTIAL REACH
OF ADS ON MESSENGER



706
THOUSAND

MESSENGER AD REACH
vs. TOTAL POPULATION



1.1%

MESSENGER AD REACH
vs. TOTAL INTERNET USERS



1.1%

QUARTER-ON-QUARTER CHANGE
IN REPORTED MESSENGER AD REACH



-24.1%
-224 THOUSAND

YEAR-ON-YEAR CHANGE IN
REPORTED MESSENGER AD REACH



-19.3%
-169 THOUSAND

SHARE: FEMALE MESSENGER
AD REACH **AGED 18+** vs. OVERALL
MESSENGER AD REACH **AGED 18+**



49.2%

SHARE: MALE MESSENGER
AD REACH **AGED 18+** vs. OVERALL
MESSENGER AD REACH **AGED 18+**



50.8%

ADOPTION: OVERALL MESSENGER
AD REACH **AGED 18+** vs. OVERALL
POPULATION **AGED 18+**



1.3%

ADOPTION: FEMALE MESSENGER
AD REACH **AGED 18+** vs. FEMALE
POPULATION **AGED 18+**



1.2%

ADOPTION: MALE MESSENGER
AD REACH **AGED 18+** vs. MALE
POPULATION **AGED 18+**



1.4%

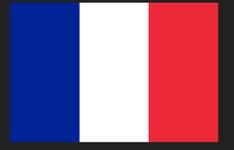
SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** LIMITED AVAILABILITY OF AD FORMATS MAY IMPACT REACH IN SOME COUNTRIES. VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". FIGURES FOR ADOPTION BY GENDER MAY NOT CORRELATE WITH OVERALL ADOPTION. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

FEB
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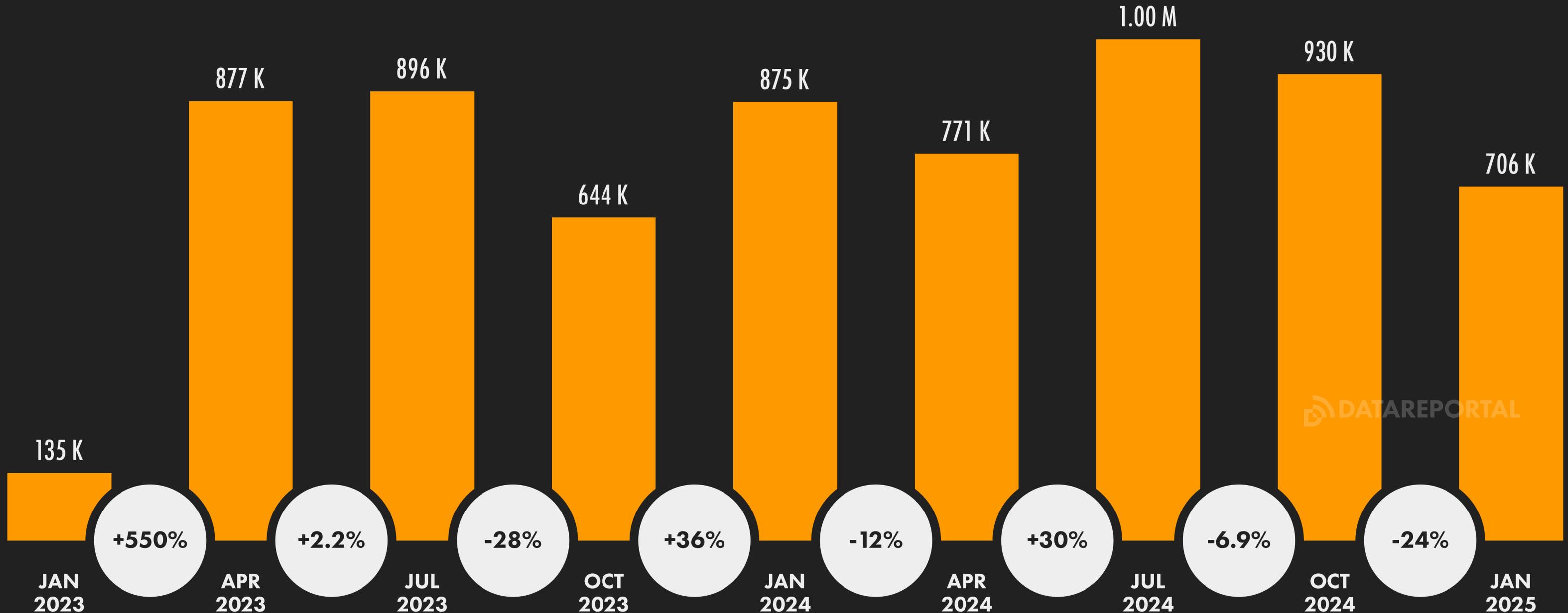
MESSENGER: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON MESSENGER, AND CHANGE IN REPORTED REACH OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



FRANCE



DATA REPORTAL

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. WHERE LETTERS ARE SHOWN NEXT TO BAR VALUES, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, AND SUCH ADJUSTMENTS MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. REDUCED AVAILABILITY OF CERTAIN AD FORMATS MAY IMPACT REACH IN SOME COUNTRIES. SEE [NOTES ON DATA](#).

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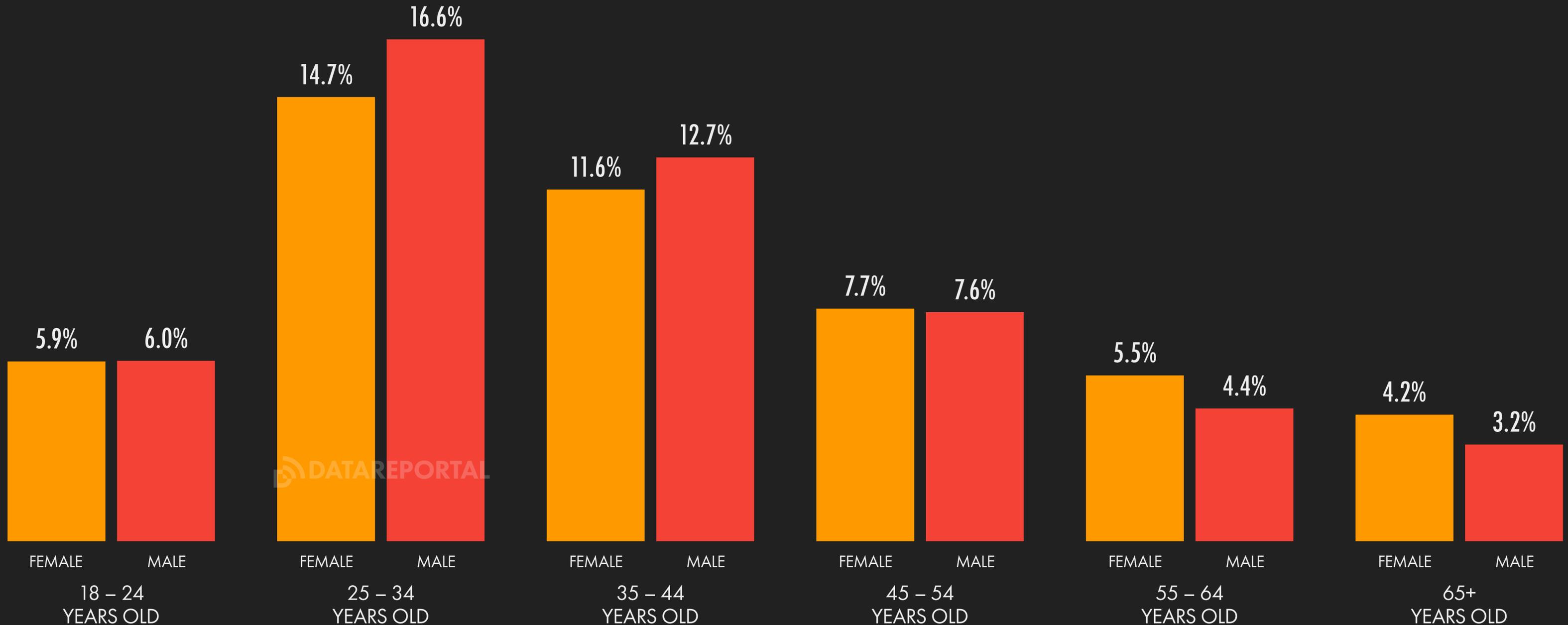
MESSENGER: ADVERTISING AUDIENCE PROFILE

