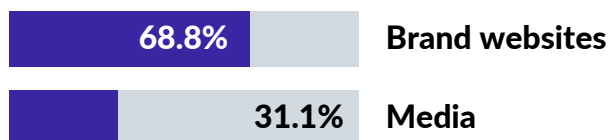


Beauty eCommerce Insights

Q1 2025 - Germany

Beauty brands drive shopper traffic through media and brand websites

Share of Purchase Intent Clicks*

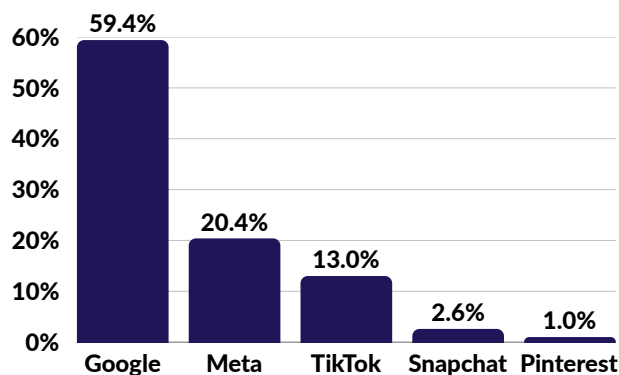


Average Purchase Intent Rate*



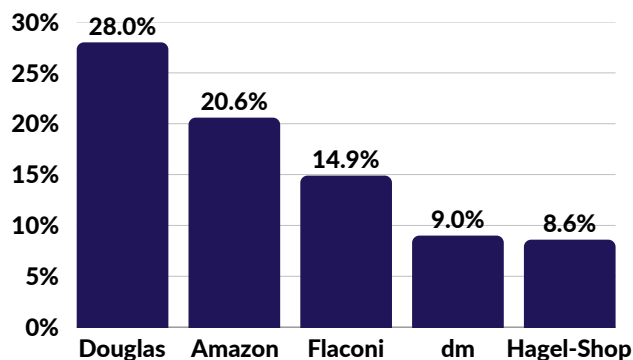
Google leads in shopper traffic, driven by brand investment

Top 5 Sources for Shopper Traffic by Share of Purchase Intent Clicks*



Douglas remains the top choice for online Beauty shoppers, dm is rising

Top 5 Retailers by Share of Purchase Intent Clicks*



Read more insights in MikMak's latest [Beauty & Personal Care eCommerce guide](#)

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***Purchase Intent Clicks:** Represents shopper traffic, measured by the number of times a shopper clicks through to at least one retailer during a single session within commerce-enabled brand content.

***Purchase Intent Rate:** The percentage of shoppers who clicked through to at least one retailer, indicating their likelihood to purchase.

Source: MikMak Shopping Index, data from 1 January to 1 April 2025.