

BESPOKE SURVEYS

Bath and Body Works, Vol 1

1252 US Consumers Balanced to Census



CHECK BREAKDOWN:

Audience: 1250 US Consumers Balanced to Census

TREND CHECKS

AWARENESS, MINDSHARE, SENTIMENT

Among respondents who regularly or occasionally use fragranced body care, hand soap, candles, and air fresheners, Bath and Body Works has a strong level of both unaided awareness. Among the brands we tested, Bath and Body Works scored the highest when it comes to consumer opinion (among those who are aware of each brand).

NPS AND SHOPPING DYNAMICS

Bath and Body Works has a strong NPS, especially among active/recent customers (70+). In a world where online shopping is gaining share, Bath and Body stands apart as a retailer whose customer base predominantly prefers to shop in-stores. Most of those who have shopped Bath and Body Works have healthy look forward shopping expectations (over 50% of them visit at least once every 2-3 months or more often). Customers feel they are most actively shopping Bath and Body during the Winter season, followed by the Fall.

PRICE INCREASES

Customers have noticed prices increasing and, on balance, agree that inflation will curtail some of their spending going forward. But we would note that customers view Bath and Body price increases as on par with price increases they have observed at other retailers.

COVID DYNAMICS

Customers offer mixed feedback on how Covid has impacted their Bath and Body Works shopping. A plurality said they spent the same as normal, but the balance were more likely to say they spent less during Covid compared to the share who said more. Looking forward, customers expect their shopping activity to bump back higher “after covid” compared to their shopping cadence “during covid.”

PRICE INCREASES

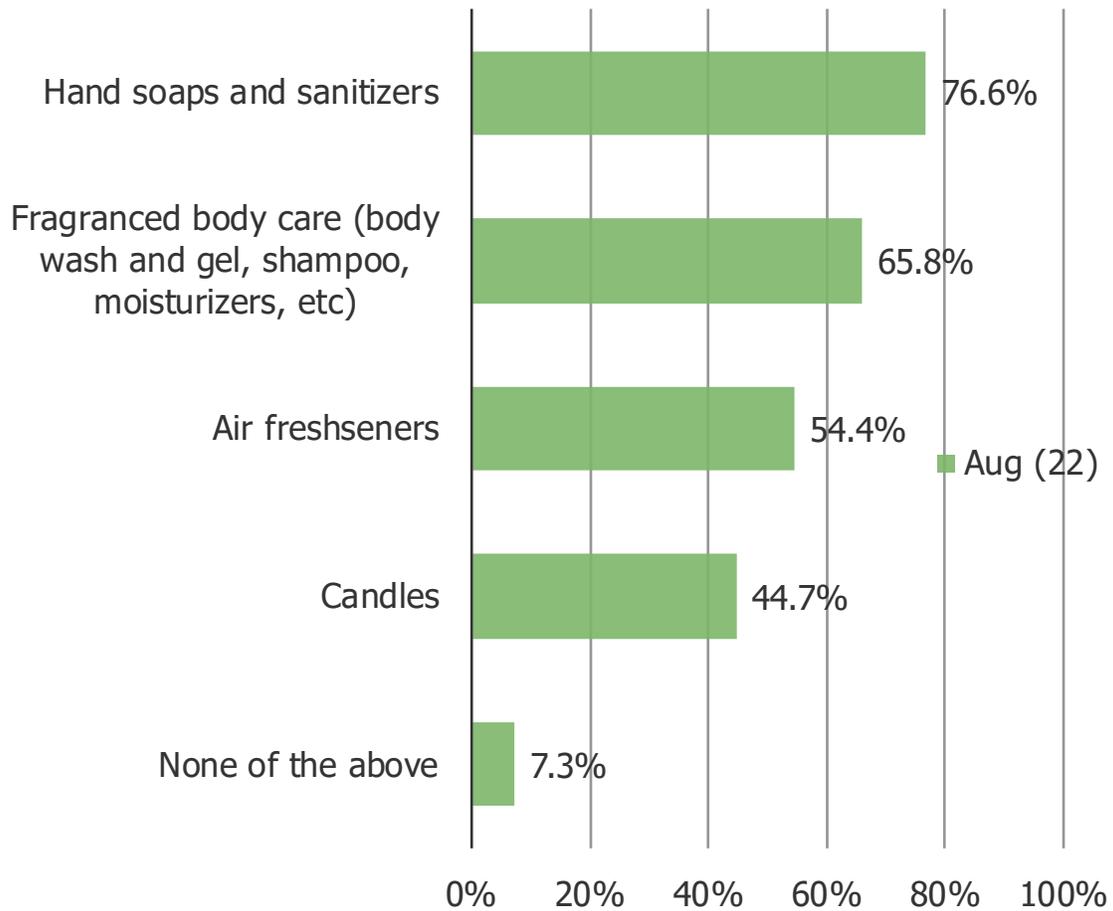
What stands out in qualitative color is that customers love the products and the variety at BBWI. It is also noteworthy that the customer base has a long tail to it, in the sense that many customers have shopped the retailer for quite a while at this point. Turning toward demographics, the Bath and Body customer is more likely to be younger than the average consumer and is more likely to be higher income than the average consumer.

Bath and Body Works

BATH AND BODY WORKS

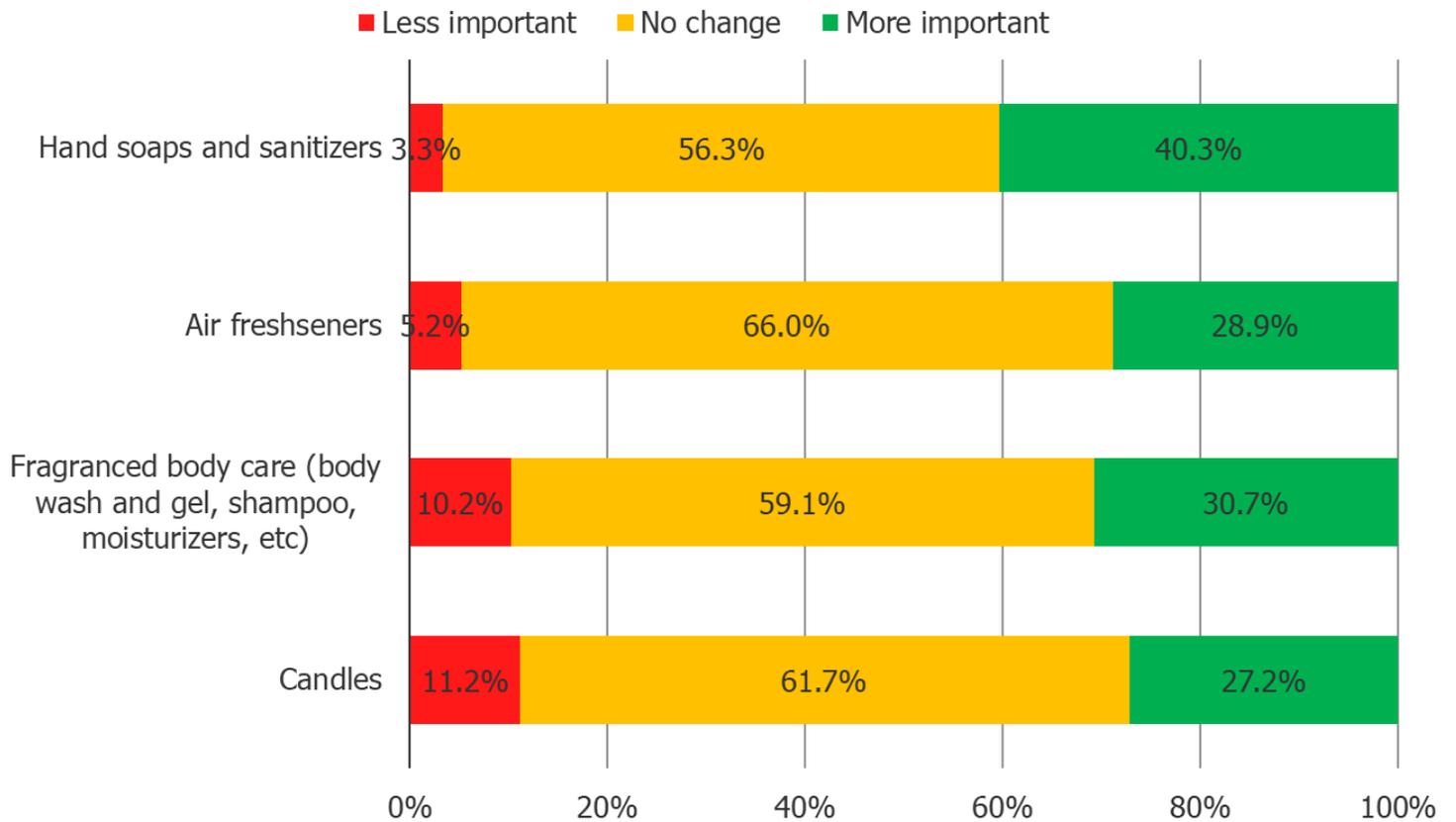
DO YOU REGULARLY OR OCCASIONALLY USE ANY OF THE FOLLOWING TYPES OF PRODUCTS? SELECT ALL THAT APPLY

Posed to all respondents.



ARE THE FOLLOWING BECOMING MORE OR LESS IMPORTANT TO YOU OVER TIME?

