



**ADTRACTION**

Q1 2026

# 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 Q1 2026

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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 1100 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!**



## Credible lifestyle and finance influencers gain traction in Finland

In Finland, more consumers are turning to lifestyle creators and finance-focused influencers for practical advice on spending, saving, and everyday financial decisions. These creators often build strong trust by sharing personal experiences and realistic recommendations, which leads to higher engagement and purchase intent than traditional marketing.

“**For brands in sectors such as insurance, utilities, and fintech, these partnerships offer a direct way to reach consumers when they are actively evaluating their options.**”

Products and services are introduced as part of broader conversations about financial wellbeing and efficiency, rather than as standalone promotions. In 2026, working with credible, knowledgeable creators will be an important part of driving high-quality, long-term value through partner marketing in Finland.



**Elias Paikkari**

Country Manager, Adtraction Finland

## Hybrid commission models in Germany

In Germany, demand for hybrid commission models is increasing across partner marketing. Brands are careful with budgets, while partners are looking for greater predictability. Models that combine fixed elements such as CPC or fixed fees with performance-based commission help balance these needs.

For brands, hybrid setups provide better control over visibility and traffic while maintaining a clear focus on results. For partners, they reduce risk and make it easier to prioritise campaigns, particularly in competitive verticals. This trend is especially visible among media houses and influencers, where pure CPA models aren't always enough. In 2026, hybrid models are helping create more balanced partnerships and stronger long-term collaboration in the German market.



**Kristina Dubs**

Country Manager, Adtraction Germany

## Branding through capillarity in Spain

In Spain, it's becoming harder to rely on just a few digital marketing channels. Where brands once relied mainly on search and social platforms to drive visibility, buying decisions now happen across many smaller touchpoints.

This makes broad presence increasingly important. Brands need to appear where consumers compare prices, read reviews, follow creators, and search for product information, often across multiple formats and platforms. Partner marketing supports this shift by enabling brands to build consistent visibility across a wide range of trusted environments.

As AI-generated answers and new discovery formats gain influence, presence alone is not enough. In 2026, brands that succeed in Spain will be those that combine wide distribution with credible content that both consumers and AI systems trust.

