ADTRACTION | Q3 2025

E-commerce Insights

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

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Welcome to
E-commerce Insights Q3 2025

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!

Wish lists in Norway

It's been a while since most of us wrote "Dear Santa," but the desire for that perfect product never went away. The challenge? Remembering what it was and where to find it.

> " **In recent years, partners offering wishlist apps and features have seen significant growth** "

Platforms like GoWish, Ønsk, and Vipps in Norway have made it easier for users to create, save, and share lists of their favorite products from various e-commerce stores. These tools not only keep brands top of mind but also create opportunities for products to reach wider audiences.

Shared wishlists can spread beyond close circles, gaining traction through social media and even influencer collaborations. Influencers creating and sharing curated wishlists can introduce your brand to new audiences, while user-generated content provides valuable insights. Wishlists often reflect emerging trends, which can further help brands with inventory planning and pricing strategies before trends become mainstream.

Øivind Brunsell
Country Manager, Adtraction Norway

Content to commerce (C2C) becoming popular in France

The content-to-commerce (C2C) model is shaking up partner and affiliate marketing in France by using great content to drive sales. Media partners are at the core of this shift, delivering results through smart traffic and promotion strategies.

They focus on providing steady, high-quality traffic with tools like native ads, social media boosts, and newsletter features. These approaches create a smooth user journey, where engaging content builds trust and leads to sales. By combining genuine recommendations with scalable tools, media partners help brands get the most out of their partner marketing, delivering clear and measurable results.

Luc Derouet
Country Manager, Adtraction France

Gen Z's growing importance in e-commerce in Poland

The e-commerce market has changed rapidly in recent years, and it's likely to accelerate further in 2025. This change is amongst others driven by the preferences of Gen Z and their increasing purchasing power. The mobile-first generation favors social media platforms like YouTube, Instagram, and TikTok over big-screen media and traditional traffic sources. Eco-friendly brands, green delivery, and convenient payment options like Apple Pay are a priority.