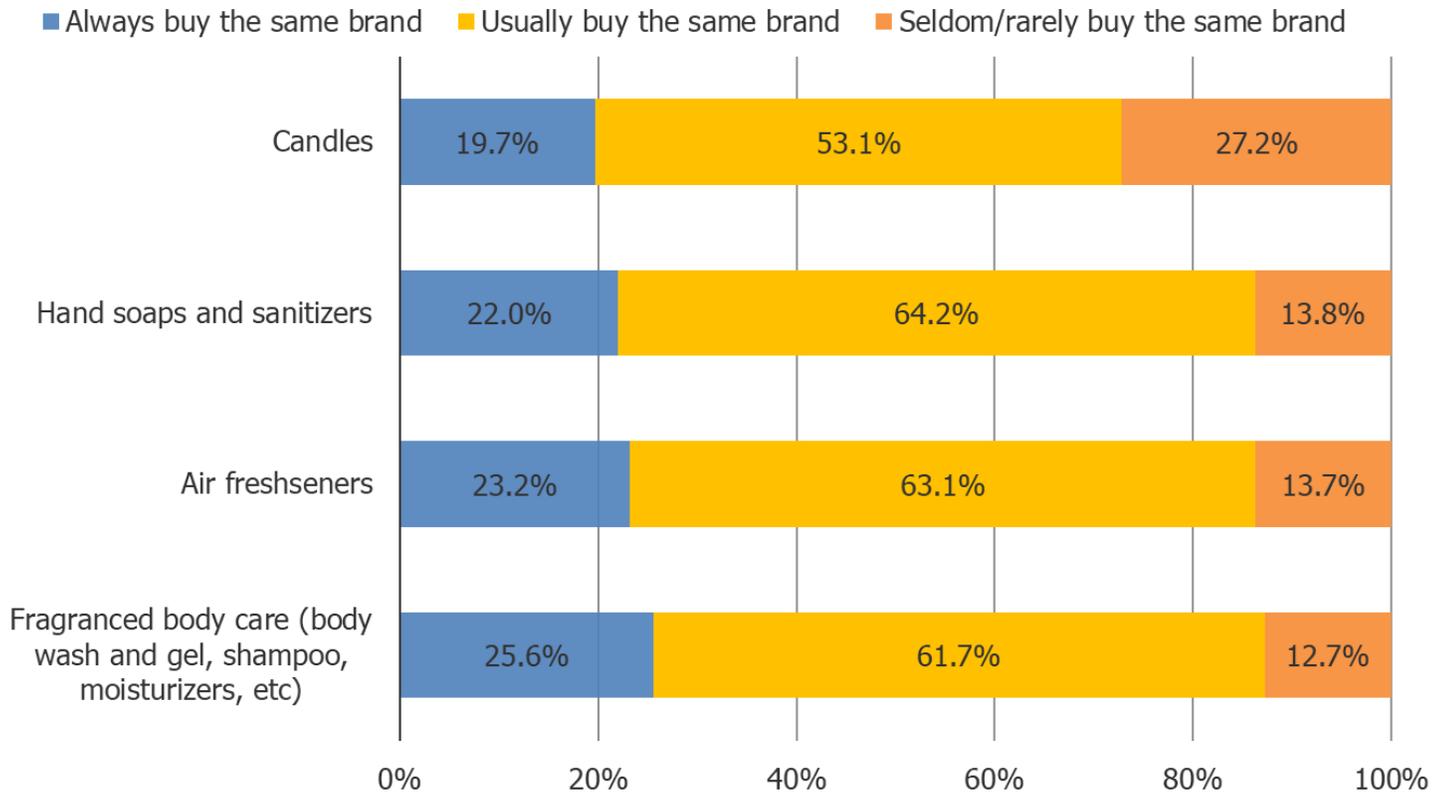
Posed to all respondents who regularly or occasionally use the below products.



	N =
Candles	556
Fragranced body care (body wash and gel, shampoo, moisturizers, etc)	824
Air fresheners	676
Hand soaps and sanitizers	957

WHEN IT COMES TO THE FOLLOWING TYPES OF PRODUCTS, WHICH DESCRIBES YOU BEST?

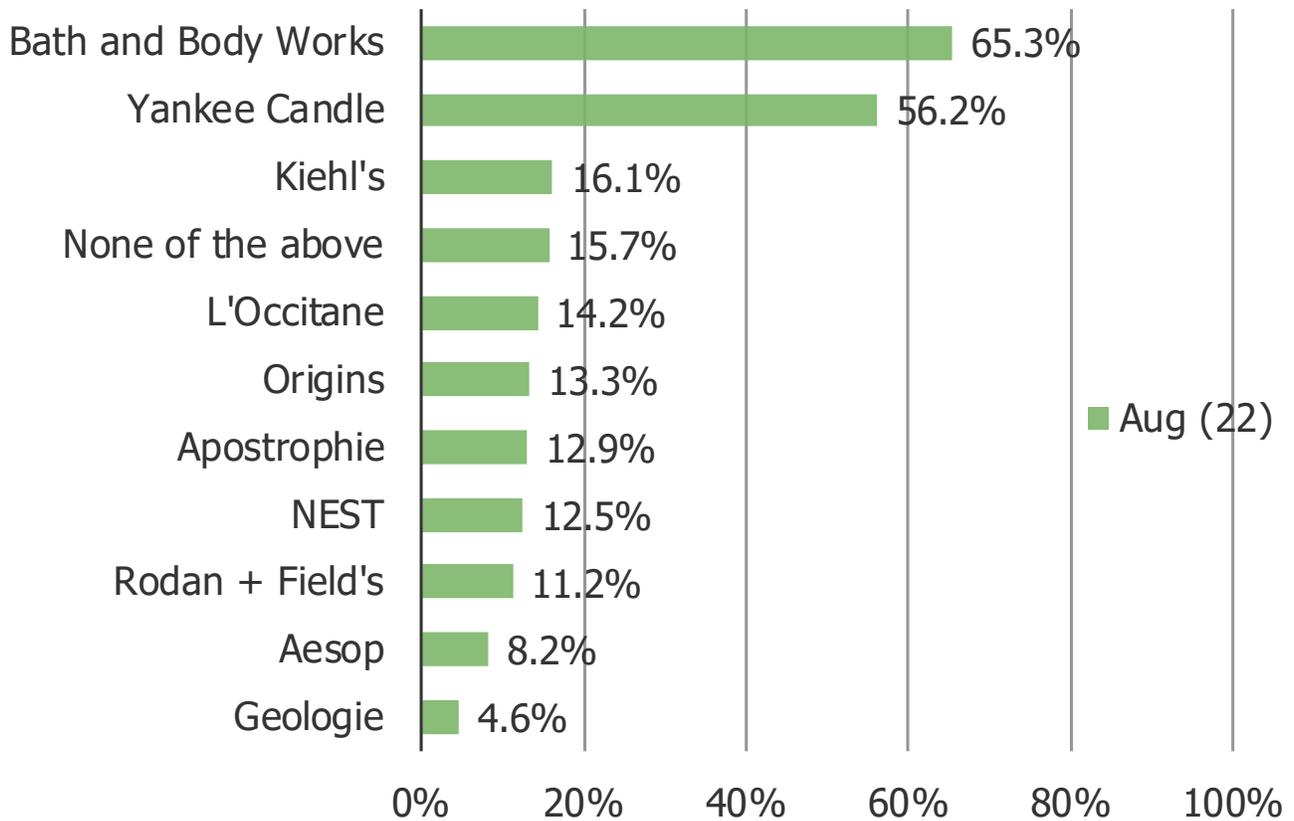
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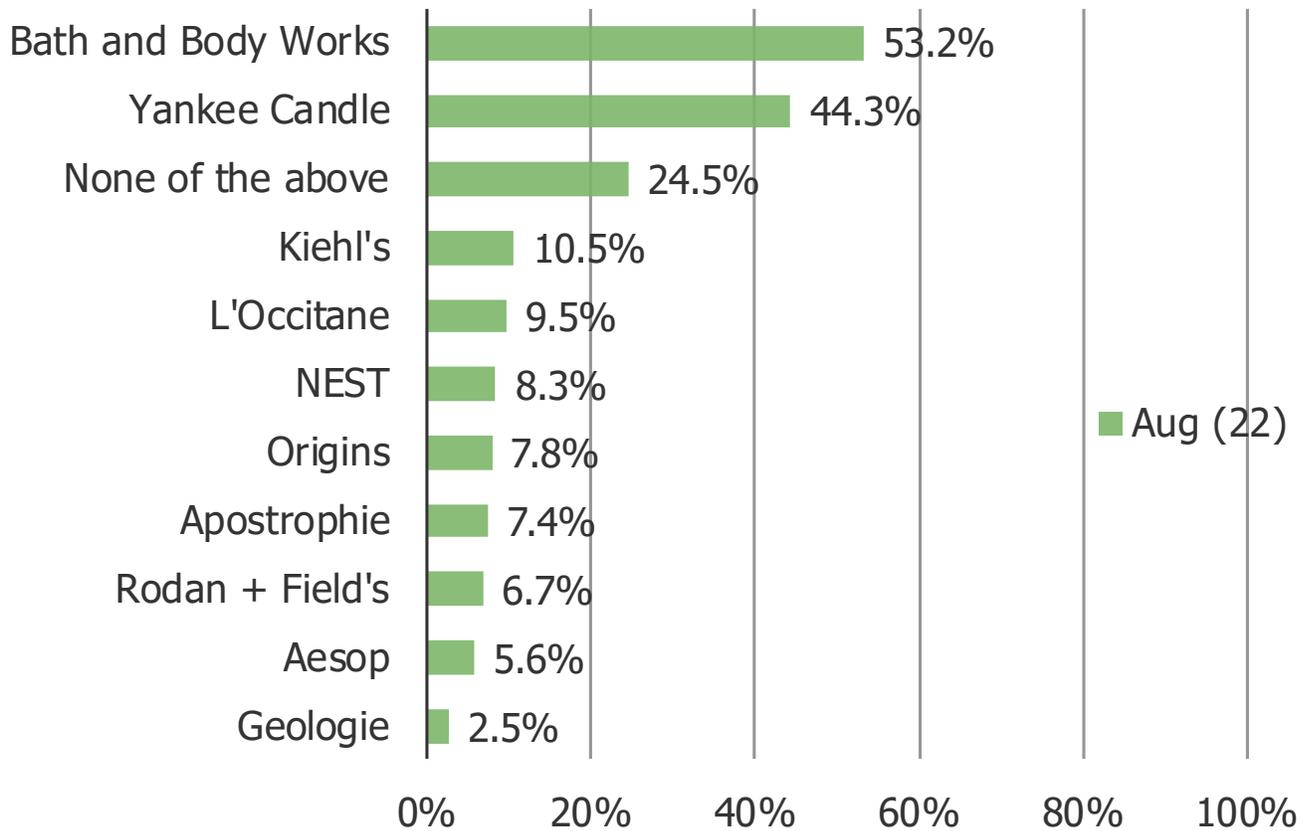
WHICH OF THE FOLLOWING BRANDS ARE YOU FAMILIAR WITH? SELECT ALL THAT APPLY

Posed to all respondents.



