

2024 eCommerce Report

eCommerce Benchmarks  
& Insights for Multichannel

# TOY BRANDS

How MikMak Helps Toy Brands Grow,  
Commerce-First

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MikMak

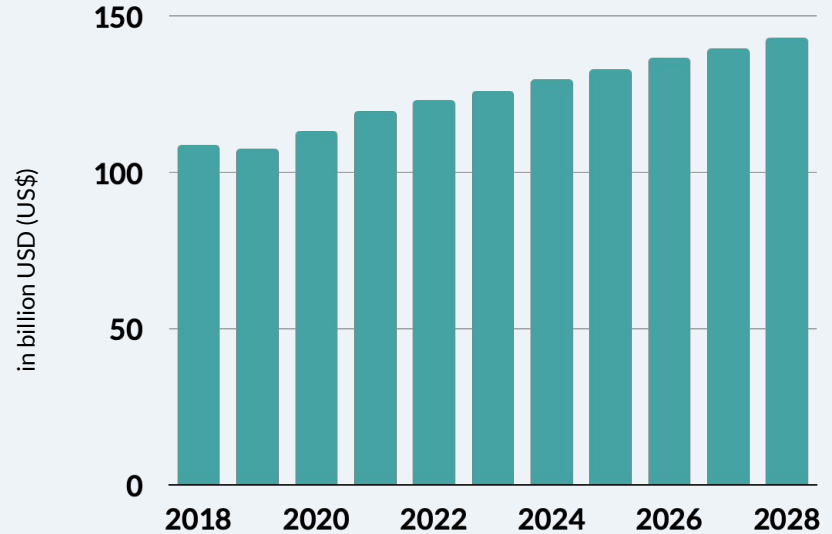




## eCommerce for Toys is transforming; understanding the trends is vital

According to [Statista](#), the Toys & Games market worldwide is projected to generate a revenue of US\$130bn in 2024; and [According to the NRE](#), Toys are also the third most popular product category among holiday shoppers (behind Apparel and Gift Cards), with 37 percent buying toys during the holiday season. Now is prime time to optimize your Toy brand's eCommerce strategy. MikMak took a closer look at the trends to help your brand learn the best ways to reach in-market shoppers at this time.

## Worldwide Revenue for Toys & Games



Source: [Statista](#)

# Report Overview

According to the [Toy Association](#), Americans collectively spend around \$28 billion on toys each year

According to the MikMak Shopping Index, Toy brands see the most traffic from shoppers checking out at Amazon, compared to other retailers

MikMak Commerce-enabled Brand Websites see the highest Purchase Intent Rates for Toy brands, compared to other channels

## Purchase Intent Rate:

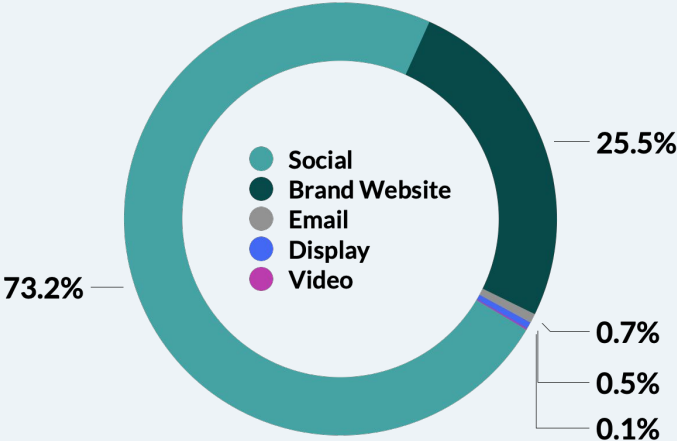
The percentage of shoppers who clicked through to at least one retailer.

## Purchase Intent Clicks:

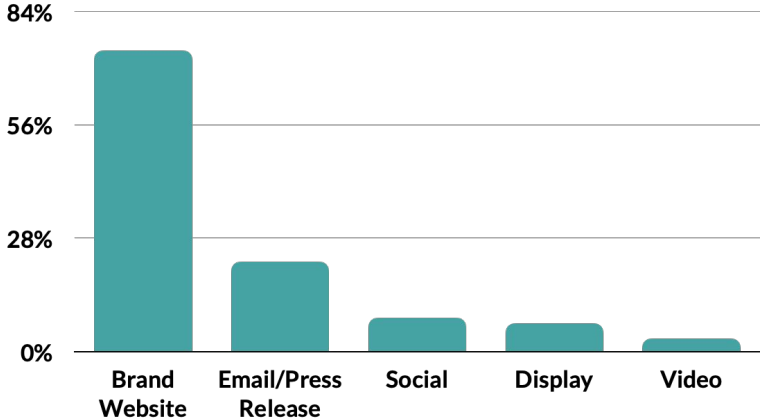
The number of times a shopper has clicked through to at least one retailer during a single session.

