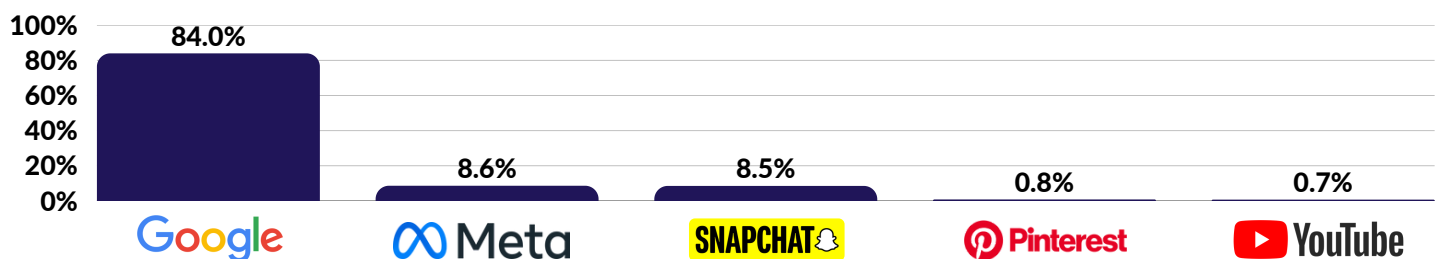


# Alcohol eCommerce Insights

Q2 2025 - France

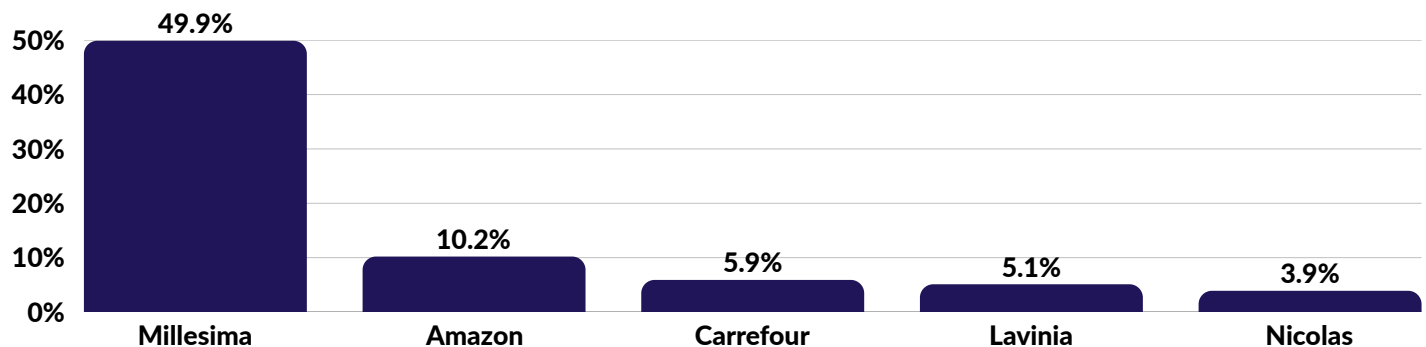
Google leads in driving Alcohol shopper traffic,  
boosted by brand investment

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



Millesima is the top choice for online Alcohol shoppers

Top 5 Retailers by Share of Purchase Intent Clicks\*



Read more insights in MikMak's latest  
[Alcohol eCommerce Europe 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.

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