Partners need to adapt to the changing environment by reaching Gen Z where they are, and gaining their trust. In 2025 Adtraction Poland will actively deepen existing and seek new partnerships with brands and partners to even better address the needs of Gen Z and beyond.
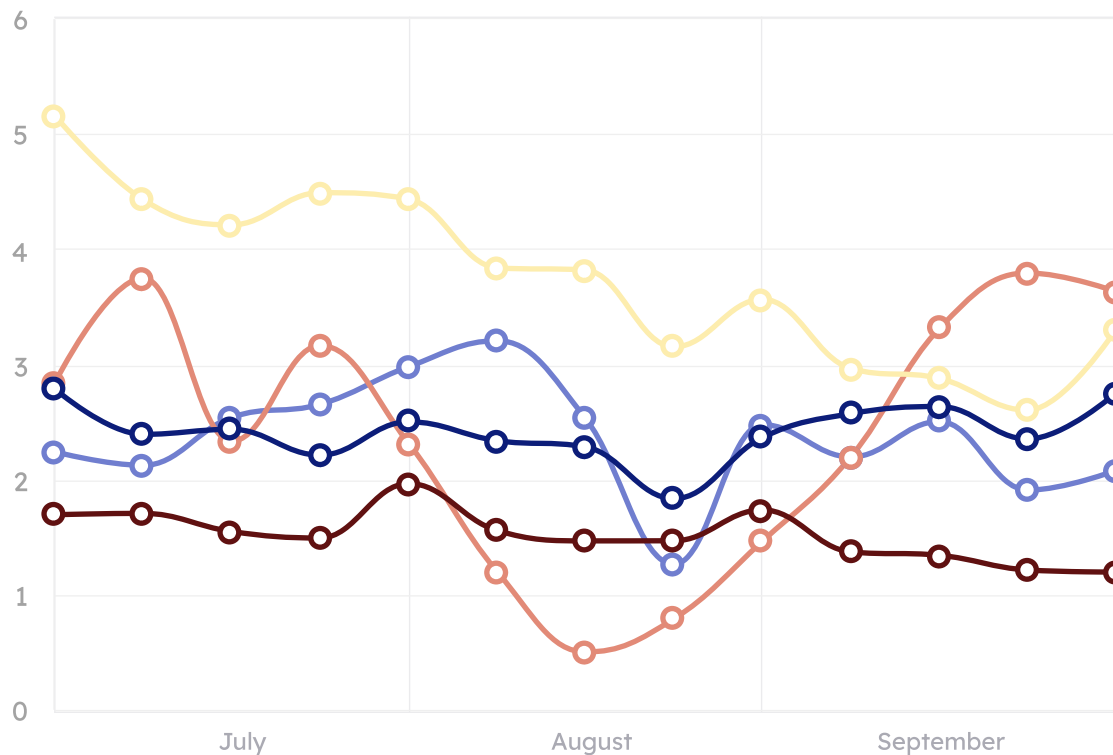
Nikodem Wichert
Country Manager, Adtraction Poland
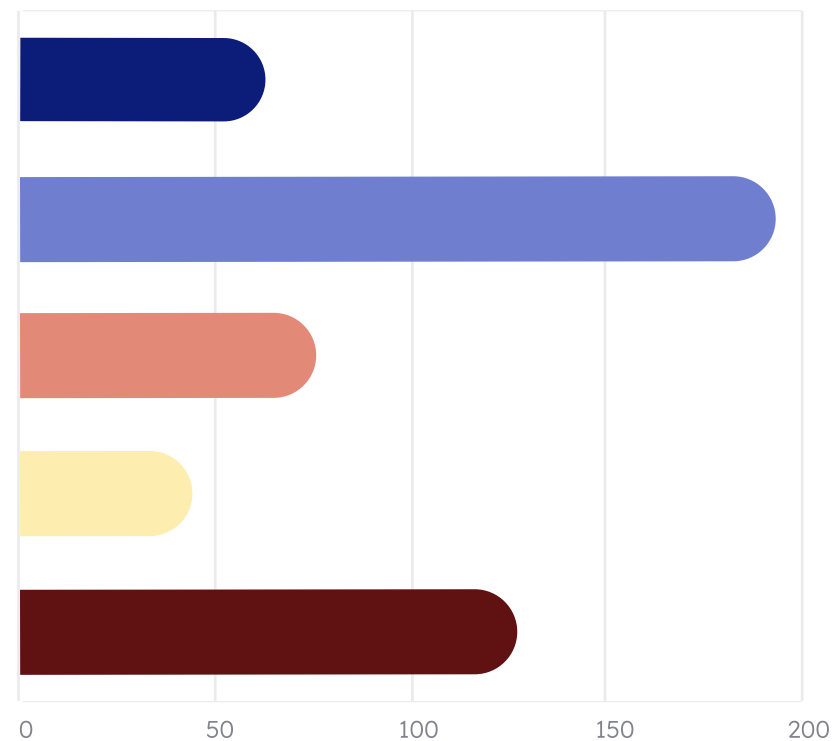
Conversion rate
By percentage, %