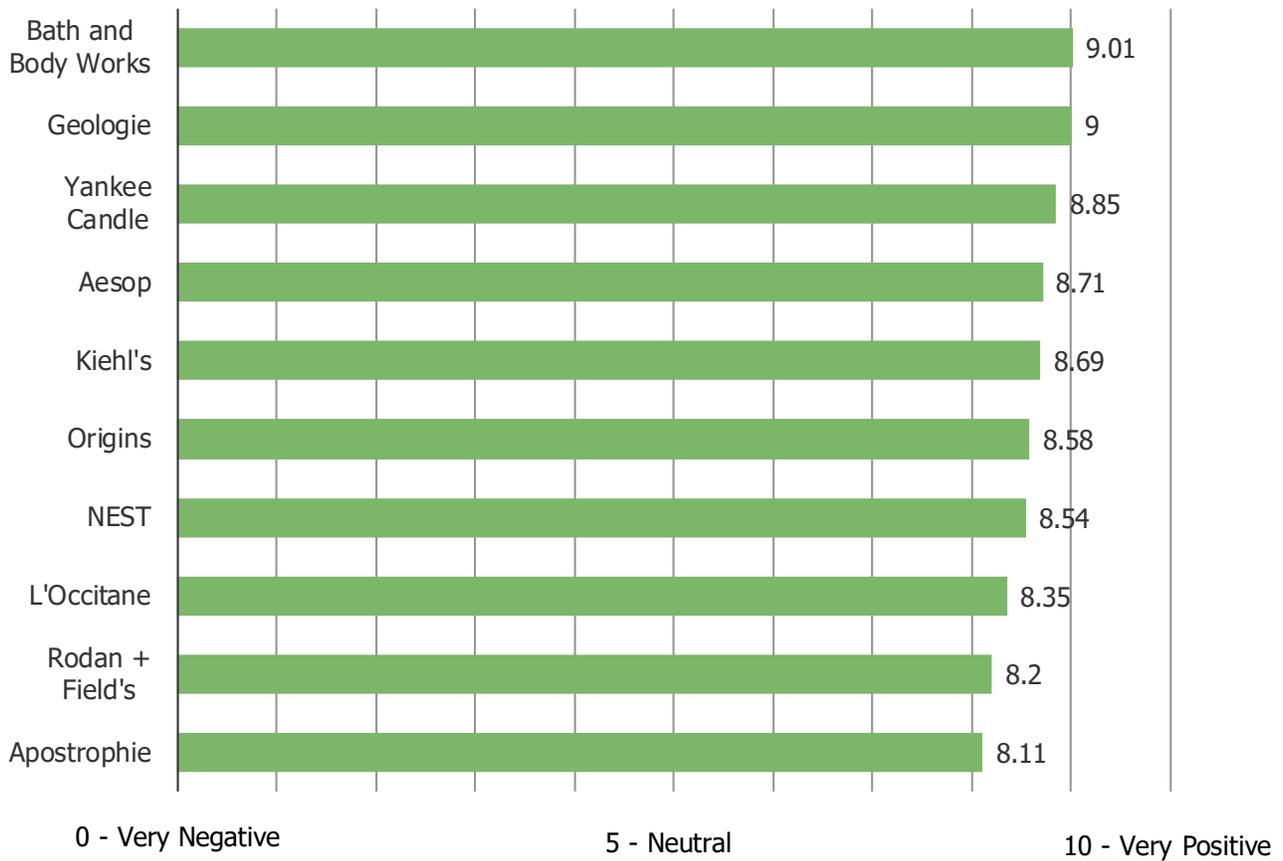
HAVE YOU EVER PURCHASED OR RECEIVED PRODUCTS FROM THE FOLLOWING?

Posed to all respondents.



WHAT IS YOUR OPINION OF THE FOLLOWING BRANDS?

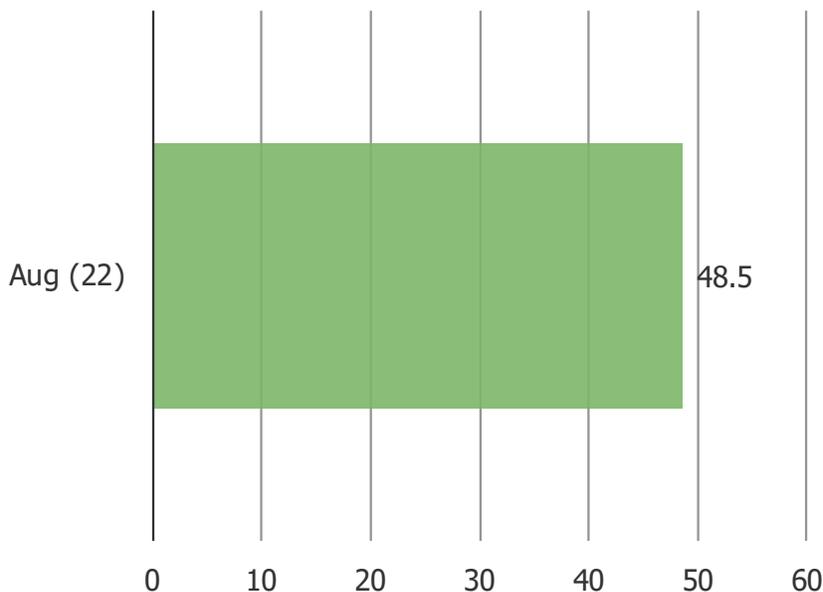
Posed to all respondents who are familiar with the below.



	N=
Bath and Body Works	818
Yankee Candle	703
NEST	156
Rodan + Field's	140
Origins	166
L'Occitane	178
Apostrophie	162
Aesop	102
Kiehl's	202
Geologie	57

HOW LIKELY IS IT THAT YOU WOULD RECOMMEND BATH AND BODY WORKS TO A FRIEND OR COLLEAGUE?

Posed to all respondents who have purchased or received products from Bath and Body Works.

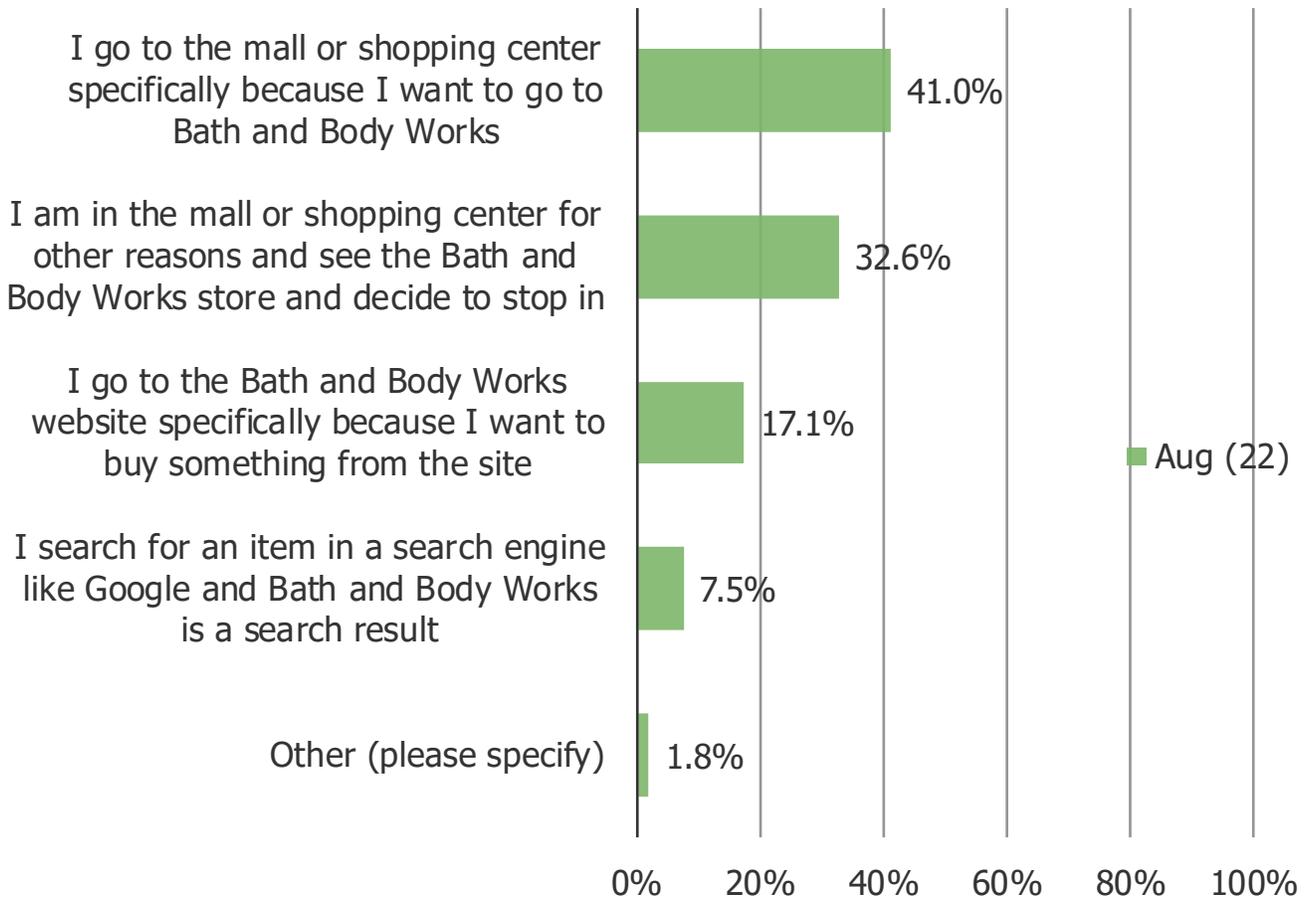


NPS Cross-Tabs: Note – many corporations will publish NPS scores recorded with more active customers or with more recent shoppers (ie, respondents who shop monthly or who have shopped in the past month. In this regard, BBWI posts very strong scores.

