

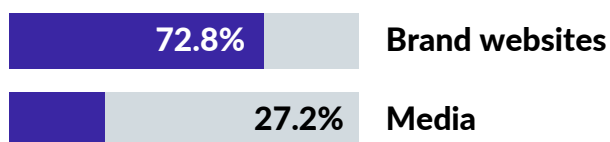
# Toys & Games eCommerce Insights

Q1 2025 - UK

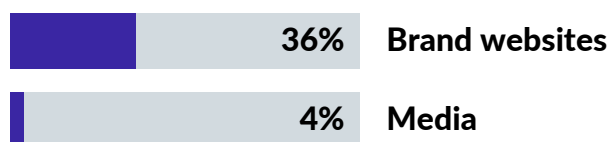


**Toys & Games brands drive shopper traffic  
through media and convert more on their websites**

## Share of Purchase Intent Clicks\*

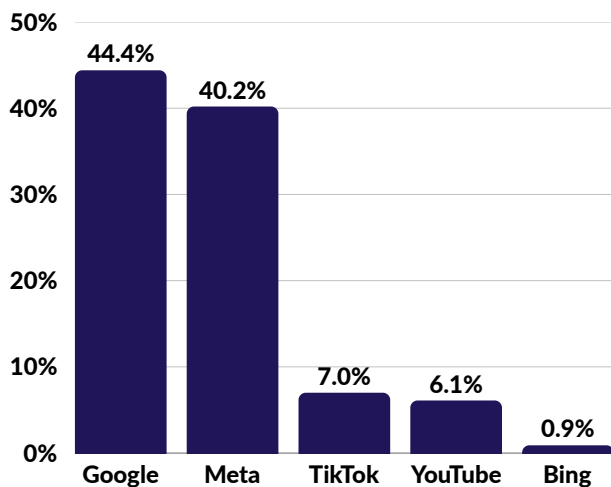


## Average Purchase Intent Rate\*



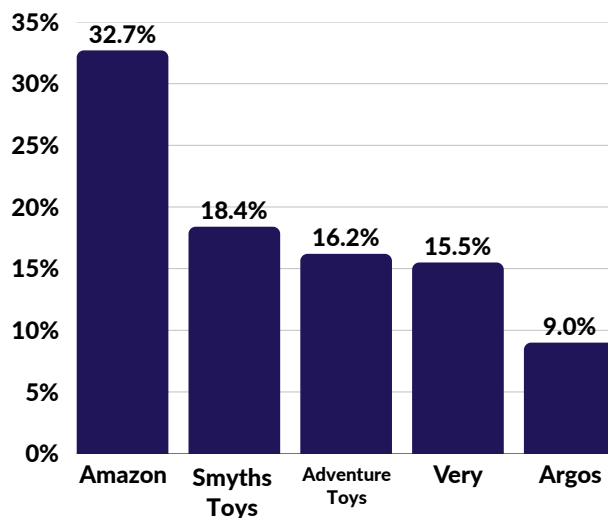
## Google leads in shopper traffic, driven by brand investment

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



## Amazon is the top choice for online Toy 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.