

2022 eCommerce Guide

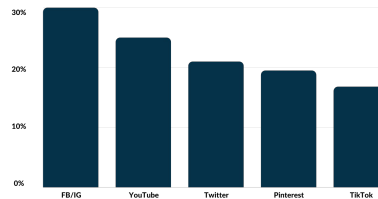
# Toys & Games Benchmarks and Insights

MikMak



Category Benchmark

**18.6%** Purchase Intent



# Online Toys & Games shoppers are discovering products on social media

Category Benchmark

**18.6%** Purchase Intent

## 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.

Currently the 2022 average PI rate for all products on the MikMak Platform is 6.8 percent, with **Toys & Games's PI rate at 18.6%**.

Shoppers with the highest purchase intent rate for Toys & Gaming products **start their shopping journey on Facebook/Instagram, and checkout at Amazon**

## Facebook & Instagram are popular for Toys & Games Shoppers

Over 89 percent of all Toys & Gaming shoppers on the MikMak Platform began their shopping journey on Facebook/Instagram (FB/IG) in 2022. Purchase Intent Rates are also high across social platforms, with FB/IG being the highest, showing a PI rate of 30 percent (1.6 x the category benchmark).

Meanwhile, the retailer with the highest share of purchase intent clicks was Amazon with 38.7 percent.

### Channel X Retailer Mix (Traffic)

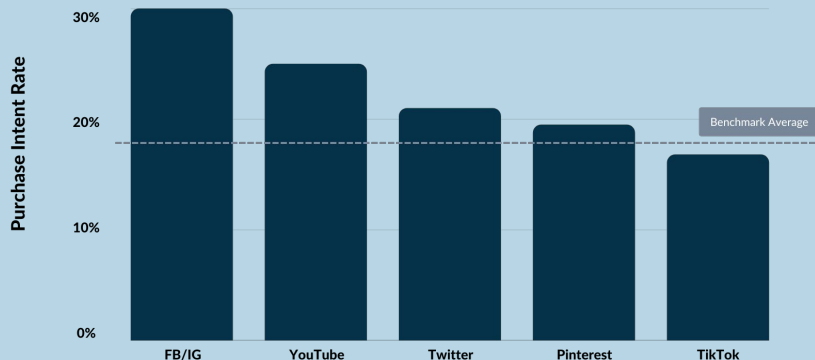


## OTHER INSIGHTS

YouTube, Twitter, and Pinterest, while driving a lower share of purchase intent clicks for Toys & Games than FB/IG, still have higher-than-average purchase intent rates exceeding the category benchmark at 25 percent, 20.9 percent and 19.5 percent respectively.

TikTok, being popular with Gen Z and younger generations, saw purchase intent rates under the category benchmark, but still higher than the overall average PI rate for all product categories, at 16.8 percent.

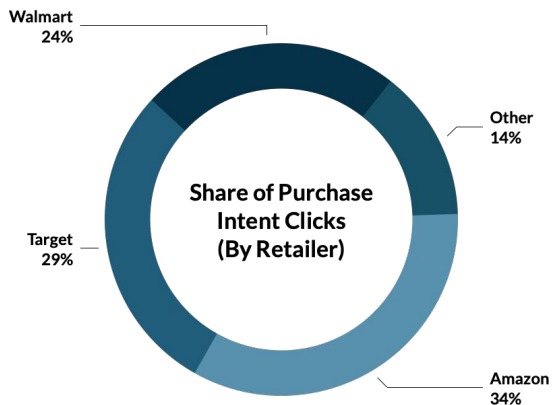
Toys & Games Category Purchase Intent Rate by Channel



## Don't count out brand websites when it comes to driving eCommerce sales

Amazon, Target, and Walmart are the major retailers for Toys & Games shoppers. Amazon drove the most with 34 percent of purchase intent clicks, Target closely followed with 29 percent, and Walmart drove 24 percent.