Filter: BBWI Engagement	NPS	N Size
Shops Monthly	70	191
Shops Every 2-3 Months	63	166
Shops Every 6 Months	42	143
Shops Once Per Year	15	166
Bought in the past three months	76	165

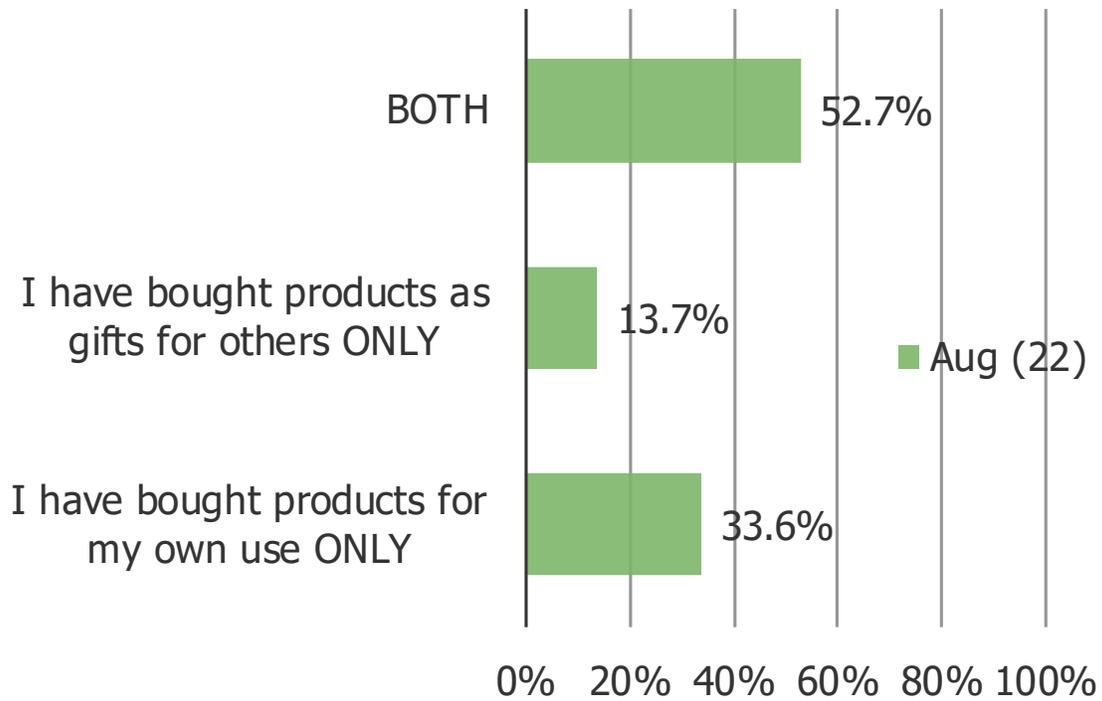
HOW DO YOU TYPICALLY WIND UP SHOPPING BATH AND BODY WORKS?

Posed to all respondents who have purchased or received products from Bath and Body Works.



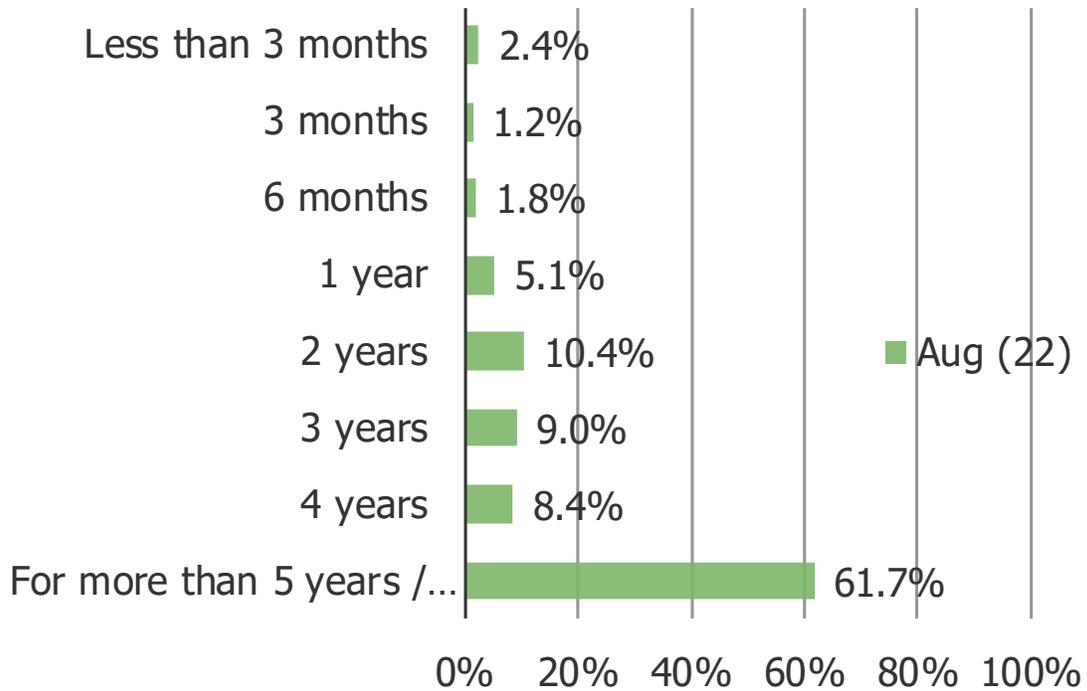
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR EXPERIENCE WITH BATH AND BODY WORKS?

Posed to all respondents who have purchased or received products from Bath and Body Works.



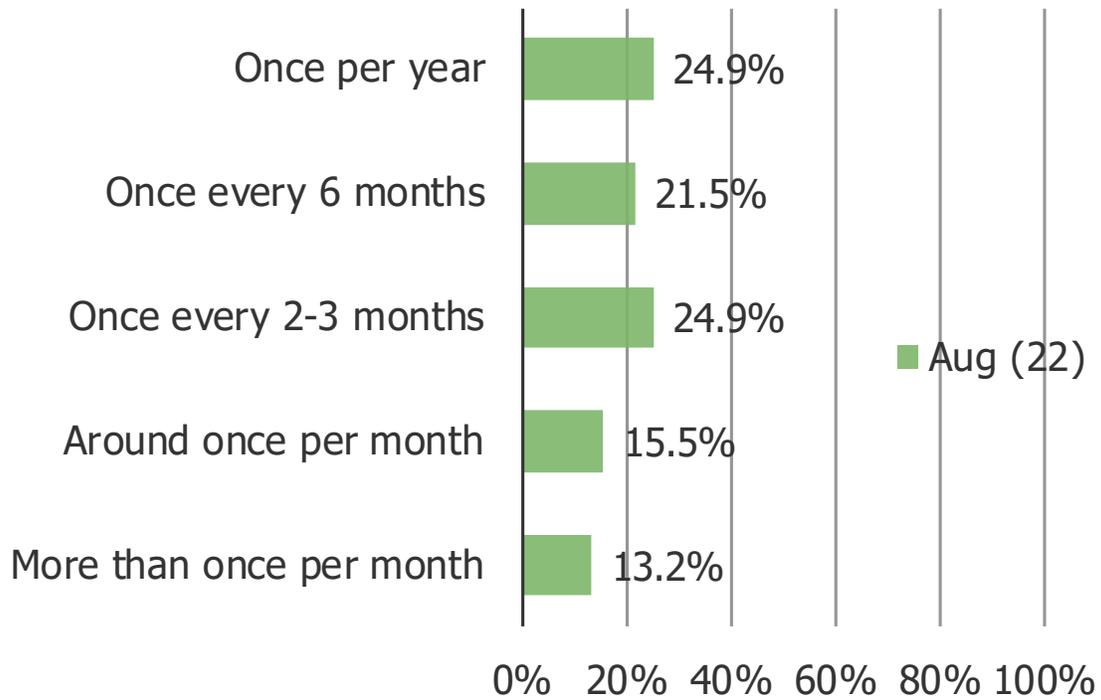
FOR HOW LONG HAVE YOU BEEN A CUSTOMER OF BATH AND BODY WORKS?

Posed to all respondents who have purchased or received products from Bath and Body Works.



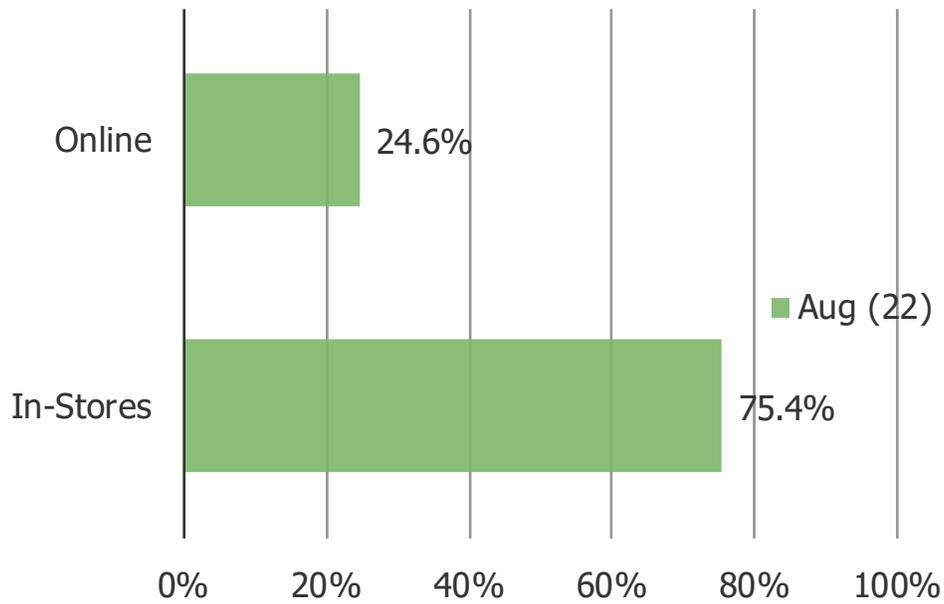
HOW OFTEN DO YOU SHOP BATH AND BODY WORKS?

Posed to all respondents who have purchased or received products from Bath and Body Works.



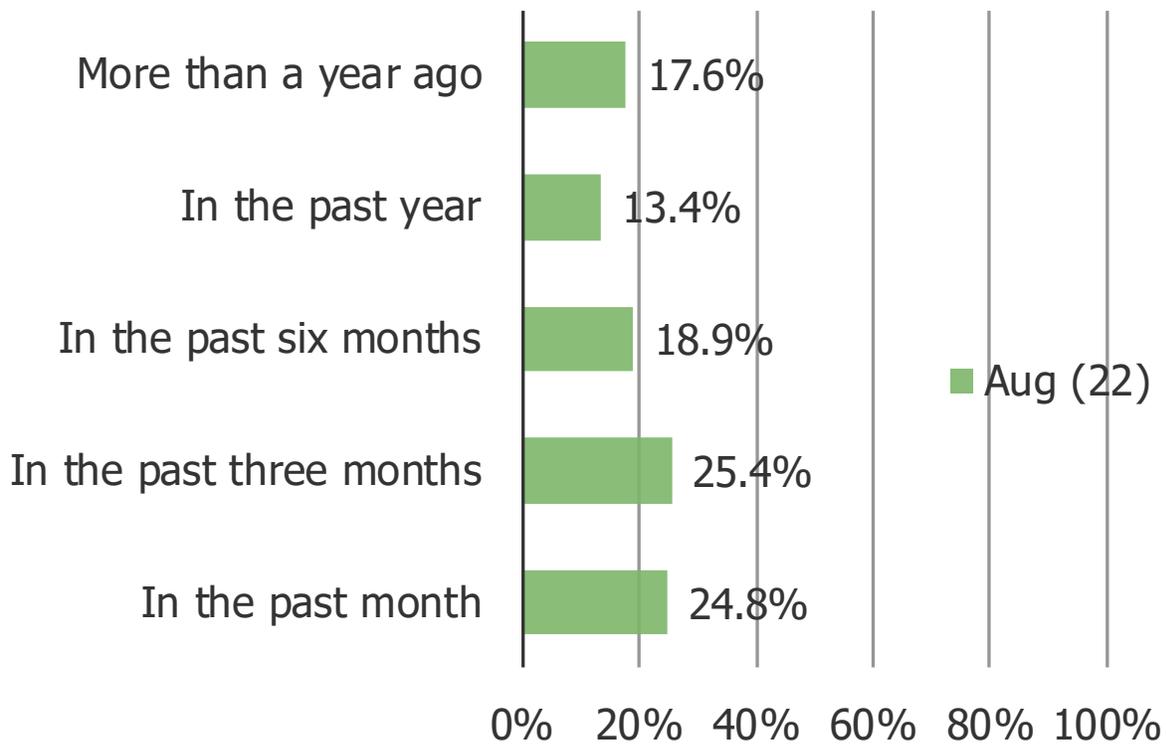
HOW DO YOU PREFER TO SHOP BATH AND BODY WORKS?

