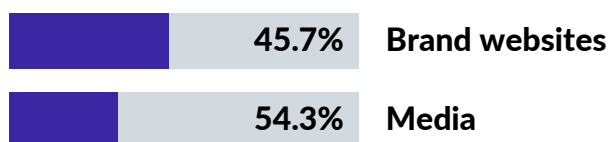


Beauty eCommerce Insights

Q2 2025 - Germany

Beauty brands drive shopper traffic through media
and convert more on their websites

Share of Purchase Intent Clicks*

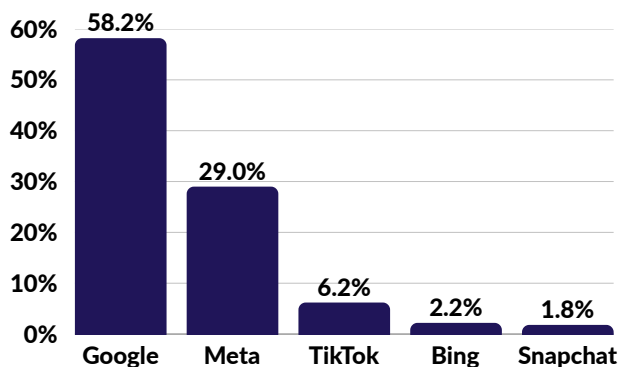


Average Purchase Intent Rate*



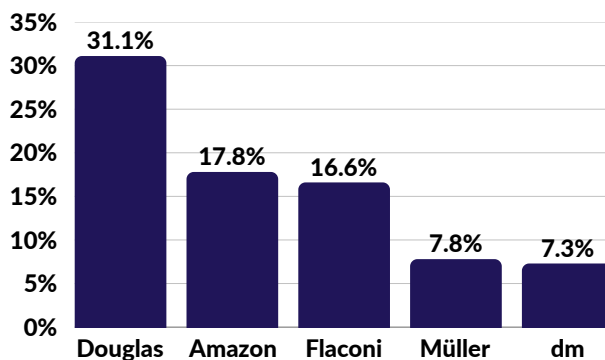
Google leads in shopper traffic,
driven by brand investment

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



Douglas remains the top choice for online
Beauty shoppers, Müller 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 April to 1 July 2025.