



New Year, New Me

Analyzing consumer-focused shopping trends in Europe, for a successful 2024

MikMak

The beginning of the year can be an important time for brands to reset, take a look at consumer behaviors, and activate any new strategy. So, how will the beginning of 2024 look for eCommerce-enabled brands?

Using last year as a guide, in Europe, Purchase Intent Rates*, indicating how likely eCommerce shoppers are to purchase, have shown a slight decline in 2023. This year, on brand websites, the average rate has been 20 percent compared to 22 percent in 2022. For the media, the rate has been 7 percent compared to 9 percent the previous year.

Although eCommerce may slow after the holiday season, brands that take an “always on” approach will see the best results.

Our major predictions for 2024:

With smaller basket sizes in the past year, consumers will continue to exercise a **budget-conscious approach** to shopping in 2024

First-party data will become increasingly important in 2024 when it comes to navigating continued changes to data privacy and the cookieless internet

Retail Media will continue to grow, and brands will have to further implement it as a major part of their marketing strategy, but challenges with Retail Media will arise concerning regulation, costs, and reporting

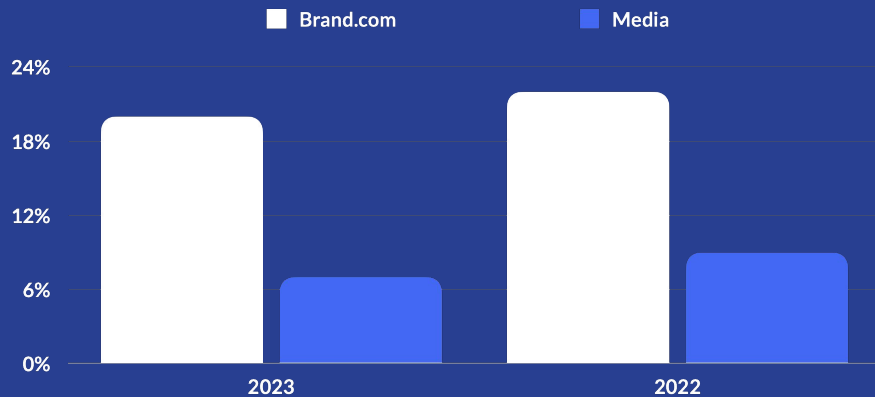
*Purchase Intent Rate:

The percentage of shoppers who clicked through to at least one retailer

*Purchase Intent Clicks:

The number of times a shopper has clicked through to at least one retailer during a single session

Average Purchase Intent Rate - Europe



NOTE: On brand websites, Purchase Intent Rates are usually much higher than on media. This is logical because consumers visiting your brand websites are already more qualified, and particularly interested in your brand. Media campaigns have a higher reach in the upper marketing funnel, but conversion rates are often lower.



Jump into 2024 knowing the latest trends and consumer behaviors

In this report, we take a look at consumer preferences and eCommerce trends in Europe, and what they might mean for 2024. We are focusing on categories that are particularly central to New Year's resolutions, including Grocery, Alcohol, Personal Care, and Beauty. To compare regional differences in these sectors, we are looking specifically at trends in the UK and France, based on the MikMak Shopping Index.

Whether it be practicing “Dry January”, starting a healthier diet, or a new skincare regimen, many shoppers have these key industries top-of-mind at the beginning of the year. How can your brand stay at the top of their shopping list in 2024? Read on to find out what you should know to craft the perfect New Year's resolutions for your multichannel eCommerce brand.

Table of Contents

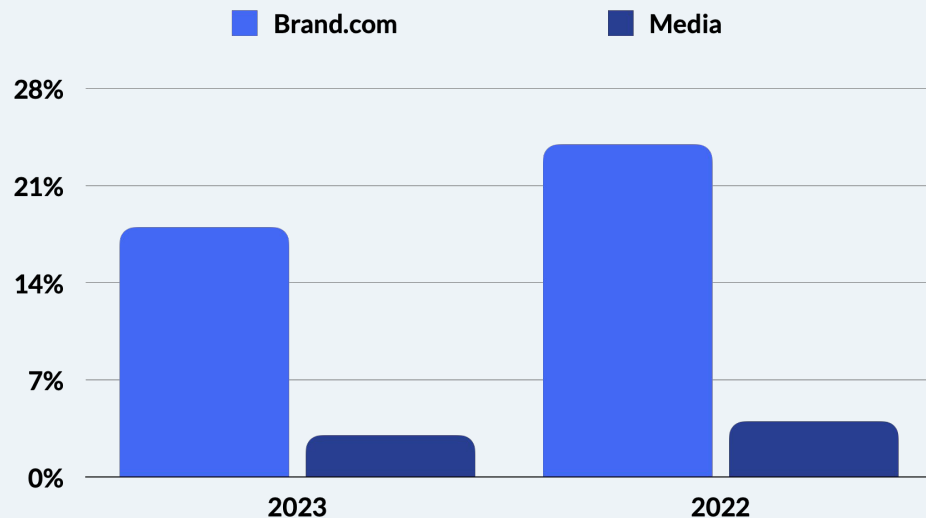
- 05 Grocery Brands >
- 12 Alcohol Brands >
- 20 Personal Care Brands >
- 28 Beauty Brands >
- 37 Best Practices >

2024 Insights and Predictions for Multichannel eCommerce Grocery Brands

Make Products Discoverable

In 2023, Purchase Intent Rates* of Grocery brands decreased by 6 percentage points for brand websites and 1 percentage point for media, compared to 2022. This may indicate that it's harder to convert customers, as they are less likely to continue to a retailer from any single touchpoint. Implementing an omnichannel approach by using multiple touchpoints, and offering easy check-out and delivery options will therefore become increasingly important in the coming year.

Average Purchase Intent Rate Grocery Brands

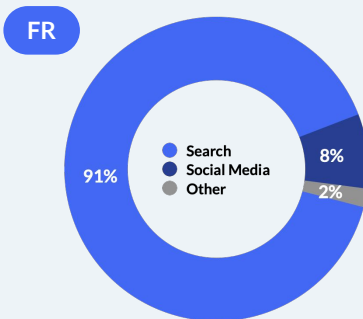
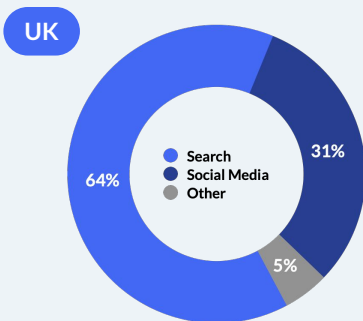


Social Media generates 31 percent of the UK Grocery shopper traffic

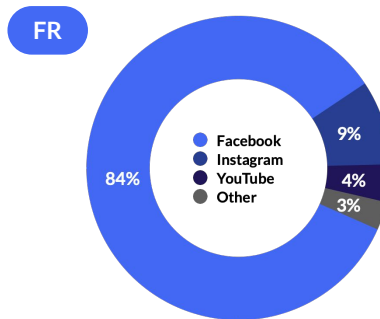
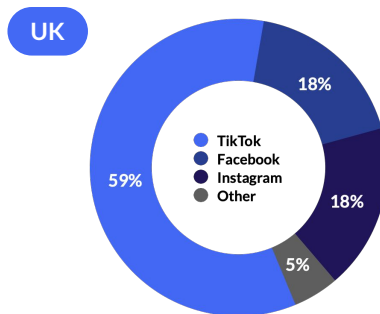
In terms of shopping traffic generated by Grocery brands to their retailers, search (organic and paid) is the biggest source with 63.7 percent of Purchase Intent Clicks* in the UK and 90.6 percent in France. Social media drives the second most in-market traffic with a 31.3 percent share of clicks in the UK and 7.6 percent in France.

Within Social Media platforms, TikTok generates the highest share of shopping traffic for Grocery brands in the UK, with 58.7 percent of tracked social media Purchase Intent Clicks. Facebook and Instagram have equal shares, 18.4 and 18.3 percent respectively. In France, the top 3 channels are led by Facebook with a 84.5 percent share of clicks, followed by Instagram at 8.7 percent, and YouTube at 4.1 percent.