SHARE OF MESSENGER'S ADULT ADVERTISING AUDIENCE AGED 18+ BY AGE GROUP AND GENDER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



FRANCE



DATAREPORTAL



SNAPCHAT

FEB
2025

SNAPCHAT: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON SNAPCHAT

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



FRANCE

TOTAL POTENTIAL REACH
OF ADS ON SNAPCHAT



27.8
MILLION

SNAPCHAT AD REACH
vs. TOTAL POPULATION



41.8%

SNAPCHAT AD REACH
vs. TOTAL INTERNET USERS



43.9%

QUARTER-ON-QUARTER CHANGE
IN REPORTED SNAPCHAT AD REACH



-1.9%
-530 THOUSAND

YEAR-ON-YEAR CHANGE IN
REPORTED SNAPCHAT AD REACH



+1.8%
+490 THOUSAND

SHARE: FEMALE SNAPCHAT
AD REACH **AGED 18+** vs. OVERALL
SNAPCHAT AD REACH **AGED 18+**



50.8%

SHARE: MALE SNAPCHAT
AD REACH **AGED 18+** vs. OVERALL
SNAPCHAT AD REACH **AGED 18+**



48.7%

ADOPTION: OVERALL SNAPCHAT
AD REACH **AGED 18+** vs. OVERALL
POPULATION **AGED 18+**



46.3%

ADOPTION: FEMALE SNAPCHAT
AD REACH **AGED 18+** vs. FEMALE
POPULATION **AGED 18+**



45.0%

ADOPTION: MALE SNAPCHAT
AD REACH **AGED 18+** vs. MALE
POPULATION **AGED 18+**



47.1%

SOURCES: SNAP'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES BASED ON MIDPOINTS OF PUBLISHED DATA. GENDER DATA ONLY INCLUDE "FEMALE" AND "MALE", BUT GENDER VALUES DO NOT SUM TO PUBLISHED TOTAL. ADOPTION BY GENDER MAY NOT CORRELATE WITH OVERALL ADOPTION. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

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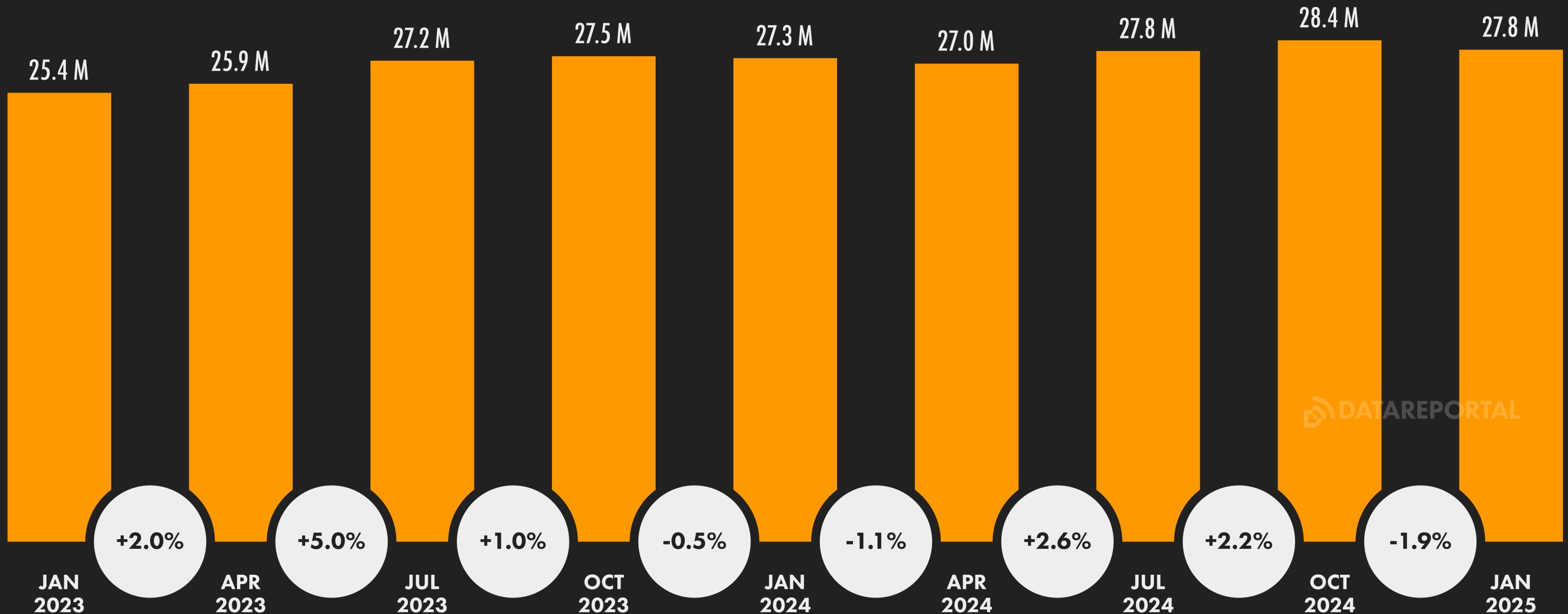
SNAPCHAT: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON SNAPCHAT, AND CHANGE IN REPORTED REACH OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



FRANCE



DATA REPORTAL

SOURCES: SNAP'S ADVERTISING RESOURCES; KEIOS ANALYSIS. **NOTES:** FIGURES BASED ON MIDPOINTS OF PUBLISHED RANGES. WHERE LETTERS ARE SHOWN NEXT TO BAR VALUES, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, WHICH MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#).