Posed to all respondents who have purchased or received products from Bath and Body Works.



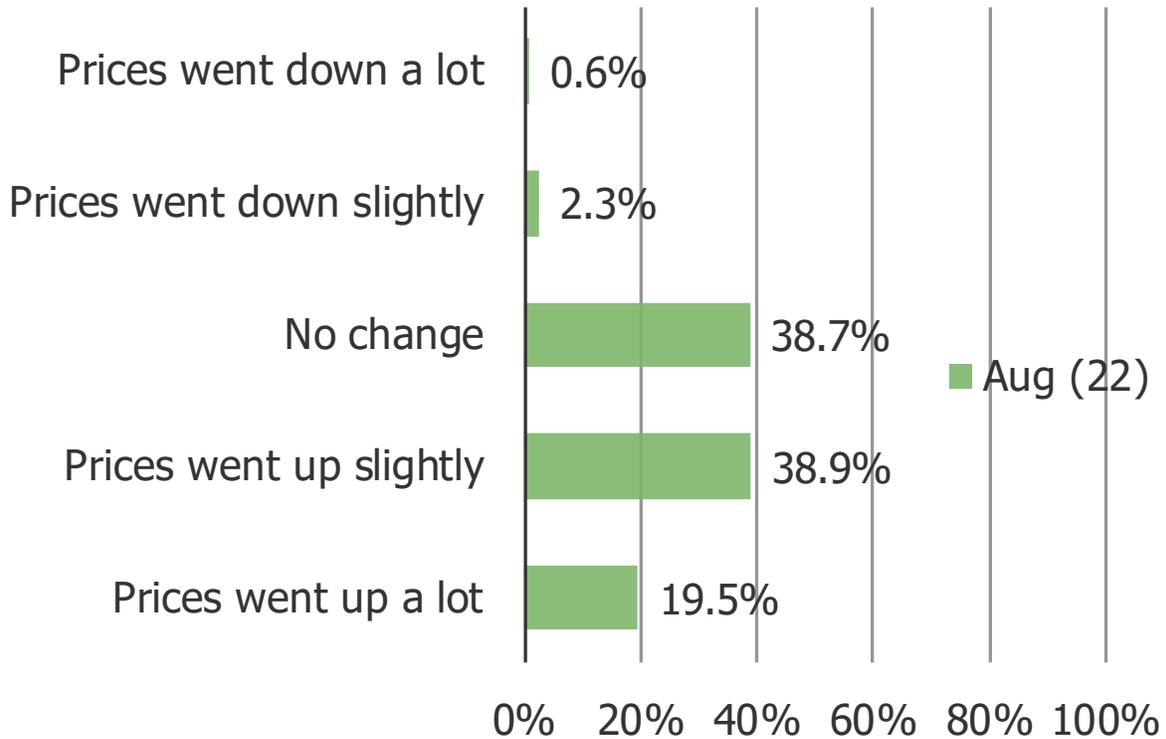
WHEN DID YOU MOST RECENTLY BUY PRODUCTS FROM BATH AND BODY WORKS?

Posed to all respondents who have purchased or received products from Bath and Body Works.



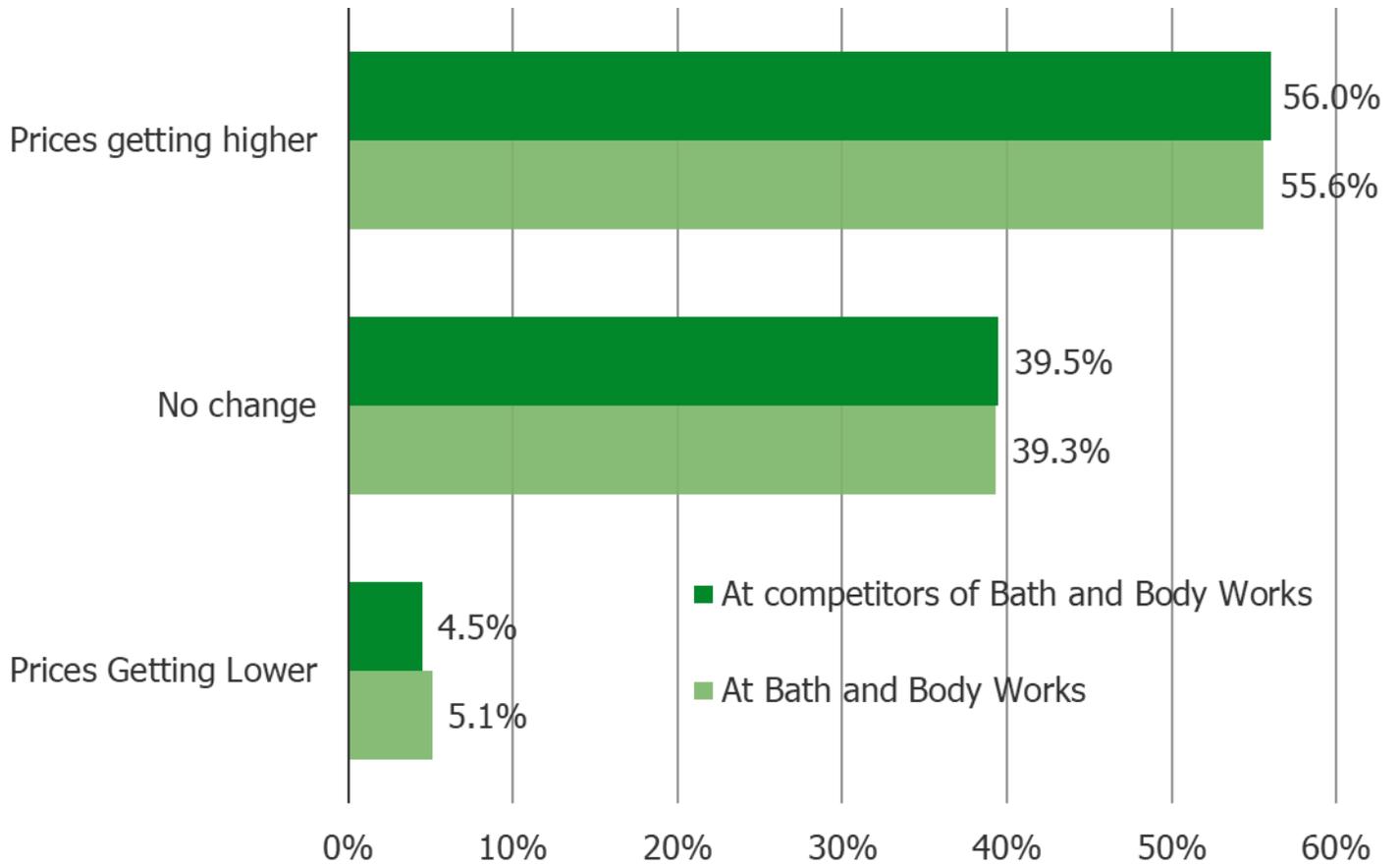
THINKING ABOUT YOUR MOST RECENT PURCHASE FROM BATH AND BODY WORKS, DID YOU NOTICE ANY CHANGES TO THE PRICES OF THE PRODUCTS?

Posed to all respondents who have purchased or received products from Bath and Body Works.



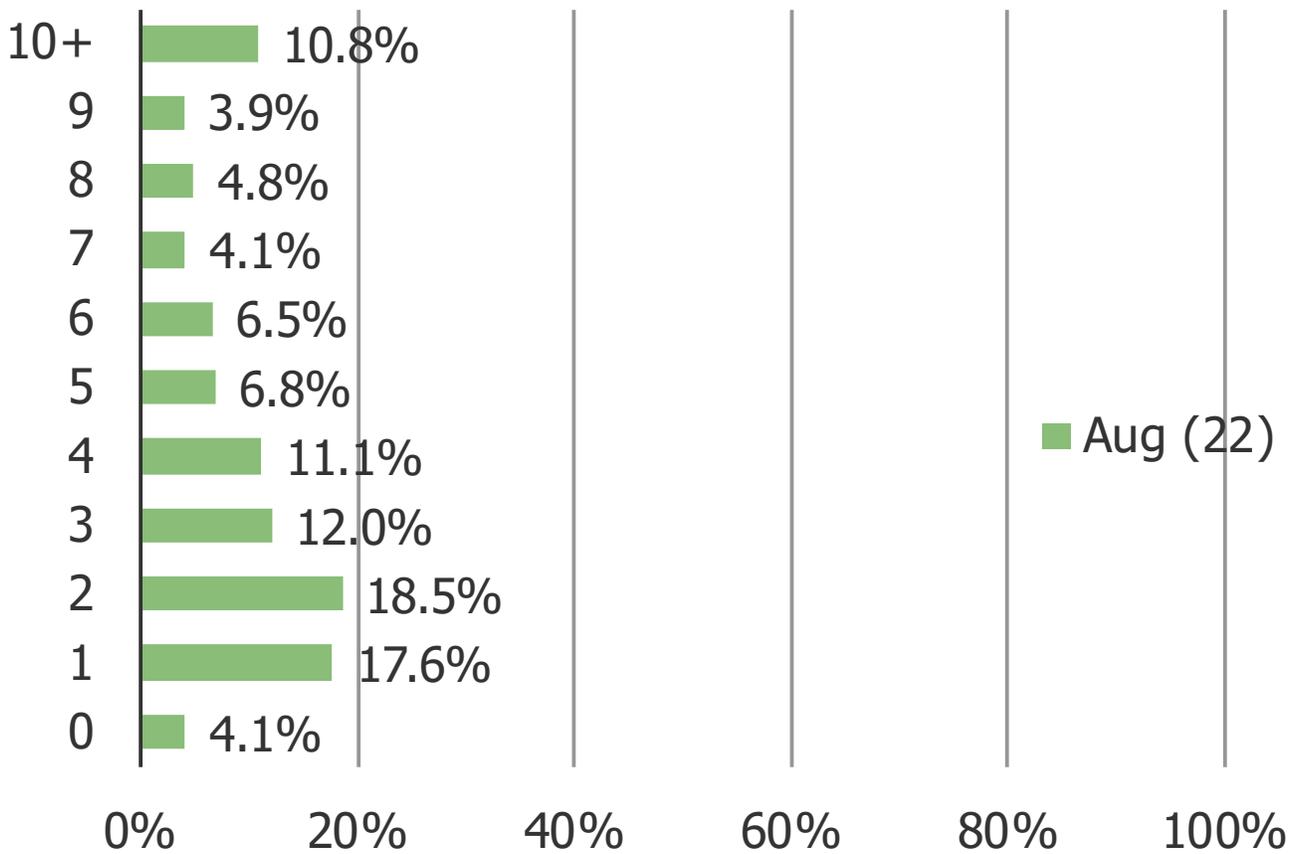
FROM WHAT YOU HAVE NOTICED LATELY, ARE THE PRICES OF PRODUCTS CHANGING...

