

Similarweb's 2025 Digital 100 Celebrates Web and App Growth in the US, UK, France, Germany, Japan, Australia, India, and Brazil

Substack recognized for web and app growth, while ChatGPT's website made the winners list in the US, the UK, France, and Australia.

TEL AVIV, Israel & NEW YORK--(BUSINESS WIRE)-- The annual Digital 100 ranking for 2025, released today by the leading digital market intelligence experts at Similarweb (NYSE: SMWB), celebrates the companies that demonstrated the most significant digital growth in the US, UK, France, Germany, Japan, Australia, India, and Brazil.

"Every year, the Digital 100 allows us to celebrate companies achieving tremendous growth within highly competitive sectors of the digital economy," said Or Offer, CEO and founder of Similarweb. "The Digital 100 report is a powerful tool to help organizations understand and elevate their performance in the digital world."

The awards are organized around industry categories plus a Big Winners category that identifies the major players producing continued growth. The report identifies the fastest-growing websites and the cross-platform Digital Winners exhibiting web and app growth. For the first time, the US and UK editions of the Digital 100 provide an equal depth of coverage for the 100 fastest-growing mobile apps and websites. The reports for France, Germany, Japan, Australia, India, and Brazil name a shorter list of app winners.

While the winners varied by country, one recurring player was ChatGPT, OpenAI's generative AI chatbot, which was #1 in the Big Winners category for France, #3 in Australia, #4 in the UK, and #9 in the US. Substack was also identified as a cross-platform Digital Winner in the US (among the Big Winners) and the UK (among News & Media websites and apps). Particularly in the US and UK, the Big Winners category was dominated by News & Media websites, often with a distinct partisan tilt. Look for more detail in the individual country reports listed below.

"In many cases, the #1 website and #1 app in a category belong to different companies, reflecting the distinct strategic roles each platform can play," said Marta Sułkiewicz, VP Global Research Solutions at Similarweb. "For digital products and services, apps and websites often serve complementary purposes across customer acquisition, engagement, monetization, and retention. Ali Express managed to excel at both web and app growth in the UK, Germany, and Australia, earning our cross-platform Digital Winner award in those countries."

The categories vary by country, but for the US and UK include Apparel & Accessories, Beauty & Wellness, Consumer Electronics, Food & Drinks, Gaming, Home & Garden, News & Media, Personal Finance, Travel & Tourism.

Here is a quick overview, with links to the individual reports: Descriptions include promotional copy from the websites and app store listings.

United States

- **Big Winners #1 Website: Just Answer** (justanswer.com) up 81%, a gain of 9.4 million monthly visitors. Scoring big with a portal promising answers from experts rather than algorithmic search results.
- **Big Winners #1 App: NYT Games: Word Games & Sudoku**, up 135%, a gain of 2.5 million MAUs. Further growth for the gaming wing of the media empire.
- **Big Winners Digital Winner (across Web and App): Substack**, visitors (substack.com) up 37%, MAUs up 139%. Digital newsletter service for journalists and opinion writers was our #1 News & Media app, while also gaining more than 5 million monthly website visitors.

Full report (English) <https://www.similarweb.com/corp/digital-100/>

Full report (Chinese) <https://www.similarweb.com/corp/zh/digital-100/>

United Kingdom

- **#1 Website: GB News** (gbnews.com), up 113%. Right-leaning news site.
- **#1 App: Octopus Energy**, up 64%. Lets consumers manage their accounts with UK electric and gas utility company.
- **Digital Winner: Ali Express**, visits (aliexpress.com) up 65%, MAUs up 44%.

Full report <https://www.similarweb.com/corp/digital-100-uk/>

France

- **Big Winners #1 Website: ChatGPT** (chatgpt.com, formerly chat.openai.com), up 88%.
- **Big Winners #1 App: Brawl Stars**, up 95%. Fast-paced 3v3 multiplayer and battle royale made for mobile!
- **Digital Winner: Reddit**, visits (reddit.com) up 66%, MAUs up 17%.

Full report (French) <https://www.similarweb.com/corp/fr/digital-100-france/>

Full report (English) <https://www.similarweb.com/corp/digital-100-france/>

Germany

- **Big Winners #1 Website: Sportschau** (sportschau.de), up 72%. Sports news.
- **Big Winners #1 App: Brawl Stars**, up 97%. Fast-paced 3v3 multiplayer and battle royale made for mobile!
- **Digital Winner: AliExpress**, web visits up 51%, MAUs up 23%.

Full report (German) <https://www.similarweb.com/corp/de/digital-100-germany/>

Full report (English) <https://www.similarweb.com/corp/digital-100-germany/>

Japan

- **Big Winners #1 Website: 女性自身 (jisin.jp)**, up 60.93%. Weekly women's magazine.

- **Big Winners #1 App: スキマバイトはタイミー /お金がすぐにもらえる**, up 56%. Find immediate part-time jobs that pay instantly, without interviews.
- **Digital Winner: Note (ノート)**, visits (note.com) up 37%, MAUs up 20%.

Full report (Japanese) <https://www.similarweb.com/corp/ja/digital-100-japan/>

Full report (English) <https://www.similarweb.com/corp/digital-100-japan/>

Australia

- **Big Winners #1 Website: Temu (temu.com)**, up 72%. Shop on Temu for unbeatable prices on fashion, electronics, home goods, and more.
- **Big Winners #1 App: myGov**, up 63%. Access government services with a single login and manage your personal information securely.
- **Digital Winner: AliExpress**, web visits up 29%, MAUs up 24%

Full report <https://www.similarweb.com/corp/digital-100-au/>

India

- **Big Winners #1 Website: Jansatta (jansatta.com)**, up 17%. Latest Hindi news, breaking news, and live updates.
- **Big Winners #1 App: Blinkit: Grocery in minutes**, up 77%. India's last minute app, trusted by millions, delivering 10,000+ daily groceries in just a blink.
- **Digital Winner: Groww**, visits (groww.in) up 71%, MAUs up 51%. Personal finance.

Full report <https://www.similarweb.com/corp/digital-100-india/>

Brazil

- **Big Winners #1 Website: Brazino 777 (brazino777.com)**, up 368.1%. Online casino
- **Big Winners #1 App: e-Título**, up 95%. Digital version of Brazil's voter ID and registration document.
- **Digital Winner: Drogasil**, visits (drogasil.com.br) up 36%, MAUs up 30%.

Full report (Portuguese) <https://www.similarweb.com/corp/pt/digital-100-brazil/>

Full report (English) <https://www.similarweb.com/corp/d100-brazil/>

Methodology

The Digital 100 report for the US identifies the fastest-growing digital based on Similarweb estimates of web traffic and app usage. In each country, minimum criteria were established for website visits, app monthly active users, and the threshold for being considered for the Big Winner awards. Our analysts manually filtered the statistical results to identify the most meaningful examples of digital business performance improvement.

About Similarweb

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