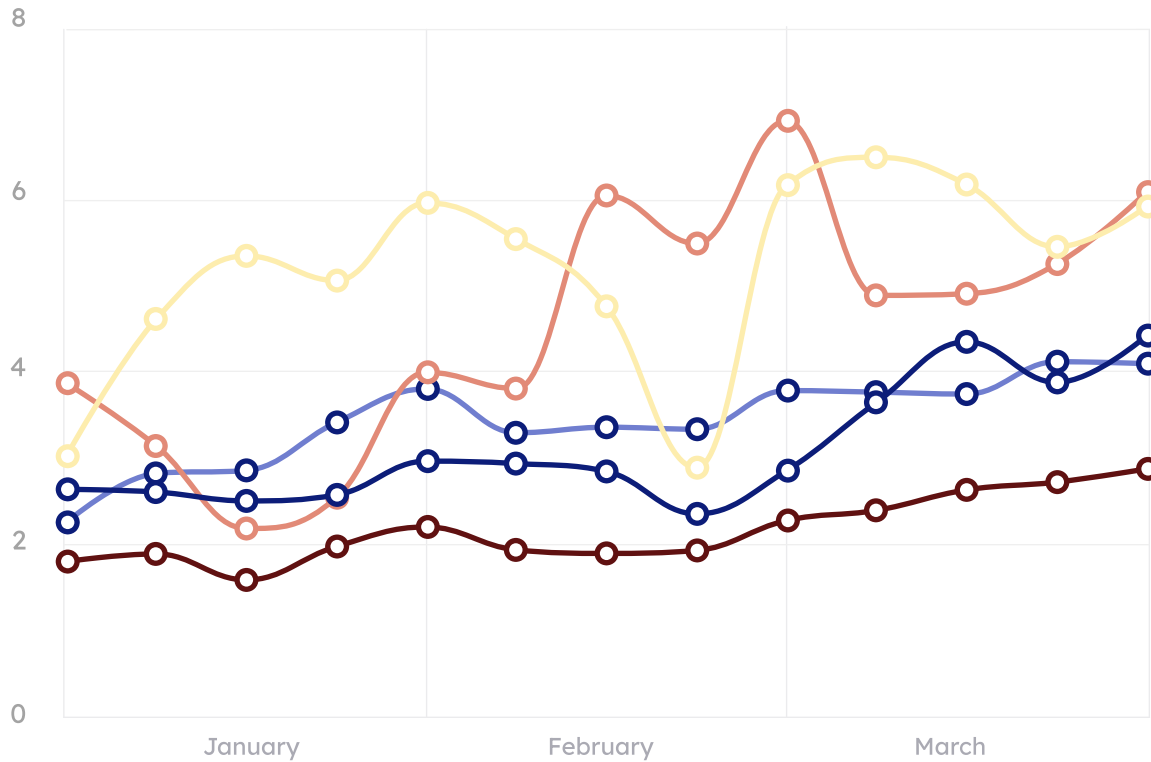


**Isaac Mangas**

Country Manager, Adtraction Spain

## Conversion rate

By percentage, %

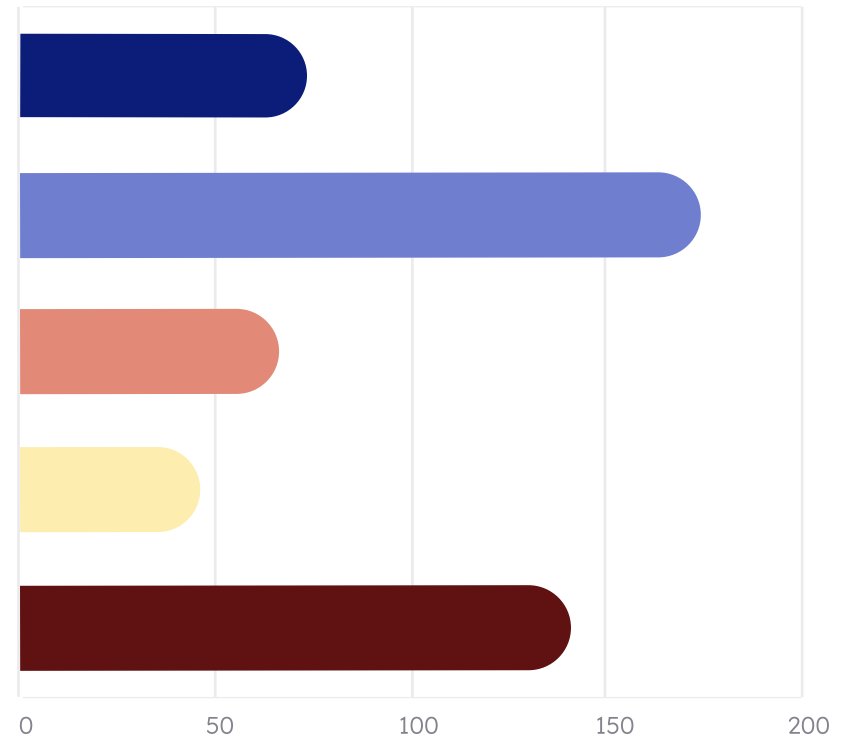


Beauty has the highest conversion rate throughout Q1, peaking in March. Kids & Family also reaches a high peak, while Electronics and Fashion increase steadily. Interior remains the lowest.