Posed to all respondents who have purchased or received products from Bath and Body Works.



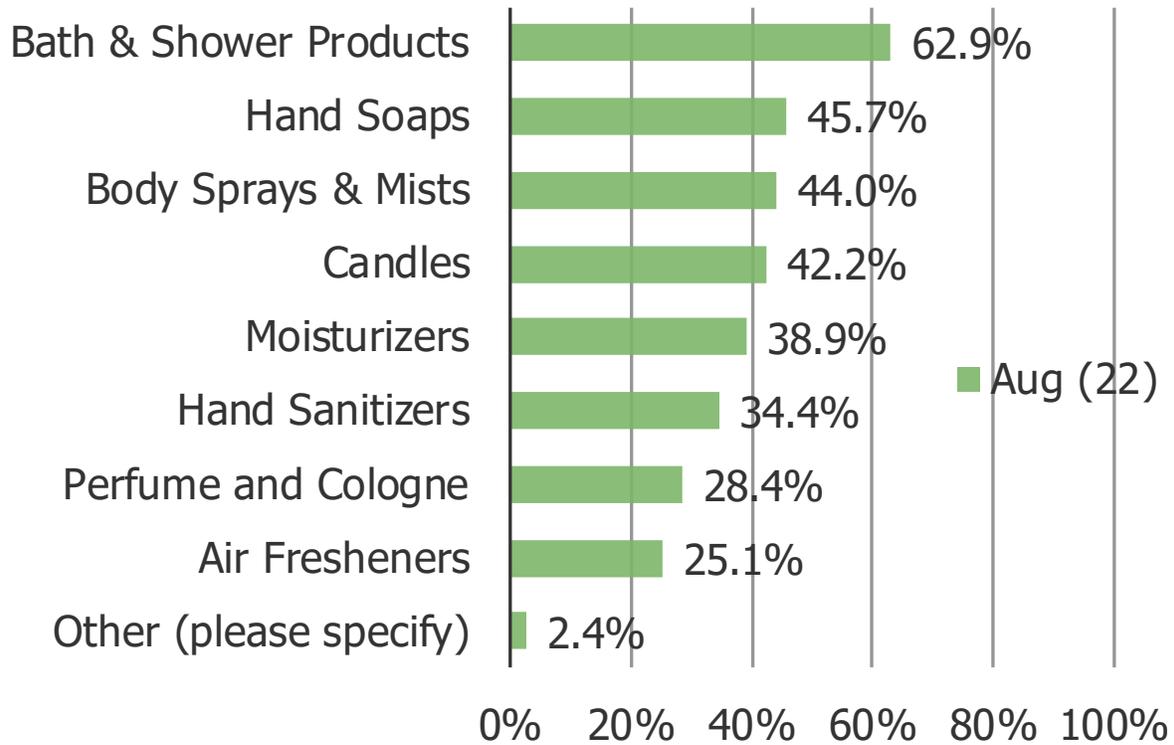
HOW MANY TIMES PER YEAR WOULD YOU ESTIMATE THAT YOU BUY PRODUCTS FROM BATH AND BODY WORKS?

Posed to all respondents who have purchased or received products from Bath and Body Works.



THINKING ABOUT YOUR PERSONAL USE OF BATH AND BODY WORKS, WHAT PRODUCTS DO YOU TYPICALLY BUY? SELECT ALL THAT APPLY

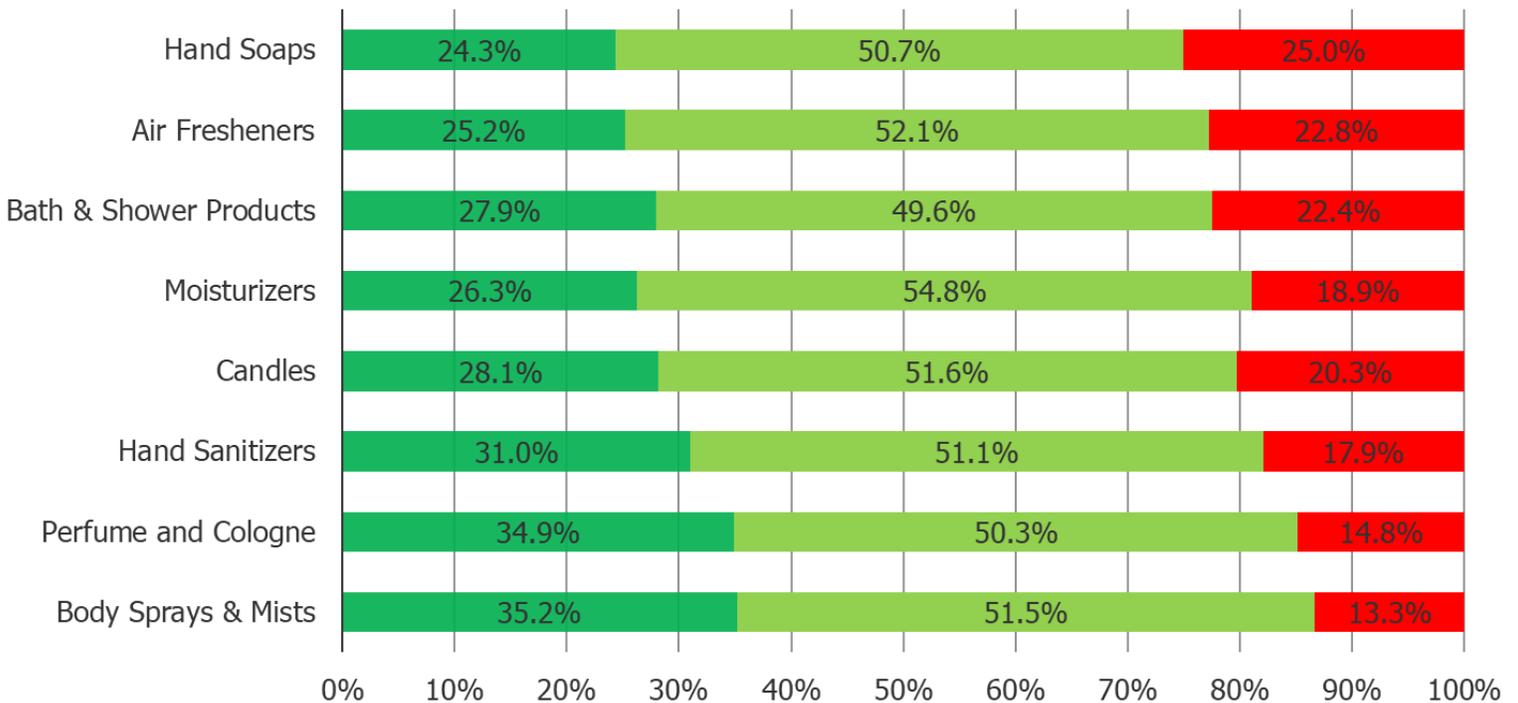
Posed to all respondents who have purchased or received products from Bath and Body Works.



FOR THIS TYPE OF PRODUCT, DO YOU ALWAYS USE BATH AND BODY WORKS OR DO YOU USE OTHER BRANDS AS WELL?

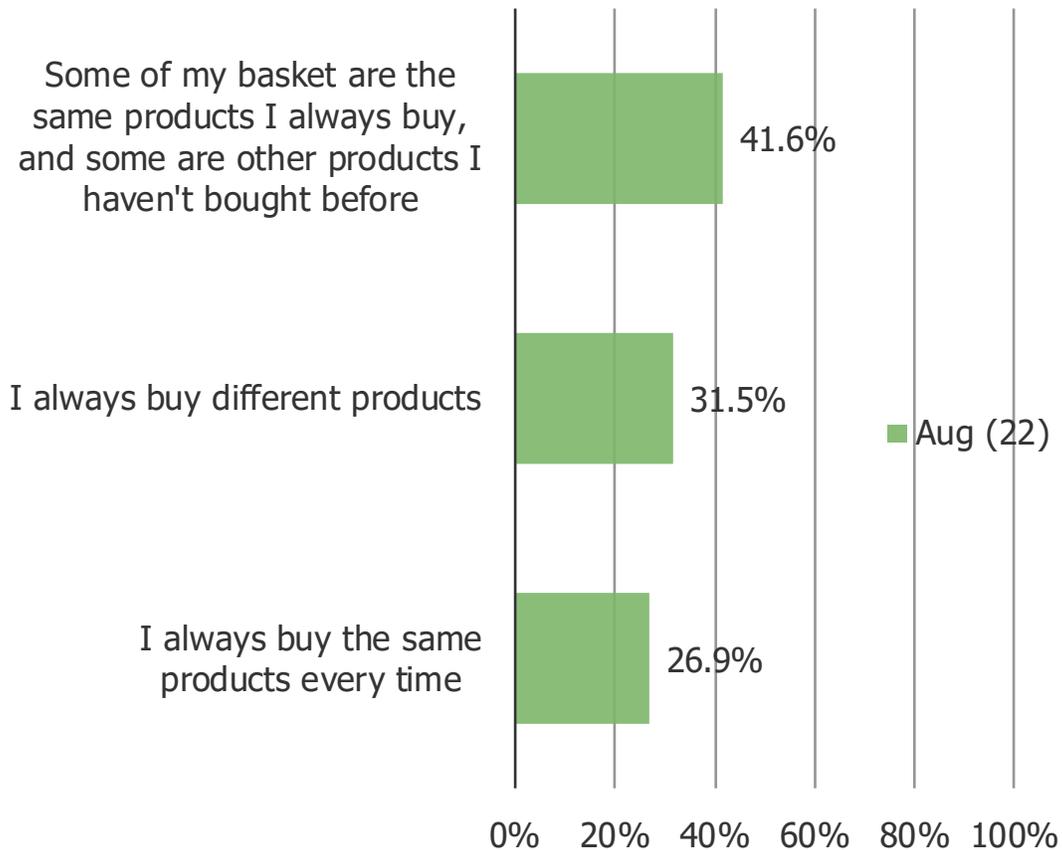
Posed to all respondents who have purchased or received products from Bath and Body Works.