Traffic Sources by Share of Purchase Intent Clicks



Top 3 Social Media by Share of Purchase Intent Clicks



How Grocery brands make their products discoverable on Social Media with MikMak

TikTok



Facebook



Instagram



Improve Marketing Effectiveness

To predict peak shopping dates for the beginning of next year, we looked at the 7 best days in terms of shopper conversion to retailers from January to the end of March 2023. These seem to indicate that in the UK as well as in France, the second half of January could have high Purchase Intent Rates for Grocery, come 2024.

This year, the UK Grocery shopping traffic, indicated by Purchase Intent Clicks, has been the highest in September, according to our [latest industry benchmark](#). For conversion, the best Purchase Intent Rates occurred on Thursdays. In France, October drove the most in-market traffic to Grocery retailers, with Mondays scoring the best in Purchase Intent Rates.

Top 7 days for Grocery eCommerce from January to March 2023 by Purchase Intent Rate

UK	17 Jan, 19 Jan, 26 Jan, 28 Jan, 4 Feb, 20 Feb, 26 Feb
France	14 Jan, 15 Jan, 16 Jan, 27 Jan, 5 Mar, 11 Mar, 30 Mar

Top Day of the Week for Grocery Brands

By Purchase Intent Rate

UK: Thursday

FR: Monday

By Purchase Intent Clicks

UK: Monday

FR: Wednesday

Strengthen Retailer Relationships

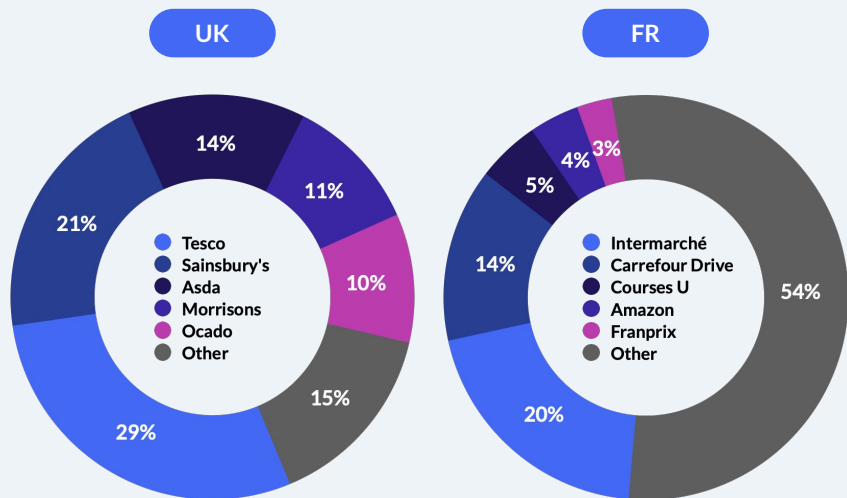
Tesco is the top retailer for Grocery shoppers in the UK, and Intermarché in France

In the UK, among the top five Grocery retailers, Tesco is driving the most in-market traffic, with a 29.0 percent share of Purchase Intent Clicks. Sainsbury's and Asda are second and third with 20.5 percent and 14.2 percent, respectively. Morrisons and Ocado round out the Top 5 retailers at 10.9 and 10.3 percent.

In France, Intermarché is in the first position with a 20.2 percent share of Purchase Intent Clicks. Carrefour Drive follows with 13.9 percent. The next three positions are shared fairly equally by Courses U at 5.0 percent, Amazon at 4.0 percent, and Franprix at 2.8 percent.

Read our [latest industry report](#) for more insights on products driving the most shopper engagement at Grocery retailers right now.

Top 5 Retailers for Grocery Brands by Share of Purchase Intent Clicks



Beat the Competition

To effectively grow market share next year, you must know, compare, and optimize your performance against brands in your category by channel, retailer, and more. You must also understand how performance changes over time.

With MikMak, you can monitor your customer choices and which other products they are placing in their baskets, including your competitors' products, to adjust your strategy.



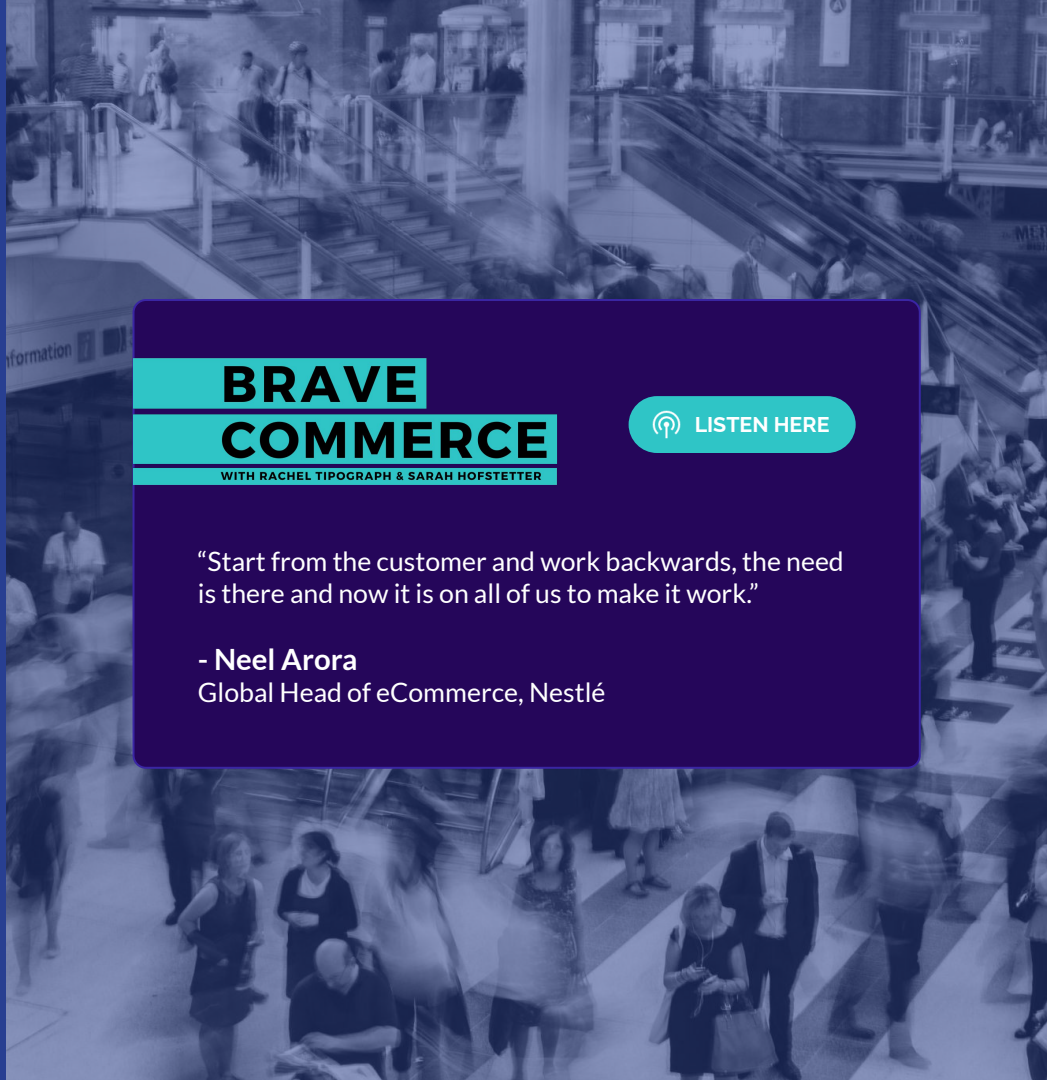
BRAVE COMMERCE

WITH RACHEL TIPOGRAPH & SARAH HOFSTETTER

 LISTEN HERE

“Start from the customer and work backwards, the need is there and now it is on all of us to make it work.”

- **Neel Arora**
Global Head of eCommerce, Nestlé



Save Time & Money

2024 New Year Resolution for Grocery eCommerce Brands

According to a recent YouGov study, **64 percent** of consumers still prefer buying groceries offline. But do you know how your digital marketing impacts offline sales at your retailers?

MikMak geolocates users and helps you understand which shopper audiences are most likely to make in-store purchases after interacting with your online product content, on your websites and media campaigns. You can improve your online targeting and match your special offers to the right consumers, in the right regions.