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

## Average order value

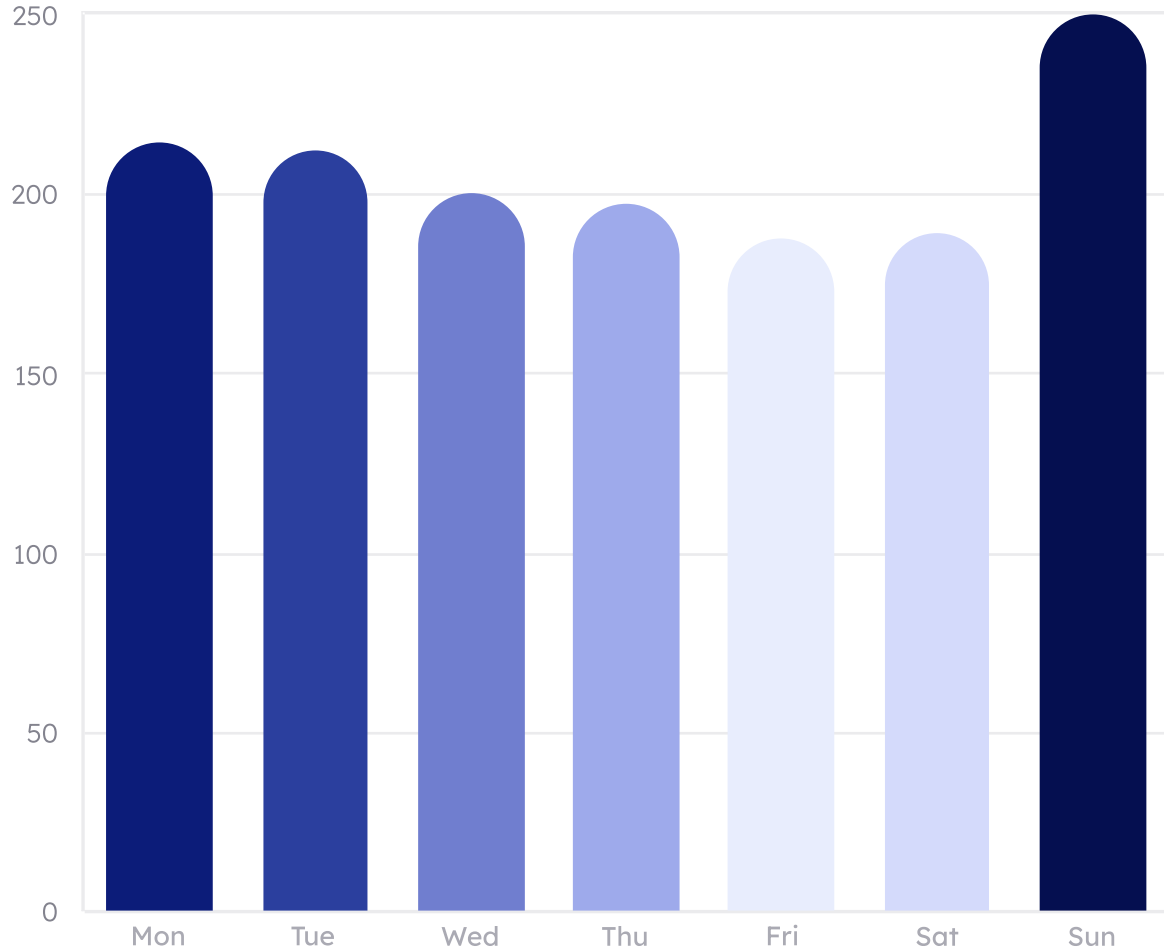
Index = 100



Electronics has the highest average order value in Q1, followed by Interior. Fashion, Kids & family, and Beauty remain below the overall index.

## Average shopping week

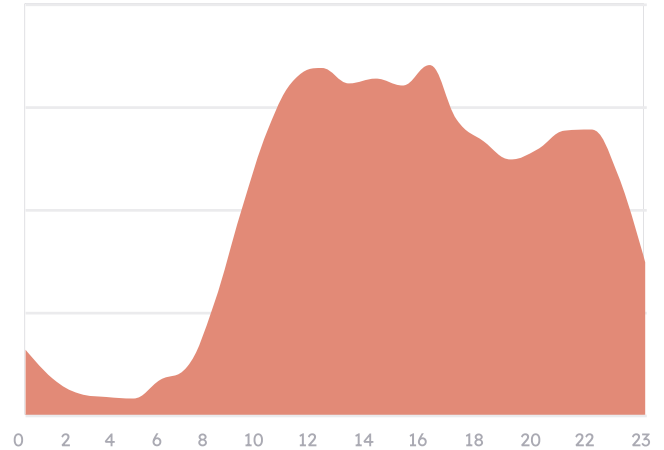
Sales volume, Index = 100



Sunday has the highest sales volume, followed by Monday and Tuesday. Activity then gradually declines towards Friday.