# Toys are seeing the most traffic on social platforms, and the highest likelihood of conversion on brand websites

Share of eCommerce Traffic by Channel Type, Based on Share of Purchase Intent Clicks



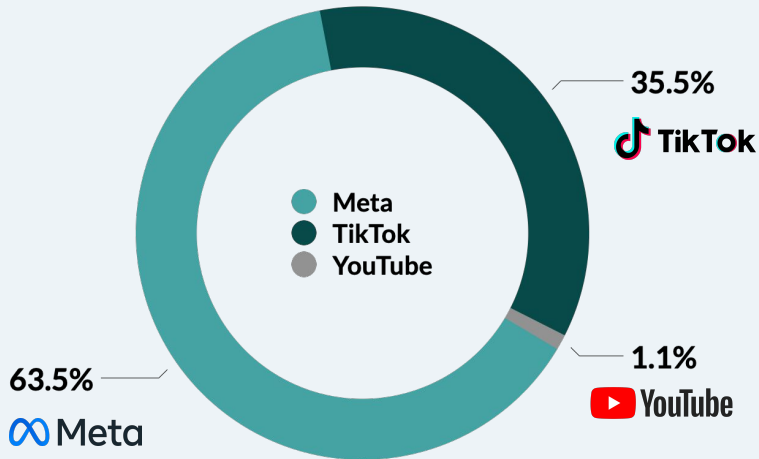
Likelihood of Conversion by Channel Type, Based on Purchase Intent Rate



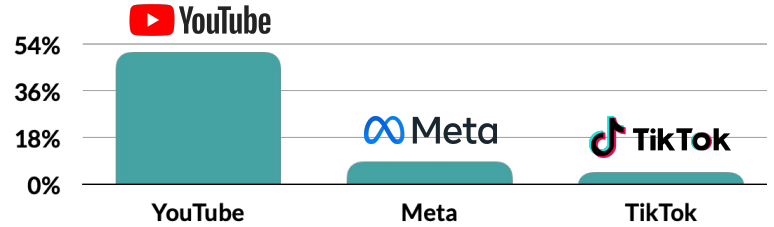
Right now, Social Platforms drive the most traffic to Toy brands, yielding 73.2 percent of Purchase Intent Clicks. This is primarily due to marketers investing much of their advertising dollars into social media. Meanwhile, Toy brands that use MikMak Commerce on their brand websites drive the highest Purchase Intent Rates\* at 74.3 percent.

## Compared to other social channels, Meta sees the most traffic and YouTube sees the highest conversions

Share of Purchase Intent Clicks by Social Channel



Purchase Intent Rates by Social Channel



When looking at social specifically, Toy brands are investing the most in Meta, which leads in terms of traffic by driving 63.5 percent of Purchase Intent Clicks. TikTok follows at 35.5 percent. YouTube rounds out the social channels, driving 1.1 percent of Purchase Intent Clicks. While YouTube sees the smallest share of Purchase Intent Clicks for Toy brands compared to other social channels, this traffic is converting at a high rate, as the platform leads with a Purchase Intent Rate of 50.9 percent.

Most Toy brands in the MikMak Shopping Index are not seeing significant traffic on social platforms beyond these three major players.