However, beyond major retailers, people are also checking out at brand websites. Brand websites in the MikMak platform drove an average PI rate of 21 percent.



## Parents are buying Toys & Games items with their grocery hauls

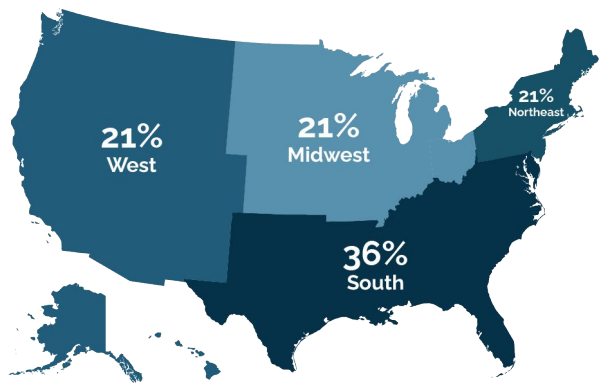
Basket-level data from the MikMak Shopping Index shows us that oftentimes, online Toys & Games shoppers are purchasing products by themselves. The average basket size of Toys & Games products is 1 item, with an average order value of \$48.77.

In the instances where there are larger baskets and product adjacencies for Toys & Games, many shopping baskets that included Toys & Games products also had grocery products in them. We can expect this to be the case at retailers like Amazon, Walmart, and Target where shoppers can buy their groceries and toys together.



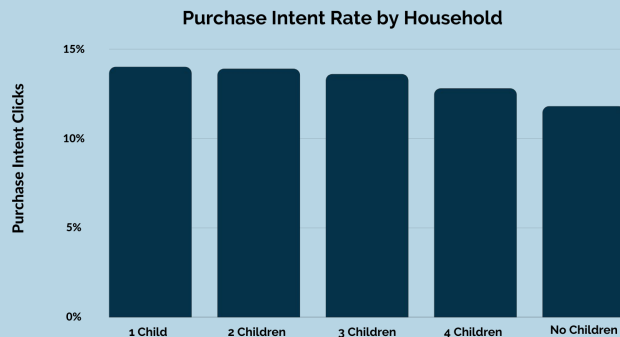
# The southern US has the highest amount of in-market shoppers

Toys & Games products are common for birthday gifts, holiday presents, or even just a casual buy for fun. Regardless of the reason for buying, being in stock is a major factor of consumers making their purchase decisions. When it comes to inventory across the US, the MikMak Shopping Index found that most regions share 21 percent of purchase intent clicks, with the most in-market shoppers being in the South with 36 percent. Keep this in mind when deciding where to stock your products and target your media geographically.



## Households with 1 child are most likely to buy

It can be expected that when it comes to Toys & Games items, households with children are a major target audience. MikMak's Shopping Index found that households with 1 child are most likely to buy. The more children in the household, the lower the PI rate, with the exception of childless households, which have the lowest PI rates for this category.



## 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.** Are Brand.com, Facebook, YouTube, Twitter, and Pinterest all part of your Toys & Games brand's marketing mix? Have you tested TikTok as an emerging social channel? Driving high purchase intent rates, utilizing all of these channels will keep your brand top of mind with an omnichannel shopper.
- 2. Develop more nuanced insights for customer relevance.** Your Toys & Games shoppers are also buying their everyday 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 YouTube and Instagram are different, think about how they are seeing themselves represented in your creative. Test new ad creative, and social platforms that may resonate better with Toys & Games shoppers of different age and demographic backgrounds.

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

# All data and insights from MikMak's 'Toys & Games 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 8/31/2022.

## Let's chat!

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

Contact [marketing@mikmak.com](mailto:marketing@mikmak.com) for more!

To learn more about how consumer preferences and the latest insights and trends for this holiday season, check out [\*Giving Consumers All They Want for the Holidays, 2022 Holiday Trends and Insights\*](#)