## Desktop: Average shopping day

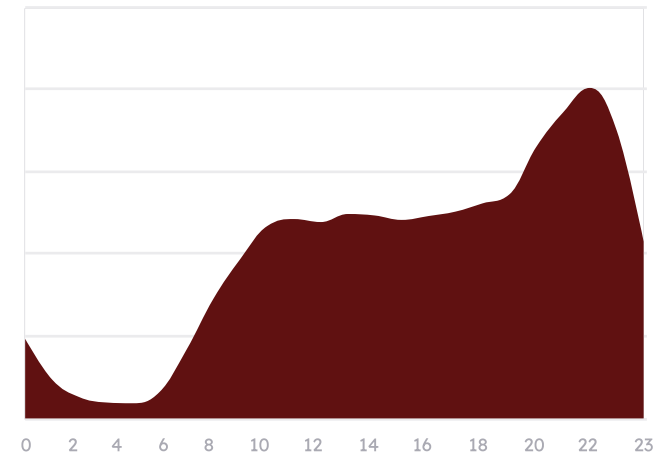
Index = 100



Desktop shopping peaks around midday. Activity decreases after standard work hours, with a smaller rise later in the evening.

## Mobile: Average shopping day

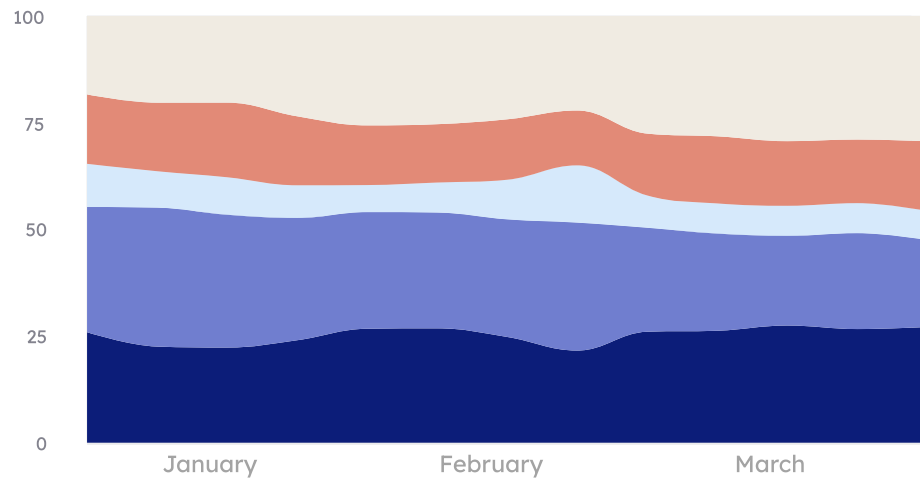
Index = 100



Mobile shopping peaks in the late evening, suggesting strong mobile use outside of standard working hours.

