



**ADTRACTION**

Q2 2025

# E-commerce Insights

Quarterly trends and insights about category variations, consumer shopping habits, and device usage within online shopping in Europe

Welcome to

## E-commerce Insights Q2 2025

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The e-commerce landscape changes rapidly, and staying informed is essential. Our quarterly insights report offers a pulse check on the European e-commerce industry, with key insights into category variations, consumer shopping habits, and device usage trends within online shopping.

Each edition of the report features commentary from three of Adtraction's markets, with the aim of providing local perspectives on evolving trends and regional market dynamics.

### About the data

The report is based on data sourced from more than 900 e-commerce programs across Adtraction's 12 European markets.

For clarity and ease of comparison, we employ index scales in some of the included graphs. 100 signifies the average of the metric applied, while values above 100 are higher than average and values below 100 are lower.

**We hope you find it useful!**





## Extensions gaining traction in Denmark

Browser extensions are emerging as part of the affiliate and partner marketing landscape, also in Denmark.

“Although extensions have been a topic of debate, these tools can help brands reach new audiences, particularly Gen Z and Millennials, who use them for safe and smart online shopping.”

Extensions can also offer benefits like price comparisons, stock availability, and trust signals for safer shopping experiences. They can also boost engagement by notifying users of new sales or collections and increase both conversion rates and average order value (AOV).

Adtraction provides features designed to prevent browser extensions from overwriting the cookies of other partners and unfairly attributing commissions. This ensures a fair partner marketing environment, protecting the interests of all partners involved.



**Emma Sellén**

Country Manager, Adtraction Denmark

## Alternatives to GA4 making their mark in the Netherlands

Since the transition from Google's Universal Analytics to GA4, many brands have started questioning its accuracy. In the Netherlands, this shift has opened up for third-party analytics tools like Billy Grace and Bloomreach, offering an unbiased and more neutral perspective on sales attribution and added value. These tools provide detailed insights into each partner's role in the customer journey and highlight their unique contributions.

By using the insights from more neutral analytics tools, brands can make data-driven decisions to optimise their activities and find new ways to increase the overall value from the channel.



**Bart Bonvanie**

Country Manager, Adtraction Netherlands

## Media houses integrating partner marketing into editorial content in Switzerland

In Switzerland, the first content and media houses are integrating partner marketing into their editorial content. In the lifestyle and travel section, partners like NZZ are setting new standards by combining inspiring articles with carefully curated product and service recommendations.

The partner marketing technology enables a seamless connection between high-quality content and measurable value – for readers, partners and brands. This pioneering project demonstrates how partner marketing can enhance content while unlocking new revenue streams. In 2025, more content and media houses are expected to follow along, setting new benchmarks for authenticity and relevance.

