

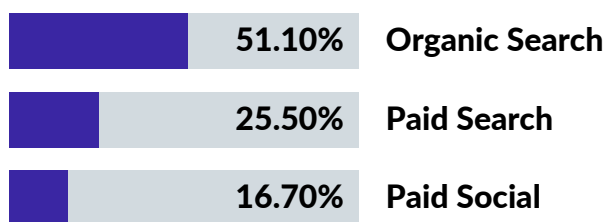
# Personal Care eCommerce Insights

Q3 2025 - DE

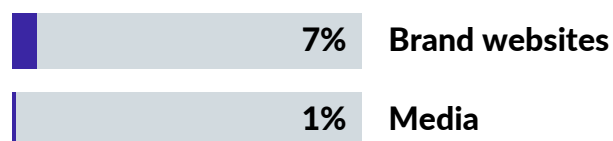


Personal Care brands drive shopper traffic through media  
and convert more on their websites

Top 3 Traffic Sources  
by Share of Purchase Intent Clicks\*

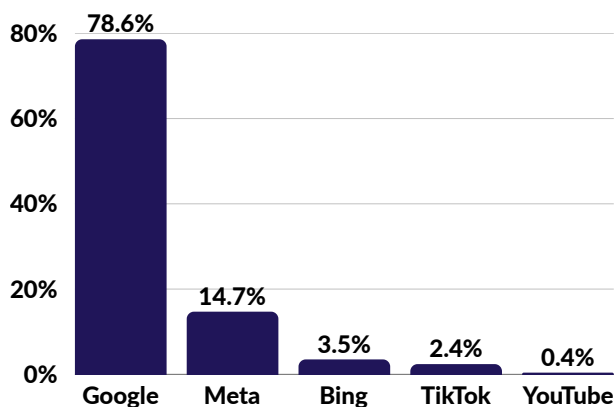


Average Purchase Intent Rate\*



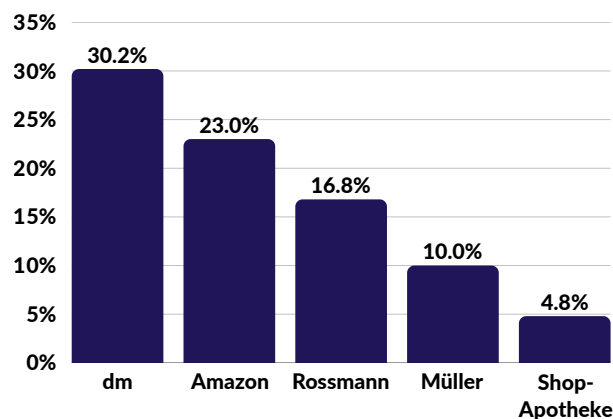
Google leads in shopper traffic,  
driven by brand investment

Top 5 Media Platforms  
by Share of Purchase Intent Clicks\*



dm is the top choice for  
online Personal Care 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 July to 1 October 2025