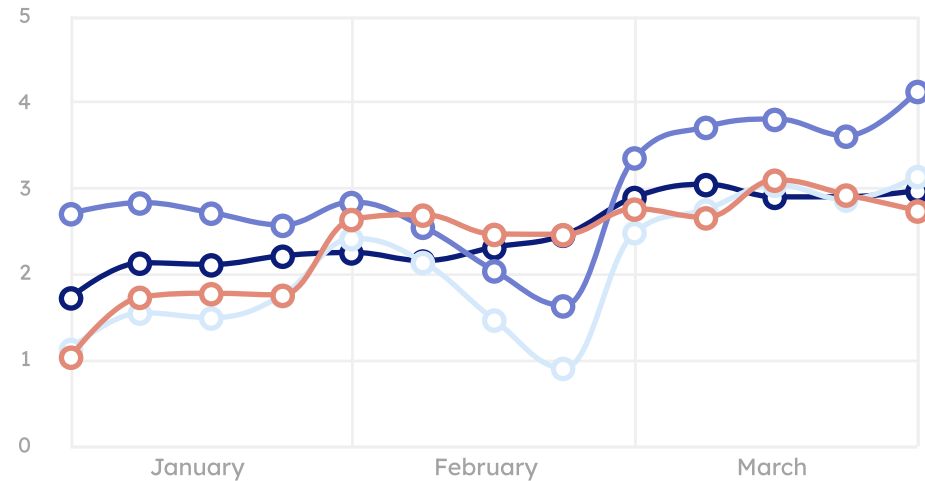


### Share of clicks By percentage, %



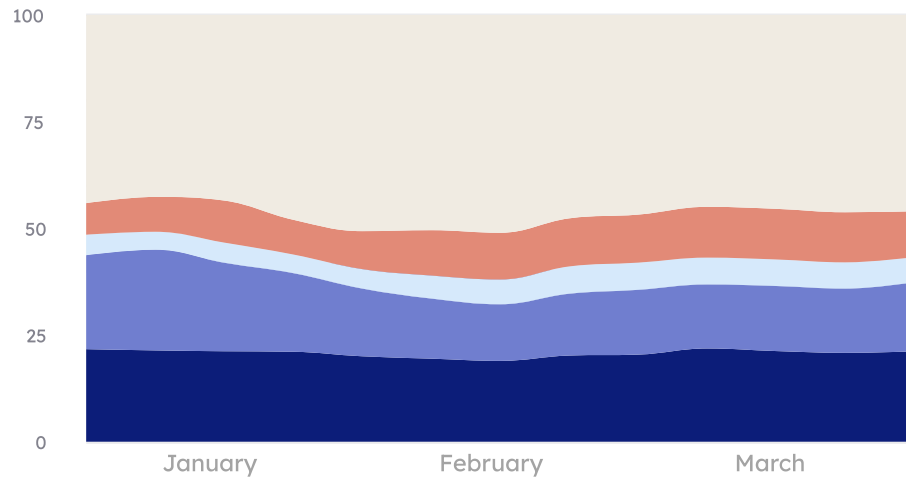
iPhones generate the largest share of clicks throughout Q1, followed by Android.

### Conversion rate By percentage, %



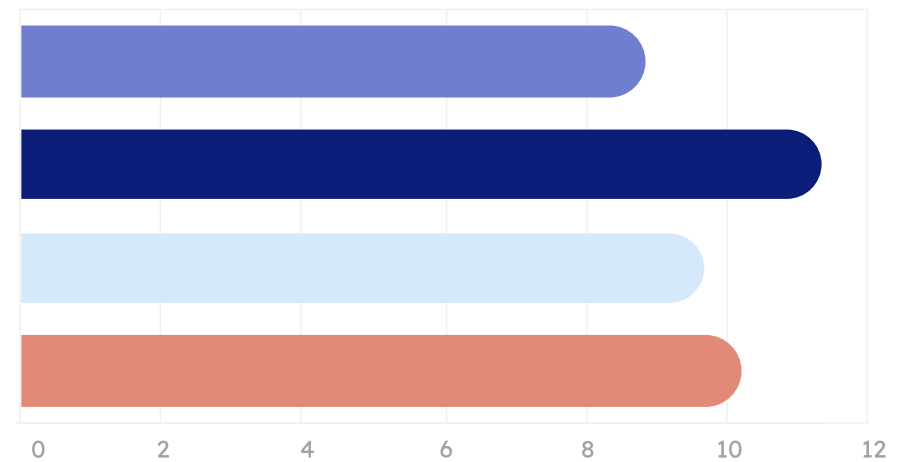
Conversion rates increase across all devices towards the end of the quarter. iPhone users maintain the highest conversion rate.

### Share of transactions By percentage, %



Android account for the largest share of transactions in Q1, followed by iPhone. PC and Mac remain relatively stable but represent smaller portions.