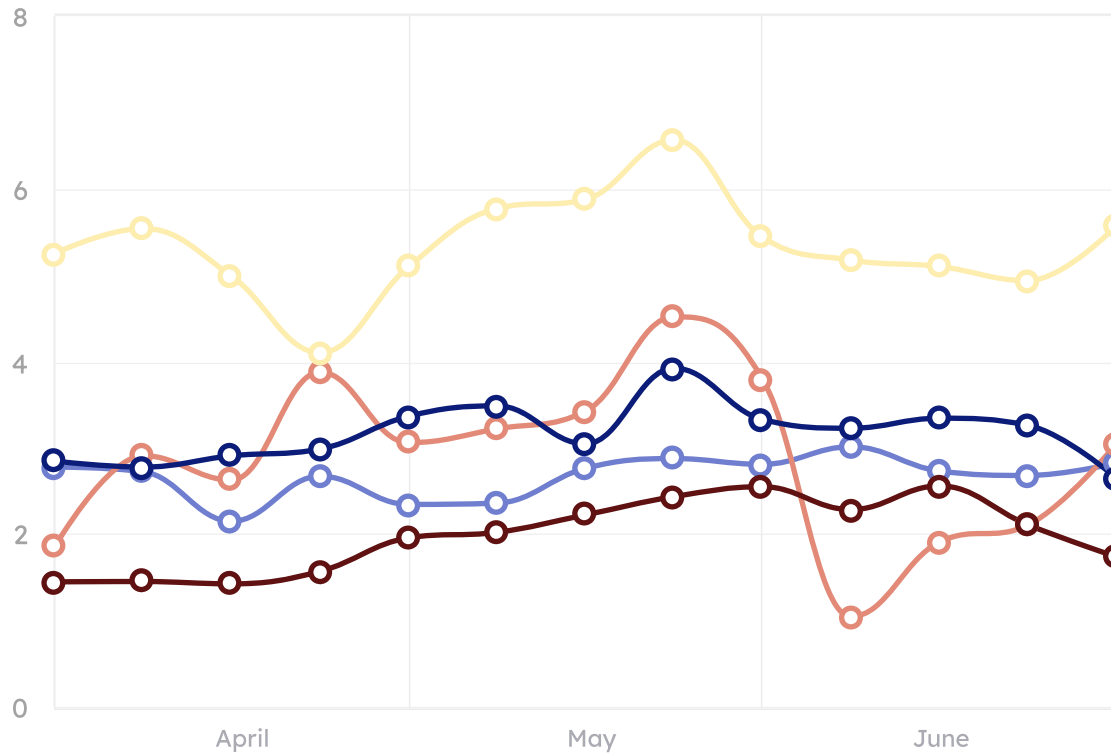


**Thomas Pilz**

Country Manager, Adtraction Switzerland

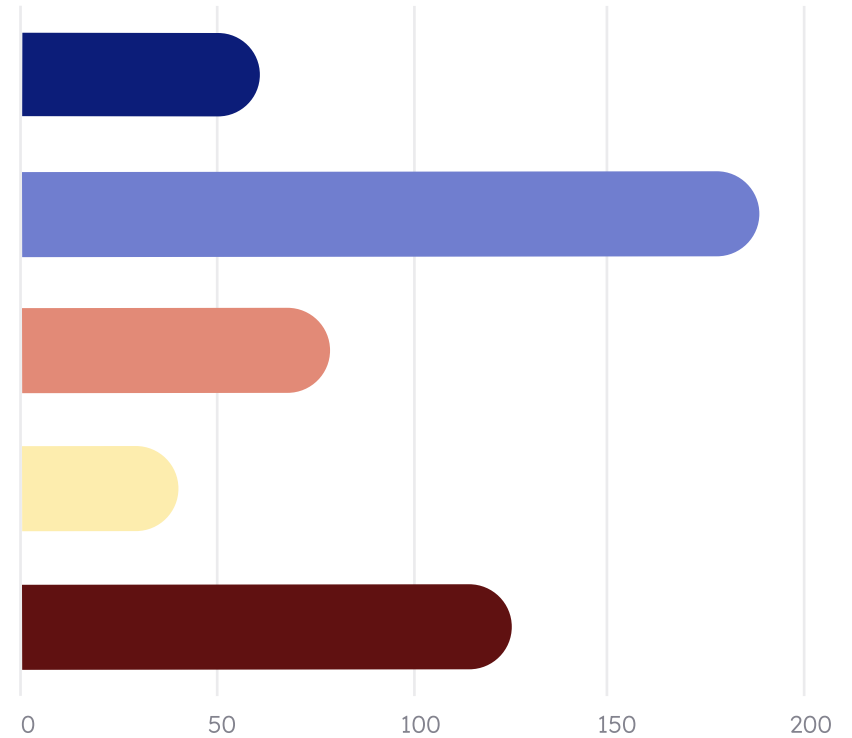
## Conversion rate

By percentage, %



Beauty has the highest conversion rate throughout the quarter, peaking in May at 7%. Interior remains the lowest, but stable. Fashion, Electronics and Kids & Family range between 1.8% and 4.5%.

