

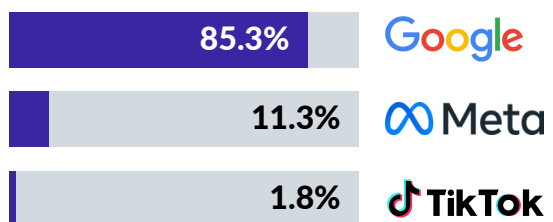
# Food & Beverage eCommerce Insights

Q1 2025 - France

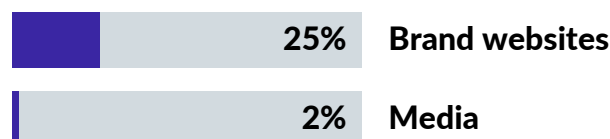


Food & Beverage brands drive shopper traffic through media and convert more on their websites

### Top 3 Sources for Shopper Traffic by Share of Purchase Intent Clicks\*

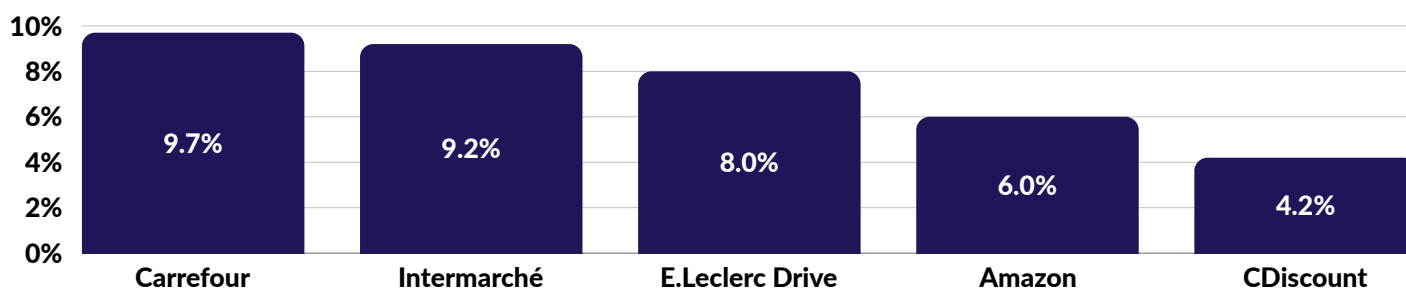


### Average Purchase Intent Rate\*



Carrefour is the top choice among online Food & Beverage shoppers

### Top 5 Retailers by Share of Purchase Intent Clicks\*



Read more insights in MikMak's latest [Food & Beverage eCommerce France guide](#)

[DOWNLOAD GUIDE](#)

\*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.