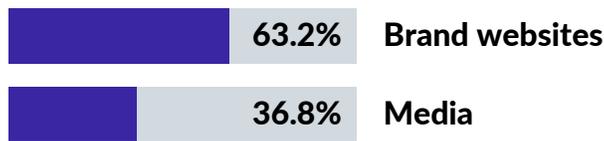


Toys & Games eCommerce Insights

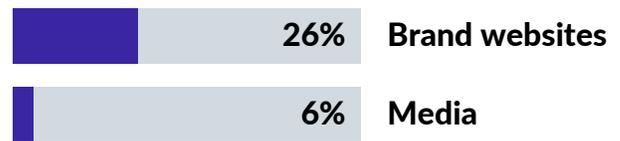
 Q2 2025 - UK

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

Share of Purchase Intent Clicks*

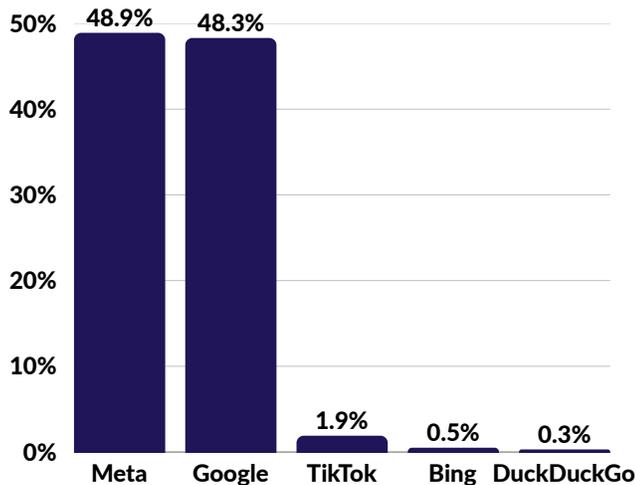


Average Purchase Intent Rate*



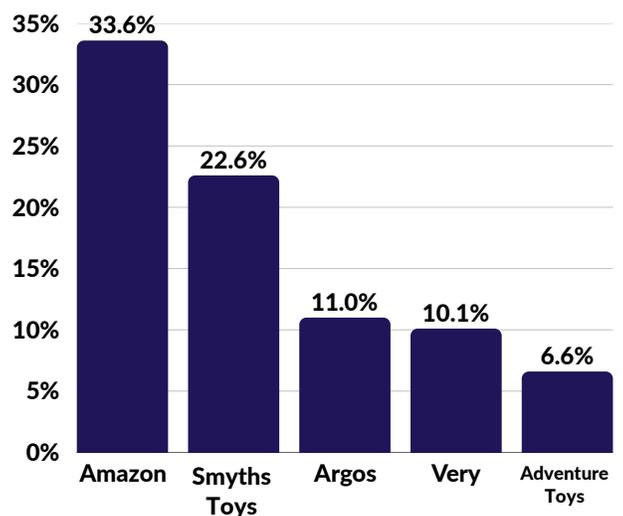
Meta leads in shopper traffic, driven by brand investment

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 April to 1 July 2025.