

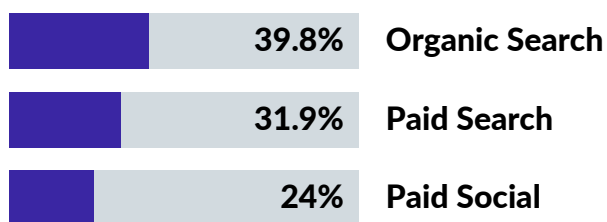
Toys & Games eCommerce Insights

Q3 2025 - UK

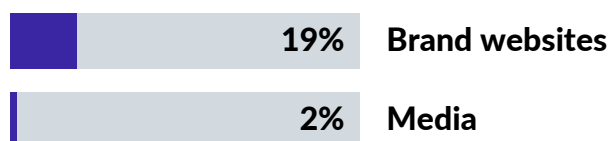


Toys & Games brands drive shopper traffic through media
and convert more on their websites

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

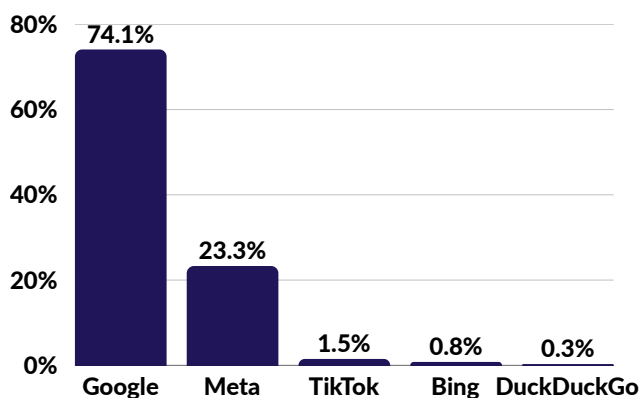


Average Purchase Intent Rate*



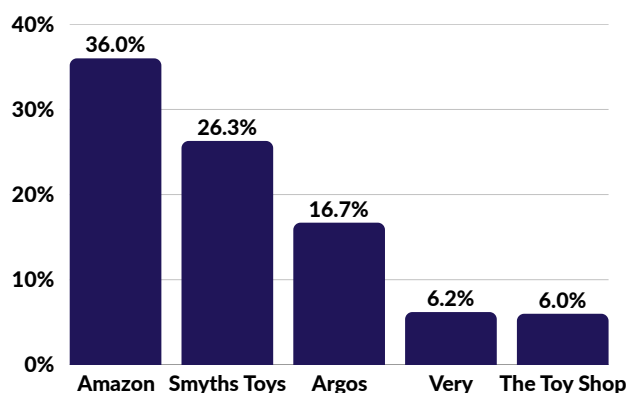
Google leads in shopper traffic,
driven by brand investment

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



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 July to 1 October 2025