

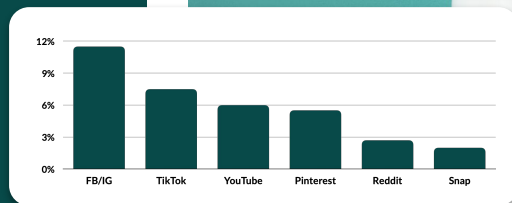
2022 eCommerce Guide

Health & Wellness Benchmarks and Insights

MikMak

Category Benchmark

6.2% Purchase Intent



Social Commerce keeps brands top of mind for Health & Wellness shoppers

Purchase Intent Clicks measure the amount of in-market shoppers. **Purchase Intent Rate (PI Rate)** measures how likely a population of in-market shoppers is to make a purchase.

Social channels are responsible for **71 percent of Purchase Intent Clicks** for Health & Wellness shoppers on the MikMak Platform.

Shoppers with the highest Purchase Intent Rate for Health & Wellness products **start their shopping journey on Facebook/Instagram, and checkout at Amazon.**

Category Benchmark

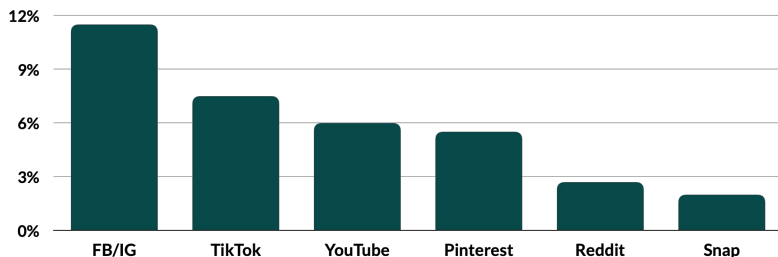
6.2% Purchase Intent

For the purpose of this report, the Health & Wellness category is comprised of products such as **vitamins & supplements, over-the-counter medications, and topical ointments.**

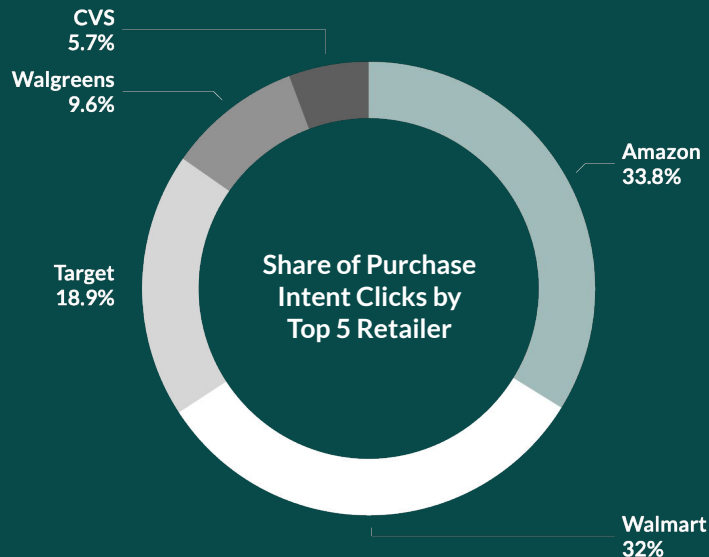
Facebook/Instagram X Amazon is your channel retailer mix for Health & Wellness

For Health & Wellness brands on the MikMak Platform, Facebook and Instagram make up 90 percent of in-market traffic. Furthermore, Facebook and Instagram Purchase Intent Rates are 11.5 percent (1.9x higher than the category benchmark). Meanwhile, TikTok, an emerging platform for many product categories, also shows higher-than-average PI Rates at 7.5 percent (1.2x higher than the category benchmark).

Purchase Intent Rate by Platform



The retailer with the highest share of Purchase Intent Clicks is Amazon, with 33.8 percent among the top five Health & Wellness retailers. Walmart and Target follow Amazon, driving 32 and 18.9 percent of purchase intent clicks, respectively. Beyond the big three retailers, shoppers also consider Health & Wellness purchases at drugstores like Walgreens and CVS.

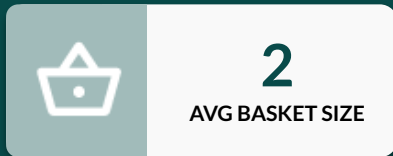


Shoppers are buying Health & Wellness products with their groceries

According to The MikMak Shopping Index, Health & Wellness baskets contain an average of two products, which is much smaller than the all-category average of nine.

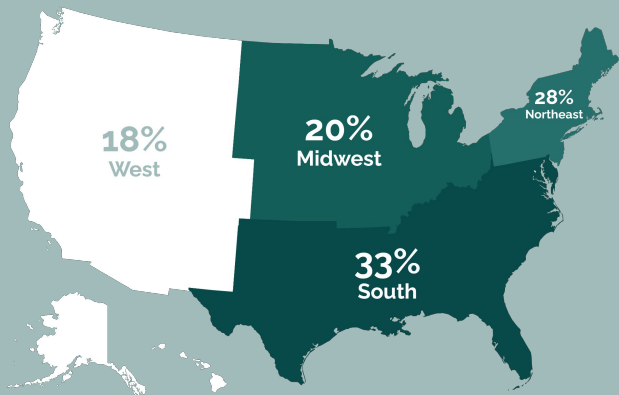
Further basket-level data shows that the Average Unit Price of Health & Wellness products is \$19.45, and the average order purchases average \$41.77.