FEB
2025

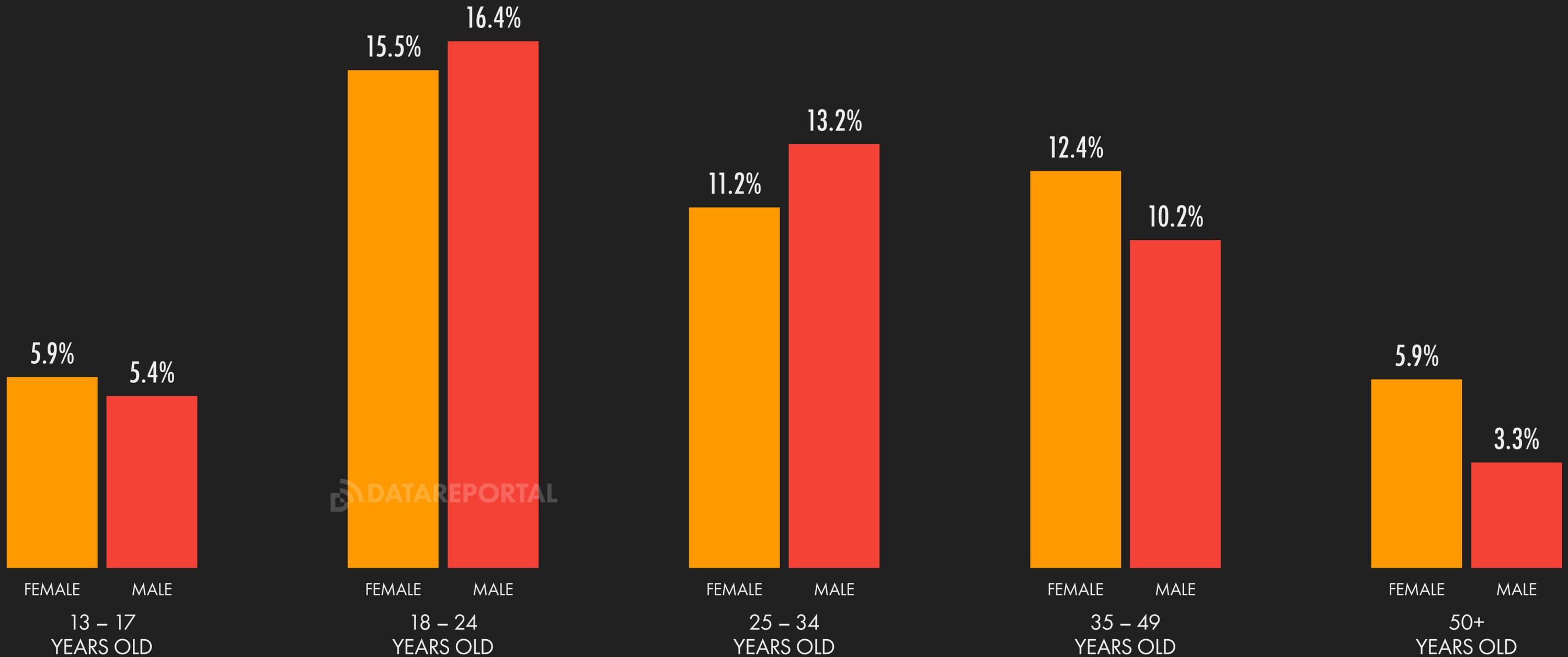
SNAPCHAT: ADVERTISING AUDIENCE PROFILE

SHARE OF SNAPCHAT'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



FRANCE



SOURCES: SNAP'S ADVERTISING RESOURCES; KEIOS ANALYSIS. **NOTES:** VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE", BUT GENDER VALUES OFTEN DO NOT SUM TO TOTAL, SO VALUES MAY NOT SUM TO 100%. **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE [NOTES ON DATA](#).



X

FEB
2025

X: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON X (TWITTER)

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



FRANCE

TOTAL POTENTIAL REACH OF ADS ON X



15.5
MILLION

X AD REACH vs. TOTAL POPULATION



23.3%

X AD REACH vs. TOTAL INTERNET USERS



24.5%

QUARTER-ON-QUARTER CHANGE IN REPORTED X AD REACH



-4.4%
-715 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED X AD REACH



-11.1%
-1.94 MILLION

SHARE: FEMALE X AD REACH AGED 18+ vs. OVERALL X AD REACH AGED 18+



29.0%

SHARE: MALE X AD REACH AGED 18+ vs. OVERALL X AD REACH AGED 18+



71.0%

ADOPTION: OVERALL X AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+



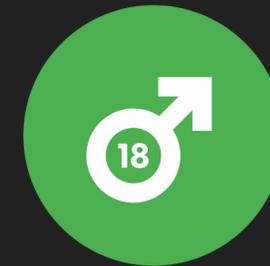
28.8%

ADOPTION: FEMALE X AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+



16.0%

ADOPTION: MALE X AD REACH AGED 18+ vs. MALE POPULATION AGED 18+



42.7%

SOURCES: X'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". REACH BY GENDER MAY NOT CORRELATE WITH OVERALL ADOPTION. **ADVISORY:** FREQUENT ANOMALIES IN SOURCE DATA. REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, NON-INDIVIDUAL ACCOUNTS (E.G. BUSINESSES, MUSIC BANDS, ETC.), DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

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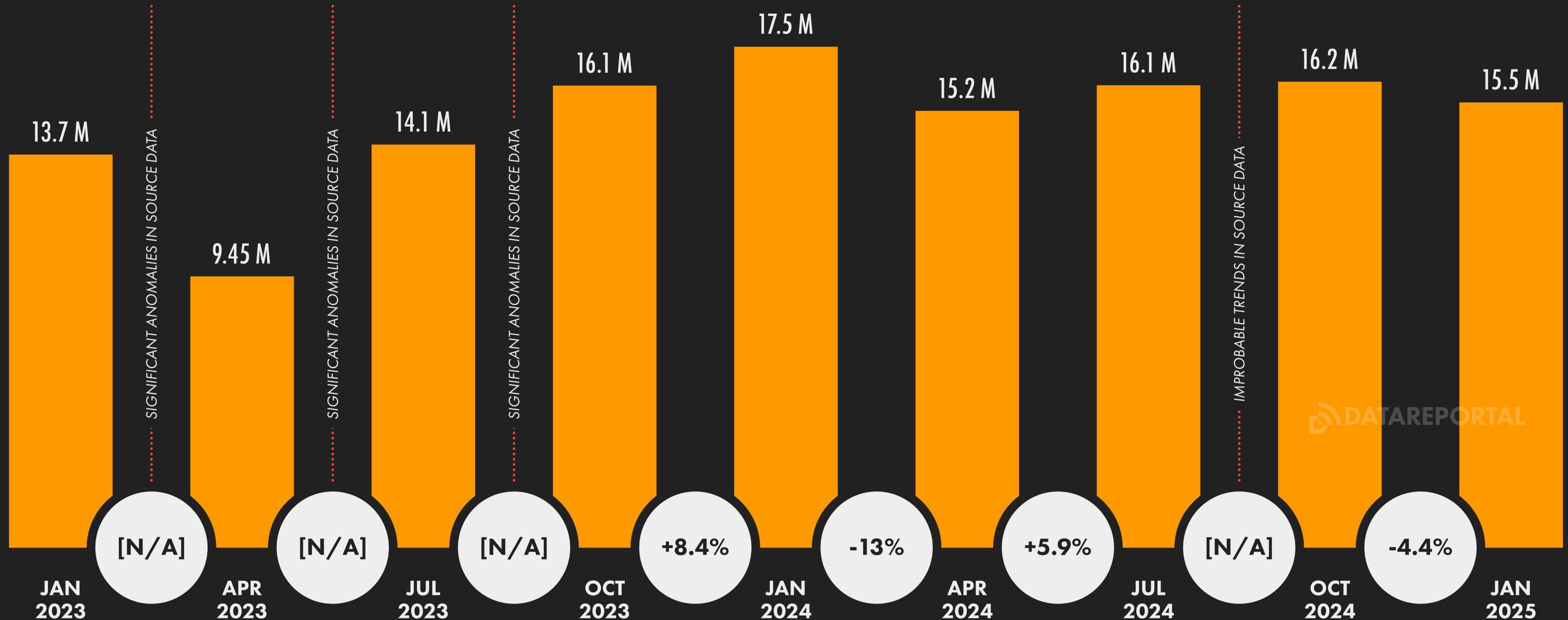
X: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON X, AND CHANGE IN REPORTED REACH OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



FRANCE



SOURCES: X'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. WHERE LETTERS ARE SHOWN NEXT TO BAR VALUES, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** SIGNIFICANT ANOMALIES IN SOURCE DATA. REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS AND CHANGES IN THE AVAILABILITY OF DATA BY LOCATION MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, WHICH MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#).

