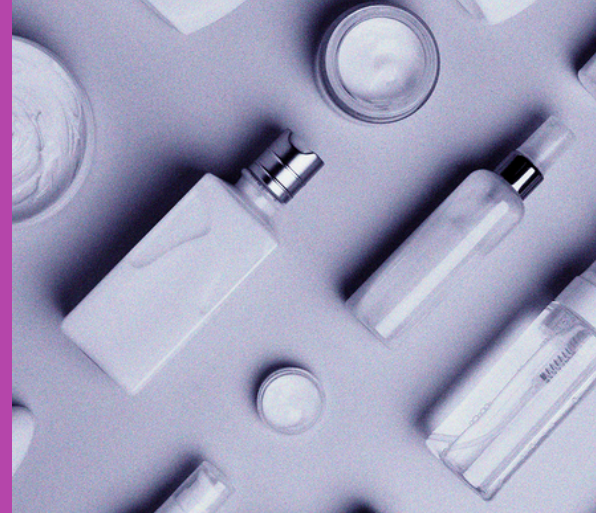




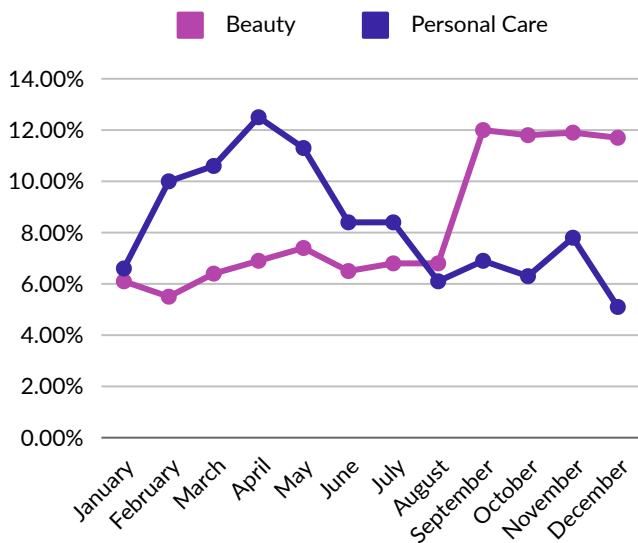
Beauty & Personal Care eCommerce Insights 2024 - Spain



The MikMak Shopping Index* reveals European shoppers' purchase intent and engagement with multichannel Beauty and Personal Care brands in its latest [industry guide](#). Here's what the data shows for Spain.

Beauty Booms at Year-End, While Personal Care Surges in Spring

Share of Purchase Intent Clicks* by Month - Spain



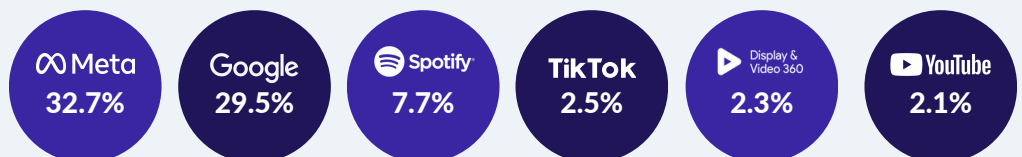
Beauty Shoppers Prefer Specialized Retailers, While Amazon Rises in Personal Care

Top 5 Retailers in Spain by Share of Purchase Intent Clicks*

Beauty	Personal Care
Druni - 23.7%	Amazon - 26.5%
El Corte Ingles - 16.9%	Druni - 14.8%
Douglas - 9.6%	Primor - 9.0%
Primor - 8.4%	El Corte Ingles - 6.7%
Arenal - 6.4%	Atida - 6.0%
Other - 35.1%	Other - 37%

Meta Drives Conversions for Beauty & Personal Care Brands through Digital Media

Top Media Sources in Spain by Purchase Intent Rate*



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***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 make a purchase.

Shopper Engagement is Highest for Fragrances, Facial Care, and Nail Care Products

Top 5 Products by Purchase Intent Rate*

Beauty

1. Fragrance
2. Illuminating cream
3. Tanning lotion
4. Nail serum
5. Nail lacquer gift set

Personal Care

1. Facial sunscreen
2. Facial gel cream
3. Anti-aging serum
4. Facial care set for men
5. Eye contour cream

Get the [full report](#) for more insights and see how Spain compares within 5 Key European Markets for Beauty and Personal Care.

[DOWNLOAD GUIDE](#)

*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, over 250 channels, and more than 7,000+ retailer integrations to understand consumer online shopping behavior.

This document illustrates data for Spain from 1 January 2024 to 1 January 2025.