Beauty maintains the highest conversion rate throughout Q3, between 3% and 5%. Kids & Family rises sharply towards the end of September, while Fashion, Electronics, and Interior stay stable at lower levels.
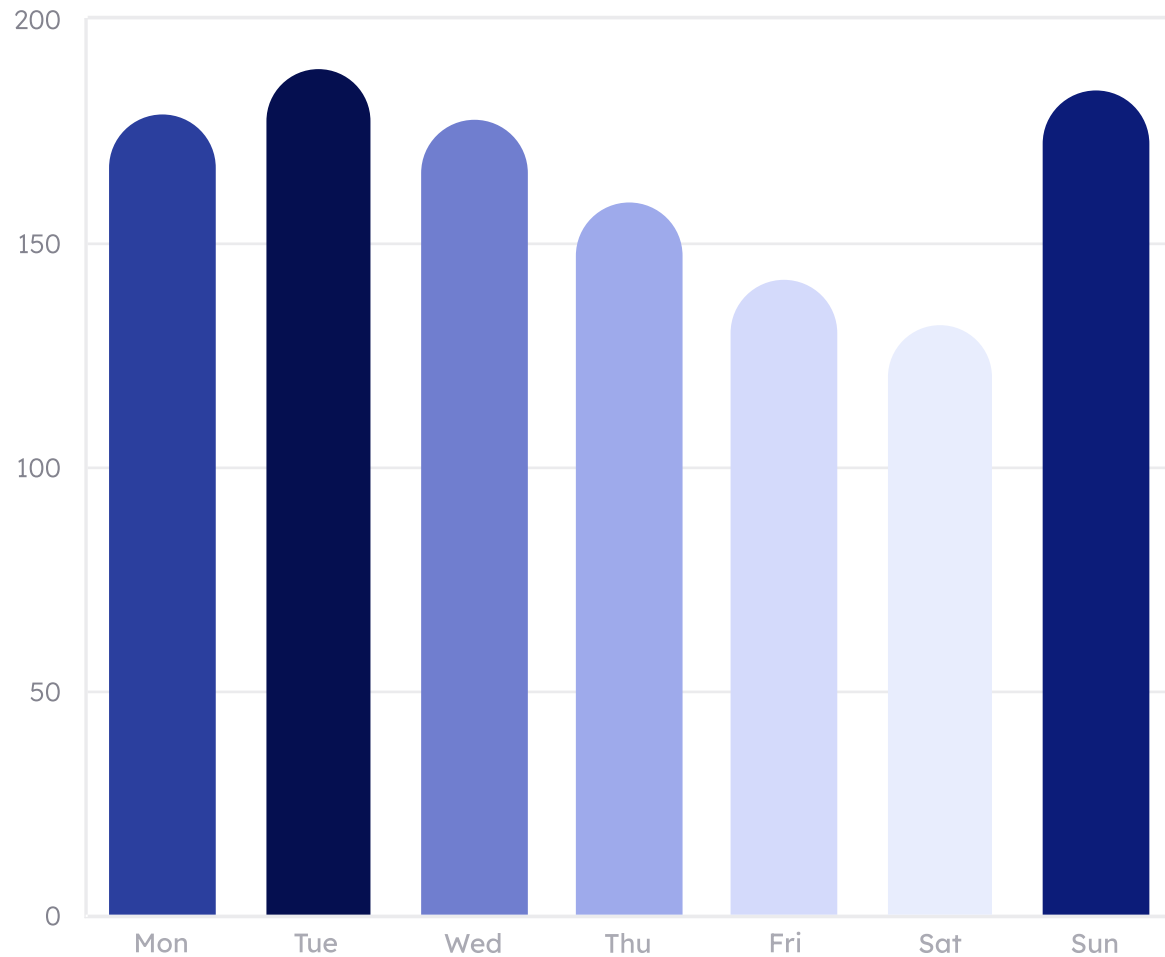
Average order value
Index = 100

Electronics continues to lead with the highest average order value in Q3, followed by Interior. Fashion, Kids & Family, and Beauty remain below the overall index.
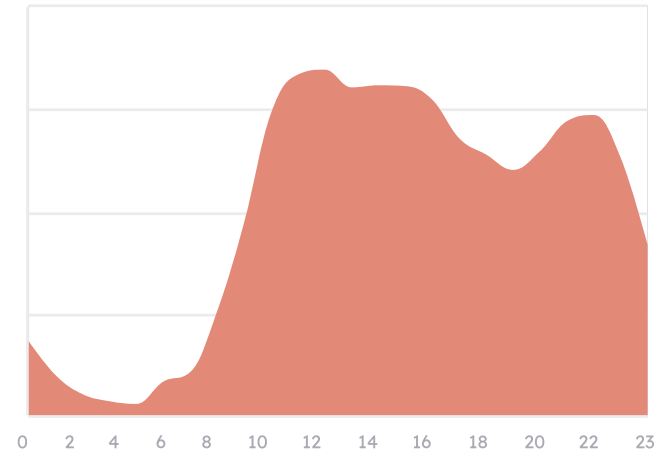
● Fashion   ● Electronics   ● Beauty   ● Interior   ● Kids and family

# Average shopping week

Sales volume, Index = 100

Tuesday is the most popular shopping day in Q3, followed by Sunday and Monday. Activity gradually slows towards the weekend, reaching its lowest point on Saturday.