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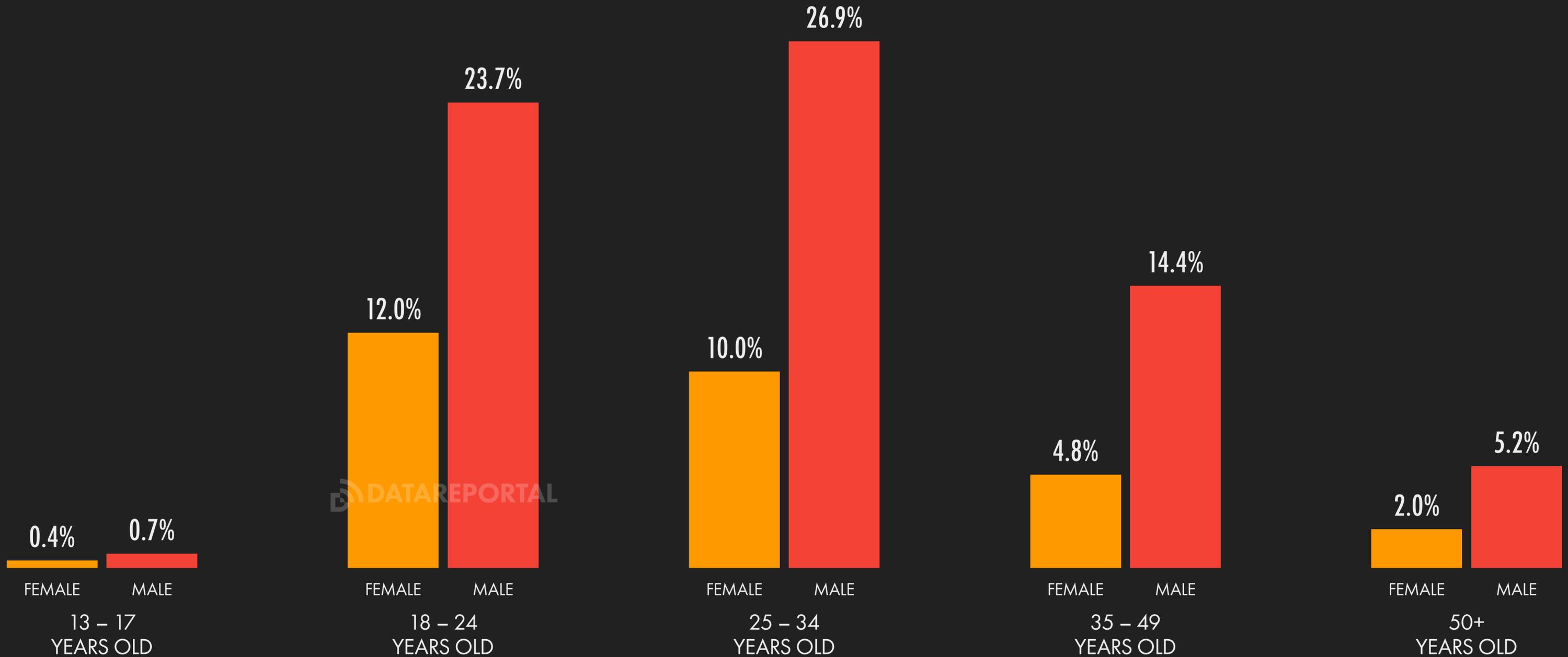
X: ADVERTISING AUDIENCE PROFILE

SHARE OF X'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



FRANCE





PINTEREST

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2025

PINTEREST: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON PINTEREST

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



FRANCE

TOTAL POTENTIAL REACH
OF ADS ON PINTEREST



18.9
MILLION



PINTEREST AD REACH
vs. TOTAL POPULATION



28.4%



QUARTER-ON-QUARTER CHANGE
IN REPORTED PINTEREST AD REACH



+2.7%
+500 THOUSAND



YEAR-ON-YEAR CHANGE IN
REPORTED PINTEREST AD REACH



+15.9%
+2.59 MILLION

PINTEREST AD REACH
vs. TOTAL INTERNET USERS



29.9%



PINTEREST AD REACH
vs. POPULATION AGED 13+



33.0%



FEMALE PINTEREST AD REACH
vs. TOTAL PINTEREST AD REACH



71.2%



MALE PINTEREST AD REACH
vs. TOTAL PINTEREST AD REACH



23.5%

SOURCES: PINTEREST'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ARE ALSO AVAILABLE FOR "UNSPECIFIED", .SO VALUES FOR "FEMALE" AND "MALE" MAY NOT SUM TO 100%. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

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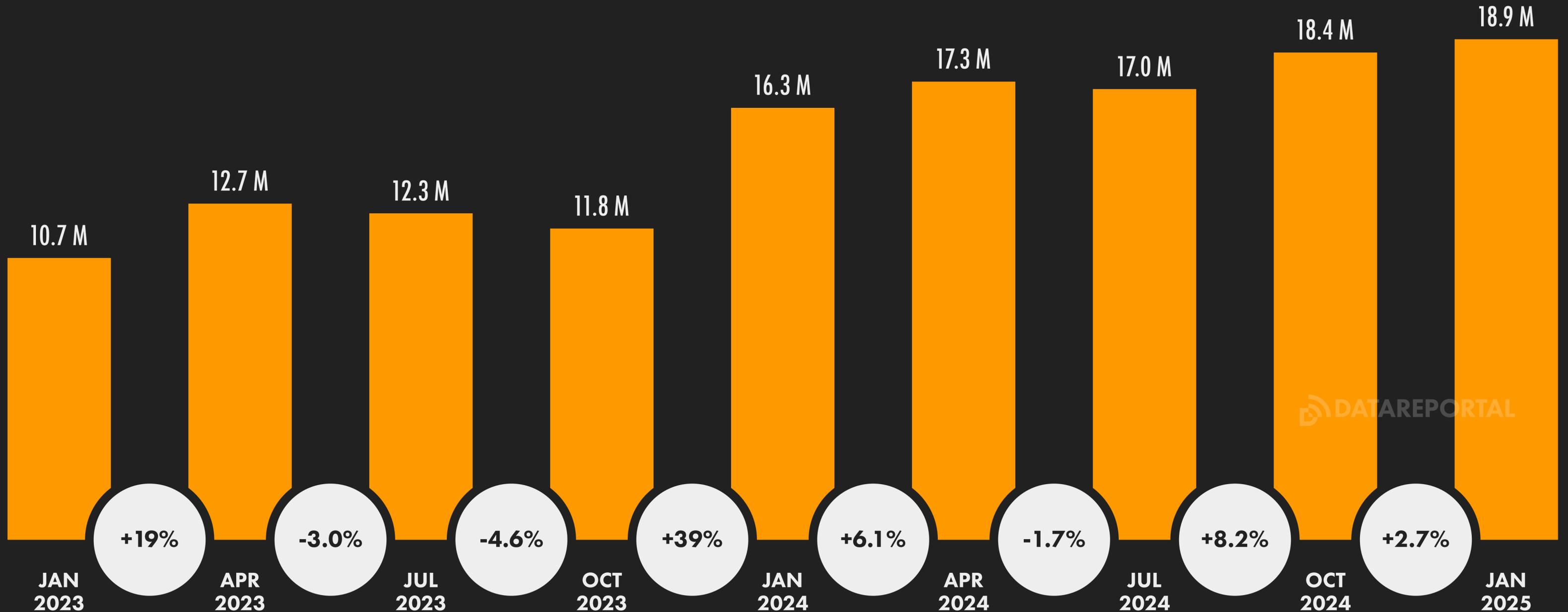
PINTEREST: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON PINTEREST, AND CHANGE IN REPORTED REACH OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



FRANCE



DATA REPORTAL

SOURCES: PINTEREST'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. WHERE LETTERS ARE SHOWN NEXT TO BAR VALUES, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS AND CHANGES IN THE AVAILABILITY OF DATA BY LOCATION MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, WHICH MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#).