■ Always use Bath and Body Works ■ Usually use Bath and Body Works ■ Seldom/Rarely use Bath and Body Works



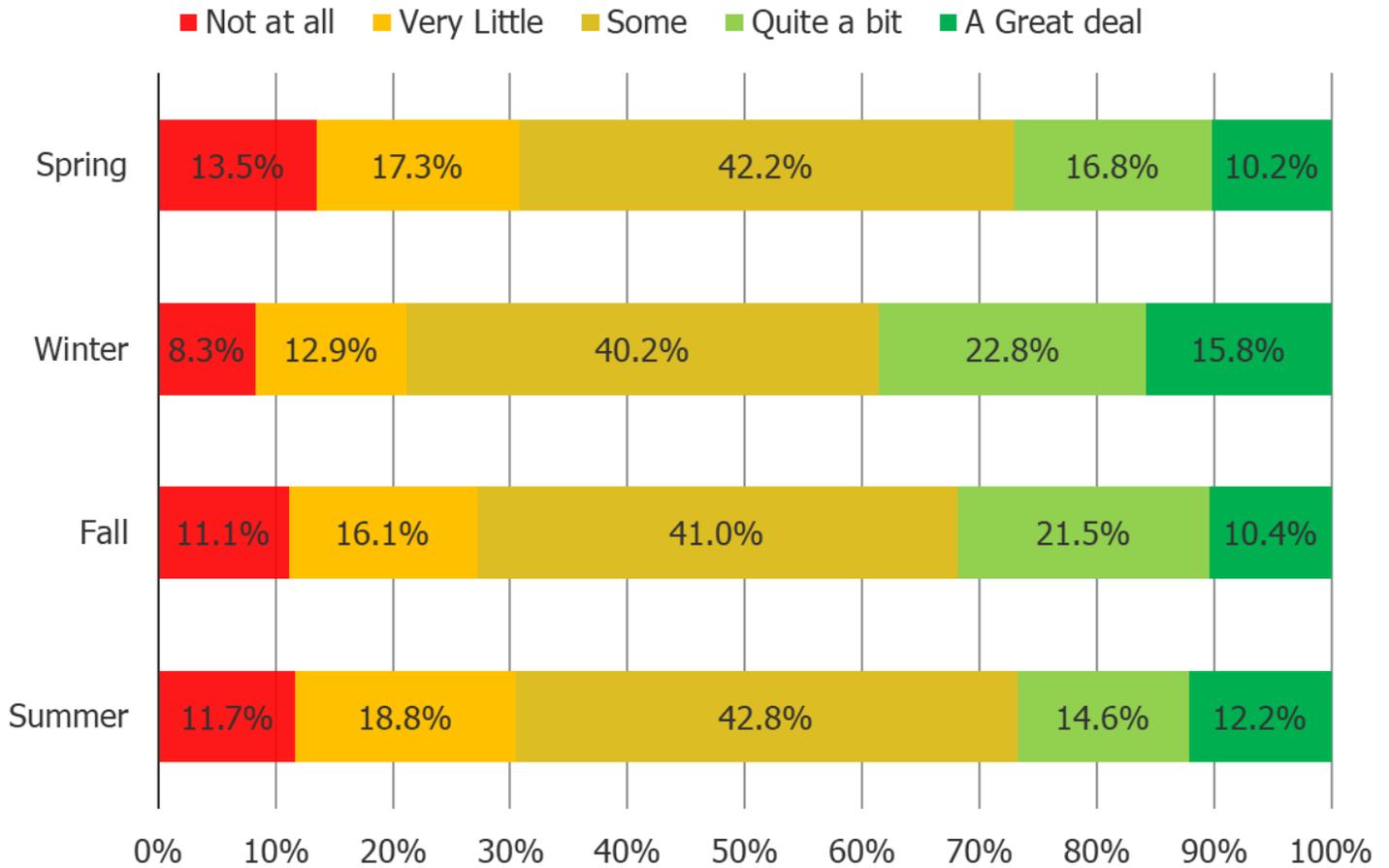
WHEN YOU SHOP FOR ITEMS AT BATH AND BODY WORKS, WHICH BEST DESCRIBES YOU?

Posed to all respondents who have purchased or received products from Bath and Body Works.



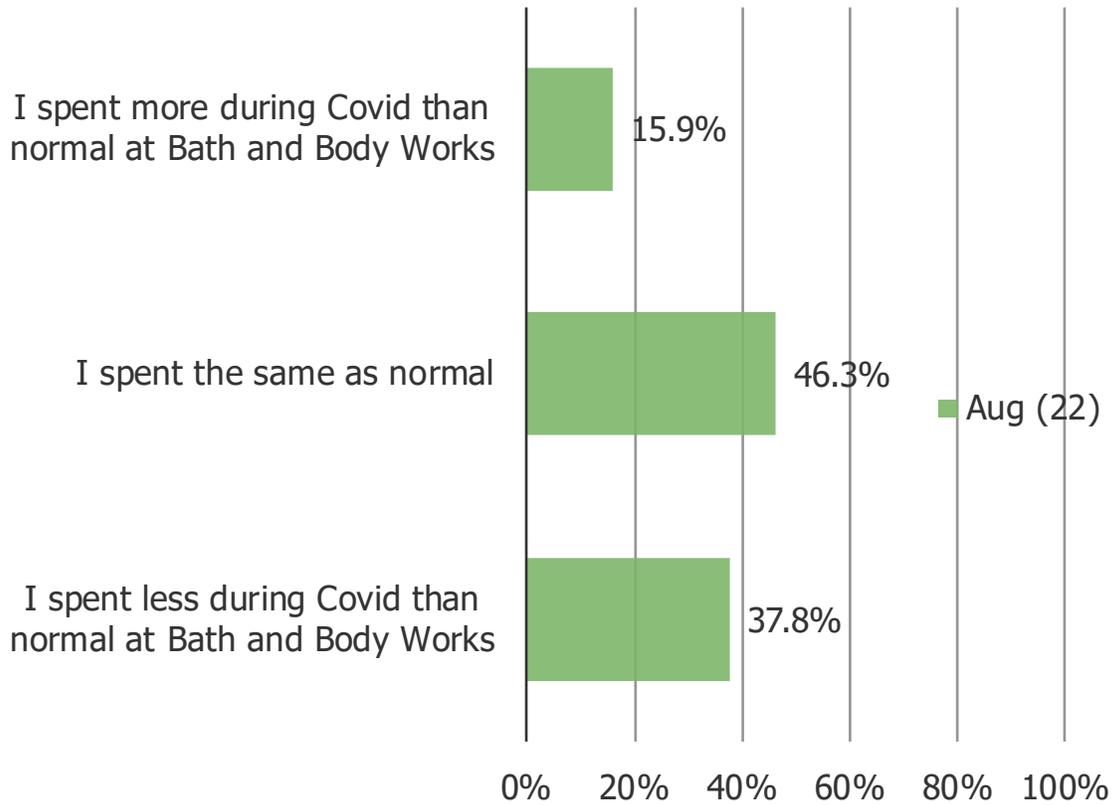
HOW MUCH DO YOU SPEND ON PRODUCTS FROM BATH AND BODY WORKS DURING THE FOLLOWING SEASONS?

Posed to all respondents who have purchased or received products from Bath and Body Works.



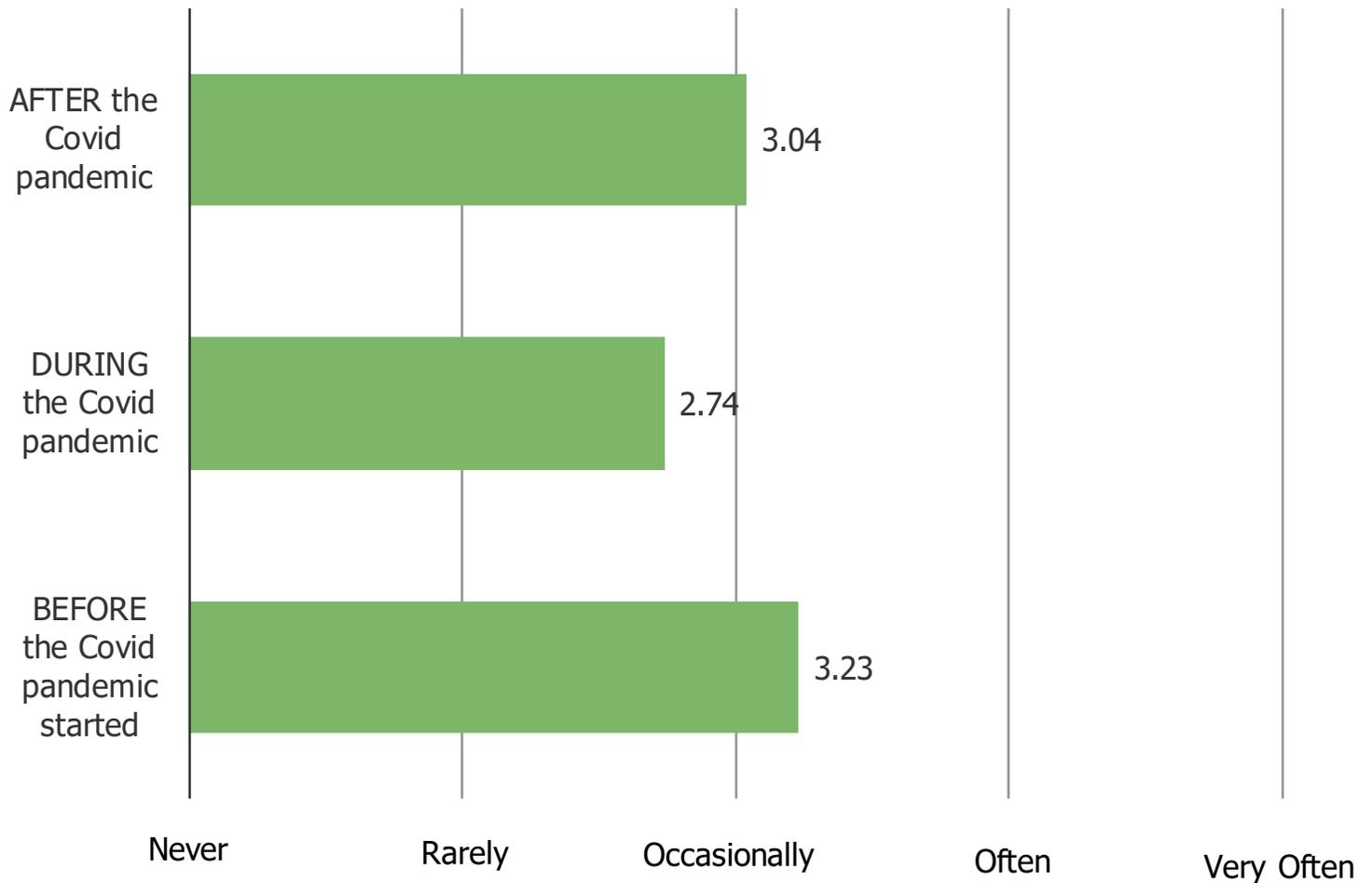
WOULD YOU SAY YOU SPENT MORE OR LESS AT BATH AND BODY WORKS DURING THE PANDEMIC COMPARED TO WHAT YOU NORMALLY WOULD HAVE SPENT?

