

NEW YEAR, NEW ME

Healthier Choices, Smarter Spending:
Consumer Trends Shaping 2025



Consumers are opting for healthier options and saving dollars across categories in 2025

The wellness industry continues to thrive, driven by strong demand across online and in-store channels. According to [Reuters](#), Walmart saw a 27 percent surge in eCommerce sales during Q3 2024, largely attributed to growing interest in wellness, or 'Better for You' products across Groceries and other categories with healthier options. At the same time, physical retailers are also seeing gains thanks to the Health & Wellness sector; [Target experienced a 3 percent increase in in-store sales](#), attributing this growth to a focus on wellness categories being popular with younger shoppers.

Overall, the global wellness economy has also shown resilience and growth. According to the [Global Wellness Institute](#), the sector was valued at \$4.9 trillion in 2019 before declining to \$4.5 trillion in 2020 due to the COVID-19 pandemic. Recovery has been strong, with wellness real estate alone growing by 18.1 percent annually from 2019 to 2023, reaching 195 percent of its 2019 level.

There's no question that 2024 was an interesting year for commerce, with notable economic shifts shaping the retail landscape. As detailed in our recent holiday guide, basket sizes continued to shrink year-over-year, dropping from 9 items in 2022 to just 6.1 items in 2024. So while consumers are opting for healthier options, they are also looking to save money where they can, being more intentional about their choices overall.

As we look ahead to 2025, this guide explores the key trends, insights, and predictions for brands aiming to capture this expanding market and meet evolving consumer needs. We examined current trends across Grocery, Alcohol, Personal Care, and Health & Wellness, to provide a clear view of what's happening now, what to expect in the future, and what to do to drive the most growth and profitability.

BRAVE COMMERCE

WITH RACHEL TIPOGRAPH & SARAH HOPSTETTER



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"Having a brand and product that was driven by empathy and meeting the consumer where they were and then by the way you can fall in love with the product without trading your health in down the road is so important to getting that consumer adoption and affinity."

Ben Goodwin | 

Grocery

Across the board, there has been an increased interest from consumers to opt for healthier Grocery items. According to a survey conducted by [BlueBook](#), 94 percent of consumers said it is either extremely important (51 percent) or somewhat important (43 percent) to find healthier choices when purchasing food and beverage products. Here's what MikMak found about Grocery brands, overall, and then specifically 'Better for You' brands:

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"Better for you is certainly here to stay, but we are very bullish that this is going to continue and is actually going to accelerate as more consumers become more focused on caring for themselves and their families."

Ari Labell



Grocery products see the most traffic on Social Platforms, but are most likely to convert on Brand Websites

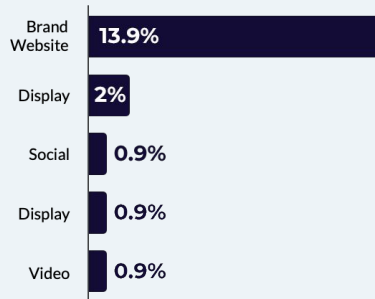
Share of Online Traffic by Channel Type

Grocery		'Better for You' Grocery	
 Social	67.6%	 Social	78.7%
 Video	16.2%	 Video	10%
 Search	7.9%	 Display	6.7%
 Display	7%	 Brand Website	4.4%
 Brand Website	1.4%	 Search	0.2%

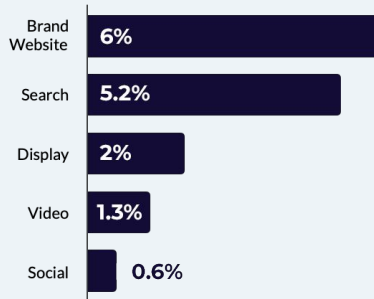
Likelihood of Conversion* by Channel Type

*Measured by Purchase Intent Rate

Grocery



'Better For You' Grocery



MikMak Commerce for Brand Websites

Optimize your website to increase consumer awareness and offer a frictionless, omnichannel shopping experience.