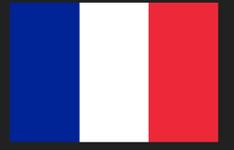


DIGITAL MARKETING

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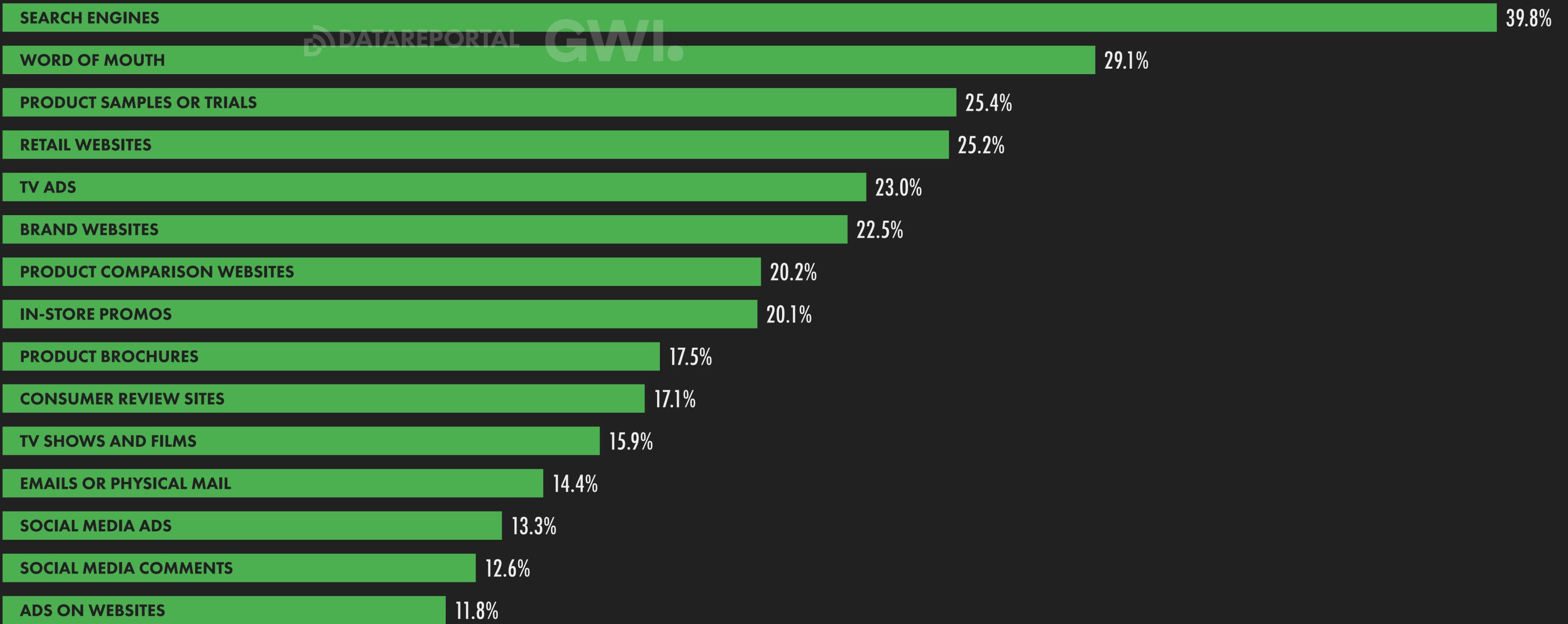
SOURCES OF BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16+ WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM



FRANCE

DATA REPORTAL
GWI.



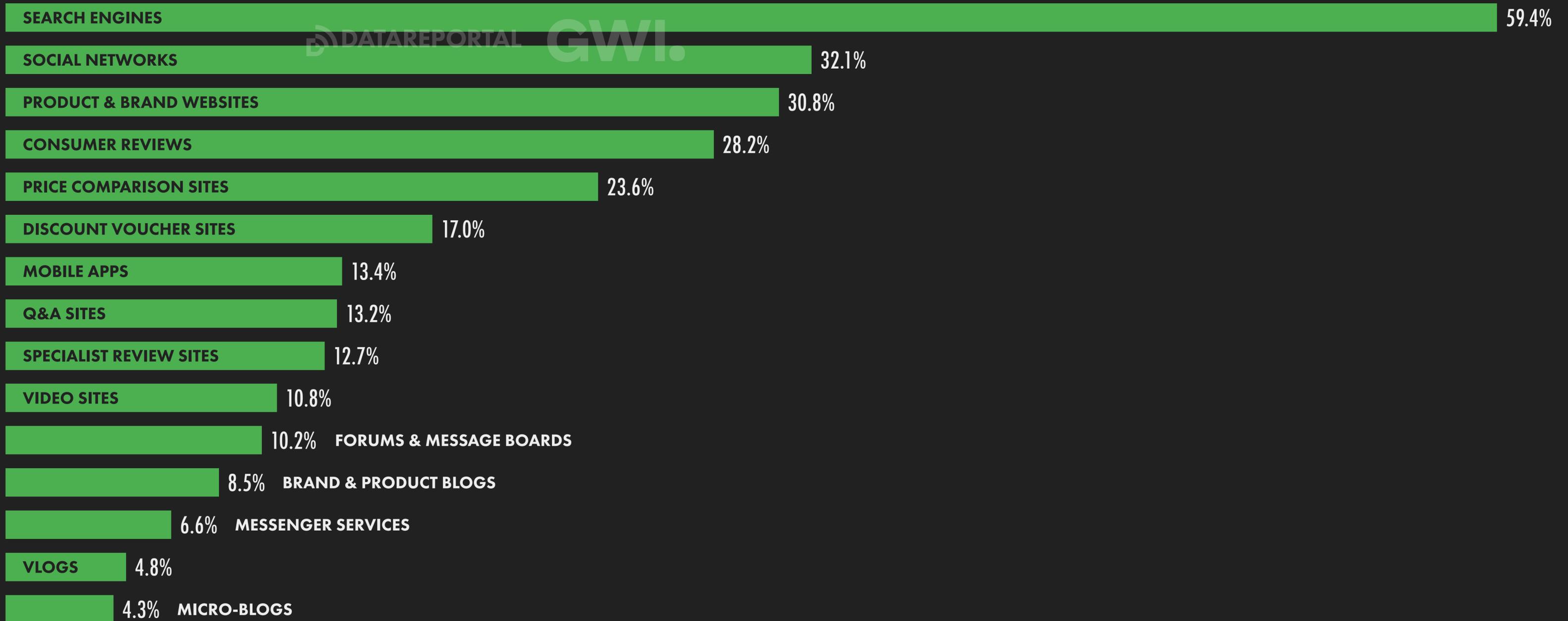
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MAIN CHANNELS FOR ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS



FRANCE



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ADVERTISING SPEND: TOTAL vs. DIGITAL

TOTAL AD SPEND ACROSS ALL CHANNELS, WITH DETAIL FOR DIGITAL AD SPEND (U.S. DOLLARS, FULL-YEAR 2024)



FRANCE

TOTAL AD SPEND
(INCLUDING ONLINE
AND OFFLINE CHANNELS)



statista

\$20.9

BILLION

YEAR-ON-YEAR
CHANGE IN TOTAL AD
SPEND (ALL CHANNELS)



+5.5%

+\$1.08 BILLION

DIGITAL AD SPEND
(INCLUDING SEARCH
AND SOCIAL MEDIA)



statista

\$12.9

BILLION

YEAR-ON-YEAR
CHANGE IN
DIGITAL AD SPEND



+9.4%

+\$1.10 BILLION

DIGITAL AD SPEND
AS A PERCENTAGE
OF TOTAL AD SPEND



61.6%

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** BASE AND DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. **ADVISORY:** THE DEFINITION OF "DIGITAL ADVERTISING" USED ON THIS CHART INCLUDES A BROADER VARIETY OF CHANNELS AND ACTIVITIES THAN THE DEFINITION USED ON SOME OTHER CHARTS IN THIS REPORT, SO VALUES MAY NOT CORRELATE ACROSS CHARTS.

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2025

DIGITAL ADVERTISING SPEND

ANNUAL SPEND ON DIGITAL ADVERTISING BY FORMAT (U.S. DOLLARS, FULL-YEAR 2024)



FRANCE

ONLINE SEARCH ADS

\$6.09 B

IN-APP ADS (AGG.)

\$3.59 B

SOCIAL MEDIA ADS (AGG.)

