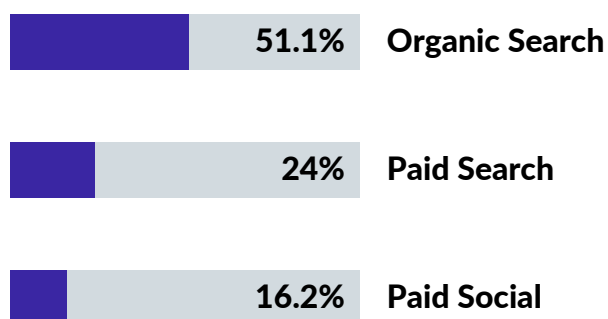


Toys & Games eCommerce Insights

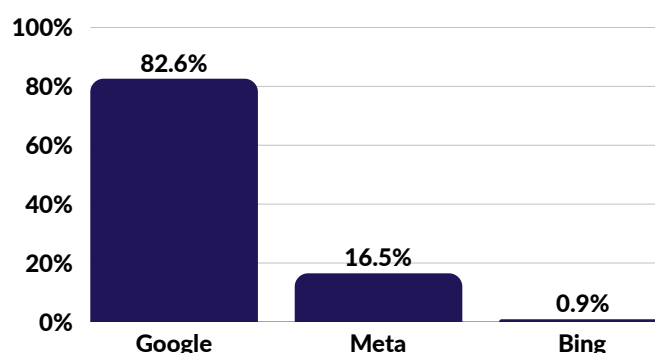
 Q3 2025 - IT

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

Top 3 Traffic Sources
by Share of Purchase Intent Clicks*

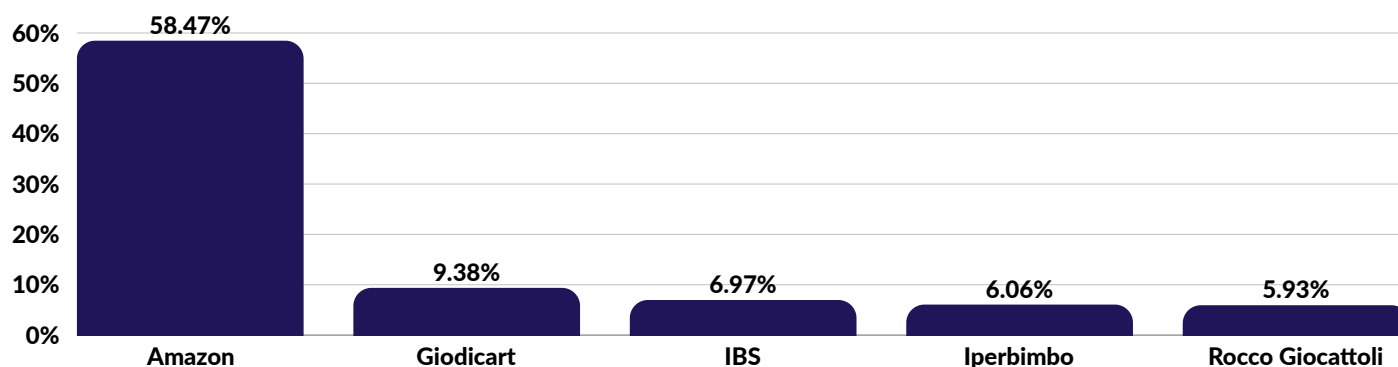


Top 3 Media Platforms
by Share of Purchase Intent Clicks*



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.

***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