The data on the incremental offline sales generated thanks to your digital marketing activities, will also help your joint planning with your retailer partners, to optimize shelf space and positioning online.



2024 Insights and Predictions for Multichannel eCommerce Alcohol Brands

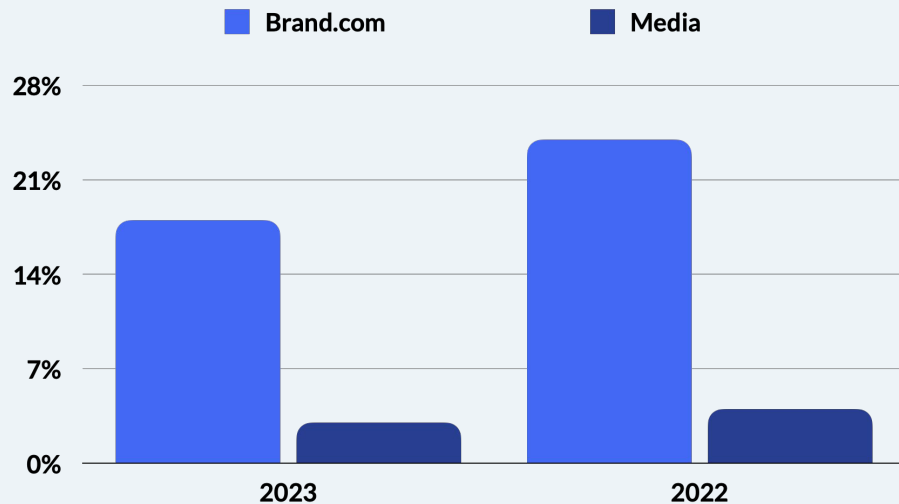
Make Products Discoverable

This year, the Purchase Intent Rates* for Alcohol brands have been above the general European average on brand websites. In the UK, the average rate has been 33 percent, and 63 percent in France. For the media, the Purchase Intent Rates have stayed fairly stable, with 8 percent in the UK and 2 percent in France.

Alcohol prices rose by 9.8 percent in Europe over the past year. This may well have influenced European consumers to spend more on beverages to drink at home, rather than going out to bars. There has been a similar trend in the US, according to the Drizly consumer study.



Average Purchase Intent Rate Alcohol Brands - 2023

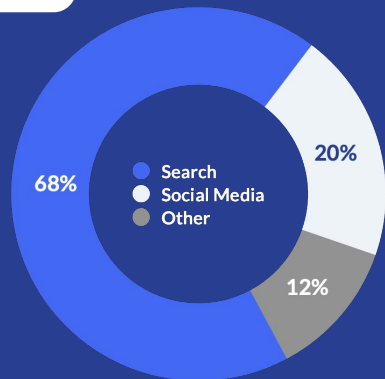


Facebook is the number one social commerce driver for Alcohol

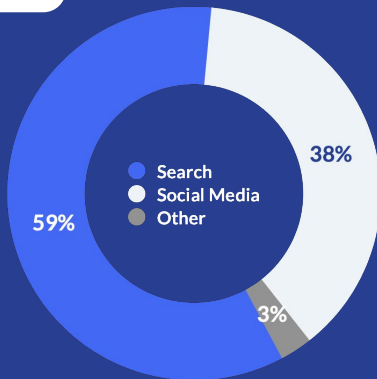
Of eCommerce shopping traffic sources for Alcohol brands, search (organic and paid) has the highest score this year, with 68.2 percent of Purchase Intent Clicks* in the UK, and 59.3 percent in France.

Traffic sources by Share of Purchase Intent Clicks

UK



FR



Social media drives the second most in-market traffic with 20 percent in the UK and 37.9 percent in France. Facebook is the leading social media platform driving Alcohol eCommerce in both countries, with Instagram in second and YouTube in third position.

Top 3 Social Media by Purchase Intent Clicks

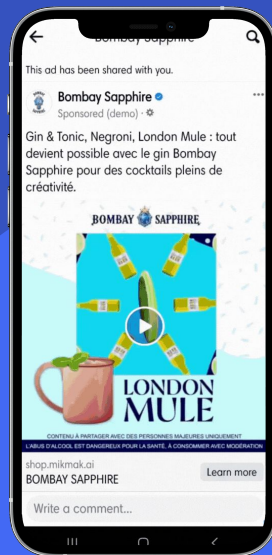
1. Facebook 

2. Instagram 

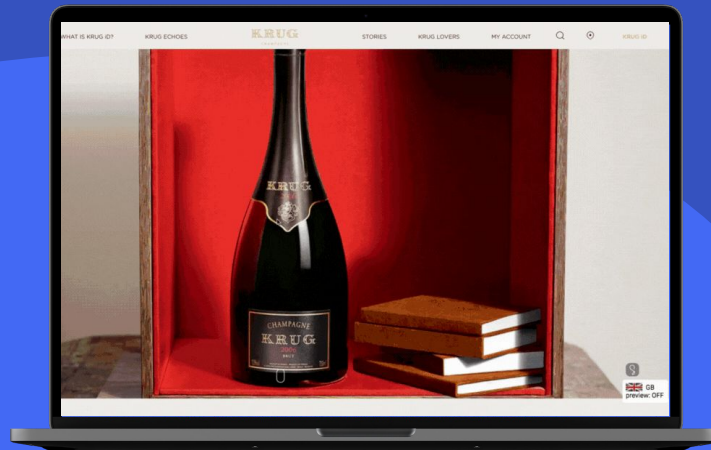
3. YouTube 

How Alcohol brands make their products discoverable with MikMak

Media



Brand.com



Improve Marketing Effectiveness

The “Dry January” was not that dry this year. The beginning of 2023 yielded the highest Purchase Intent Rates of the year, with January as the best month in France and the second-best in the UK. Week 7 (13 February) scored the highest conversions in both countries, with the preceding two weeks (5 and 6) entering the top 3 best weeks. Thursday was the best day of the week driving Alcohol shopping, based on Purchase Intent Rate.

Looking at the trends, it seems that Alcohol brands in Europe should not slow or stop campaigning after the end-of-year festive season. Especially for occasion-based opportunities at the beginning of the year such as Valentine’s Day, St. Patrick’s Day, and the Six Nations rugby championship.

Top 3 months for Alcohol eCommerce 2023 by Purchase Intent Rate



Top 3 weeks for Alcohol eCommerce 2023 by Purchase Intent Rate

	UK	France
1.	13 February (week 7)	1. 13 February (week 7)
2.	13 March (week 11)	2. 3 February (week 6)
3.	30 January (week 5)	3. 13 March (week 11)

Top 7 days for Alcohol eCommerce from January to March 2023 by Purchase Intent Rate

	UK		France
1.	5 Jan	1.	21 Jan
2.	24 Jan	2.	11 Feb
3.	1 Feb	3.	13 Feb
4.	14 Feb	4.	17 Feb
5.	6 Mar	5.	8 Mar
6.	17 Mar	6.	25 Mar
7.	19 Mar	7.	26 Mar

Top Day of the Week for Alcohol Brands

By Purchase Intent Rate

UK: Thursday
FR: Thursday

By Purchase Intent Clicks

UK: Thursday
FR: Wednesday



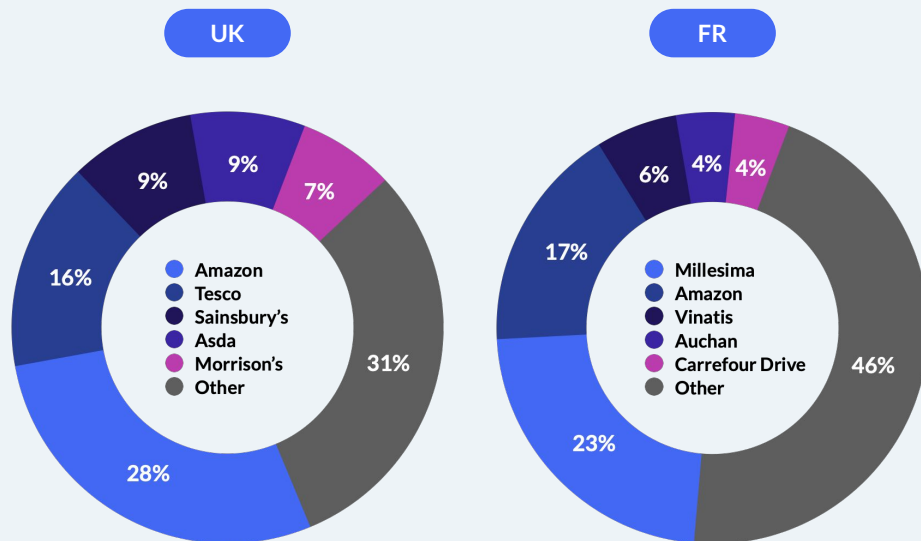
Strengthen Retailer Relationships

Mix with Amazon, grocery giants, and specialized retailers

When looking at the top five Alcohol retailers in the UK, Amazon leads with 28.4 percent of Purchase Intent Clicks, or in-market traffic. Tesco comes second with 15.7 percent. Sainsbury's drives 9.4 percent, and Asda and Morrison's round the top five retailers with 8.6 and 7.2 percent, respectively.