Desktop: Average shopping day Index = 100

Desktop shopping peaks around midday. Activity decreases after standard work hours, with a smaller rise later in the evening.
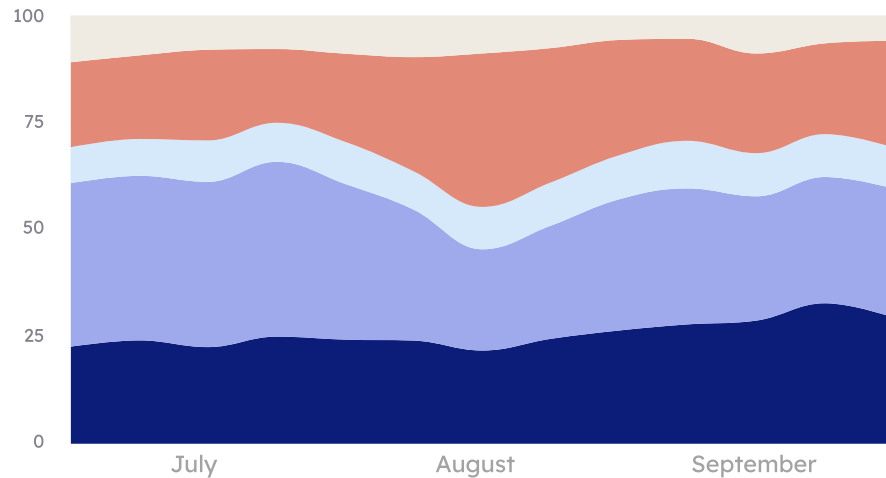
Mobile: Average shopping day Index = 100
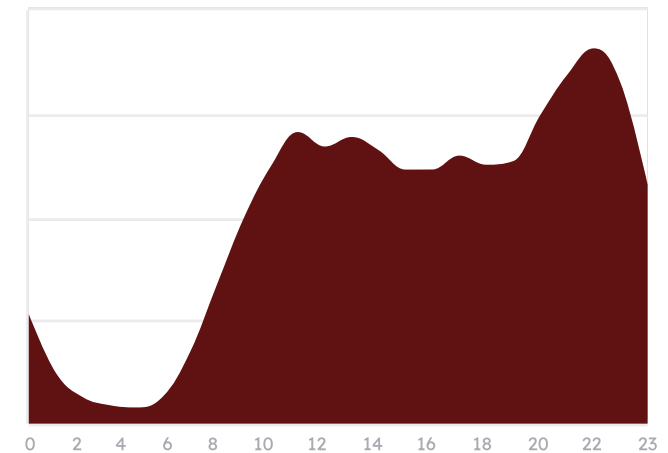
Mobile shopping peaks late in the evening, reflecting strong mobile engagement outside of working hours.
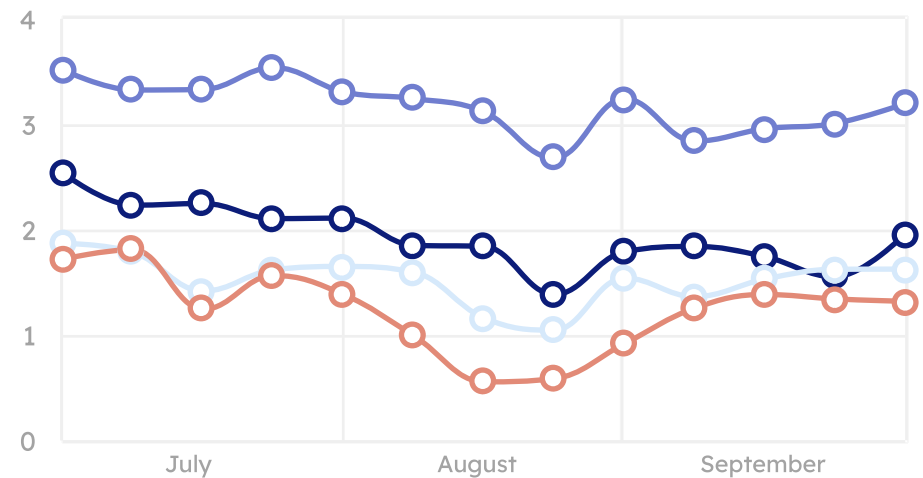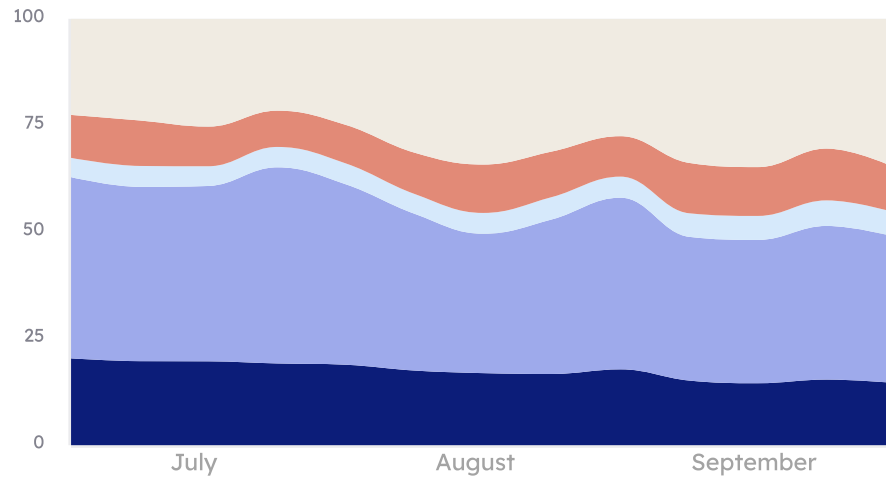
Share of clicks By percentage, %