\$3.36 B

ONLINE VIDEO ADS

\$2.43 B

ONLINE BANNER ADS

\$2.26 B

\$530 M ONLINE CLASSIFIEDS

\$510 M INFLUENCER ADS

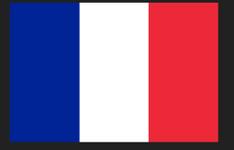
\$150 M DIGITAL AUDIO ADS

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2024 IN U.S. DOLLARS. WHITE BARS DENOTED BY "(AGG.*)" REPRESENT AGGREGATE VALUES, AND FIGURES INCLUDE COMBINED SUBSETS OF OTHER AD FORMATS ALSO SHOWN ON THIS CHART. FOR EXAMPLE, "SOCIAL MEDIA" SPEND INCLUDES A SUBSET OF REVENUES ALSO ASSOCIATED WITH ONLINE BANNER ADS AND ONLINE VIDEO ADS. WHERE LETTERS APPEAR NEXT TO FIGURES, "M" DENOTES MILLIONS, "B" DENOTES BILLIONS, AND "T" DENOTES TRILLIONS. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

FEB
2025

DIGITAL MARKETING: ATTITUDES AND BEHAVIOURS

ATTITUDES AND BEHAVIOURS RELATING TO DIGITAL MARKETING AMONGST INTERNET USERS AGED 16+, INCLUDING AVERAGE AD SPEND PER CAPITA



FRANCE

CONTEXT: AVERAGE DIGITAL AD SPEND
PER INTERNET USER (USD; 2024)



\$203

statista

FEEL REPRESENTED IN THE
ADS THEY SEE AND HEAR



6.4%

GWI.

RESEARCH BRANDS ONLINE
BEFORE MAKING A PURCHASE



47.9%



VISIT SOCIAL MEDIA TO LEARN ABOUT
BRANDS AND SEE BRANDS' CONTENT



38.6%

VISITED A BRAND'S WEBSITE
IN THE PAST MONTH



47.8%

GWI.

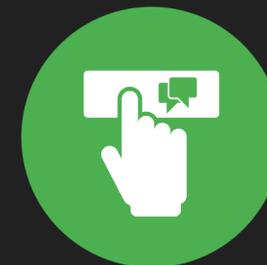
CLICKED OR TAPPED ON A BANNER AD
ON A WEBSITE IN THE PAST MONTH



8.1%



CLICKED OR TAPPED ON A SPONSORED
SOCIAL MEDIA POST IN THE PAST MONTH



10.7%

GWI.

DOWNLOADED OR USED A BRANDED
MOBILE APP IN THE PAST MONTH



13.7%

FEB
2025

PROGRAMMATIC ADVERTISING OVERVIEW

SPEND ON PROGRAMMATIC ADVERTISING AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET



FRANCE

ANNUAL SPEND ON
PROGRAMMATIC
ADVERTISING (USD)



\$11.2
BILLION

statista

YEAR-ON-YEAR CHANGE
IN PROGRAMMATIC
ADVERTISING SPEND (USD)



+11.5%
+\$1.16 BILLION



PROGRAMMATIC'S
SHARE OF TOTAL DIGITAL
ADVERTISING SPEND



87.5%



KEPIOS

YEAR-ON-YEAR CHANGE IN
PROGRAMMATIC'S SHARE OF
TOTAL DIGITAL ADVERTISING SPEND



+1.9%
+164 BPS

FEB
2025

IN-APP ADVERTISING OVERVIEW

SPEND ON ADVERTISING WITHIN MOBILE AND TABLET APPS, AND THE ASSOCIATED SHARE OF THE DIGITAL ADVERTISING MARKET



FRANCE

ANNUAL SPEND
ON IN-APP
ADVERTISING (USD)



statista

\$3.59

BILLION

YEAR-ON-YEAR
CHANGE IN IN-APP
ADVERTISING SPEND (USD)

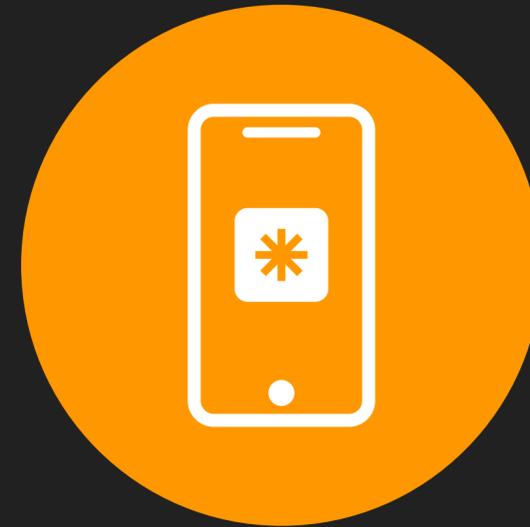


we
are
social

+12.2%

+\$390 MILLION

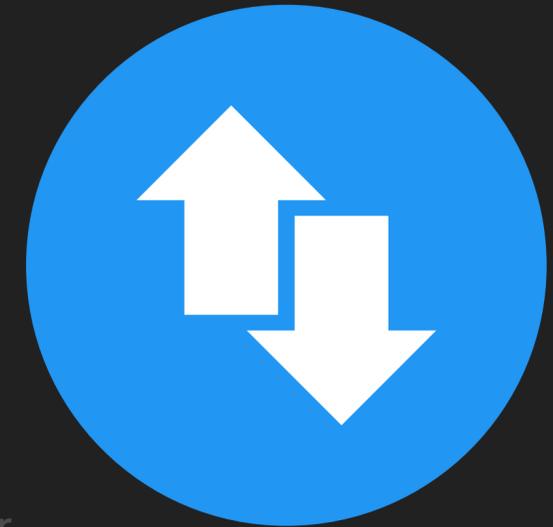
IN-APP ADVERTISING'S
SHARE OF TOTAL DIGITAL
ADVERTISING SPEND



Meltwater

28.0%

YEAR-ON-YEAR CHANGE IN
IN-APP ADVERTISING'S SHARE OF
TOTAL DIGITAL ADVERTISING SPEND



+2.7%

+74 BPS

FEB
2025

SEARCH ADVERTISING OVERVIEW

SPEND ON ONLINE SEARCH ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET



ANNUAL SPEND
ON ONLINE SEARCH
ADVERTISING (USD)



statista

\$6.09
BILLION

YEAR-ON-YEAR CHANGE
IN ONLINE SEARCH
ADVERTISING SPEND



Meltwater

+10.3%
+\$570 MILLION

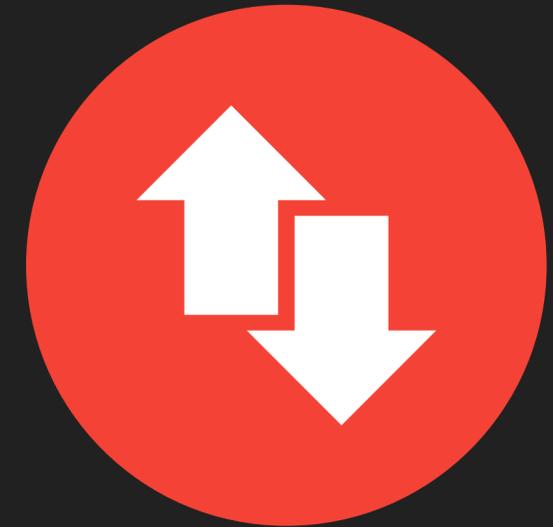
ONLINE SEARCH'S SHARE
OF TOTAL DIGITAL
ADVERTISING SPEND



we
are
social

47.4%

YEAR-ON-YEAR CHANGE IN
ONLINE SEARCH'S SHARE OF
TOTAL DIGITAL ADVERTISING SPEND



+0.9%
+41 BPS

FEB
2025

SOCIAL MEDIA ADVERTISING OVERVIEW

SPEND ON SOCIAL MEDIA ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET



FRANCE

ANNUAL SPEND
ON SOCIAL MEDIA
ADVERTISING (USD)