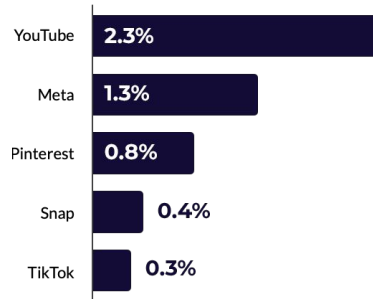
[LEARN MORE](#)



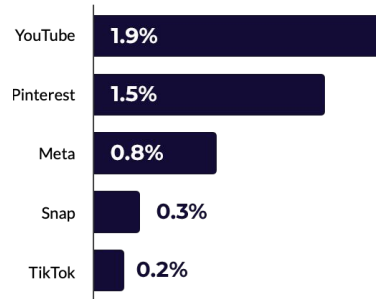
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Likelihood of Conversion by Social Platform

Grocery



'Better For You' Grocery



Purchase Intent Rate:

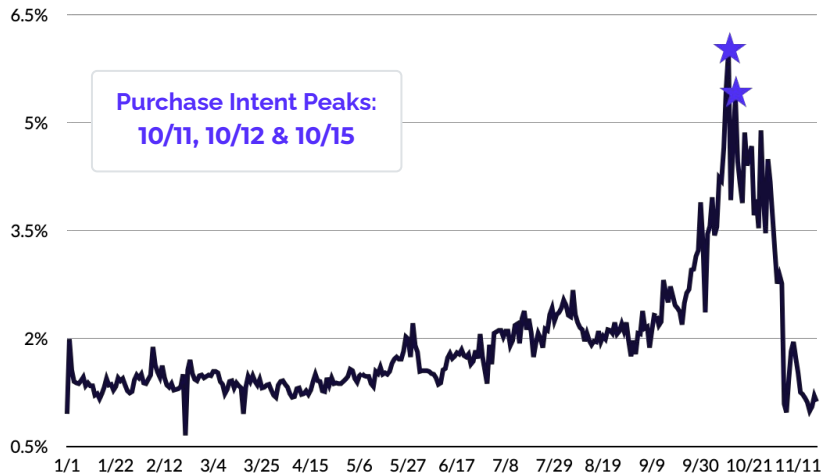
The percentage of shoppers who clicked through to at least one retailer.



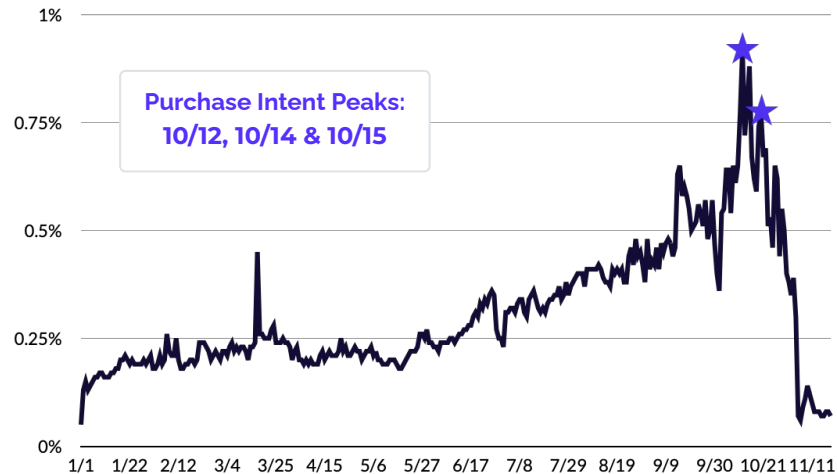


Grocery products were most popular in October 2024

Likelihood of Conversion for Grocery, 2024



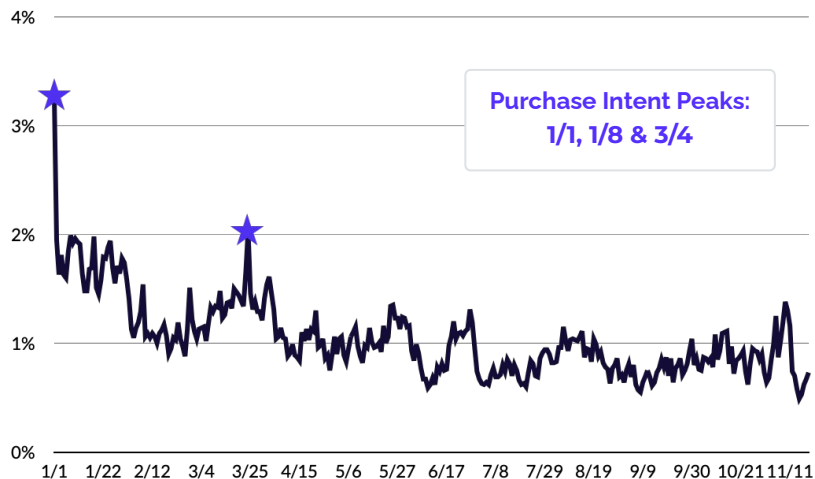
Share of Online Traffic for Grocery, 2024



