

Dec 2025

# Analyse et insights du site web

pro.similarweb.com

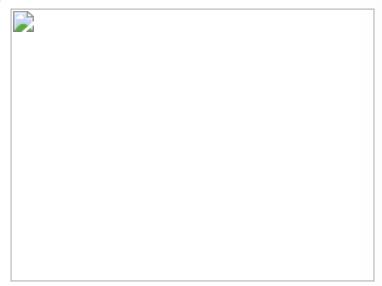


Pour consulter l'analyse complète,  
rendez-vous sur :

[pro.similarweb.com](https://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 2025 Worldwide

1.501B

↑5.02% from last month

### Device distribution

Dec 2025 Worldwide



- Desktop 14.12%
- Mobile Web 85.88%

Global rank

#19

Country rank  
🇺🇸 United States

#32

Industry rank  
Adult

#1

### Engagement overview

Dec 2025 Worldwide All Traffic

📅 Monthly visits

1.501B



Deduplicated audience



Pages / Visit

7.33

👤 Monthly Unique Visitors

N/A



Visit Duration

00:07:21

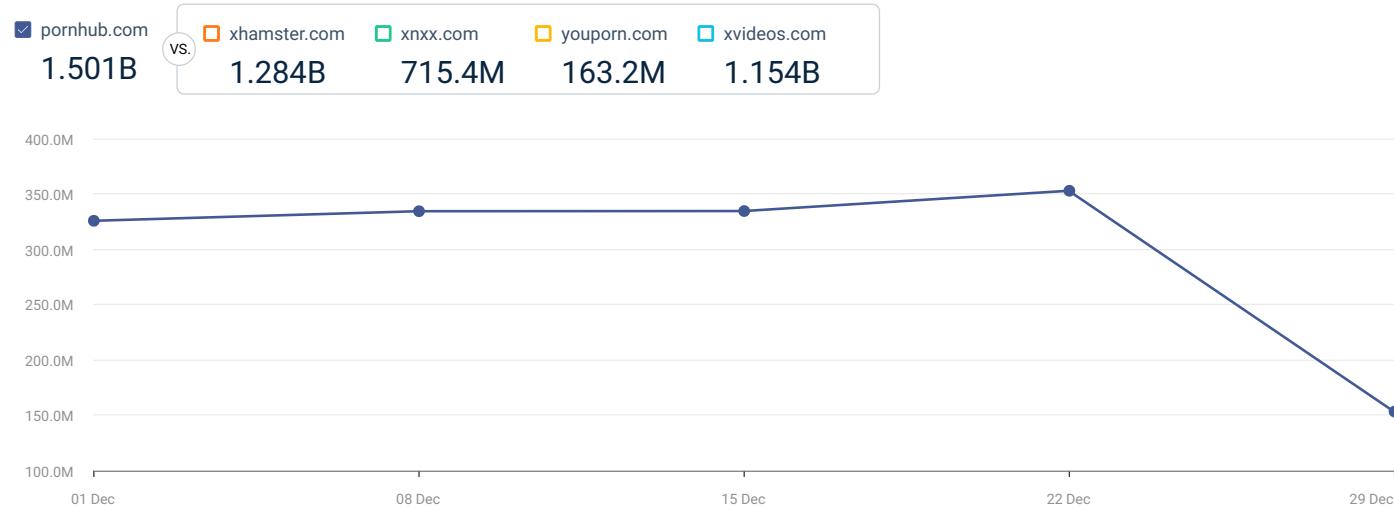


Bounce Rate

26.50%

## Visits over time

Dec 2025 Worldwide All traffic



## Geography

### Top Countries

Dec 2025 All traffic

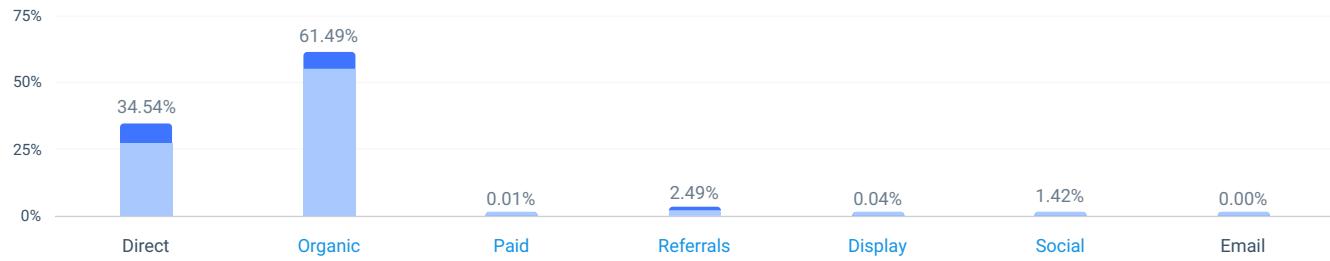


Country	Traffic Share	Change
United States	16.08%	↑ 5.01%
Brazil	8.81%	↑ 2.39%
Japan	7.35%	↓ 8.28%
United Kingdom	3.65%	↑ 8.38%
Mexico	3.23%	↑ 13.32%

# Marketing Channels

## Channels overview

Dec 2025 Worldwide All traffic

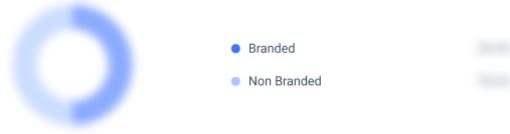


## Organic Search

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
simpcity.cr	38.31%	↑ 7.91%
theporndude.com	17.37%	↑ 7.52%
forums.socialmediagirls.com	3.58%	↑ 1.04%
ntp.msn.com	1.94%	↓ 32.96%
jwsearch.jword.jp	1.87%	↓ 39.83%

### Top referring industries

Dec 2025 Worldwide Desktop

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

## Outgoing Traffic

### Top link destinations

Dec 2025 Worldwide Desktop

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

## Outgoing Ads

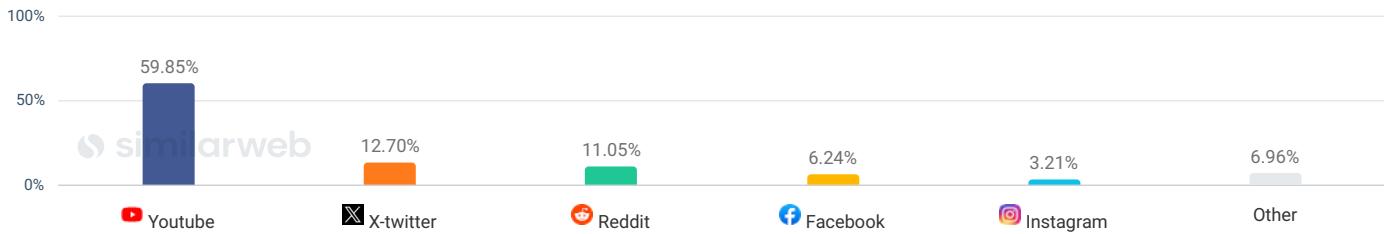
### Top ad destinations

Dec 2025 Worldwide Desktop

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

## Social traffic

Dec 2025 Worldwide Desktop



## Top publishers

Dec 2025 Worldwide All traffic

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