

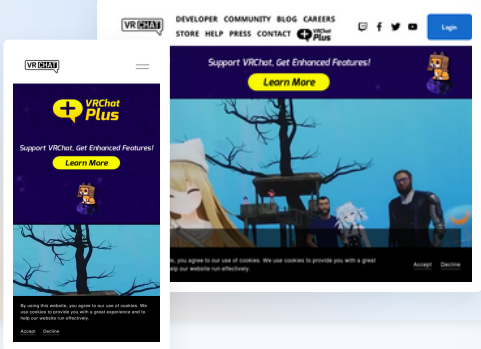
Nov 2025

Website Analysis

vrchat.com



View the full analysis at:
pro.similarweb.com

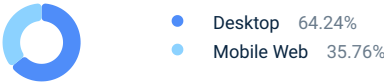


Traffic & Engagement

Total visits
Nov 2025 Worldwide

10.35M
↓-1.07% from last month

Device distribution
Nov 2025 Worldwide



Global rank	#6,015
Country rank	#1,458
Industry rank	#190

Japan

.../Video_Games_Consoles_and_Accessor...

Engagement overview
Nov 2025 Worldwide All Traffic

Monthly visits	10.35M	Deduplicated audience	Pages / Visit	4.42
Monthly Unique Visitors	N/A	Visit Duration	Bounce Rate	34.62%

Visits over time

Nov 2025 Worldwide All traffic

vrchat.com

10.35M

vs.

jinxxy.com

560,279

vrmodels.store

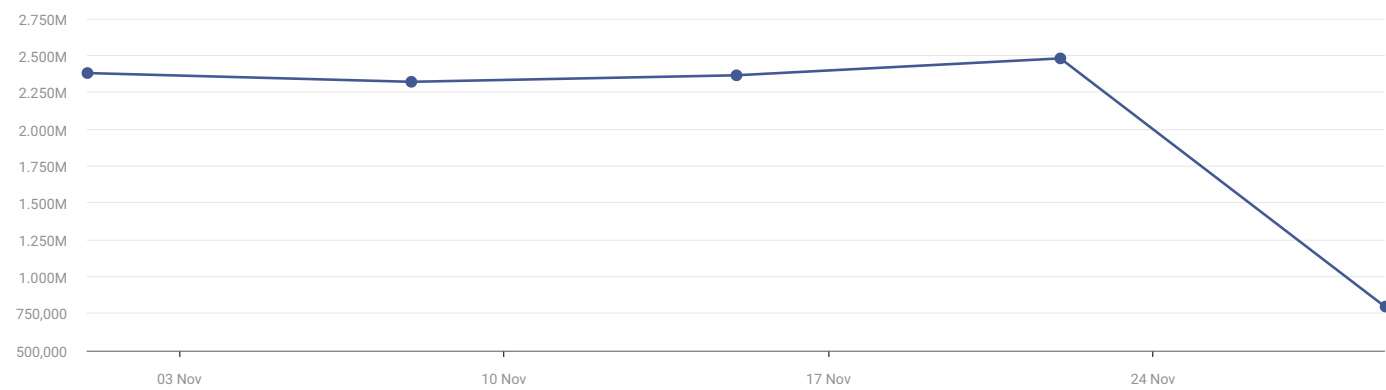
1.152M

steamcommunity.com

192.5M

vrcmods.com

197,392



Geography

Top Countries

Nov 2025 All traffic



Country	Traffic Share	Change
United States	37.09% <div></div>	↓ 0.46%
Japan	30.28% <div></div>	↓ 1.21%
China	2.80% <div></div>	↑ 43.49%
Russia	2.46% <div></div>	↓ 14.79%
United Kingdom	2.37% <div></div>	↓ 11.66%

Marketing Channels

Channels overview

Nov 2025 Worldwide All traffic



Organic Search

Organic search makes up 24.22% of website traffic

Branded vs. non-branded

Nov 2025 Worldwide All traffic



Top organic non-branded search terms

Nov 2025 Worldwide All traffic

Paid Search

Paid search makes up <1% of website traffic

Top paid non-branded search terms






Nov 2025 Worldwide All traffic

Referrals

Referrals makes up 3.34% of website traffic

Top referring websites

Nov 2025 Worldwide Desktop

Domain	Share	Change
 booth.pm	15.89% <div><div></div></div>	↓ 12.93%
 ntp.msn.com	11.99% <div><div></div></div>	↑ 66.84%
 vrclist.com	8.65% <div><div></div></div>	↑ 21.78%
 forum.ripper.store	8.03% <div><div></div></div>	↓ 19.23%
 steamcommunity.com	5.05% <div><div></div></div>	↑ 4.46%

Top referring industries






Nov 2025 Worldwide Desktop

Website Categories	Traffic Share
Video Games Consoles and Accessories	47.18% <div><div></div></div>
Marketplace	15.89% <div><div></div></div>
Programming and Developer Software	14.19% <div><div></div></div>
Games - Other	1.99% <div><div></div></div>
AI Chatbots and Tools	1.85% <div><div></div></div>

Outgoing Traffic

Top link destinations






Nov 2025 Worldwide Desktop

Domain	Share	Change
 discord.com	36.97% <div><div></div></div>	↑ 153.55%
 youtube.com	18.32% <div><div></div></div>	↑ 25.22%
 x.com	9.96% <div><div></div></div>	↓ 21.72%
 instagram.com	8.82% <div><div></div></div>	↑ 33.73%
 twitch.tv	4.68% <div><div></div></div>	↑ 71.54%

Outgoing Ads

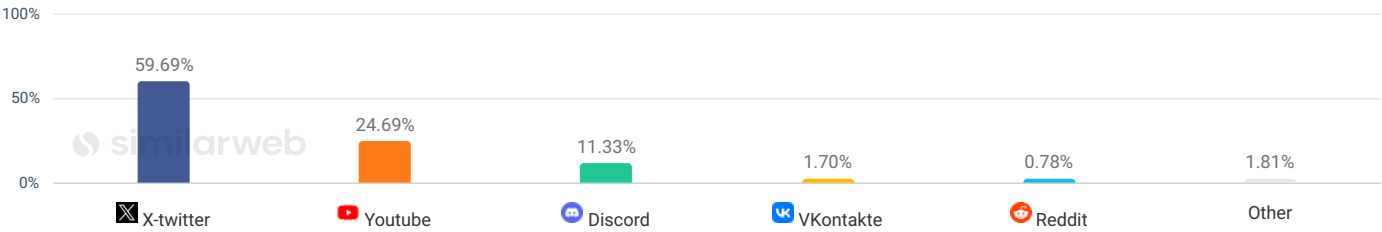
Top ad destinations

Nov 2025 Worldwide Desktop

Domain	Share	Change
 outlook.office.com	25.84% <div><div></div></div>	-
 amazon.com	22.30% <div><div></div></div>	-
 etsy.com	17.95% <div><div></div></div>	-
 payment.global.rakuten.com	11.10% <div><div></div></div>	↑ > 5,000%
 farmingdale.edu	8.76% <div><div></div></div>	-

Social traffic

Nov 2025 Worldwide Desktop



Top publishers

 Nov 2025  Worldwide  All traffic



No results

Try a different website, date range or country