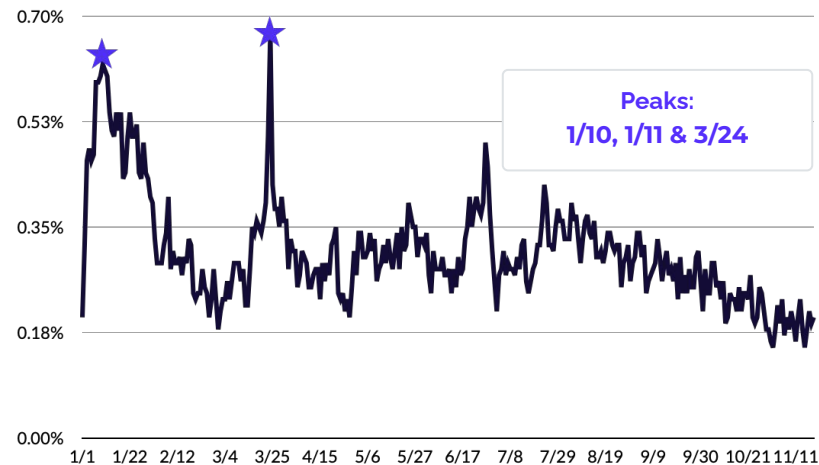


'Better for You' Grocery sees higher traffic and conversions early in the year

Likelihood of Conversion for 'Better for You' Grocery, 2024



Share of Online Traffic for 'Better for You' Grocery, 2024



Walmart is the preferred retailer for Grocery brands

Top 5 Retailers by Share of Traffic

Grocery		'Better For You' Grocery	
Walmart ✱	40.4%	Walmart ✱	33.9%
amazon	17.8%	amazon	23.8%
🛒 instacart	16.8%	🎯 TARGET	23.2%
🎯 TARGET	16.4%	🛒 instacart	12.5%
Kroger	8.5%	WHOLE FOODS MARKET	6.7%

Purchase Intent has slightly decreased YoY for Grocery brands

2024 Average
Purchase Intent Rate

2%

2023 Average
Purchase Intent Rate

2.3%

What this means for Grocery brands

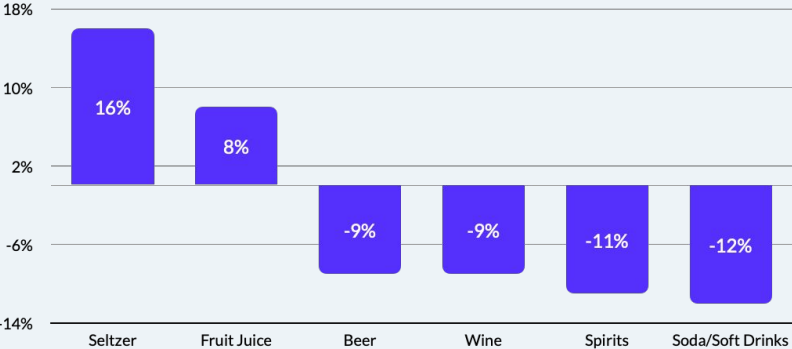
Grocery brands are seeing more traffic overall, but less conversion, which means they are possibly doing more research or weighing their options more. Taking an omnichannel approach by staying close to the data and meeting shoppers everywhere they may be looking for your product is key. Additionally, with the rise in popularity of healthier options, introducing 'Better for You' product offerings could prove to be successful for your Grocery brand.

Alcohol & Non-Alcoholic Beverages

[Statista](#) has predicted the Non-Alcoholic drink market will end the year at a staggering US\$528.4bn. With more people, particularly [Gen Z and millennials](#), opting for healthier drink options (especially seltzers and fruit juices), brands who have Non-Alcoholic Drink options will be more positioned to win with consumers in 2025. Here's what MikMak found about the Alcohol eCommerce Market, as well as the Non-Alcoholic Beverage Market:

Net Spend Intent by Beverage Type

Source: Simon-Kucher



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"A lot of people are re-thinking their relationship with alcohol primarily driven by their own desire to be healthier and more mindful."

