

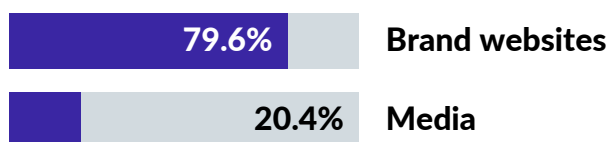


# Beauty eCommerce Insights

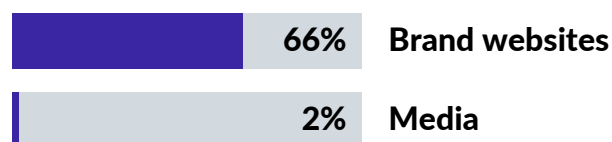
 Q2 2025 - Italy

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

## Share of Purchase Intent Clicks\*

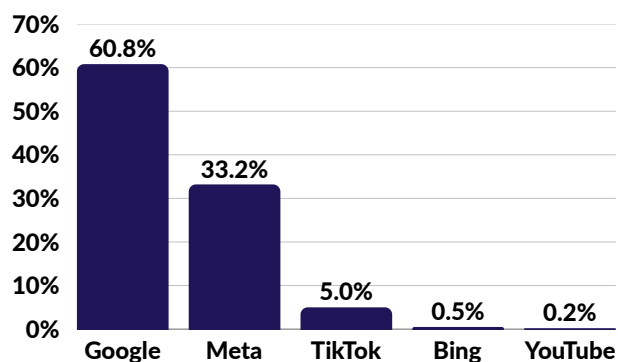


## Average Purchase Intent Rate\*



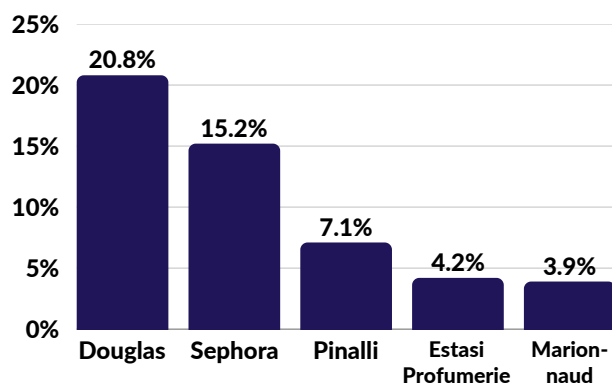
## Google leads in shopper traffic, driven by brand investment

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



## Douglas is the top choice for online Beauty shoppers

### 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.



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