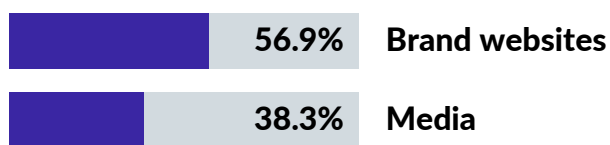


# Beauty eCommerce Insights

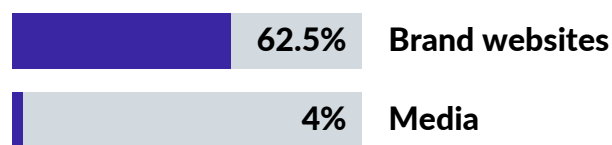
Q1 2025 - Spain

## Beauty brands drive shopper traffic through media and convert more on their websites

### Share of Purchase Intent Clicks\*

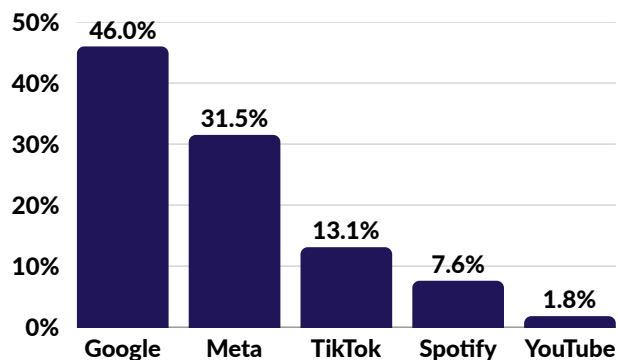


### Average Purchase Intent Rate\*



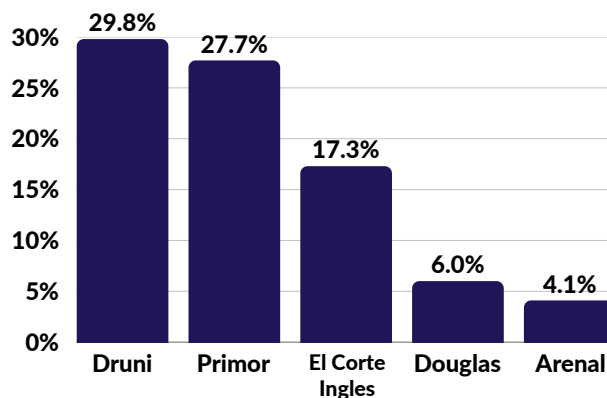
### Google leads in shopper traffic, driven by brand investment

Top 5 Sources for Shopper Traffic by Share of Purchase Intent Clicks\*



### Druni is the top choice for online Beauty shoppers

Top 5 Retailers by Share of Purchase Intent Clicks\*



Read more insights in MikMak's latest [Beauty & Personal Care eCommerce guide](#)

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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 purchase.

Source: MikMak Shopping Index, data from 1 January to 1 April 2025.