Andrew Katz



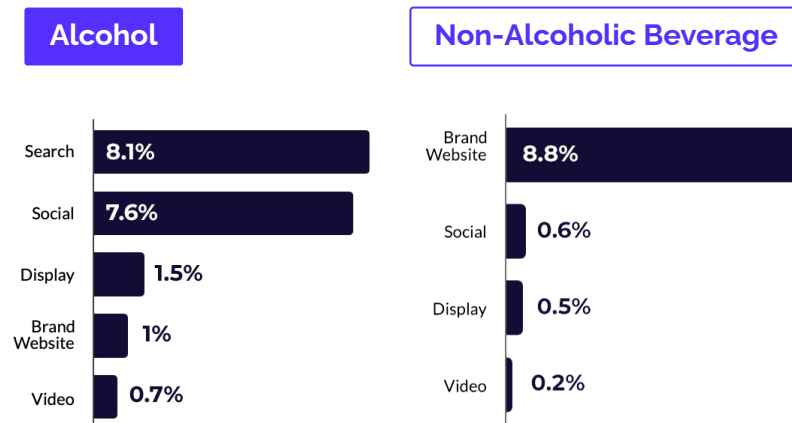


Alcohol products see the most traffic on Social Platforms but are most likely to convert on Search

Share of Online Traffic by Channel Type

Alcohol	Non-Alcoholic Beverage
 Social	 Social
60.5%	96.5%
 Video	 Brand Website
21.3%	1.5%
 Display	 Video
16.3%	1.1%
 Search	 Display
1.6%	0.9%
 Brand Website	
0.2%	

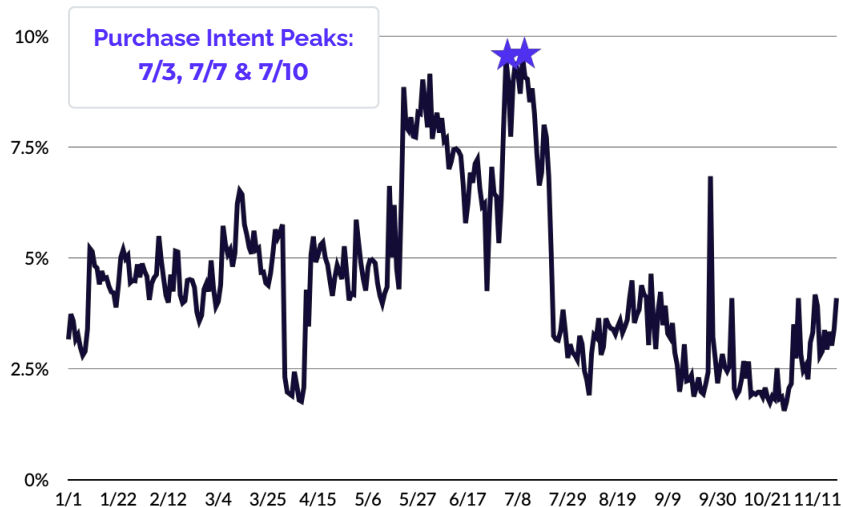
Likelihood of Conversion by Channel Type



