



Fact sheet France

Audience

22M

MAU¹

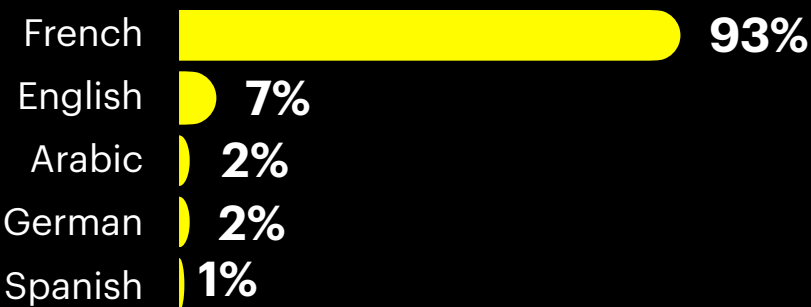
48%

Male

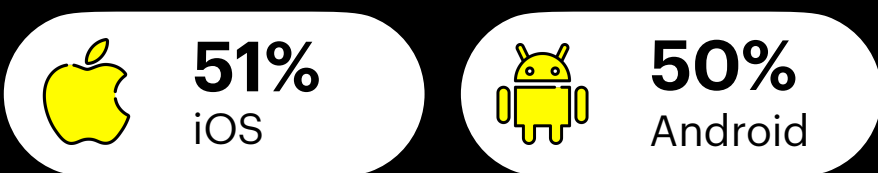
53%

Female

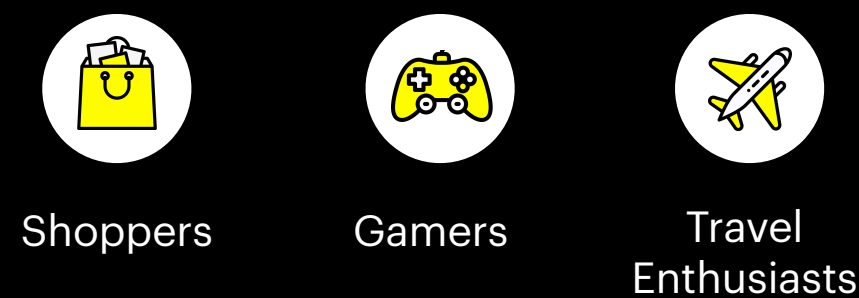
Languages



Devices



Top Snap Lifestyle Categories



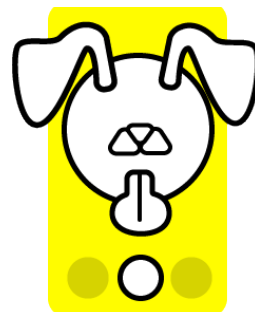
Reach



Snapchat reached over 90% 13-24 year olds in France

That means Snapchat reaches over 90% of 18-34 year olds in France

How They're Snapping



Lenses

1 in 2 share or save Lenses on a monthly basis
4 in 5 are in the **Lens Carousel** on a monthly basis

82%

Lens Views (Swipes)
Organic

52%

Lens Shares/Saves
Organic



Filters

1 in 4 share or save Filters on a monthly basis
2 in 5 are in the **Filter Carousel** on a monthly basis

48%

Filter Views (Swipes)
Organic

30%

Filter Shares/Saves
Organic

What They're Consuming (Content)

64%

of Audience Watch **Discover Stories**

83%

of Audience Watch **User Stories**

¹Snap Inc. internal data Q1 2022

Snap Inc. Ads Manager Q2 2022