In instances where there are product adjacencies, many Health & Wellness shopping baskets also contain grocery products. We can expect this to be the case at retailers like Amazon, Walmart, and Target, where shoppers can buy Grocery and Health & Wellness products at the same time.



The southern US has the highest amount of in-market shoppers

Regarding inventory across the US, the MikMak Shopping Index found that the most in-market shoppers are in the South with 33 percent of purchase intent clicks. When deciding where to stock your products and target your ads geographically, keep this in mind.



Enable inventory management and various fulfillment options to maintain market share over competitors and private label

[Research done by McKinsey & Company](#) showed that 50 percent of US consumers say that wellness is a top priority in their daily lives (an 8 percent increase from similar research done in 2020). Whether they may be combating illness, working to maintain healthy habits, or following the doctor's orders, Health & Wellness shoppers are motivated to shop with a sense of immediacy to get their products exactly when they need them.

[Recent research from eMarketer](#) found that 19.8 percent of over-the-counter medicine consumers switched from a national brand to a private label. Being out of stock or unavailable is a significant cause of brands losing consumer loyalty. Looking closely at consumer preference data and turning on inventory management capabilities with a partner like MikMak ensures that consumers know where to buy and keep your product top-of-mind over competitors. Also, consider different fulfillment options, such as fast delivery or in-store pickup, to make shopping as convenient as possible.

Enable eCommerce capabilities like multi retailer and omnichannel checkout options

Featured Case Study

Ollly saves market share by enabling multi retailer, omnichannel checkout options for products that are currently out-of-stock (OOS) through their brand.com

\$28k+

In attributed sales from OOS products on the brand's DTC site in the first 7 months

15.6%

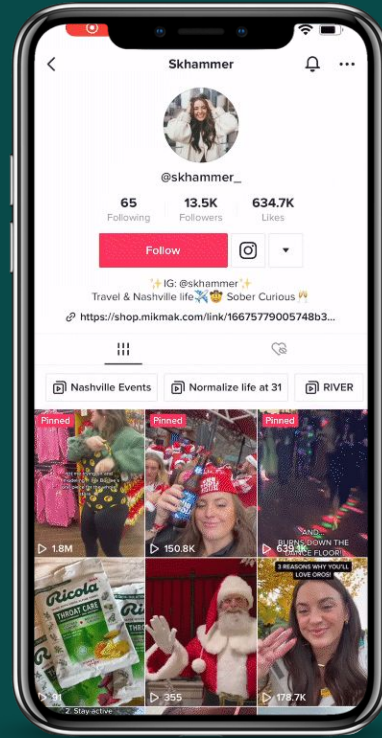
Conversion rate on Purchase Intent Clicks at Target and Walmart



[READ CASE STUDY](#)

Enable eCommerce capabilities like shoppable media

Mucinex uses MikMak to create experiences on Instagram, highlighting an exclusive coupon for consumers and enabling numerous retailer options. This allows consumers to seamlessly checkout at the retailer they prefer.



Ricola uses MikMak to make influencer content on TikTok shoppable. While scrolling through their “For You” pages, consumers can click on the ad and check out where products are available. With this experience, the brand can also view consumer data on the MikMak dashboard to see the performance and ROI of their influencer content, allowing the brand to navigate future advertising decisions.

Your eCommerce marketing checklist

So you got the insights. Now what?

Here's a list to help you design and optimize your eCommerce marketing initiatives.

1. **Get the basics down.** Is your brand available at major retailers? Do you utilize brand.com effectively? Have you tested TikTok as an emerging social channel? Driving high purchase intent rates, using a variety of channels and retailers will keep your brand top of mind with Health & Wellness shoppers.
2. **Develop more nuanced insights for customer relevance.** Your Health & Wellness shoppers are also buying other necessities, such as groceries, and checking out at one-stop retailers like Target, Amazon, and Walmart. Consider who might be shopping for your products, and what other things could be in their cart.
3. **Explore growth opportunities.** Remember to check your performance against category benchmarks to see how you stack up against the competition. If your key shoppers on Facebook and TikTok are different, consider how they see themselves represented in your creative. Test new display ads, methods such as OTT, CTV, and Influencer Marketing, and innovative creative that might connect you with Health & Wellness shoppers of all ages and demographic backgrounds.

Want to learn more? [MikMak can help you get started!](#)

All data and insights from MikMak's 'Health & Wellness Benchmarks and Insights' are sourced from the MikMak Shopping Index

The Shopping Index is a collection of key eCommerce KPIs collected across hundreds of brands, thousands of retailers, and all major media platforms to understand consumer online shopping behavior, provide insights into current and developing category trends, and forecast demand and behavior in the online marketplace.

All data in this report is from 1/1/2022 to 11/3/2022.



Let's chat!

Want to get even more tactical? Didn't see the category you were looking for?

Contact marketing@mikmak.com for more!

To learn more about how to identify and utilize datasets to personalize and grow eCommerce strategy, check out [How to Use eCommerce Data to Accelerate Brand Growth](#).