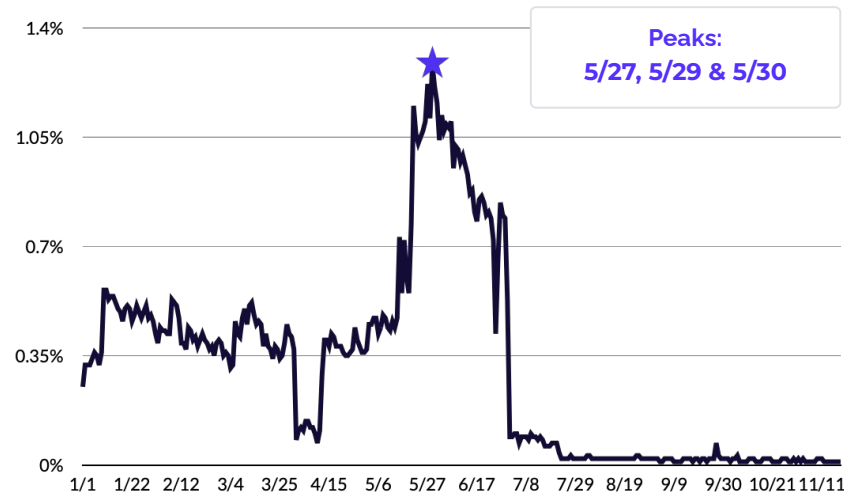


Alcohol products were most popular in Summer 2024

Likelihood of Conversion for Alcohol 2024



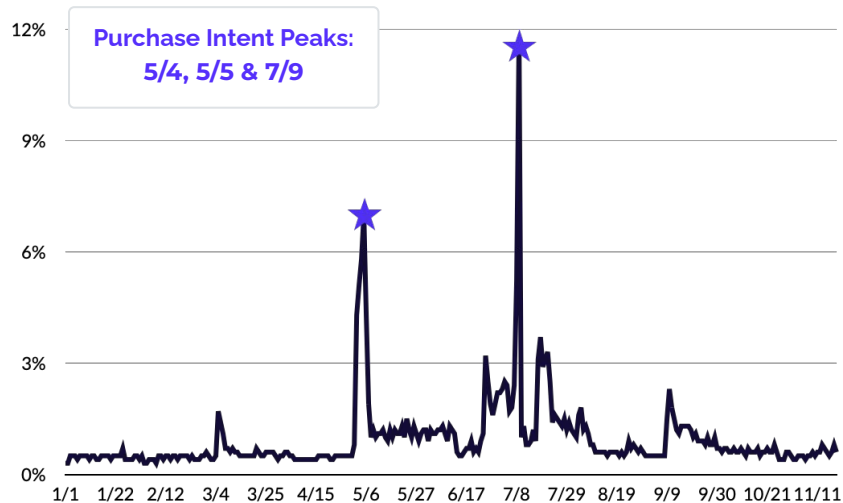
Share of Online Traffic for Alcohol, 2024



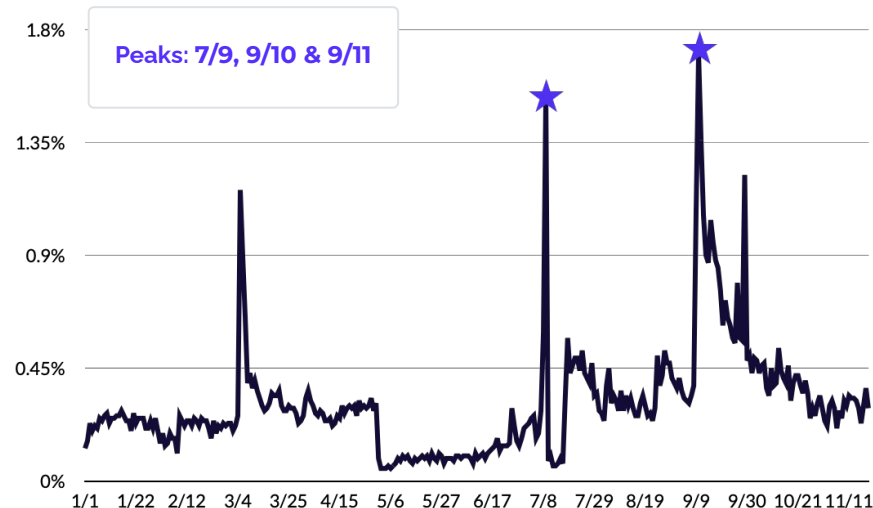


“Dry January” is less prominent; Non-Alcoholic Drinks are most popular now in the late-summer and early autumn season

Likelihood of Conversion for Non-Alcoholic Drinks , 2024



Share of Online Traffic for Non-Alcoholic Drinks, 2024



Top 5 Retailers for Alcohol by Share of Traffic

 instacart	44.9%	RESERVEBAR	9%
Total Wine & MORE	22.4%	MINIBAR	7%
Walmart 	16.7%		

Walmart leads the pack; Target and Amazon closely follow in terms of retailer preference for Non-Alcoholic Beverage brands

Top 5 Retailers for NA Beverages by Share of Traffic

Walmart 	29.9%	 instacart	14%
○ TARGET	25.8%	Kroger	7.7%
amazon	22.7%		

Alcohol has seen a decrease in overall Purchase Intent YoY

2024 Average
Purchase Intent Rate

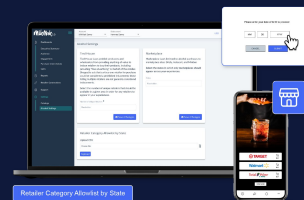
5.3%

2023 Average
Purchase Intent Rate

6.5%

MikMak Compliance Controls

MikMak partners with our alcohol brand partners globally to make your products more discoverable while adhering to all state and countrywide regulations.



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Aperol UK leveraged MikMak Insights to understand what platforms, ad formats, and creative content drove the highest Purchase Intent and optimized their “Start with a Spritz” campaign in real-time.

READ FULL CASE STUDY

3.7x

Increase in Purchase Intent Rate
after optimizations

2x

More Purchase Intent Clicks and
higher Purchase Intent Rate for
In-feed ads vs Reels

37%

Share of Purchase Intent Clicks to
the preferred retailer Tesco



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What this means for Alcohol brands