In France, a leading wine and spirits retailer takes the first position with a 22.8 percent share of Purchase Intent Clicks. Amazon is second with a 17 percent share of traffic. Another specialist retailer, Vinatis, takes the third place with 6.1 percent. Leading French grocery giants Auchan and Carrefour round the top five with 4.4 and 4.1 percent, respectively.

Top 5 Retailers for Alcohol Brands by Share of Purchase Intent Clicks



Beat the Competition

Is your product positioning and pricing matching well with your audience and their current needs? With inflation and increased cost-of-living, consumers may be spending more cautiously, or switch to less expensive alternatives. Knowing when and where these decisions are happening will allow you to detect risks but also opportunities to gain a competitive advantage to increase your market share.

With first-party data collected by MikMak, you can closely monitor consumers' choices and changes in behavior. Furthermore, with MikMak Benchmark Insights, you can see how your brand stacks up against other brands in your category.



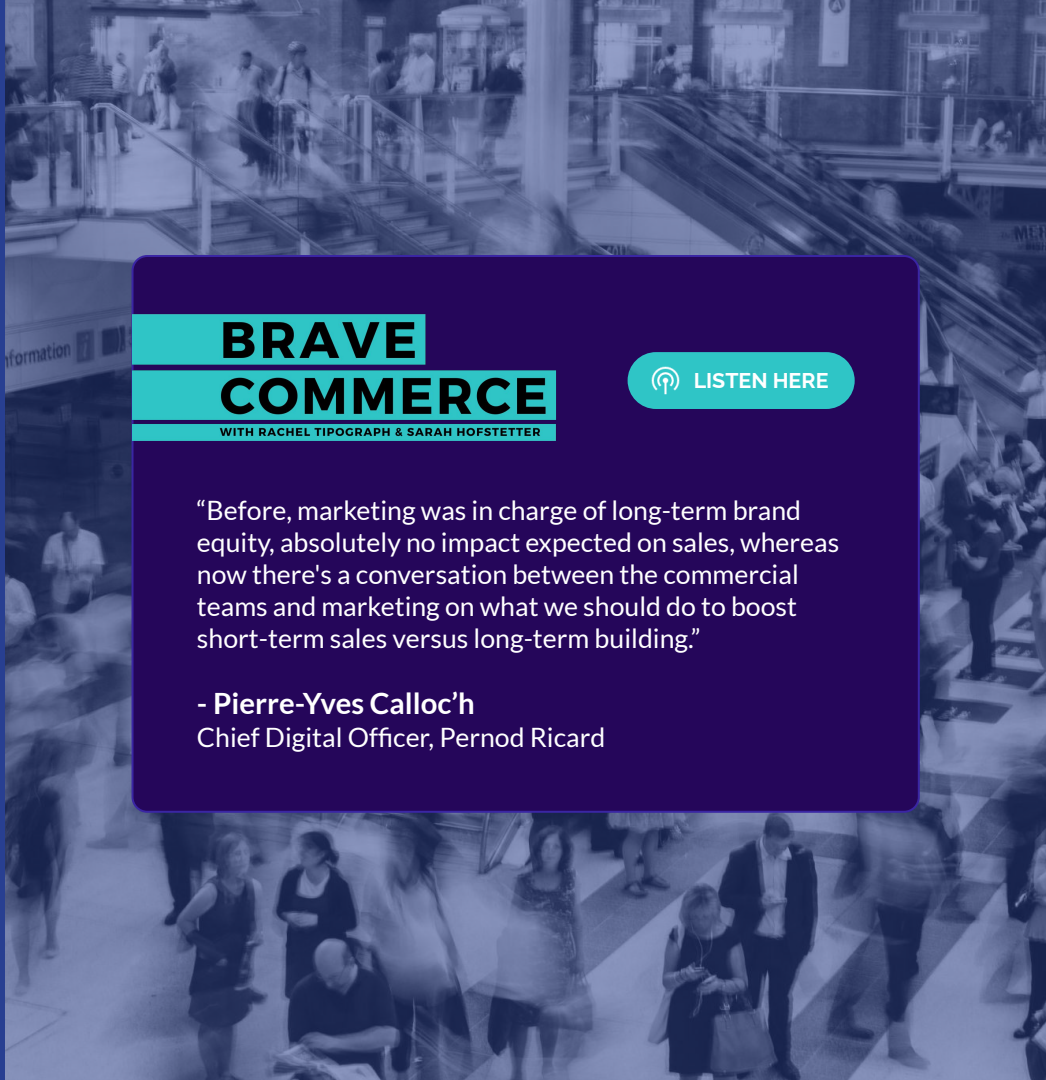
BRAVE COMMERCE

WITH RACHEL TIPOGRAPH & SARAH HOFSTETTER

 LISTEN HERE

“Before, marketing was in charge of long-term brand equity, absolutely no impact expected on sales, whereas now there's a conversation between the commercial teams and marketing on what we should do to boost short-term sales versus long-term building.”

- **Pierre-Yves Calloc'h**
Chief Digital Officer, Pernod Ricard



Save Time & Money

2024 New Year Resolution for Alcohol eCommerce Brands

By identifying your best audiences on each channel, and detecting key periods and timing for shopper conversion throughout the year, MikMak can help you optimize your marketing strategy and budgets, to increase performance and profitability. Don't miss the best occasion-based marketing opportunities in the new year!

Use first-party data collected by MikMak to improve media targeting and timing based on product interest, retailer preferences, and channel behavior. You can also retarget or build lookalike audiences to be leveraged across your entire media plan.

NOTE: Alcohol Industry Compliance

MikMak partners with our alcohol brand partners globally to ensure our solutions adhere to various compliance laws and regional and state-level regulations, giving them the confidence to market their products with MikMak across all media channels and platforms. MikMak offers for example compliance with “Tied-house” and Marketplace laws together with Retailer Category Allowlist functionality, to configure and optimize retailer display according to local regulations.



2024 Insights and Predictions for Multichannel eCommerce Personal Care Brands

Make Products Discoverable

This year, for Personal Care brands, Purchase Intent Rates* have been higher in France than in the UK, according to the MikMak shopping index.

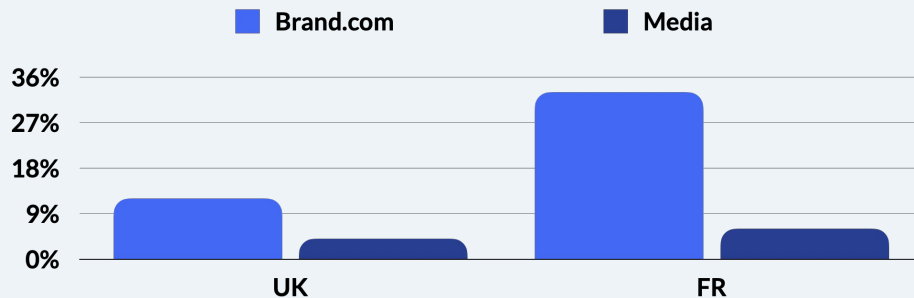
For brand websites in France, our insights show an average of 33 percent rate, progressing by 6 percentage points from last year. In the UK, brand websites have had a 12 percent Purchase Intent Rate in 2023, on average.

