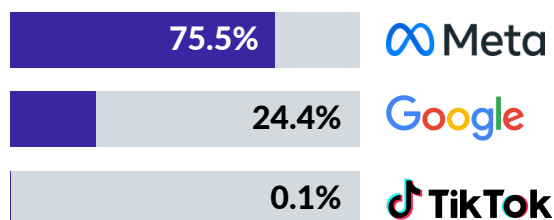


# Pet Care eCommerce Insights

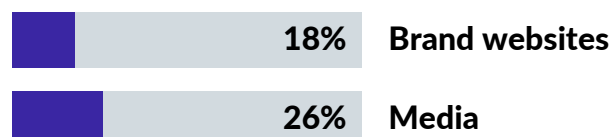
Q1 2025 - UK

Pet Care brands drive shopper traffic and higher conversion through media

Top 3 Sources for Shopper Traffic by Share of Purchase Intent Clicks\*

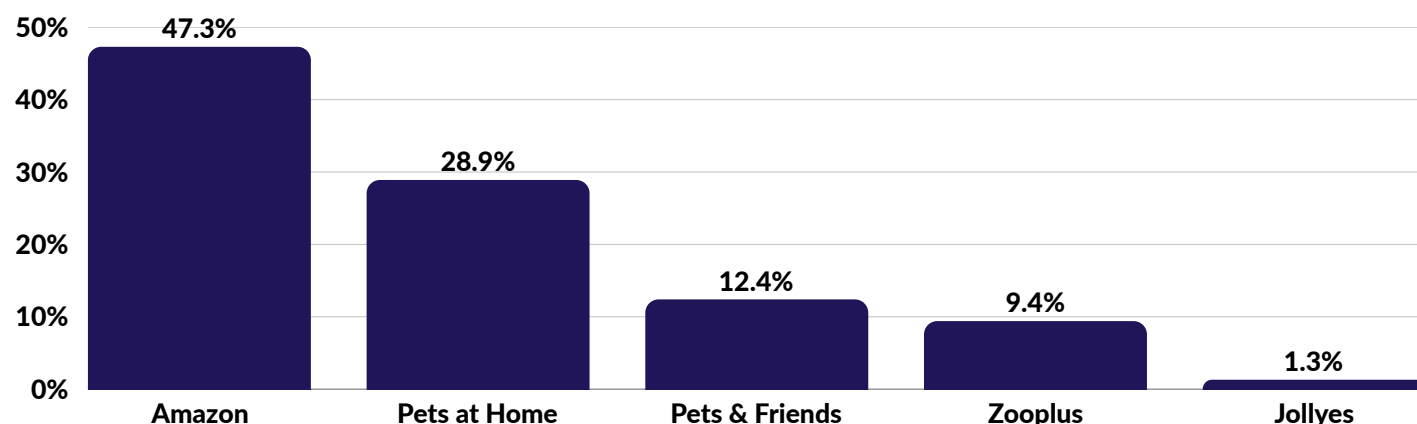


Average Purchase Intent Rate\*



Amazon is the top choice for online Pet Care shoppers

Top 5 Retailers by Share of Purchase Intent Clicks\*



\***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.