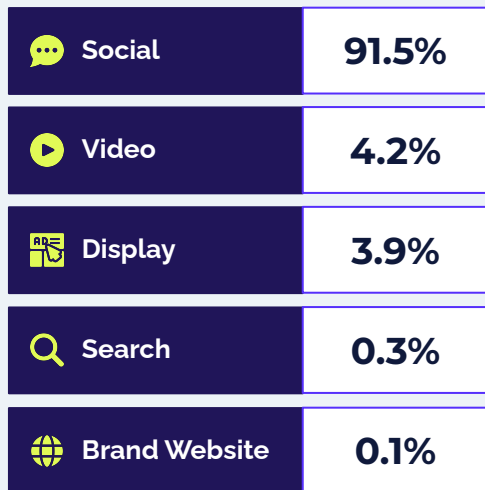
Like Grocery, Alcohol brands are seeing more traffic overall, but less conversion, which means they are possibly doing more research or weighing their options more. Taking an omnichannel approach by staying close to the data and meeting shoppers everywhere they may be looking for your product is key. Also, since [Drizly left the Alcohol retailer landscape in 2024](#), Alcohol shoppers are checking out at a wider variety of checkout options, with a preference towards those with delivery options. Using first-party data to see where consumers are most likely to shop will help your brand succeed.

Additionally, introducing Non-Alcoholic or healthier beverage options may resonate well with shoppers in 2025.

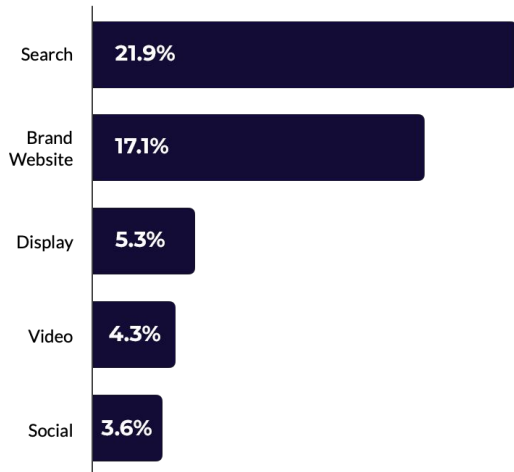


Personal Care products see the most traffic on Social Platforms but are most likely to convert on Search

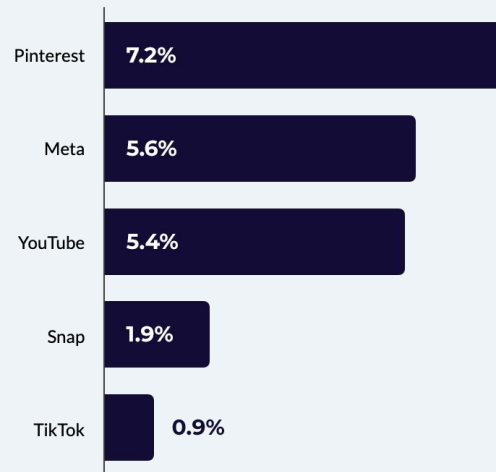
Share of Online Personal Care Traffic by Channel Type



Likelihood of Conversion for Personal Care by Channel Type



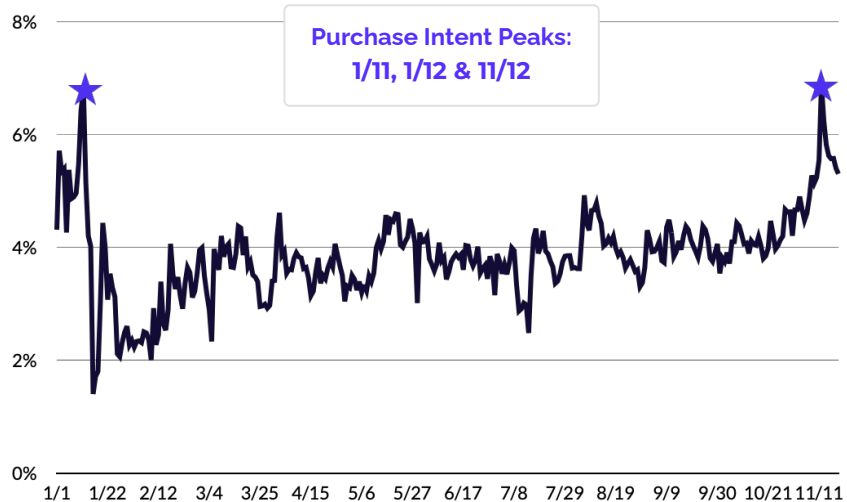
Likelihood of Conversion for Personal Care by Social Channel