On the media side, the progress has been slightly negative in both regions. This may be due to brands investing more cautiously on media, due to inflation. In France, the average Purchase Intent Rate has been 6 percent, against 8 percent in 2022. In the UK, the rate has been 4 percent this year, clearly decreasing from the 2022 rate of 11 percent.

It's interesting to note that the average basket size for Personal Care products has increased this year in the UK by 2.1 percent, whereas in France our records shows a decrease of 10.5 percent compared to 2022.

To help alleviate any lost sales, stay close to the data of where your shoppers are shopping. Consider convenient fulfillment options such as in-store pickup and delivery to entice shoppers to buy.

Average Purchase Intent Rate Personal Care Brands - 2023



Biocodex increased Purchase Intent and gained valuable insights into their consumers' product and retailer preferences with MikMak

[Read Full Case Study](#)

How Personal Care brands make their products discoverable with MikMak

+23%

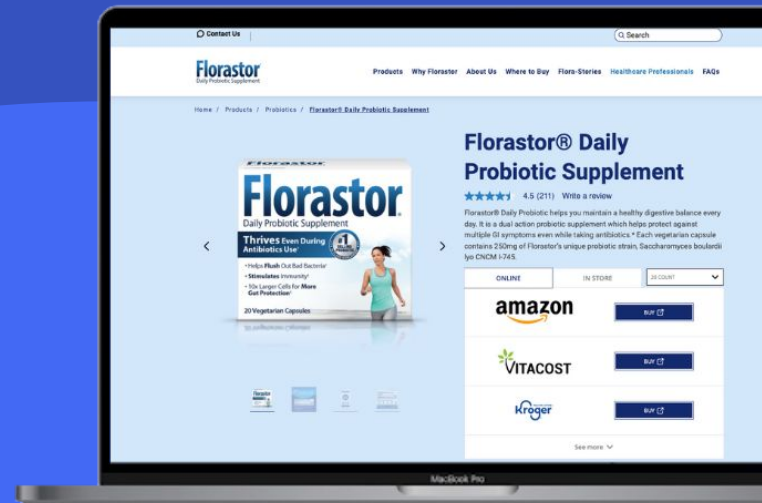
Increase in Purchase Intent Clicks after integrating MikMak onto their brand website(s)

24%

Of consumers interacting with Biocodex preferred to shop at Amazon

90+

Products across 56 retailers, 3 brands, and 7 countries using MikMak on brand websites & media



Improve Marketing Effectiveness

Looking towards the new year starting, what dates could show interesting shopping peaks for Personal Care? Based on the 7 days with the highest Purchase Intent Rates in 2023 from January to March, in the UK, we could expect a higher activity starting towards the last weeks of January. However, overall, Personal Care shopping in the UK was at its highest in the spring and early summer this year. Based on the Purchase Intent Rate, the best day of the week for Personal Care eCommerce in the UK was Tuesday.

In France, the shopper traffic for Personal Care products was at its highest at the beginning of the year in 2023, according to the MikMak Shopping Index. We recorded a peak in Purchase Intent Rate just after the New Year. Overall, January, February, and March presented the highest scores of the year. Saturday was the top day of the week to shop for Personal Care items in France, based on the Purchase Intent Rate.

Top 7 days for Personal Care eCommerce from January to March 2023 by Purchase Intent Rate

UK	8 Jan, 24 Jan, 26 Jan, 31 Jan, 26 Feb, 7 Mar, 21 Mar
France	2 Jan, 3 Jan, 5 Feb, 14 Mar, 18 Mar, 19 Mar, 23 Mar

Top Day of the Week for Personal Care Brands

By Purchase Intent Rate

UK: Tuesday
FR: Saturday

By Purchase Intent Clicks

UK: Sunday
FR: Monday

Nourishing, detoxing, and weight loss products to start the year

If the beginning of the year was peaking this year in France, what were the French consumers shopping? Nourishing creams and natural supplements for detoxing and weight loss, to get a new and fresh look for the year ahead!

Top 5 Personal Care products in France from January to March, by Purchase Intent Rate

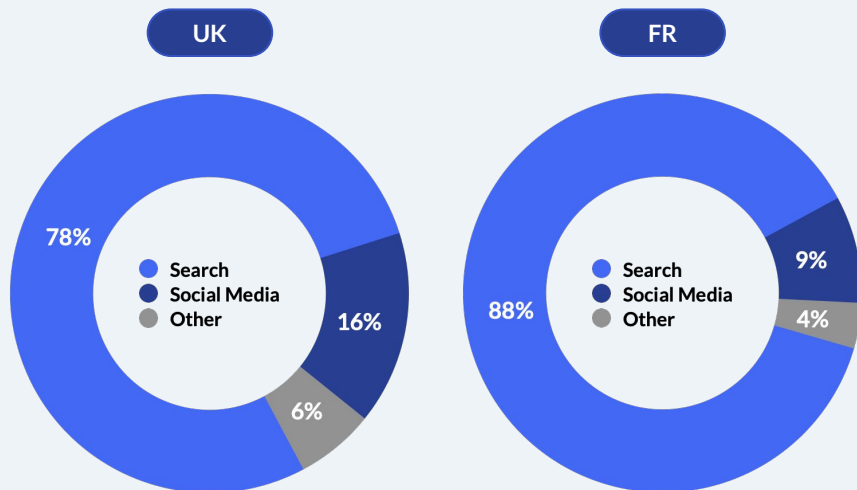
1.	Nourishing face cream
2.	Natural supplements for detoxing and weight loss
3.	Hydrating body balm
4.	Eye contour cream
5.	Hyperpigmentation treatment

Facebook is the #1 social commerce driver for Personal Care brands

This year, search (organic and paid) has been the most important shopper traffic source driving Personal Care brands' shoppers to retailers, with a 77.9 percent share of Purchase Intent Clicks in the UK and 87.7 percent in France. Social media comes next with a 15.7 percent share in the UK and 8.7 percent in France.

Traffic sources

by Share of Purchase Intent Clicks

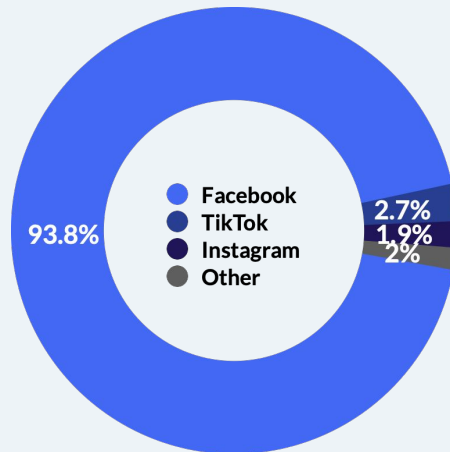




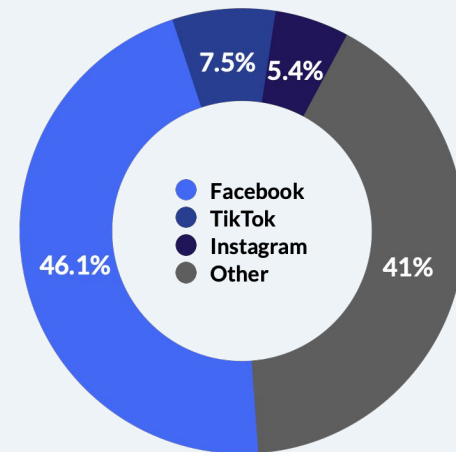
Among social media platforms, Facebook is driving, by far, the most Personal Care eCommerce in both the UK and French regions. TikTok is now in second position and Instagram comes third.