● Fashion ● Electronics ● Beauty ● Interior ● Kids and family



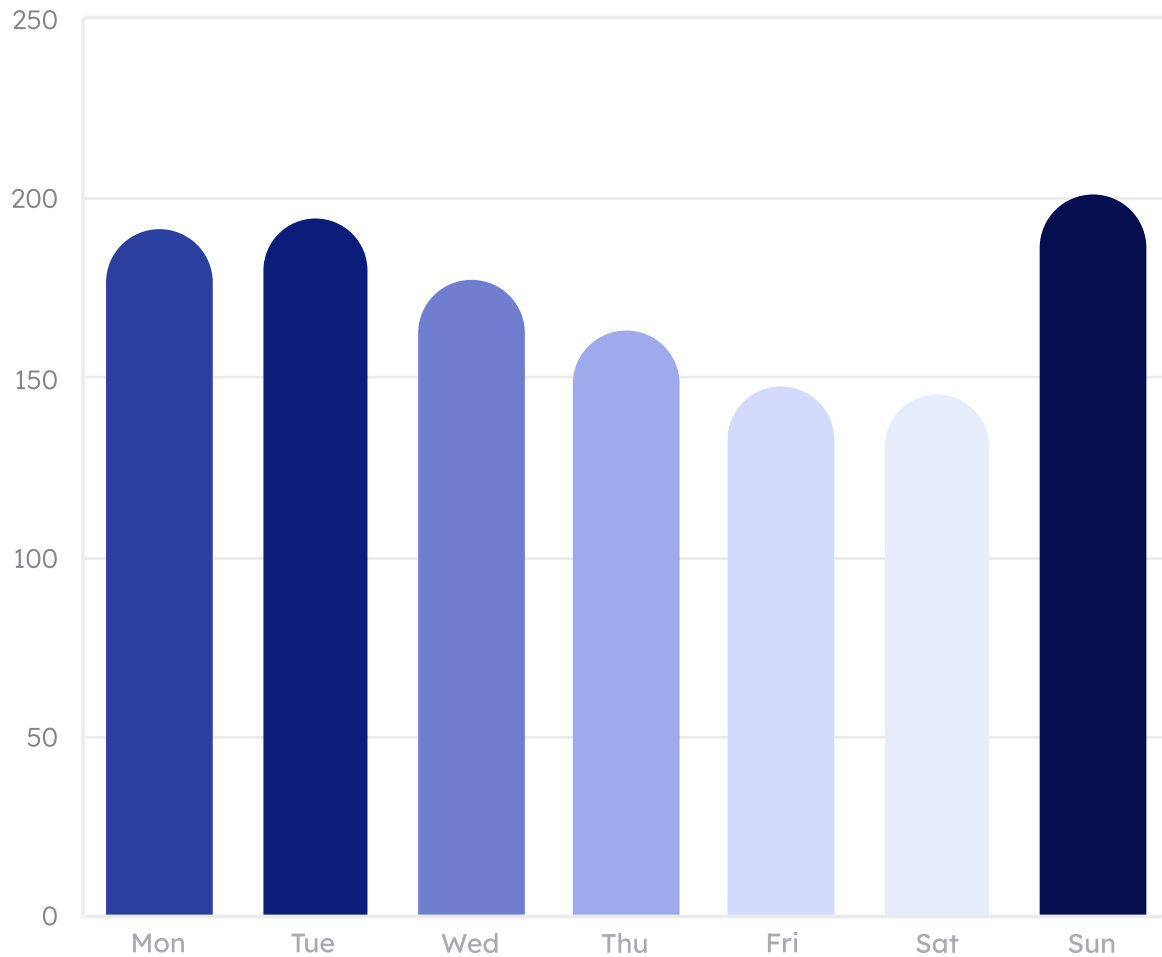
Electronics has the highest average order value in Q2, followed by Interior. Fashion, Kids & Family, and Beauty all have average order values below the index.





## Average shopping week

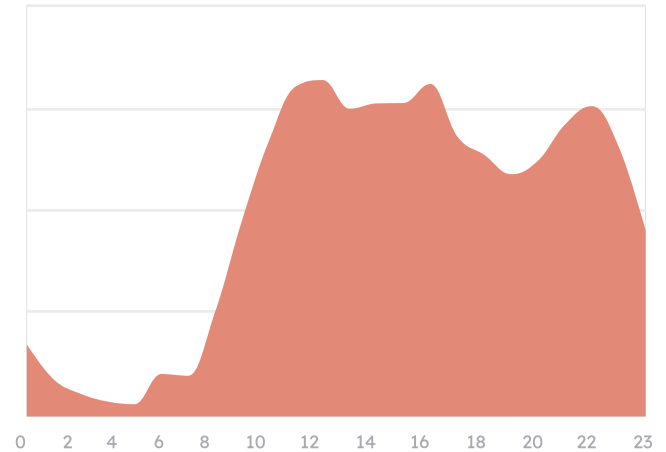
Sales volume, Index = 100



Sunday continues to lead as the most popular shopping day in Q2, closely followed by Tuesday. Activity gradually declines towards the weekend, reaching a low on Saturday.