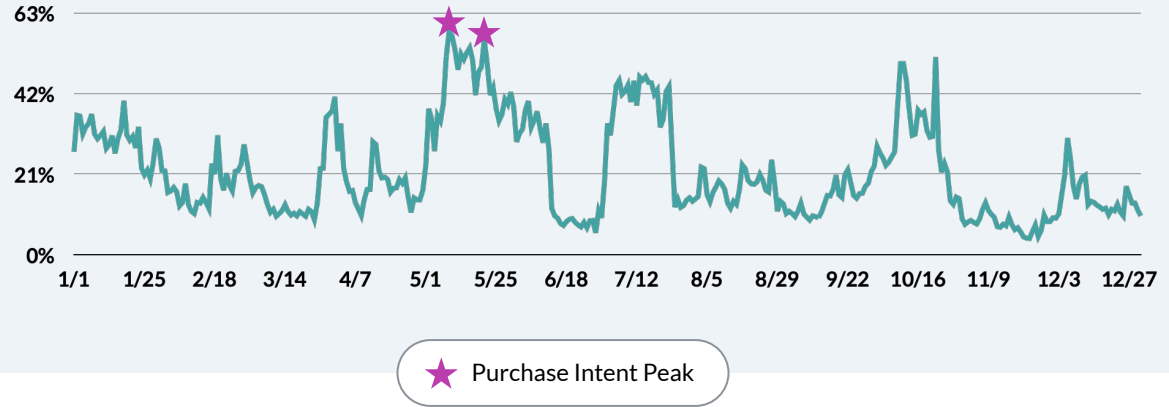
## Purchase Intent Rates for Toys saw peaks in May last year, and January so far this year

Purchase Intent for Toy brands peaks in the first half of the year

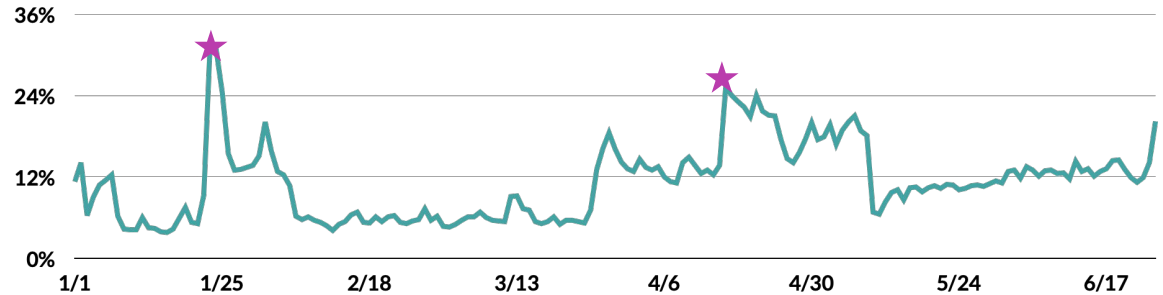
While it's typical for Toy brands to see more traffic around the holiday season, last year showed that Purchase Intent Rates were actually higher in May, just before summertime.

So far this year, however, Purchase Intent Peaks were in January, with one in April as well.

### Purchase Intent Rates for Toy Brands, 2023

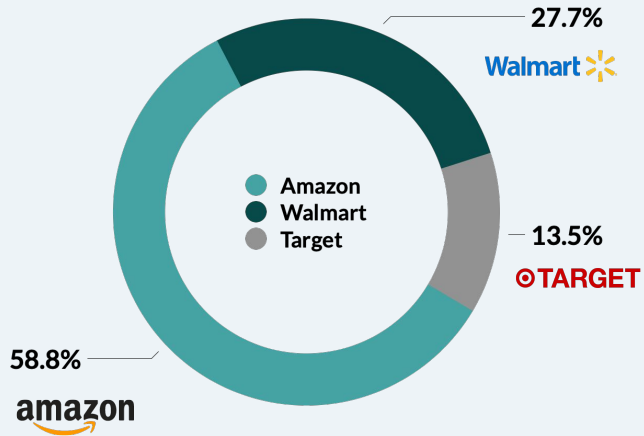


### Purchase Intent Rates for Toy Brands, 2024 (as of June 25th, 2024)



# Amazon is the top checkout option for Toy Brands

Top 3 Toy Checkout Options,  
Based on Share of Purchase Intent Clicks



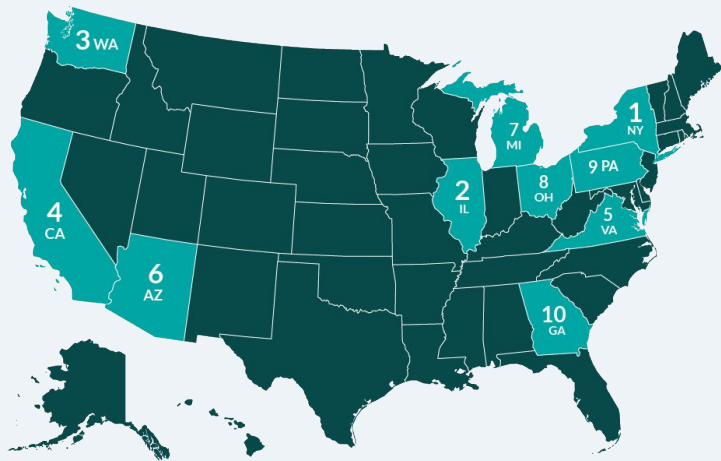
# A doll brand sees the highest Purchase Intent Rates, compared to other Toy products