iPhones generate the largest share of clicks in Q3, closely followed by PC.
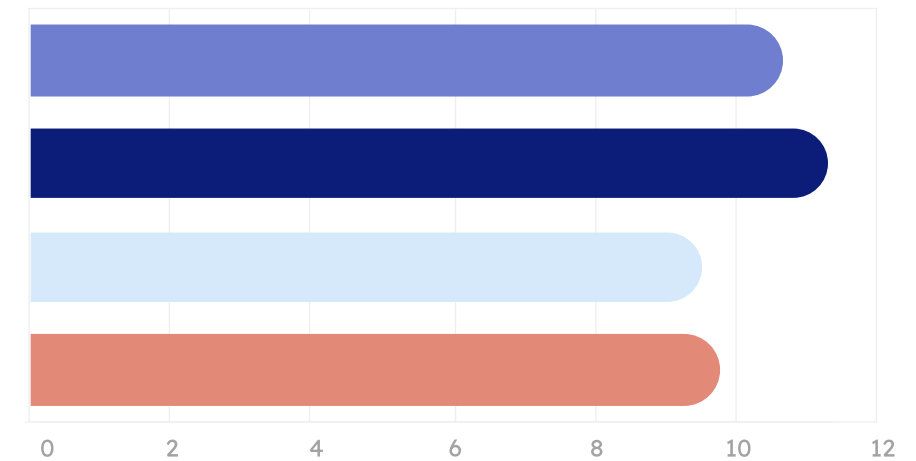
Conversion rate By percentage, %

iPhone users maintain the highest conversion rate throughout Q3, while PC has the lowest.

