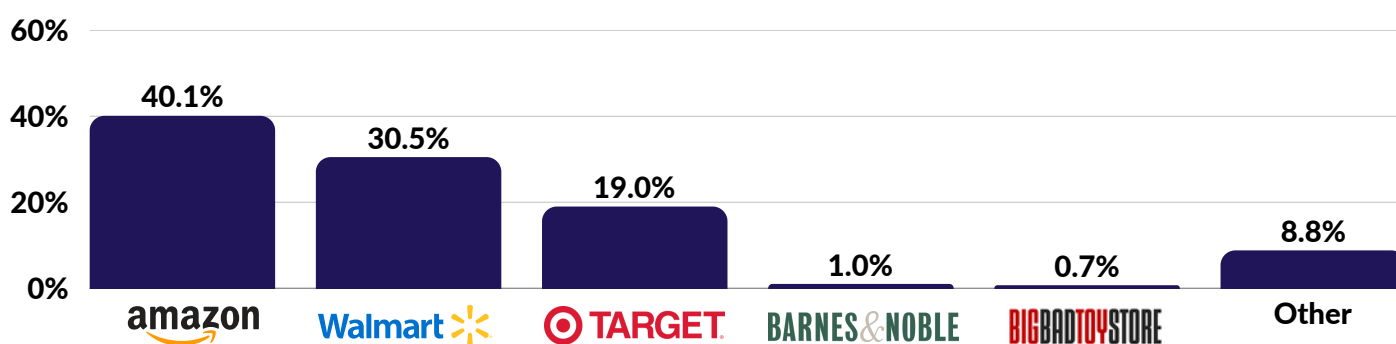


# Toys & Games eCommerce Insights

 Q2 2025 - US

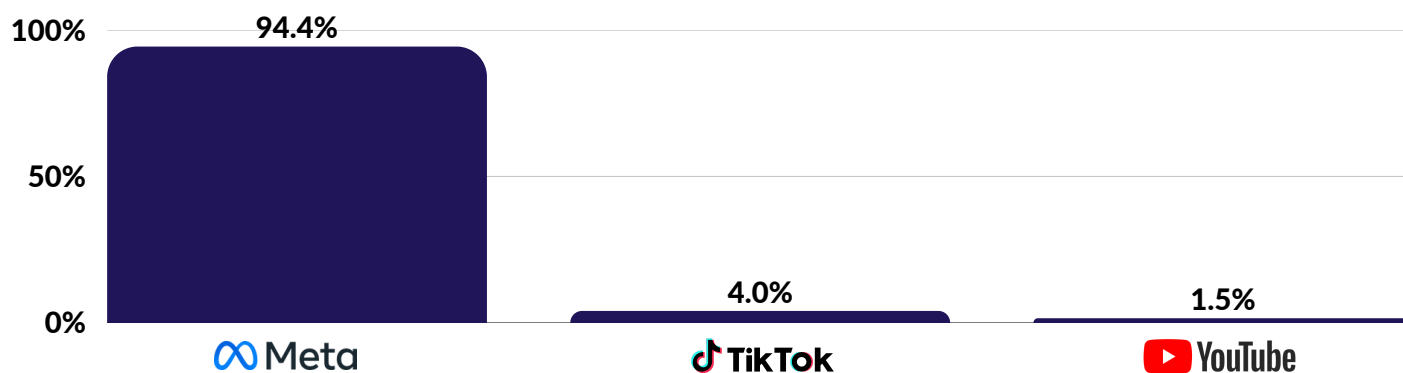
## Amazon is the top choice for online Toys & Games shoppers

Top Retailers by Share of Purchase Intent Clicks\*



## Meta leads in shopper traffic, driven by brand investment

Top 3 Sources for Shopper Traffic 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.