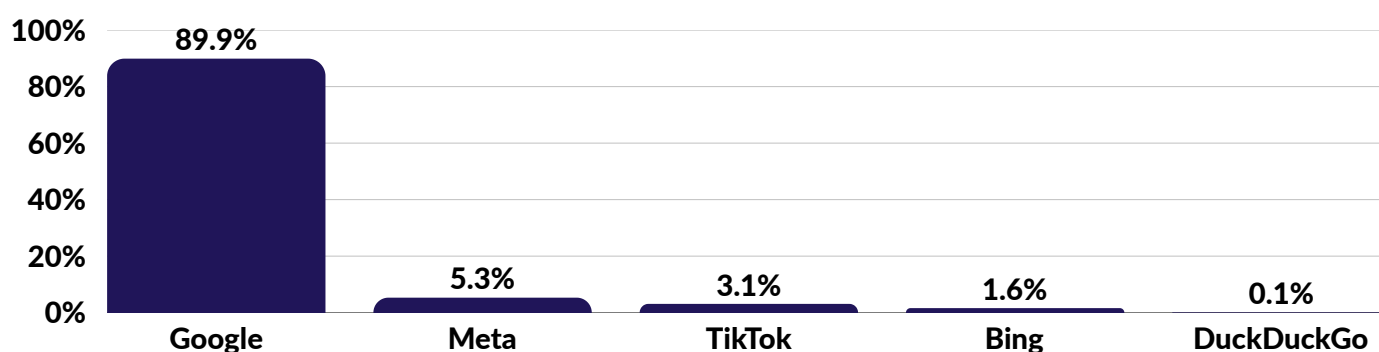


# Toys & Games eCommerce Insights

 Q2 2025 - France

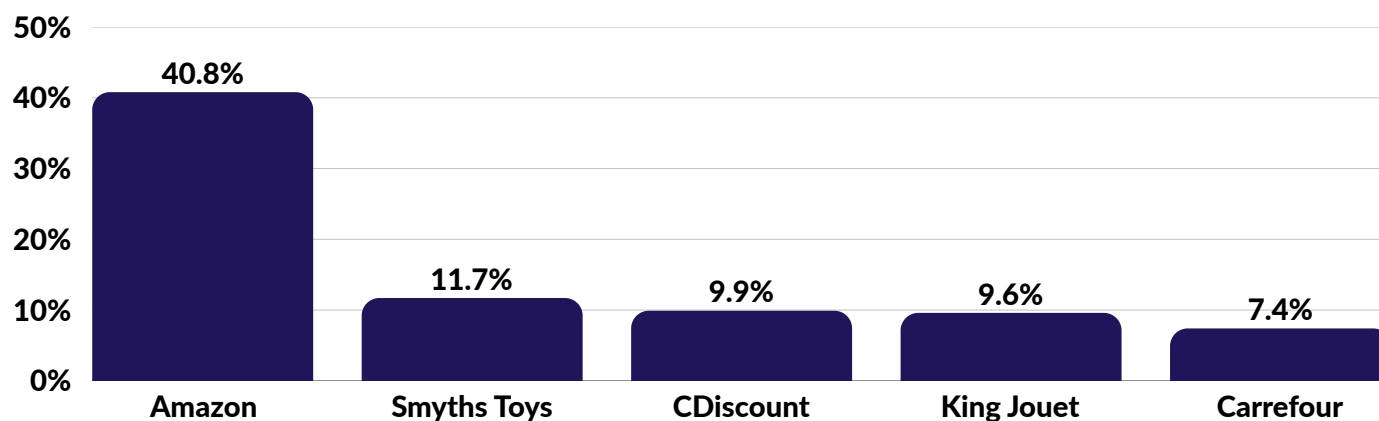
Google leads in driving Toys & Games shopper traffic,  
boosted by brand investment

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



Amazon is the top choice for online Toys & Games 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.

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