Top 3 Social Media for Personal Care eCommerce by Share of Purchase Intent Clicks

UK



FR

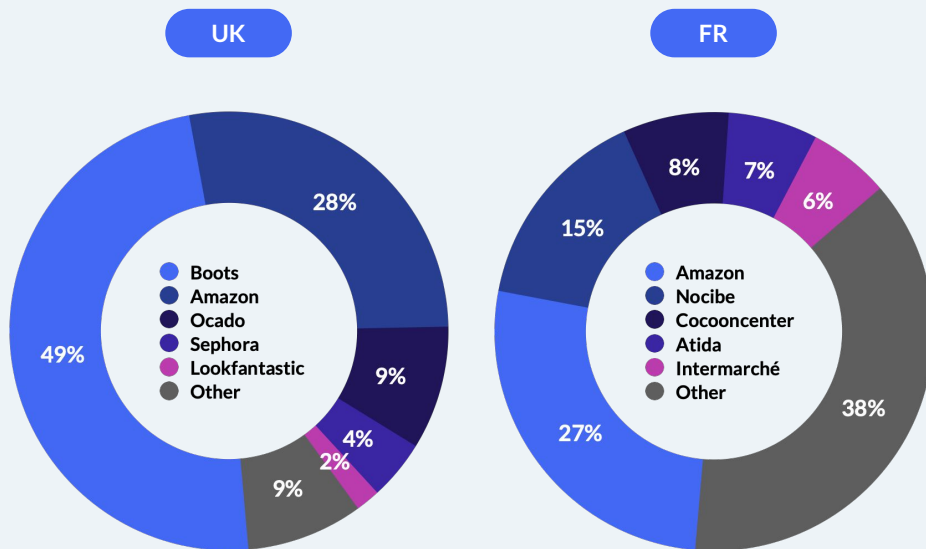


Strengthen Retailer Relationships

In the UK, Beauty and Health retailer Boots is in the first position for Personal Care shopper traffic, with a 48.5 percent share of Purchase Intent Clicks. Amazon gets a 27.6 percent share, followed by Grocery retailer Ocado with 9.1 percent of clicks. Beauty retailers Sephora and Lookfantastic round out the top 5 retailers at 4.4 and 1.8 percent, respectively.

In France, Amazon is number one with 26.6 percent of Purchase Intent Clicks, followed by Beauty retailers Nocibe and Cocooncenter with 15.3 percent and 7.8 percent, respectively. Parapharmacy retailer Atida comes next with 6.6 percent and Grocery giant Intermarché is fifth among the top 5 retailers for in-market traffic.

Top 5 Retailers for Personal Care Brands by Share of Purchase Intent Clicks



Beat the Competition

MikMak allows your brand to identify new conversion opportunities and compare your performance over time to understand changes and progress toward your goals quickly.

By continuously optimizing their digital marketing thanks to MikMak Commerce and analytics, Bioderma, a leading dermo-cosmetics brand, has achieved impressive results, such as an increase of more than 126 percent in Purchase Intent Clicks from 2022 to 2023!

Bioderma incorporated MikMak Commerce on its websites and social media to provide a frictionless path to purchase across 32 countries.

+126%

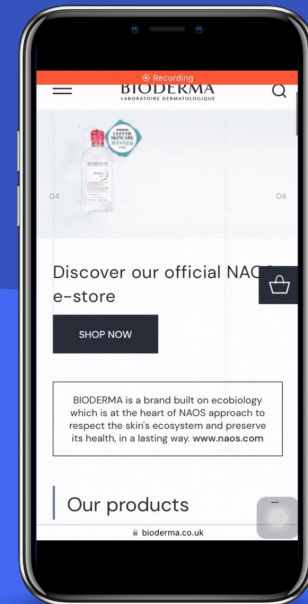
Increase in Purchase Intent Clicks
from 2022 to 2023

+109%

Increase in Purchase Intent Rate
from 2022 to 2023

19.6%

Of Purchase Intent Clicks show
offline purchase intent interest



[Read Full Case Study](#)

Save Time & Money

2024 New Year Resolution for Personal Care eCommerce Brands

In 2023, we saw shoppers globally stock up on Personal Care items around major sales like [Black Friday](#), [Cyber Monday](#), and [Prime Day](#). When running a promotion in 2024, Personal Care brands can win consumers over by adequately advertising deals in their media and creative assets, as well as sharing when [specific retailers are running deals](#).

For 'need it now' items like [Over-the-Counter Medicine for cold and flu](#), make sure that quick delivery services are also available for your customers.

BRAVE COMMERCE

WITH RACHEL TIPOGRAPH & SARAH HOFSTETTER

 LISTEN HERE

"It is not always easy to convince the organization that change is needed and that we need to do things differently than we might have done in the past."

- **Boris Rütten**

Head of Global eCommerce, Henkel

2024 Insights and Predictions for Multichannel eCommerce Beauty Brands

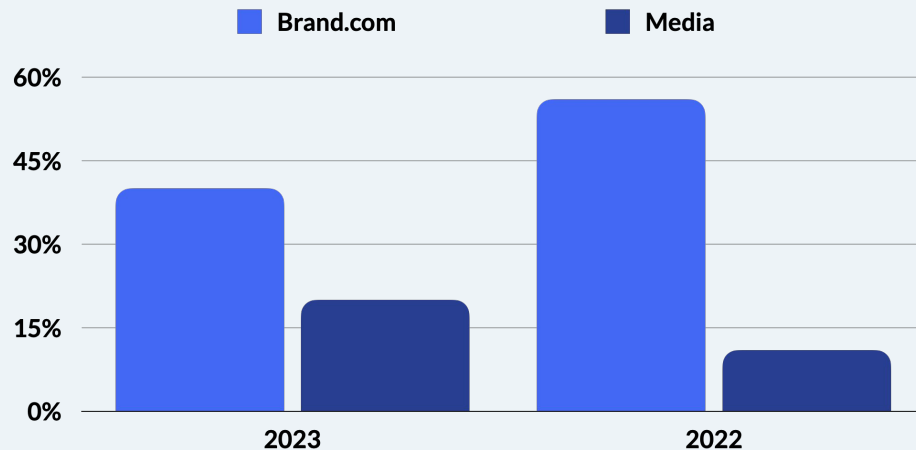
Make Products Discoverable

This year, the Purchase Intent Rates* for Beauty brands have decreased in Europe across all touchpoints. They are still much higher than the general benchmark with 40 percent on brand websites and 20 percent on media.

Beauty and Personal Care brands have greatly diversified the use of shoppable media within 3D website experiences, QR codes, influencer programs, appointment booking at professional beauty and hair salons via WhatsApp, discount coupons, forms, CTV, and much more.

This allows them to reach audiences through multiple touchpoints and devices, increasing their omnichannel performances.

Average Purchase Intent Rate Beauty Brands - 2023

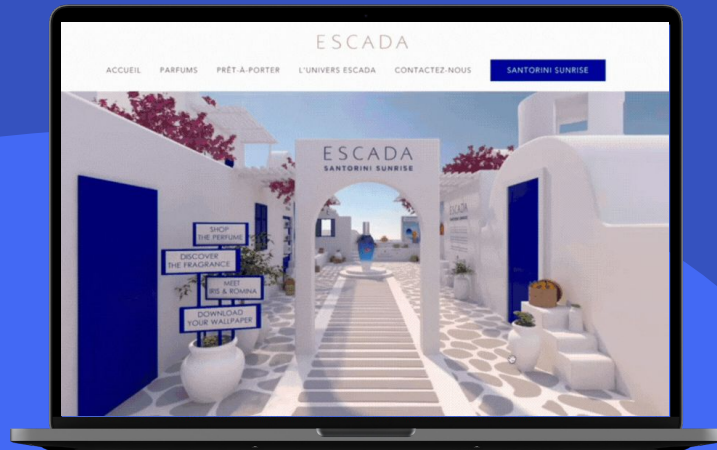


How Beauty brands make their products discoverable with MikMak

Media



Brand.com



Improve Marketing Effectiveness

This year, so far, in France, the Purchase Intent Rate has been the highest in September, followed by January, June, and February. In the UK, the best months in terms of Purchase Intent Rates have been March, September, and August.

The end-of-year festive season, New Year, and Valentine's Day are important dates for Beauty shopping. Mother's Day in the UK takes place in March and Father's Day in June. In France, both Mother's and Father's Day are celebrated in June. These are all key sales dates for Beauty products. According to our experience, shopping activity usually peaks a few weeks before special occasions like this.

This year, Wednesday has been the top day of the week to shop for Beauty products in the UK whereas Sunday scored the highest in France, based on the Purchase Intent Rate.