Top 10 Toy Items by Purchase Intent Rate

- |    |                      |     |                           |
|----|----------------------|-----|---------------------------|
| 1. | Toy Doll             | 6.  | Projector Toy             |
| 2. | Plush Stuffed Animal | 7.  | Mystery-Themed Board Game |
| 3. | Toy Car (Set of 3)   | 8.  | Diner Themed Playset      |
| 4. | Card Game            | 9.  | Toy Gun                   |
| 5. | Fashion Toy Doll     | 10. | Golf Game                 |

When looking at the products currently driving the highest Purchase Intent Rates, or the likelihood that a shopper will click through to a retailer option, a popular toy doll takes the lead. While the Purchase Intent Rate does not measure product popularity, it can give brands an idea of what products people might likely add to their cart after seeing branded media.

## New York sees the highest Purchase Intent Rates for Toy Shoppers in the US



- |               |                 |
|---------------|-----------------|
| 1. New York   | 6. Arizona      |
| 2. Illinois   | 7. Michigan     |
| 3. Washington | 8. Ohio         |
| 4. California | 9. Pennsylvania |
| 5. Virginia   | 10. Georgia     |

## Toy Shoppers are most likely to purchase on Weekday afternoons

### Top Days of the Week (by Purchase Intent Rate)



- |              |           |
|--------------|-----------|
| 1. Tuesday   | 4. Monday |
| 2. Wednesday | 5. Friday |
| 3. Thursday  |           |

### Top Hours of Day (by Purchase Intent Rate)



- |             |             |
|-------------|-------------|
| 1. 1 pm ET  | 4. 9 pm ET  |
| 2. 12 pm ET | 5. 10 pm ET |
| 3. 2 pm ET  |             |



## BRAVE COMMERCE

WITH RACHEL TIPOGRAPH & SARAH HOFSTETTER

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“I think it all starts with an understanding of the audiences that you have, the passion points that adhere to them and ultimately where do you play within the channel and to best connect with them”

Luke Sebire, Global eCommerce Center of Excellence



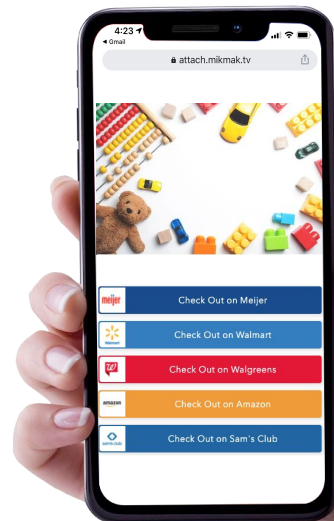
## Toy Brand Success Story

Leading toy brand drove purchase intent by leveraging MikMak in a #1 Trending YouTube video posted by a brand partner with 110 Million Subscribers.

**67.7%** Purchase Intent Rate

**2.3x** Higher Purchase Intent Rate than Toy category benchmark for organic traffic

**4x** More Purchase Intent Clicks at Amazon than Walmart



## BRAVE COMMERCE

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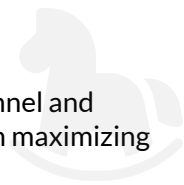
"It's one of the things that MikMak has really focused on as you look at bringing new eCommerce solutions to people. We start with the consumer and we look at all the different consumer insights we have."

Eric Nyman, President & COO



## Toy Brand Success Story

A leading toy brand identified the best performing channel and retailer mix for a new product line in just weeks, in-turn maximizing marketing effectiveness.