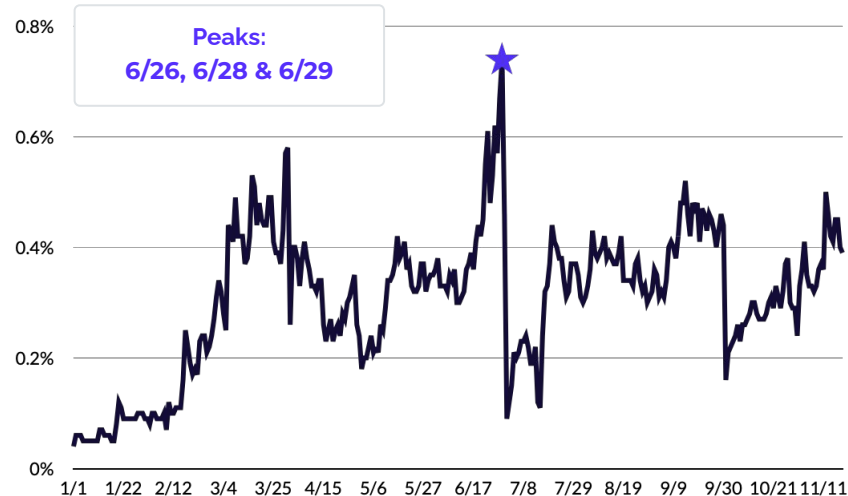


Online Traffic spikes for Personal Care in summer

Likelihood of Conversion for Personal Care, 2024



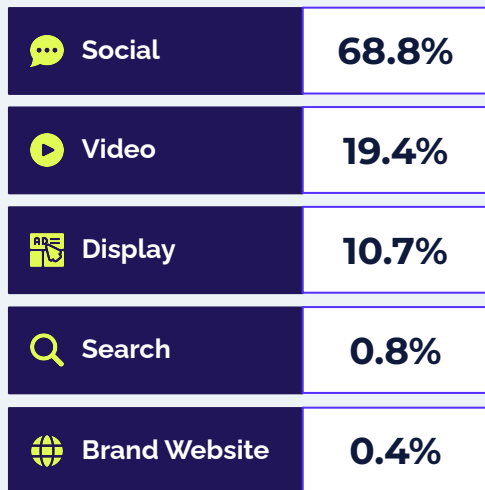
Share of Online Traffic for Personal Care, 2024



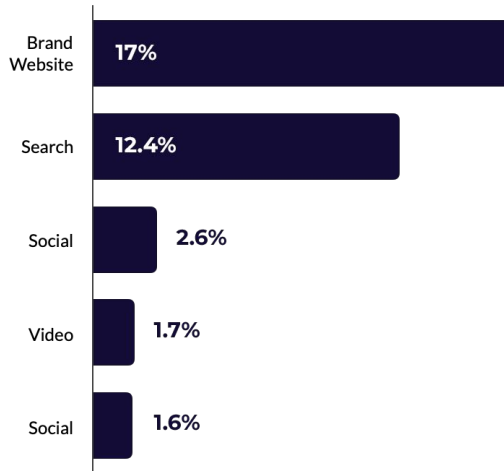


Health & Wellness brands see the most shopping traffic on social platforms, but are most likely to drive conversions from their Brand Websites

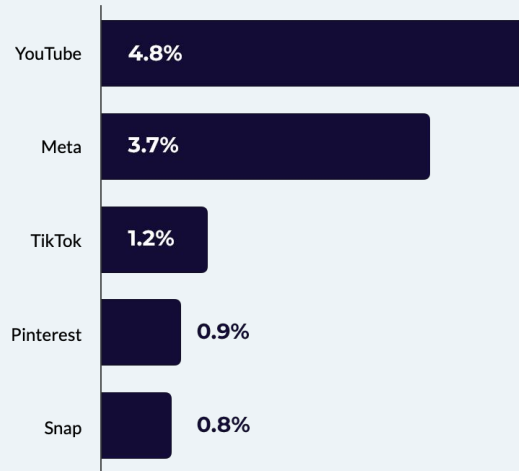
Share of Online Health & Wellness Traffic by Channel Type



Likelihood of Conversion for Health & Wellness by Channel Type



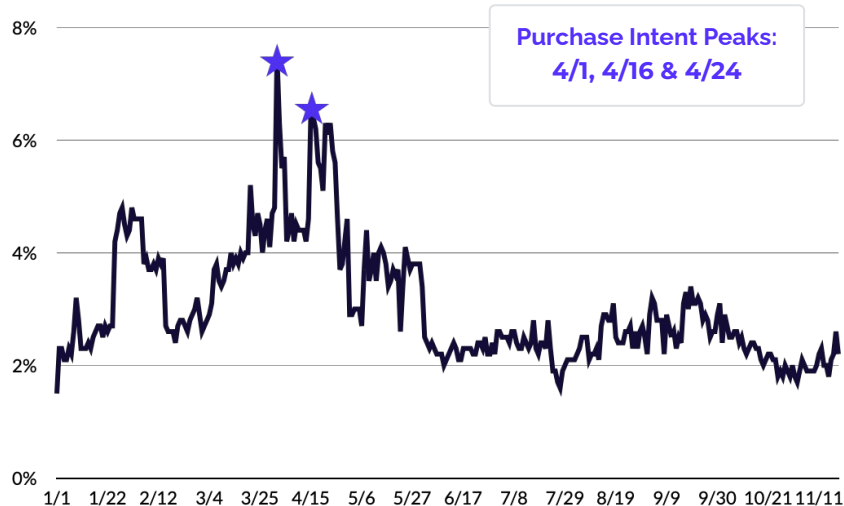
Likelihood of Conversion for Health & Wellness by Social Channel