Share of transactions By percentage, %

iPhones continue to account for the largest share of transactions in Q3, followed by Android. PC and Mac remain stable but represent smaller portions
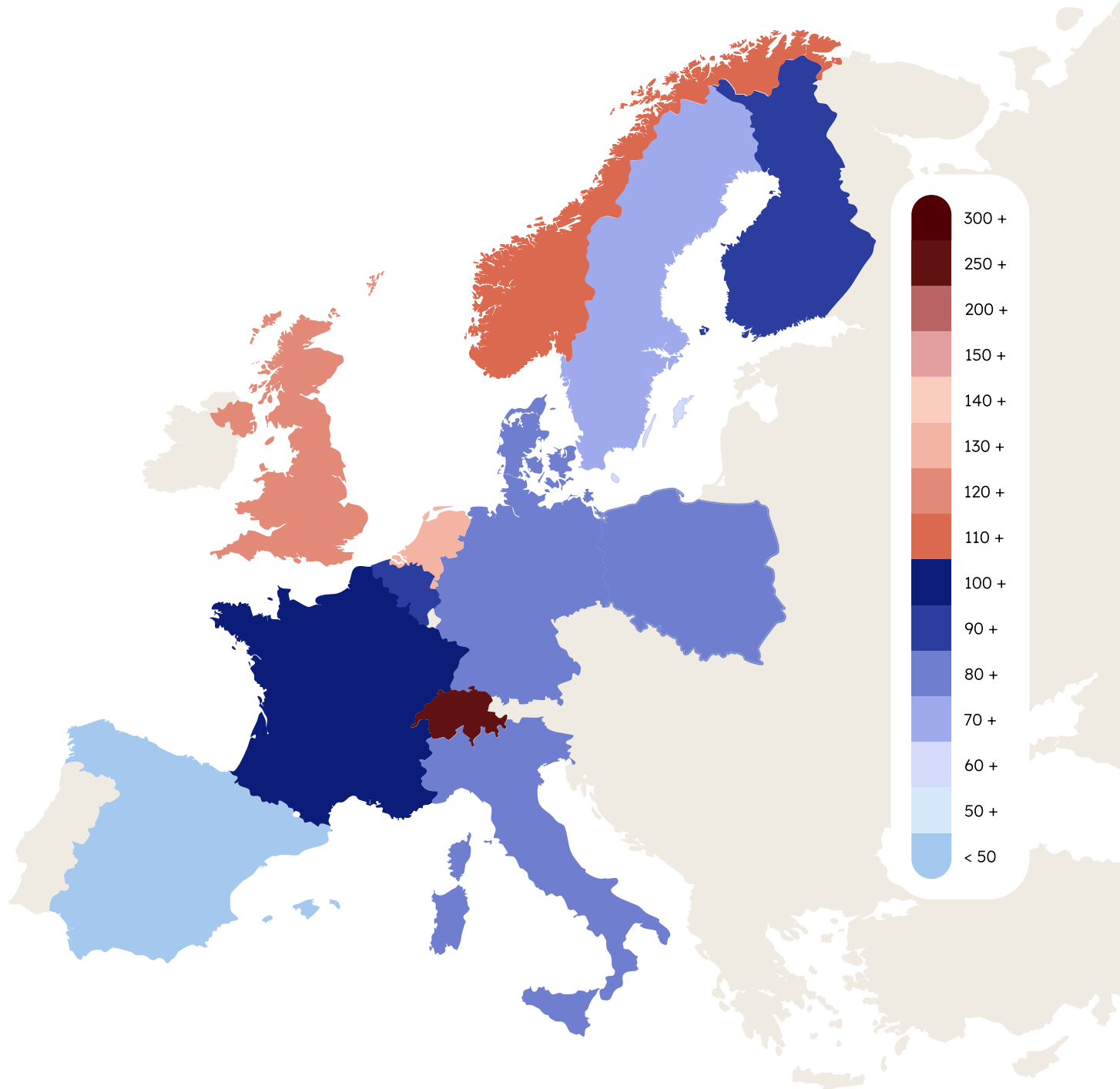
Median time from click to order By minutes

Android users take the longest time from click to order, while Mac users convert the fastest. iPhone and PC are in the middle.

● PC ● Mac ● iPhone ● Android ● Other

Average order value By market

🇨🇭	Switzerland	284
🇳🇱	Netherlands	130
🇬🇧	United Kingdom	120
🇳🇴	Norway	114
🇫🇷	France	107
🇫🇮	Finland	97
🇧🇪	Belgium	94
🇩🇰	Denmark	89
🇩🇪	Germany	88
🇮🇹	Italy	87
🇵🇱	Poland	80
🇸🇪	Sweden	70
🇪🇸	Spain	34

Index = 100

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300 +
250 +
200 +
150 +
140 +
130 +
120 +
110 +
100 +
90 +
80 +
70 +
60 +
50 +
< 50

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.

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