## Desktop: Average shopping day

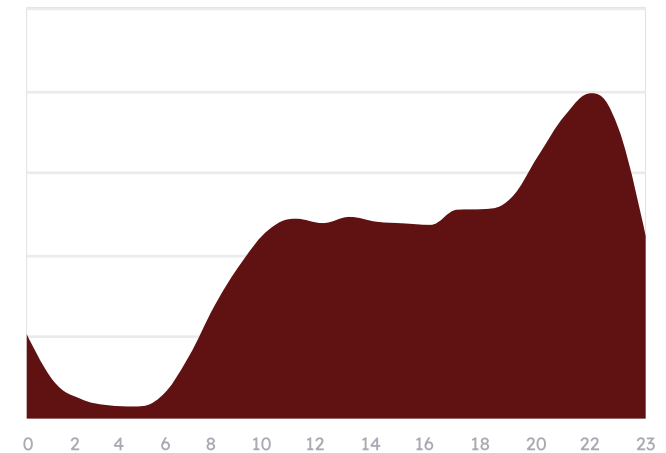
Index = 100



Desktop shopping peaks around midday and again in the late afternoon. Activity drops after work hours, with a smaller increase in the late evening.

## Mobile: Average shopping day

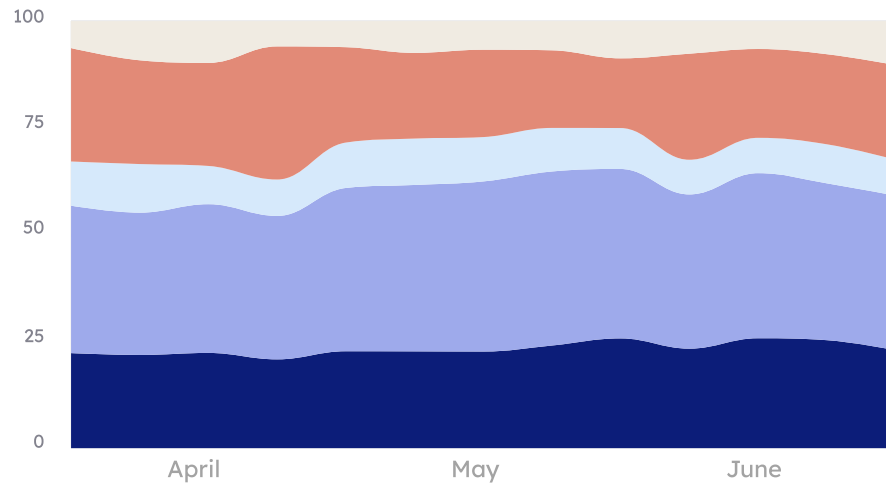
Index = 100



Mobile shopping grows steadily during the day and reaches its highest point in the evening, suggesting strong mobile use outside of working hours.

