

Dec 2025

Analyse et insights du site web

• qwant.com

• qwant.fr



Pour consulter l'analyse complète,
rendez-vous sur :

pro.similarweb.com

Global rank

Dec 2025 Worldwide

Domain	Rank
qwant.com	#2,412
qwant.fr	#368,710

Country rank

Dec 2025 France

Domain	Rank
qwant.com	#187
qwant.fr	#14,120

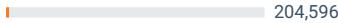
Industry rank

In ...lectronics and Technology/Search Engines

Domain	Rank
qwant.com	#36
qwant.fr	N/A

Traffic & Engagement**Total visits**

Dec 2025 Worldwide

Domain		
qwant.com		24.92M
qwant.fr		204,596

Device distribution

Dec 2025 Worldwide

Domain	Desktop	Mobile
qwant.com	43.6%	 56.4%
qwant.fr	< 0.1%	 99.9%

Engagement

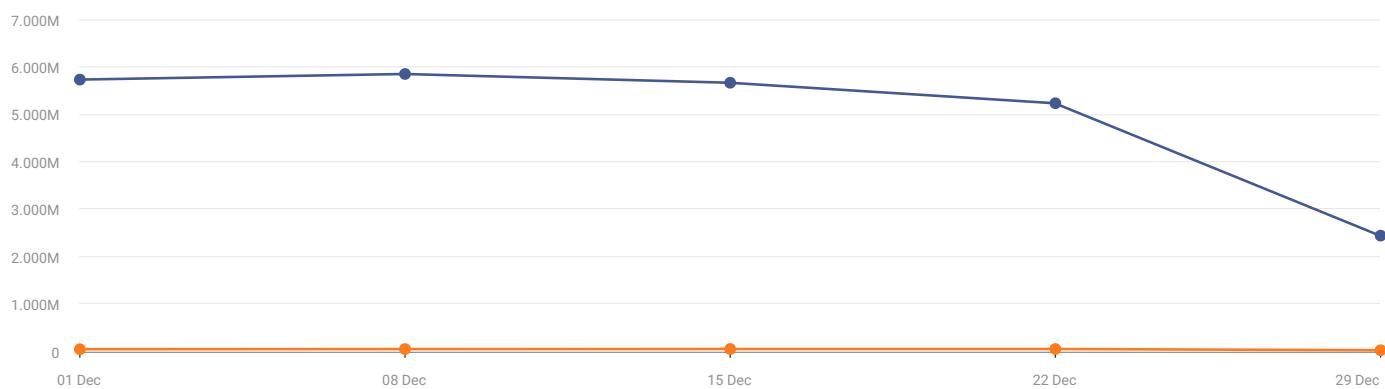
Metric	qwant.com	qwant.fr
Monthly visits	24.92M 	204,596
Monthly unique visitors	N/A	N/A
Visits / Unique visitors	N/A	N/A
Visit duration	00:05:41	00:12:29 
Pages per visit	4.15 	2.33
Bounce rate	22.89% 	43.55%
Page Views	103.4M 	476,253
Deduplicated audience	Gain access to more insights	

Visits over time

Dec 2025 Worldwide All traffic

[qwant.com](#) [qwant.fr](#)

24.92M 204,596



Geography

Top Countries

Dec 2025 Worldwide All traffic

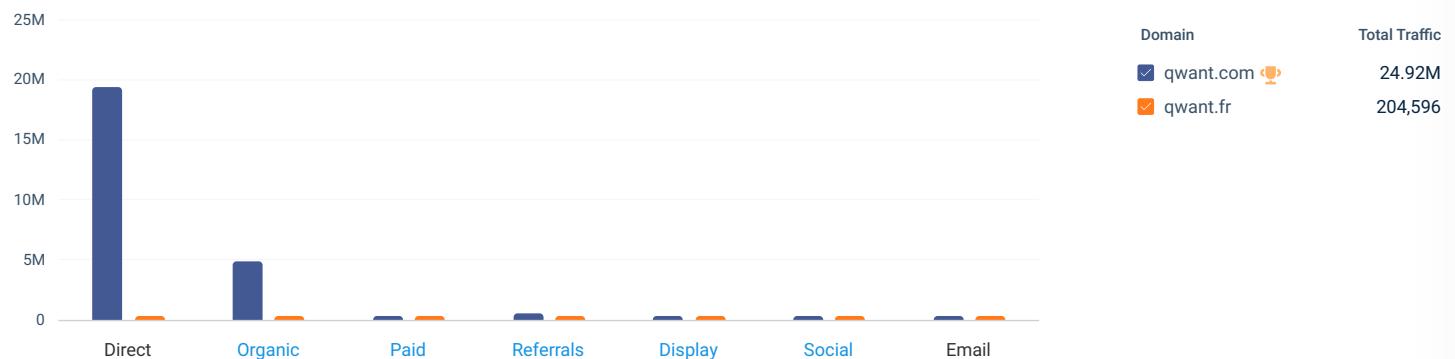


Country	Traffic Share	Group traffic share split
France	52.49%	98.4%
Germany	9.95%	100%
United States	4.76%	100%
Italy	4.23%	100%
Austria	3.47%	100%

Marketing Channels

Channels overview

Dec 2025 Worldwide All traffic



Organic Search

● [qwant.fr](#) is in the lead with 23.14% organic search

Top non-branded organic search terms

Dec 2025 Worldwide All traffic

● [qwant.com](#) ● [qwant.fr](#)

Paid Search

● [qwant.com](#) is in the lead with <1% paid search

Top non-branded paid search terms

Dec 2025 Worldwide All traffic

● [qwant.com](#) ● [qwant.fr](#)

Referrals

qwant.com is in the lead with 2.04% referrals traffic

Top referring websites

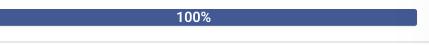
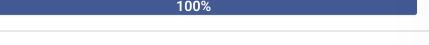
Dec 2025 Worldwide Desktop

Domain	Website Categories	Traffic Share	Group Traffic Share Split
 doc.ubuntu-fr.org	Programming and Developer Software	14.37%	 100%
 pfsense.ac-nantes.fr	Soccer	12.78%	 100%
 labonneboite.francetravail.fr	Jobs and Employment	11.76%	 100%
 symbaloo.com	Search Engines	7.65%	 100%
 de.wikipedia.org	Dictionaries and Encyclopedias	6.69%	 100%

Ad Monetization

Top ad destinations

Dec 2025 Worldwide Desktop

Domain	Traffic share	Group Traffic Share Split
 leroymerlin.fr	14.08%	 100%
 etsy.com	7.89%	 100%
 payback.de	7.87%	 100%
 hub.in.phm.education.gouv.fr	5.59%	 100%
 google.fr	5.52%	 100%

Social

● [qwant.fr](#) is in the lead with **3.47%** social traffic

Social traffic

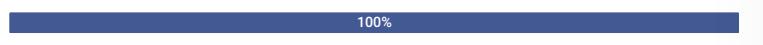
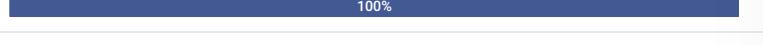
Dec 2025 Worldwide Desktop

[qwant.com](#) [qwant.fr](#)



Top publishers

 Dec 2025  Worldwide  All traffic

Publisher	Group Traffic Share Split
 italolive.it	 100%
 lesechos.fr	 100%
 focus.de	 100%