### Median time from click to order By minutes



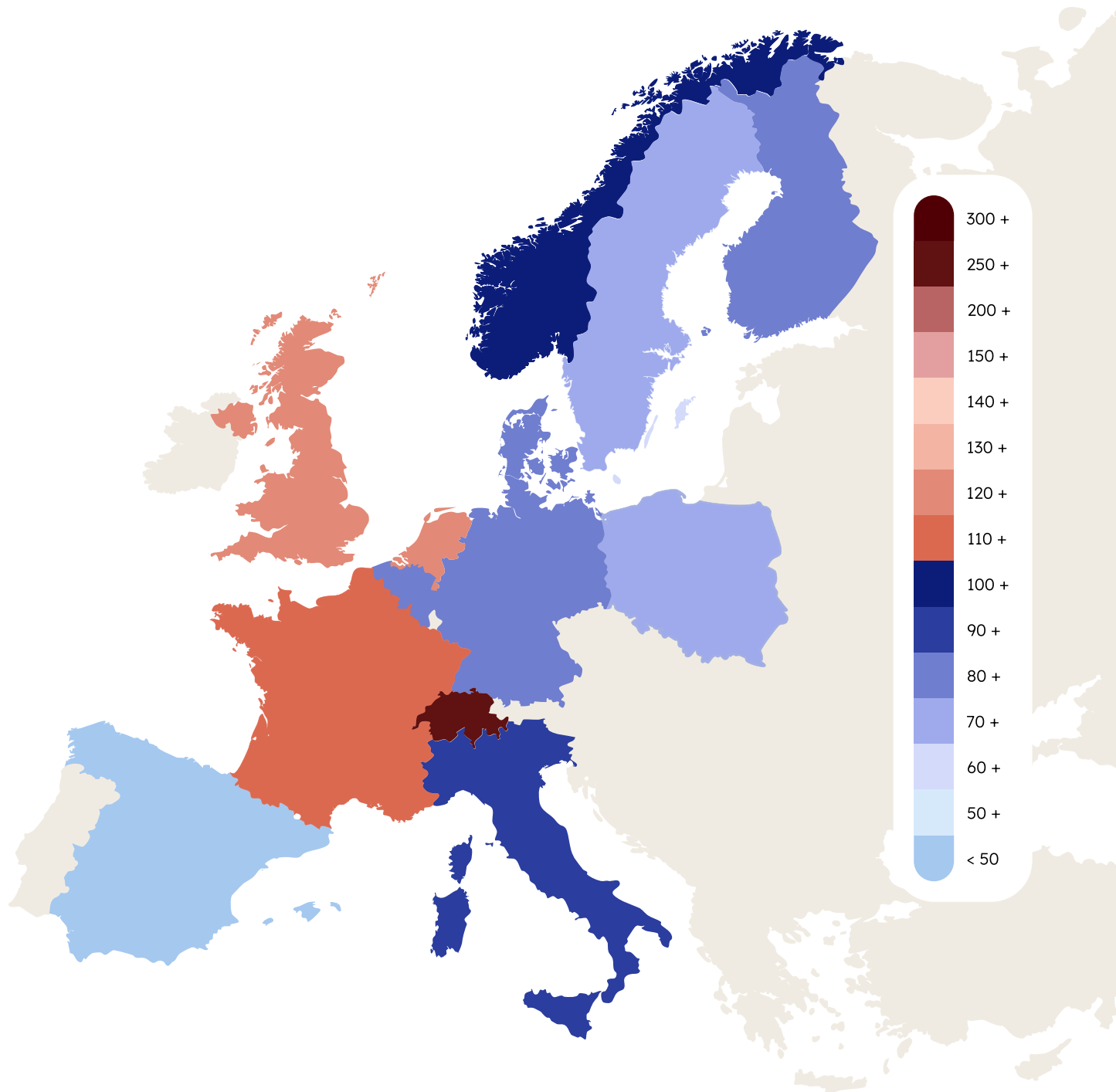
Android users take the longest time from click to order, while iPhone users convert the fastest.

● PC 
 ● Mac 
 ● iPhone 
 ● Android 
 ● Other

## Average order value By market

	Switzerland	290
	Netherlands	127
	United Kingdom	125
	France	110
	Norway	108
	Italy	95
	Germany	88
	Finland	87
	Denmark	86
	Belgium	83
	Poland	79
	Sweden	65
	Spain	44

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 1100 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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