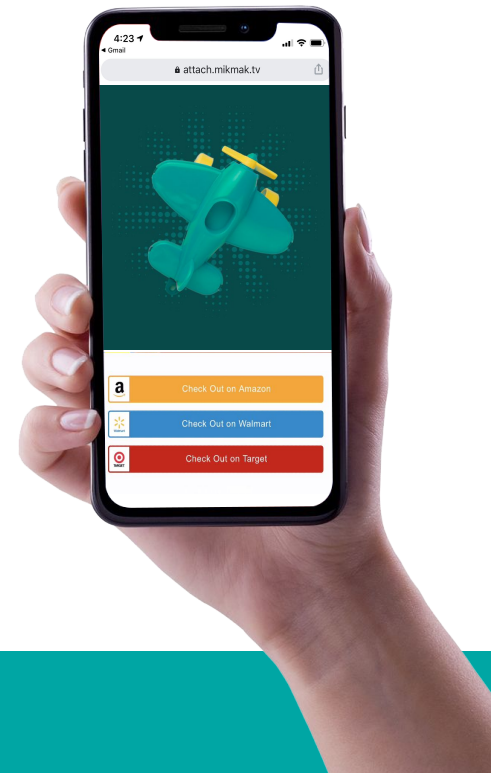


**86%** Of **Purchase Intent** generated from **YouTube**

**41%** Of **Purchase Intent** took place at **Walmart**

**Engager Audiences**

Used in future campaigns to **drive conversion**



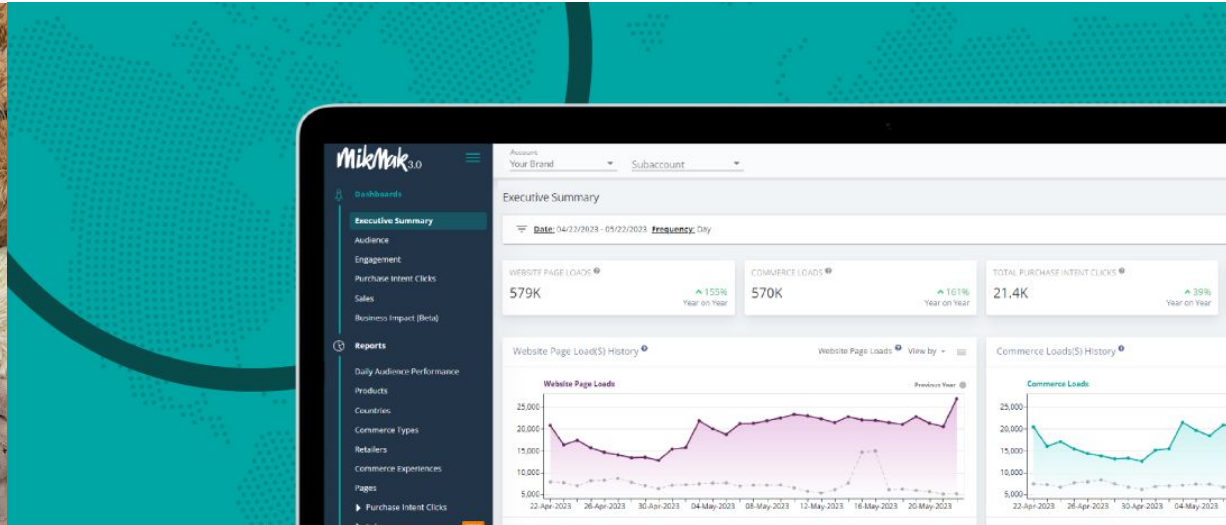
## Save time and money

With consistent, real-time reporting and easy access to consumer, retailer, and platform insights, brands' internal teams and agencies can save a ton of time and money. Couple these insights with best practices, and your team will be sure to gain market share and drive profitability time and time again.

## How MikMak saves time and money

MikMak offers one easy-to-use global platform that automatically enables consistent reporting and fast decision-making across the entire organization. With the MikMak Platform, brands can also leverage direct integrations with third-party Product Information Management (PIM) platforms including Salsify and Syndigo; as well as Data Visualization Platforms and Data Lakes like Salesforce and Google Data Studio.

**We're here to help.** MikMak helps multichannel brands gain deeper consumer insights to grow and protect market share. Contact us at [marketing@mikmak.com](mailto:marketing@mikmak.com)!



# All data and insights from this Category Benchmark and Insights Report are sourced from the MikMak Shopping Index.

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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 06/25/2023 - 06/25/2024

## Let's chat!

Want to get even more insights?  
Looking for a different category?

Contact [marketing@mikmak.com](mailto:marketing@mikmak.com)!