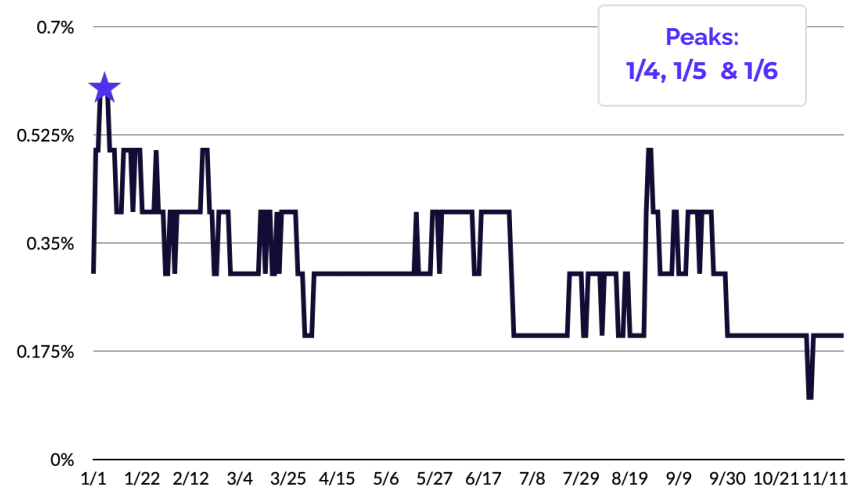


Traffic spikes for Health & Wellness at the beginning of the year, but are most likely to convert in April

Likelihood of Conversion for Health & Wellness, 2024



Share of Online Traffic for Health & Wellness, 2024



Walmart is the preferred retailer for Health & Wellness shoppers

Top 5 Retailers by Share of Traffic

Walmart ✱	39%
amazon	33.2%
◎ TARGET	16.5%
♥ CVS	7%
Walgreens	4.3%

Online Health & Wellness shoppers are more likely to convert than in prior years

2024 Average Purchase Intent Rate

3.2%

2023 Average Purchase Intent Rate

2.8%

Customer Success Stories

Delsym

DELSYM upgraded to MikMak 3.0 and saw significant increase in purchase intent

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cake

Hello Cake drove category-leading Purchase Intent Rates by working with MikMak

LEARN MORE

Ricola

Ricola leveraged MikMak to quickly launch shoppable influencer campaigns

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Our predictions and best practices for 2025:



Consumers will continue to opt for healthier options

Brands that have health-conscious product offerings will see continued success in 2025. Stay close to the data to find out where your consumers are likely to engage and shop. Read more about bringing new and innovative products to market in [our blog](#).

READ BLOG



As the economy continues to shift, growing your top line is vital

To grow at every layer of the funnel, brands need to strike a smarter balance between national media and retail media. To grow your top line strategically, your brand must first, draw in insights at all stages of the buyer's journey, and then optimize accordingly. Read more about growing your top line in [our eBook](#).

DOWNLOAD eBook



Omnichannel enablement is key; be everywhere your shoppers are

Diversify your Ad Spend and enable Shoppable Media across various channels and stay informed about potential regulatory changes. Adopting more transparent and data-driven retail media strategies will be essential.

Want to dive deeper into MikMak's newest releases? Check out our latest [product enhancements](#).

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All data and insights from this report are sourced from the MikMak Shopping Index

The MikMak Shopping Index was developed to provide a standardized set of metrics, methodology, and benchmarks to help drive brands' business results and strategy. It is a collection of key eCommerce KPIs collected across hundreds of brands, over 250 channels, and more than 7,000+ retailer integrations to understand consumer online shopping behavior.

All data in this report is from 1/1/24 - 11/19/24.

We're here to help. MikMak helps multichannel brands gain deeper consumer insights to grow and protect market share.



Let's chat!

Want to get even more insights?
Looking for a different category?

CONTACT US