Top 7 days for Beauty eCommerce from January to March 2023 by Purchase Intent Rate

UK	4 Jan, 24 Feb, 25 Feb, 26 Feb, 28 Feb, 7 Mar, 13 Mar
France	3 Jan, 11 Jan, 19 Jan, 25 Jan, 30 Jan, 5 Feb, 25 Feb

Given that Valentine's Day will take place on the 14th of February, Beauty brands will have a busy beginning of the year. Fragrances and makeup have been the top product categories at the beginning of the year.

Top Day of the Week for Beauty Brands

By Purchase Intent Rate
UK: Wednesday
FR: Sunday

By Purchase Intent Clicks
UK: Wednesday
FR: Saturday

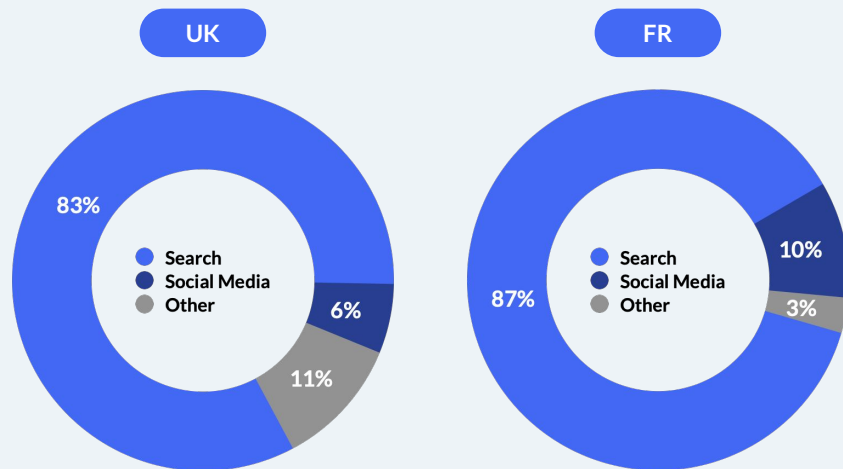
Top 5 Beauty products from January to March, by Purchase Intent Rate

	UK		France
1.	Fragrance	1.	Fragrance
2.	Loose powder	2.	Lipstick
3.	Tinted moisturizer	3.	Eyeshadow palette
4.	Perfecting foundation	4.	BB cream
5.	Eyeshadow stick	5.	Waterproof mascara

TikTok drives the most in-market Beauty shopper traffic in the UK, Facebook leads in France

Search has been the leading source of shopper traffic for Beauty brands with an 83.1% share of Purchase Intent Clicks* in the UK and 87.1 percent in France. Social Media is the second most important source with a 5.9 percent share in the UK and 9.9 percent in France.

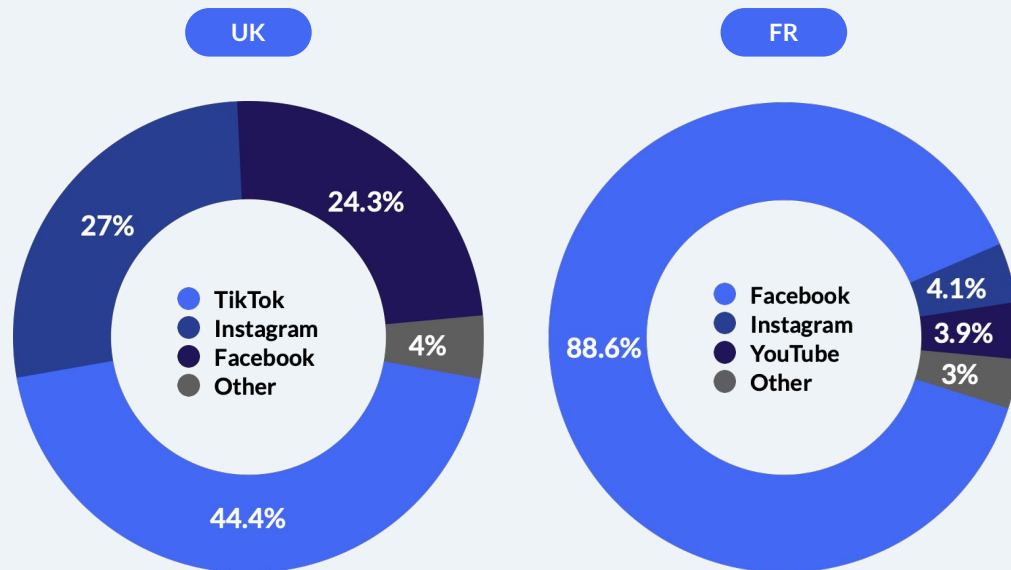
Traffic sources by Share of Purchase Intent Clicks





Within Social Media platforms, TikTok has surpassed Meta in the UK, driving the most shoppers to retailers, with 44.4 percent of Purchase Intent Clicks in 2023. In France, Meta keeps the leading position, especially Facebook, with an 88.6 percent share of Purchase Intent Clicks.

Top 3 Social Media for Beauty eCommerce by Share of Purchase Intent Clicks

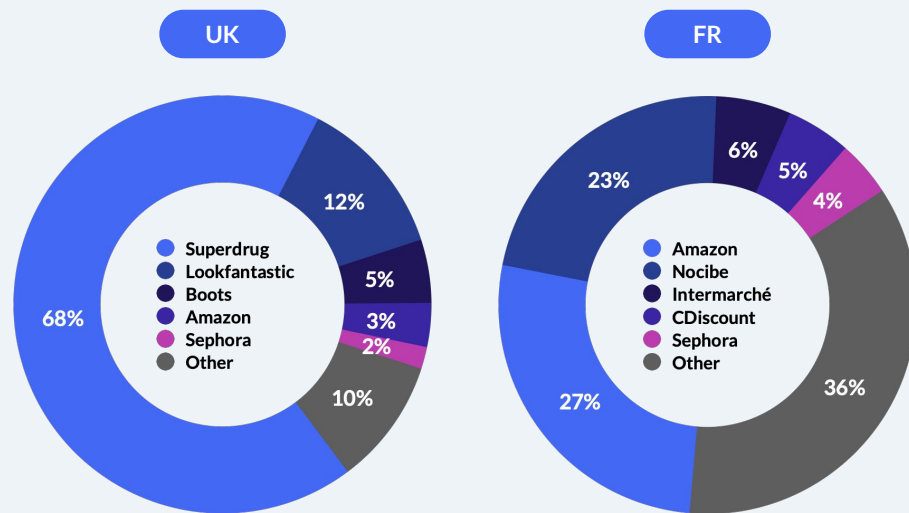


Strengthen Retailer Relationships

In the UK, Superdrug has become the number one retailer for in-market traffic of Beauty shoppers yielding 67.8 percent of Purchase Intent Clicks. The next positions also go to specialized health and beauty retailers, with Lookfantastic driving a 12.4 percent share of clicks, and Boots with 4.9 percent. Amazon is next with 3.4 percent, followed by Sephora with 1.7 percent.

It's interesting to see that in France, mass merchants are more present in the top five list. We see Amazon in the leading position with 26.7 percent of Purchase Intent Clicks. Beauty retailer Nocibe is doing well with 22.6 percent of clicks. Then, third comes the Grocery retailer Intermarché with 5.8 percent and mass merchant CDiscount with 5.0 percent. Sephora gets the fifth position, with a 4.3 percent share of clicks.

Top 5 Retailers for Beauty Brands by Share of Purchase Intent Clicks



MikMak data shows that for Beauty, basket sizes at retailers have decreased (-6.5% decrease in France) and basket values have gone up. According to a [Nielsen IQ France study](#), consumers who are feeling the effects of inflation and price rises, are looking for cheaper products and good deals.

However, many consumers are still able and willing to pay more for products they deem essential for their routines. Brands will need to understand the purchase drivers of their different buyer personas across all channels, and stay front-of-mind. Actionable data will become more and more essential in the coming year, to help brands, in Beauty as well as other sectors, understand how to make every marketing dollar they spend work harder and smarter for them.



Beat the Competition

To win more shoppers, make your products more shoppable! Across all media and brand websites, let your shoppers find and buy your products faster, in-store and online.