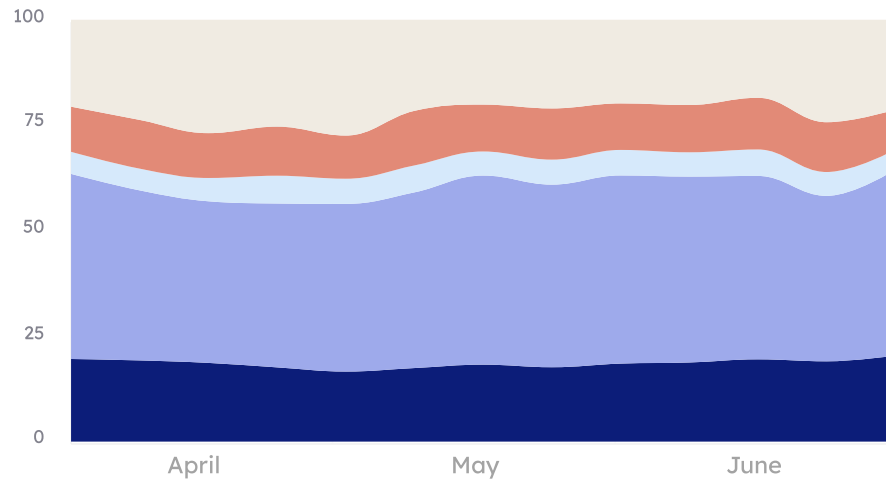


### Share of clicks By percentage, %



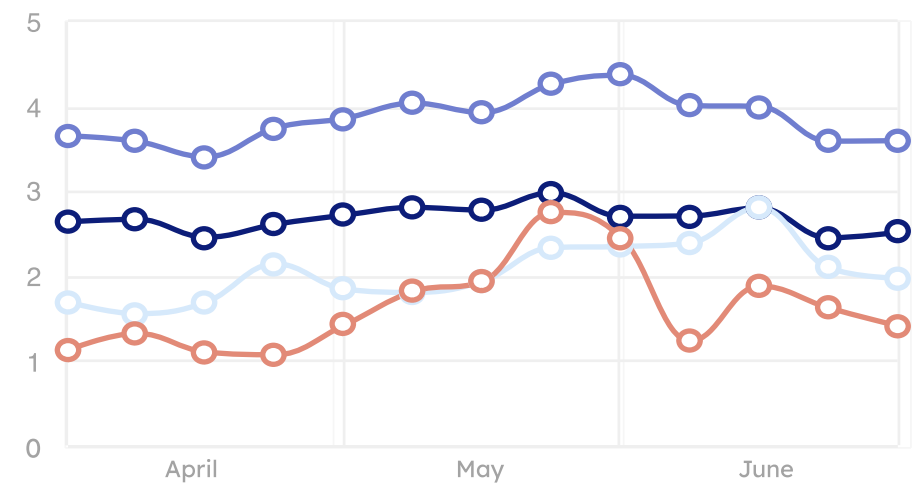
iPhones continue to generate the largest share of clicks in Q2, followed by PCs and Android devices.

### Share of transactions By percentage, %



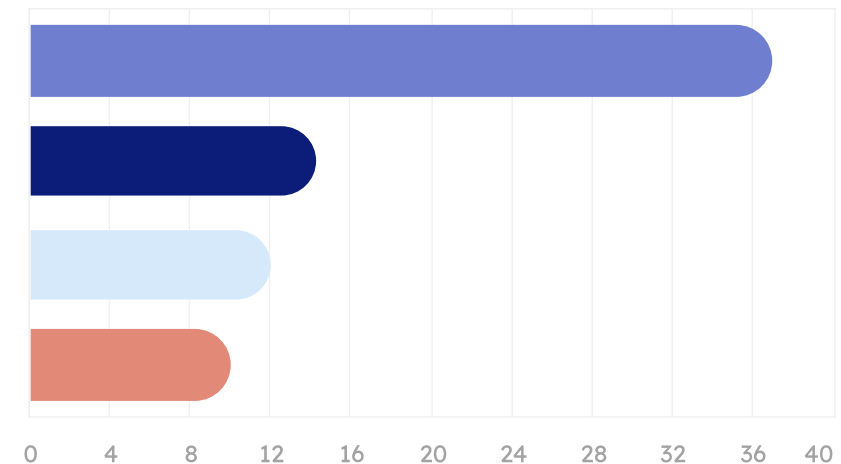
iPhones also hold the largest share of transactions. PC, Mac, and Android remain steady, but PC's share of transactions is noticeably lower than its share of clicks.

### Conversion rate By percentage, %



iPhone users maintain the highest conversion rates across all devices during the second quarter of the year.