statista

\$3.36
BILLION

YEAR-ON-YEAR CHANGE
IN SOCIAL MEDIA
ADVERTISING SPEND



KEPIOS

+12.0%
+\$360 MILLION

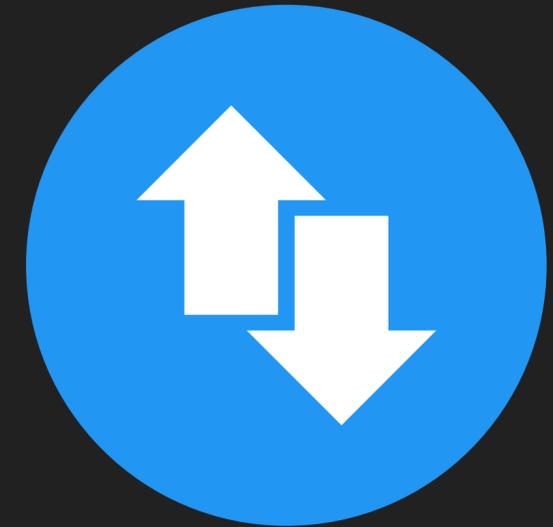
SOCIAL MEDIA'S SHARE
OF TOTAL DIGITAL
ADVERTISING SPEND



we are social

26.1%

YEAR-ON-YEAR CHANGE IN
SOCIAL MEDIA'S SHARE OF TOTAL
DIGITAL ADVERTISING SPEND



+2.4%
+61 BPS

FEB
2025

INFLUENCER ADVERTISING OVERVIEW

SPEND ON INFLUENCER ADVERTISING ACTIVITIES (IN U.S. DOLLARS) AND THEIR SHARE OF THE DIGITAL ADVERTISING MARKET



ANNUAL SPEND
ON INFLUENCER
ADVERTISING (USD)



statista

\$510
MILLION

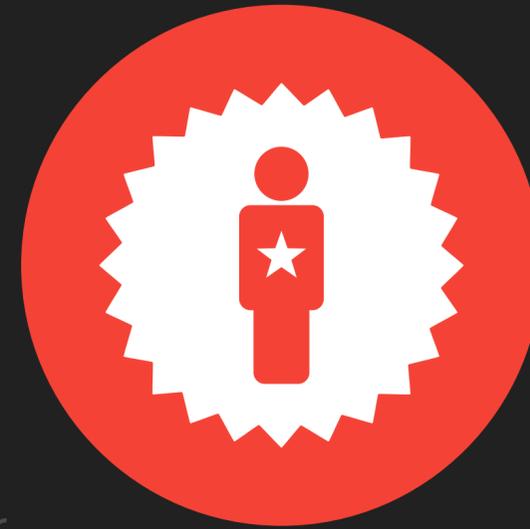
YEAR-ON-YEAR
CHANGE IN INFLUENCER
ADVERTISING SPEND



Meltwater

+13.3%
+\$60.0 MILLION

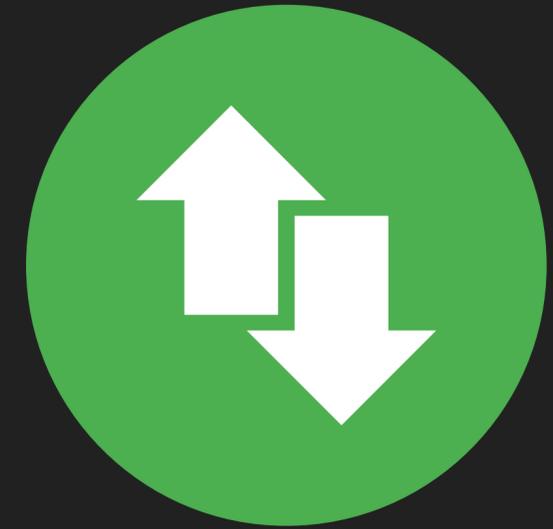
INFLUENCER ADVERTISING'S
SHARE OF TOTAL
DIGITAL AD SPEND



we
are
social

4.0%

YEAR-ON-YEAR CHANGE IN
INFLUENCER ADVERTISING'S SHARE
OF TOTAL DIGITAL AD SPEND



+3.6%
+14 BPS

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. FIGURES REPRESENT THE MONETARY VALUE PAID DIRECTLY TO INFLUENCERS OR THEIR AGENTS, AND DO NOT INCLUDE THE VALUE OF PRODUCT GIVEAWAYS, MEDIA SPEND TO "BOOST" POSTS, OR AFFILIATE COMMISSIONS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

FEB
2025

ONLINE PRIVACY AND SECURITY

PERSPECTIVES AND ACTIVITIES OF ONLINE ADULTS RELATING TO THEIR ONLINE DATA PRIVACY AND SECURITY



FRANCE

EXPRESS CONCERN
ABOUT WHAT IS REAL
vs. WHAT IS FAKE
ON THE INTERNET



56.7%

WORRY ABOUT
HOW COMPANIES
MIGHT USE THEIR
ONLINE DATA



GWl.

41.8%

DECLINE COOKIES
ON WEBSITES
AT LEAST SOME
OF THE TIME



50.6%

USE A TOOL TO BLOCK
ADVERTISEMENTS ON
THE INTERNET AT LEAST
SOME OF THE TIME



GWl.

31.5%

USE A VIRTUAL PRIVATE
NETWORK (VPN) TO
ACCESS THE INTERNET AT
LEAST SOME OF THE TIME



21.4%

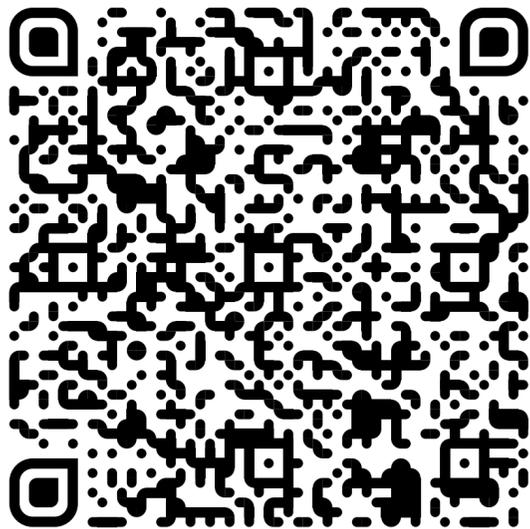


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Monitor digital and traditional media content across the world



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Build strong relationships with the best media contacts for your brand



Social Listening & Analytics

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Take control of your social media presence



Consumer Intelligence

Understand what drives your customers



Influencer Marketing

Streamline and measure your influencer marketing management



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Evolve your sales process with data



Data & API Integration

Create an enterprise-wide analytics platform tailored to your business



We are a global socially-led creative agency, with unrivalled social media and influencer marketing expertise.

