

Dec 2025

Analyse et insights du site web

pro.similarweb.com

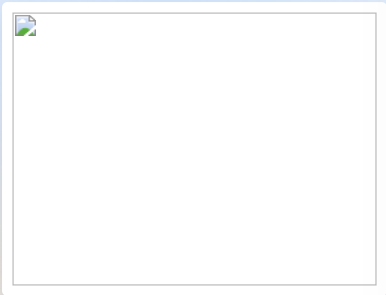


Pour consulter l'analyse complète,
rendez-vous sur :

pro.similarweb.com



welcome to pornhub.com, home of the best hardcore free porn videos with the hottest adult stars. get full length scenes from your favorite porn studios 24/7!



Traffic & Engagement

Total visits

Dec 2025Worldwide

1.501B

↑5.02% from last month

Device distribution

Dec 2025Worldwide

Desktop14.12%

Mobile Web85.88%

Global rank

#19

Country rank

United States#32

Industry rank

Adult#1

Engagement overview

Dec 2025WorldwideAll Traffic

Monthly visits	1.501B	Deduplicated audience	Pages / Visit	7.33
Monthly Unique Visitors	N/A	Visit Duration	Bounce Rate	26.50%

Visits over time

Dec 2025 Worldwide All traffic

☒ pornhub.com

vs.

☐ xhamster.com

☐ xnxx.com

☐ youporn.com

☐ xvideos.com

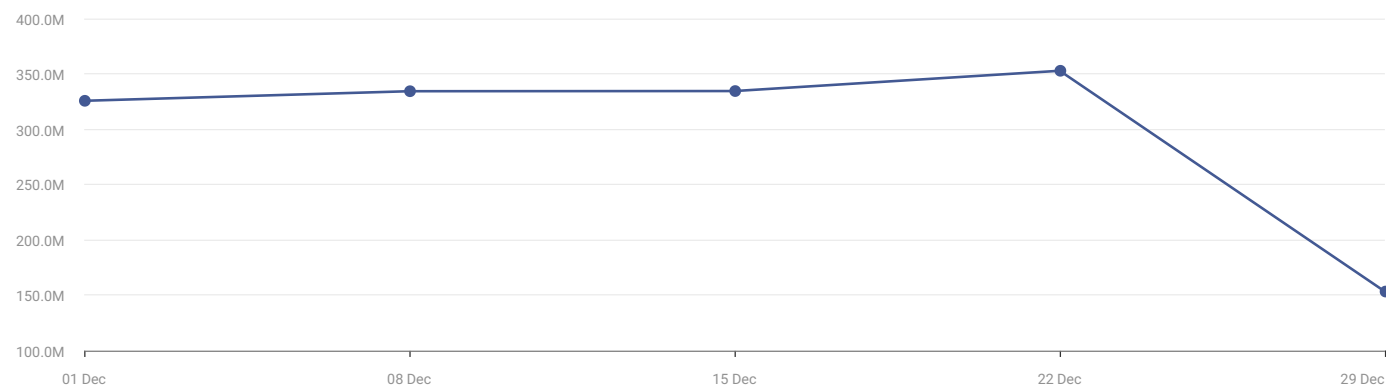
1.501B

1.284B

715.4M

163.2M

1.154B



Geography

Top Countries

Dec 2025 All traffic

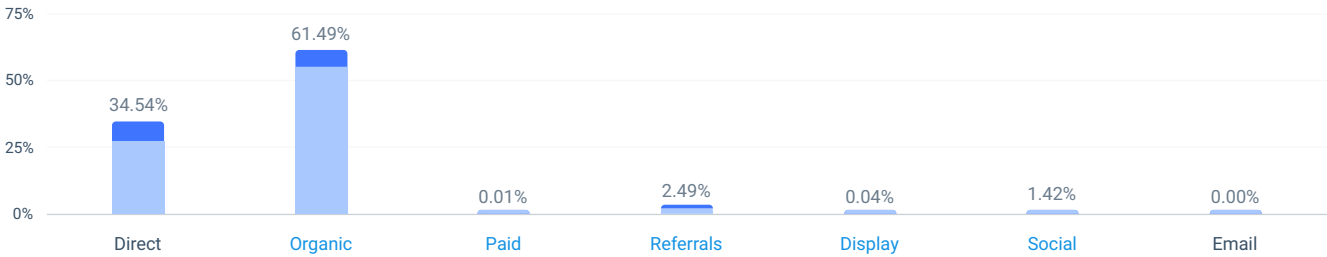


Country	Traffic Share	Change
United States	16.08% <div></div>	↑ 5.01%
Brazil	8.81% <div></div>	↑ 2.39%
Japan	7.35% <div></div>	↓ 8.28%
United Kingdom	3.65% <div></div>	↑ 8.38%
Mexico	3.23% <div></div>	↑ 13.32%