### Median time from click to order By minutes



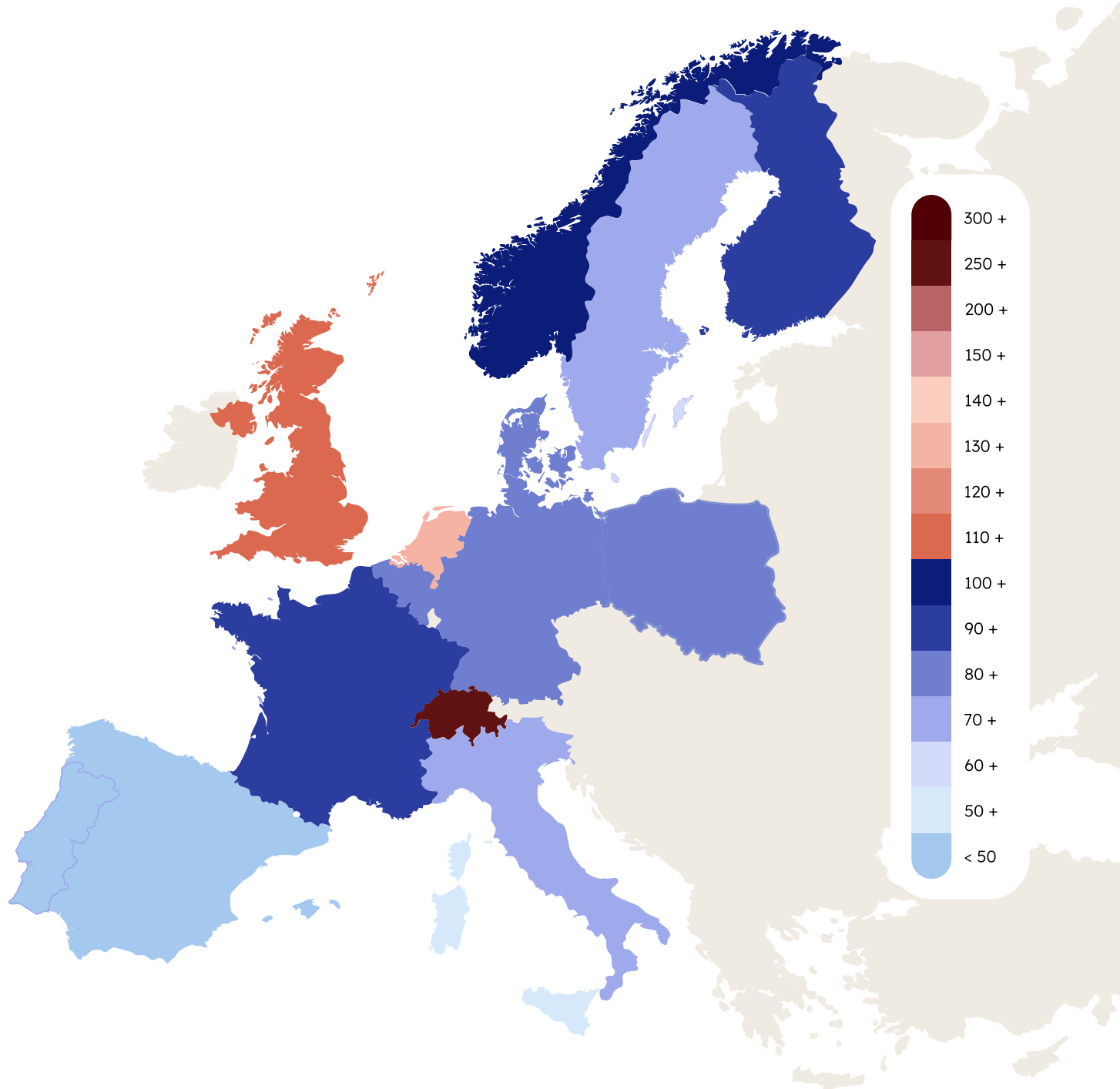
iPhone users take the longest time from click to purchase, while PC users convert the fastest. Mac and Android users fall in between.

PC Mac iPhone Android Other

## Average order value By market

	Switzerland	275
	Netherlands	136
	United Kingdom	111
	Norway	103
	Finland	99
	France	97
	Denmark	89
	Germany	87
	Belgium	82
	Poland	82
	Sweden	75
	Italy	75
	Portugal	46
	Spain	43

Index = 100



## About Adtraction

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Adtraction is a full-service partner marketing platform, helping brands attract new customers and sell more, while helping partners monetise their content and traffic. The company works with brands across multiple industries, ranging from e-commerce to financial services. With a user-friendly platform, Adtraction connects brands with a diverse range of marketing partners, ranging from content sites, influencers, affiliates, mobile apps and comparison sites.

The company was established in 2007 and is headquartered in Stockholm, Sweden, with offices in 12 locations across Europe.

## About the data

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The data used for the report comes from more than 900 e-commerce programs across Adtraction's 12 European markets.

Some of the graphs utilise an index scale for ease of interpretation. The index is set at a baseline value of 100, which represents the average of the data points included in this analysis. Each data point on the graph is then expressed relative to this average.

Values above 100 indicate performance or measurements that are above the average, while values below 100 suggest performance or measurements that are below the average.



**ADTRACTION**

**Contact information**  
[hello@adtraction.com](mailto:hello@adtraction.com)