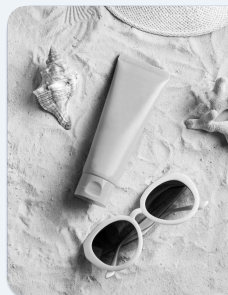
MikMak Commerce provides premium consumer shopping experiences that create a seamless path to checkout at any retailer, from anywhere across your entire media mix, including social media, retail media, programmatic, paid search, CTV, video, email, and brand.com.



"MikMak enables us to create seamless shopping paths for our audiences on our brand websites and social media, while measuring purchase intent and sales at our retailers. With key insights into shopper preferences, we can optimize our digital marketing strategy. Fantastic team and technology!"

- Digital & CRM Manager, LVMH Fragrance Brands

LVMH



"With MikMak, shoppers can easily choose where to buy our products, and we get to see what drives conversion at both our DTC and our Retailer sites."

- Performance Marketing Manager, Future Beauty Labs

FUTURE BEAUTY LABS.

Save Time & Money

2024 New Year Resolution for Beauty eCommerce Brands

In 2023, we saw Purchase Intent for Beauty brands rising before gifting occasions like Valentine's Day, Mother's Day, and Father's Day. Optimizing your campaigns ahead for these dates when your competitors are also very active, is key to increasing your performance, and marketing profitability. Use first-party data to discover who is shopping, what channels they prefer to discover products, and what retailers they checkout at, to make sure you are betting on the right horses.

With MikMak, you can drive the business impact of your marketing efforts and accelerate your eCommerce growth by gaining visibility into your consumers' shopping journey, all the way through purchases at select retailers.



BRAVE COMMERCE

WITH RACHEL TIPOGRAPH & SARAH HOFSTETTER

 LISTEN HERE

"To understand eCommerce is to first start with understanding the consumer journey, the consumer experience. Putting ourselves constantly through that journey, making sure that it is smooth, it is experiential, and it is ultimately at the service of the consumers."

- **Malena Higuera**
General Manager, Urban Decay

New Year's Resolutions and Best Practices for eCommerce Brands in 2024

- **Pay attention to pricing and consumer behaviors in tandem.** Run tests to determine which audience segments are most price-conscious and find ways to appeal to them. In many categories, consumers will wait until the price is right, or switch to private-label or competitor products if your product is not competitively priced.
 - Did you know that your brand can gain exclusive [first-party consumer insights](#) and multichannel analytics by partnering with MikMak? Use MikMak Insights to access data that helps your brand develop and apply eCommerce strategies that work, with a complete understanding of consumers' online behavior and preferences.
- **Don't stop spending.** Consumers might be trepidatious about splurging on high prices, but they will still buy your products. The economic backdrop emphasizes the need for brands to look for efficiencies in their marketing and media spend. The brands that can keep investing despite this backdrop will gain share and withstand the test of time.
- **Measure your digital marketing impact on sales.** Both online and in-store commerce is influenced by digital touchpoints. During 2023's [Black Friday weekend, online buying hit a record \\$9.8B in the US, \\$70.9B globally](#). We are finding that commerce is happening more and more digitally, even if consumers are checking out in-person at their preferred retailers.
 - Partner with a software like MikMak, which offers products like MikMak Store Locator and Inventory Management, allowing shoppers to find your products wherever they are available and it is convenient for them to check out.



BRAVE COMMERCE

WITH RACHEL TIPOGRAPH & SARAH HOFSTETTER

 LISTEN HERE

“Any time when the rest of the market is doing badly, if you're in a position, if you're financially able to invest, it's a great time to gain share. This is what a lot of companies learned during the pandemic that it was a time to gain market share. And you can find bargains in the media world because nobody's spending. So it's a buyer's market.”

- **Sucharita Kodali**
Vice President and Principal
Analyst, Forrester

New Year's Resolutions and Best Practices for eCommerce Brands in 2024

- **Collect first-party data.** Your website and organic media audience is worth gold. Drive this qualified shopper base to purchases at their preferred retailers, don't let them go search elsewhere. Gather insights, with an "always on" shoppable strategy, about their shopping preferences all the way through to check-out at retailers, and build look-alike audiences to target via your media campaigns. Your data from all year round will help you optimize your high-season media campaigning to target and use your budgets more wisely. This will allow you to make your investments more profitable.
- **Spend wisely on Retail Media.** In 2024, Retail Media will continue to be a key player for eCommerce brands but there are challenges that come along with it. The data promise is compelling but it is siloed, there is little to no standardization, there are gaps in reporting, and there are few self-serve tools. By accessing and leveraging proprietary, retailer-specific consumer insights in joint planning discussions to unlock shelf space and media value, brands can strengthen retailer partnerships beyond retail media now and into the future.
 - **MikMak Commerce for Retail Media** provides consistent and real-time reporting of retailer-specific performance data alongside national media investments including paid search, influencer media, display, video, and more, empowering brands with the information needed to properly adjust and scale their retail media strategy.

Webinar: Black Friday Recap and 2024 Spending Predictions

"We love the MikMak relationship, which allows us to turn any ad or site into instant eCommerce, where people can look and see, 'Where they can buy this near me?'"

- **Carolyn Nephew**
Director, Full-Funnel Consumer Engagement, Reckitt

[WATCH ON DEMAND](#)

Set goals that accelerate sales in 2024 with help from MikMak

How MikMak makes products discoverable

MikMak Commerce provides premium consumer shopping experiences that create a seamless path to checkout at any retailer, from anywhere across your entire media mix, including Social Media, Retail Media, Programmatic, Paid Search, CTV, Video, Email, and Brand Websites.



How MikMak helps brands strengthen retailer partnerships

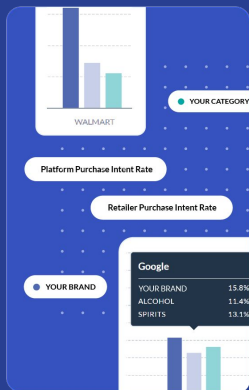
Want to see how your media investments are paying off in purchases? Curious about what's in your shoppers' carts when they check out? MikMak's closed loop attribution gives you those important details and more. They zoom in on granular information, so you can see the touchpoints, platforms, campaigns, and behaviors that are driving purchases.



Set goals that drive profitability in 2024 with help from MikMak

How MikMak creates competitive advantage

MikMak Benchmark Insights reveal how your brand compares to other brands in your category. They shine a light on your brand's performance and how your media investment stacks up against competitors. With these insights in hand, it's easy to spot new conversion opportunities, adjust to changing trends, and hit your brand's goals.



How MikMak saves time and money

MikMak features an intuitive global platform that generates automatic reporting and enables leaders across the organization to make smarter decisions more quickly. MikMak's platform also integrates easily with product information management (PIM) platforms, such as Salsify and Syndigo, along with popular data visualization platforms and data lakes such as Salesforce or Google Data Studio.

NIQ

SALSIFY

syndigo

Google
Data Studio

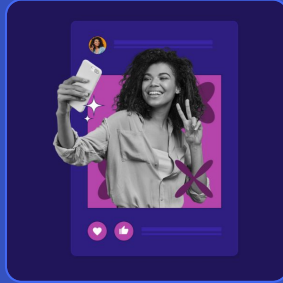
salesforce

Additional Resources



State of the Consumer: Black Friday Recap and 2024 Spending Predictions

WATCH NOW



Global Social Commerce Trends, Tips, & Predictions for Multichannel Brands

DOWNLOAD



YouTube Benchmarks and Insights for Multichannel eCommerce Brands

DOWNLOAD



BRAVE COMMERCE Podcast with MikMak's Rachel Tipograph and Profitero's Sarah Hofstetter

LISTEN NOW



Get the must-have eCommerce Brand Insights newsletter monthly to your inbox

SUBSCRIBE

All Data and Insights from Benchmark & Insights Reports Are Sourced from the MikMak Shopping Index

The MikMak Shopping Index was developed to provide a standardized set of metrics, methodology, and benchmarks to help drive brands' business results and strategy. It is a collection of key eCommerce KPIs collected across hundreds of brands and over 250 channels and more than 7,000 retailer integrations to understand consumer online shopping behavior.

All data in this report is from 1 January to 16 November 2023.

Let's chat!

Want to get even more insights?

Contact marketing@mikmak.com!