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profiling points

15K+

brands

3B

internet users represented

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Consulting Businesses

GSMA
Intelligence

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7/10

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50

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FORECASTED UP TO

2030

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Countries



210
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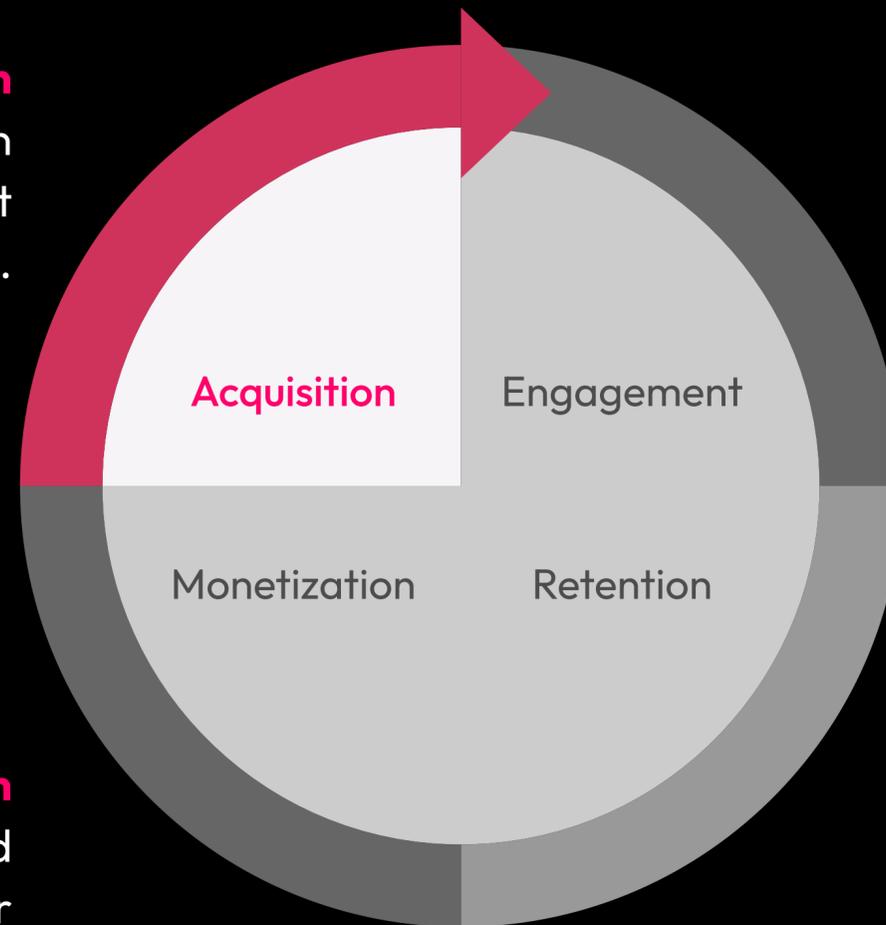
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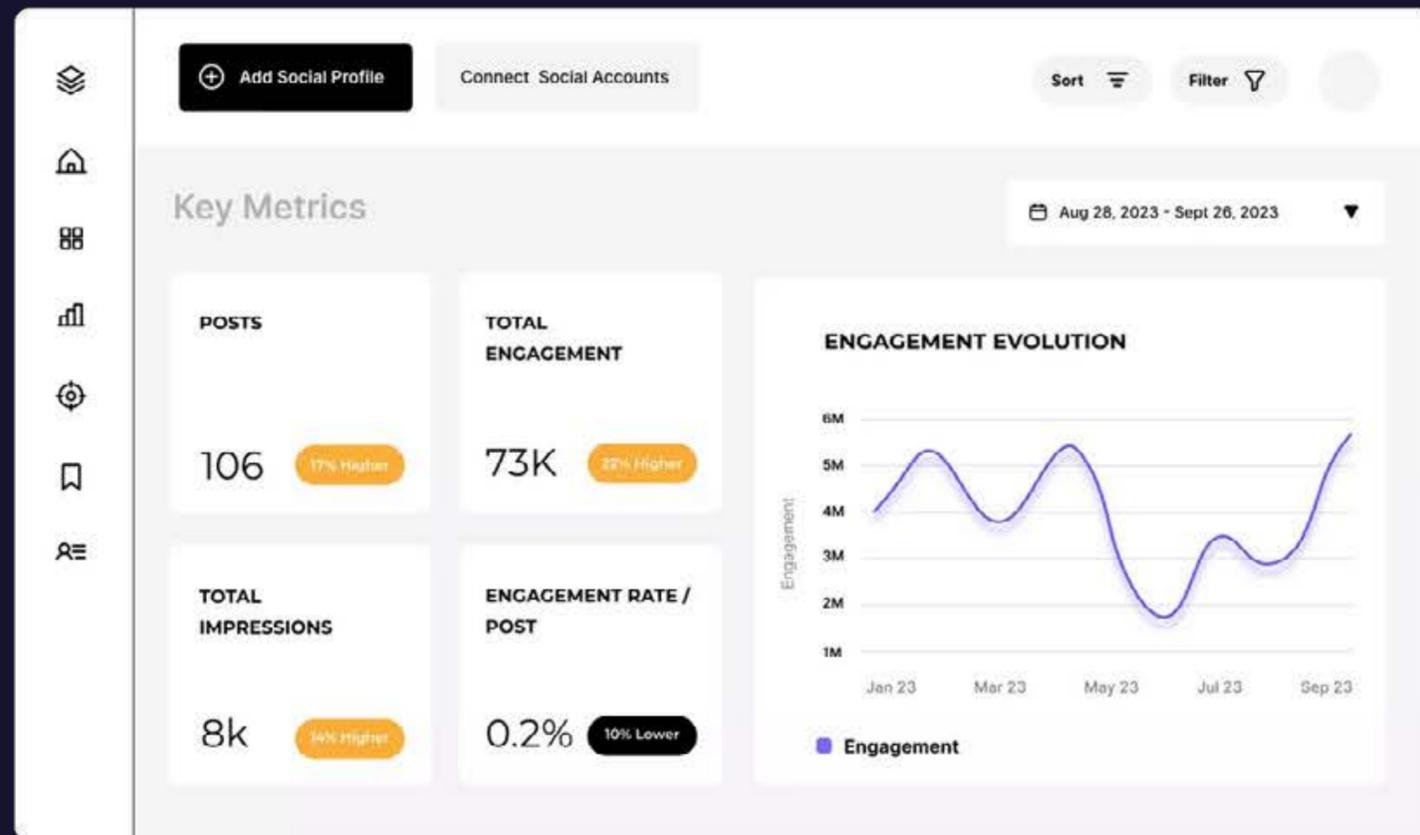
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Actionable insights

NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

Note: This page is a summary of our comprehensive notes on data variance, potential mismatches, and curiosities, which you can read in full at <https://datareportal.com/notes-on-data>.

This report features data from a wide variety of different sources, including market research agencies, internet and social media companies, governments, public bodies, news media, and private individuals, as well as extrapolations and analysis of that data.

Wherever possible, we've prioritised data sources that provide broader geographical coverage, in order to minimise potential variations between data points, and to offer more reliable comparison across countries. However, where we believe that standalone metrics provide a more reliable reference, we use such standalone numbers to ensure more accurate reporting.

Please note that some data points may only be available for a limited selection of countries, so we may not be able to report the same data in all reports.

From time to time, we may also **change the source(s)** that we use to inform specific data points. As a result, some figures may appear to change in unexpected ways from one report to another. Wherever we're aware of these changes, we include details in the

footnotes of each relevant chart, but please use caution when comparing data from different reports, because changes to research samples, base data, research methodologies, and approaches to reporting may mean that values are **not comparable**.

Furthermore, due to the differing data collection and treatment methodologies, and the different periods during which data have been collected, there may be significant differences in the reported metrics for similar data points throughout this report. For example, data from surveys often varies over time, even if that data has been collected by the same organisation using the same approach in each wave of their research.

In particular, reports of internet user numbers vary considerably between different sources and over time. In part, this is because there are significant challenges associated with collecting, analysing, and publishing internet user data on a regular basis, not least because research into public internet use necessitates the use of face-to-face surveys. Different organisations may also adopt different approaches to sampling the population for research into internet use, and variations in areas such as the age range of the survey population, or the balance between urban and rural respondents, may play an important role in determining eventual findings. Note that COVID-19 has limited internet user research.

Prior to our Digital 2021 reports, we included data sourced from social media platforms' self-service advertising tools in our calculations of internet user numbers, but we **no longer include this data** in our internet user figures. This is because the user numbers reported by social media platforms are typically based on **active user accounts**, and may not represent unique individuals. For example, one person may maintain more than one active presence (account) on the same social media platform. Similarly, some accounts may represent 'non-human' entities, including: pets and animals; historical figures; businesses, causes, groups, and organisations; places of interest; etc.

As a result, the figures we report for social media users may **exceed** internet user numbers. However, while this may seem counter-intuitive or surprising, such instances do not represent errors in the data or in our reporting. Rather, these differences may indicate delays in the reporting of internet user numbers, or they may indicate higher instances of individuals managing multiple social media accounts, or 'non-human' social media accounts.

If you have any questions about specific data points in these reports, or if you'd like to offer your organisation's data for consideration in future reports, please email our reports team: reports@kepios.com.

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