

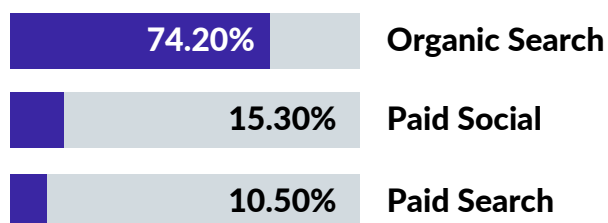
Health & Wellness eCommerce Insights

Q3 2025 - UK

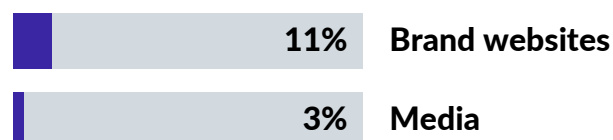


Health & Wellness brands drive shopper traffic through media
and convert more on brand websites

Top Traffic Sources by Share of Purchase Intent Clicks*

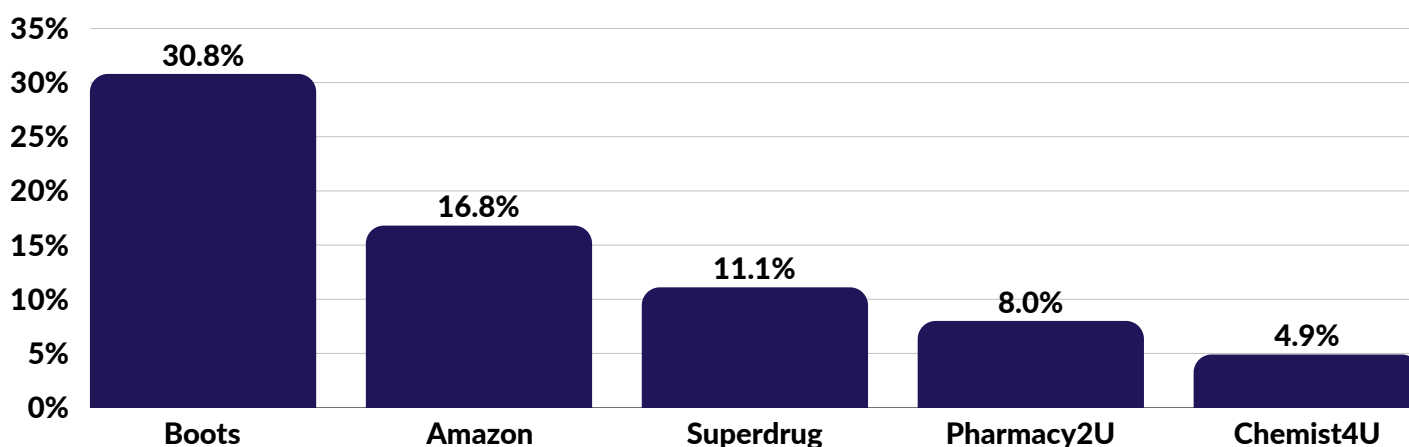


Average Purchase Intent Rate*



Boots is the top choice for online Health & Wellness 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.