Marketing Channels

Channels overview

Dec 2025 Worldwide All traffic



Organic Search

Organic search makes up 61.49% of website traffic

Branded vs. non-branded

Dec 2025 Worldwide All traffic



Top organic non-branded search terms

Dec 2025 Worldwide All traffic

Paid Search

Paid search makes up <1% of website traffic

Top paid non-branded search terms






Dec 2025 Worldwide All traffic

Referrals

Referrals makes up 2.49% of website traffic

Top referring websites

Dec 2025 Worldwide Desktop

Domain	Share	Change
 simplicity.cr	38.31% <div><div></div></div>	↑ 7.91%
 theporndude.com	17.37% <div><div></div></div>	↑ 7.52%
 forums.socialmediagirls.com	3.58% <div><div></div></div>	↑ 1.04%
 ntp.msn.com	1.94% <div><div></div></div>	↓ 32.96%
 jwsearch.jword.jp	1.87% <div><div></div></div>	↓ 39.83%

Top referring industries






Dec 2025 Worldwide Desktop

Website Categories	Traffic Share
Adult	84.90% <div><div></div></div>
Programming and Developer Software	3.41% <div><div></div></div>
Search Engines	2.75% <div><div></div></div>
Video Games Consoles and Accessories	1.23% <div><div></div></div>
News and Media	1.10% <div><div></div></div>

Outgoing Traffic

Top link destinations






Dec 2025 Worldwide Desktop

Domain	Share	Change
 google.com	8.95% <div><div></div></div>	↓ 9.84%
 instagram.com	7.81% <div><div></div></div>	↑ 11.43%
 dmm.co.jp	6.96% <div><div></div></div>	↓ 0.72%
 chaturbate.com	4.21% <div><div></div></div>	↓ 7.67%
 brazzersnetwork.com	3.73% <div><div></div></div>	↑ 6.61%

Outgoing Ads

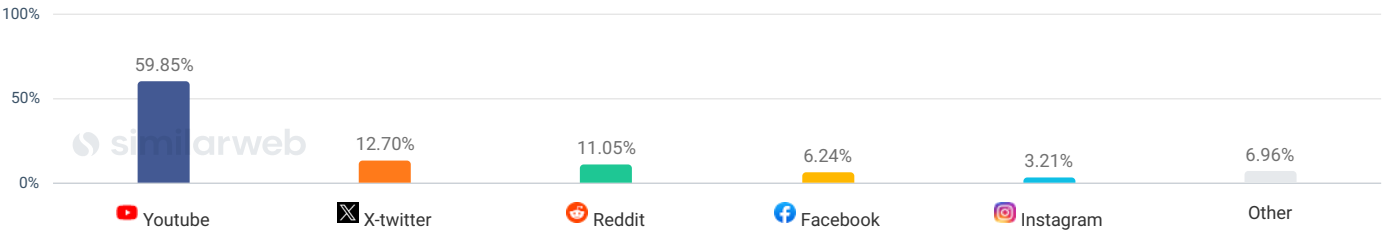
Top ad destinations

Dec 2025 Worldwide Desktop

Domain	Share	Change
 tgp1.brazzersnetwork.com	21.26% <div><div></div></div>	↑ 16.25%
 yadongkorea.live	8.09% <div><div></div></div>	-
 reddit.com	7.89% <div><div></div></div>	-
 brazzerssurvey.com	4.54% <div><div></div></div>	↓ 0.76%
 crmkt.livejasmin.com	3.92% <div><div></div></div>	↓ 36.56%






Social traffic

Dec 2025 Worldwide Desktop



Top publishers

Dec 2025 Worldwide All traffic

Publisher	Share	Change
 fansly.com	27.96% <div><div></div></div>	↓ -12%
 xhamster.com	8.07% <div><div></div></div>	↑ > 5,000%
 onlyfans.com	6.59% <div><div></div></div>	↑ 321%
 rule34.xxx	5.24% <div><div></div></div>	New
 hclips.com	4.47% <div><div></div></div>	New