

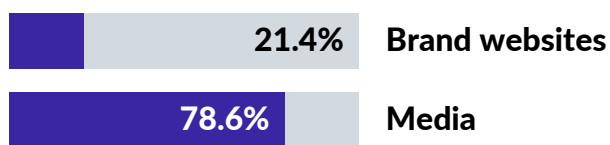
Beauty eCommerce Insights

Q1 2025 - UK

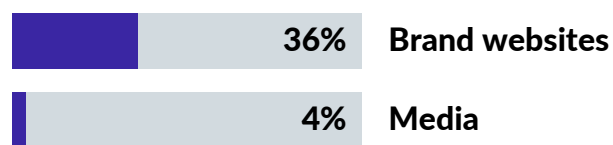


Beauty brands drive shopper traffic through media and convert more on their websites

Share of Purchase Intent Clicks*

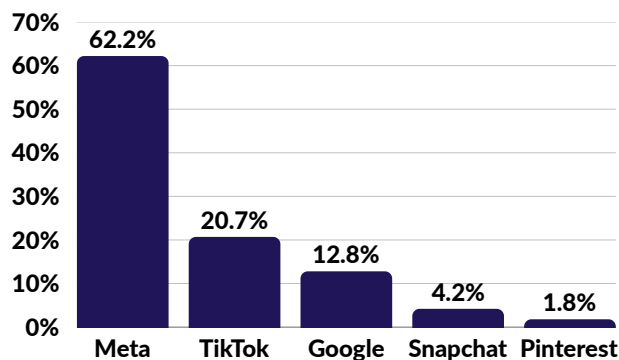


Average Purchase Intent Rate*



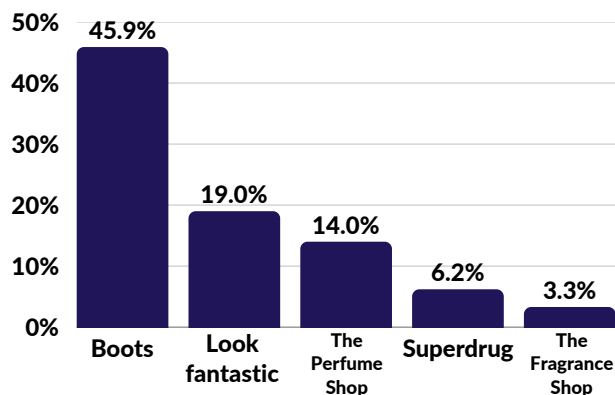
Meta leads in shopper traffic, driven by brand investment

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



Boots remains the top choice for online Beauty shoppers, Lookfantastic is rising

Top 5 Retailers by Share of Purchase Intent Clicks*



Read more insights in MikMak's latest [Beauty & Personal Care eCommerce 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.