Posed to all respondents who have purchased or received products from Bath and Body Works.



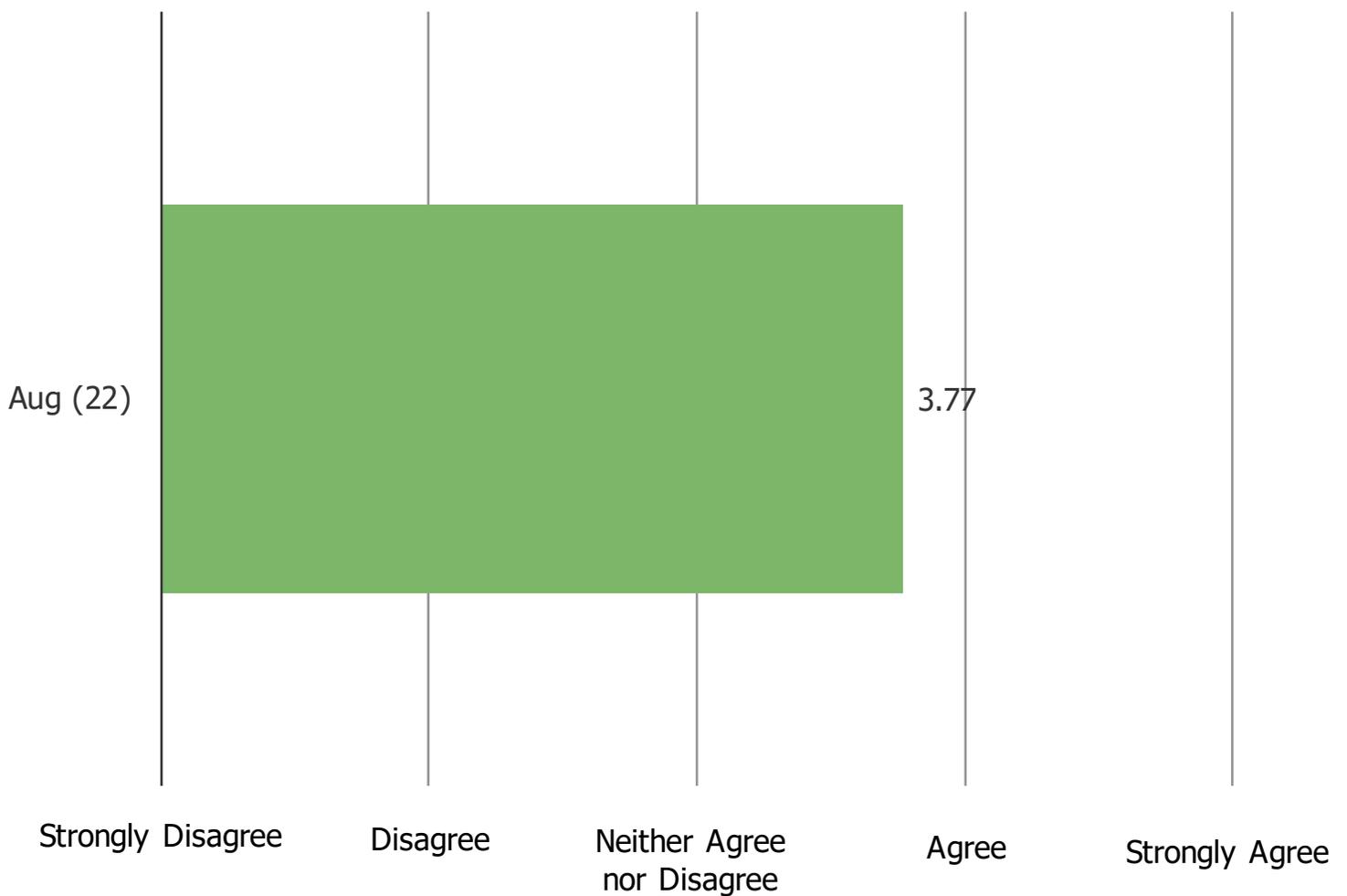
PLEASE ESTIMATE HOW FREQUENTLY YOU BOUGHT THINGS AT BATH AND BODY WORKS DURING THE FOLLOWING TIME PERIODS:

Posed to all respondents who have purchased or received products from Bath and Body Works.



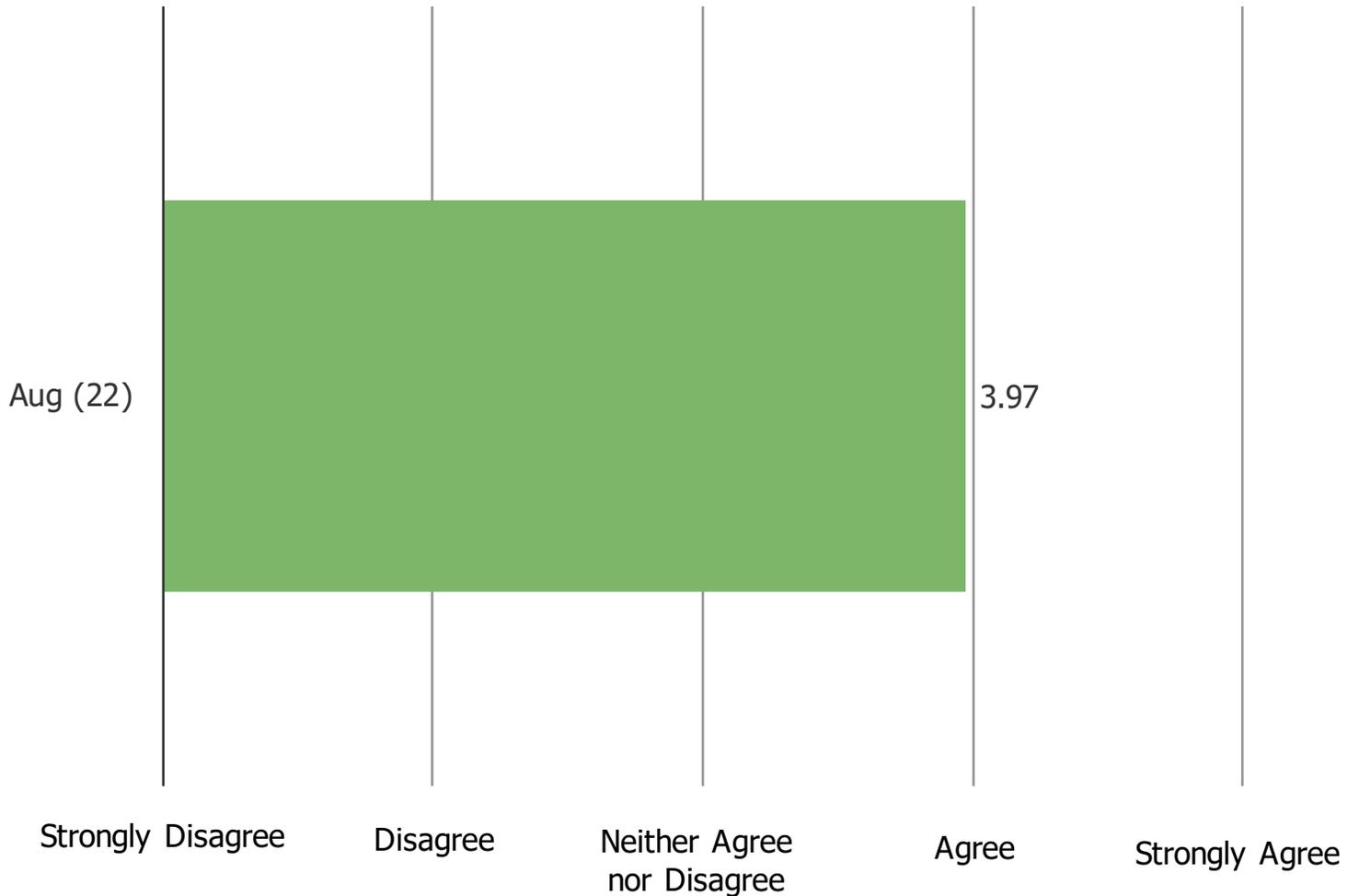
TO WHAT EXTENT DO YOU AGREE WITH THE FOLLOWING STATEMENT: BATH AND BODY WORKS' FOCUS ON SEASONALITY AND PROMOTING SPECIFIC CANDLES AND FRAGRANCES THAT ARE DESIGNED FOR SUMMER, FALL, WINTER, AND SPRING ENCOURAGES ME TO SHOP THE BRAND MORE OFTEN.

Posed to all respondents who have purchased or received products from Bath and Body Works.



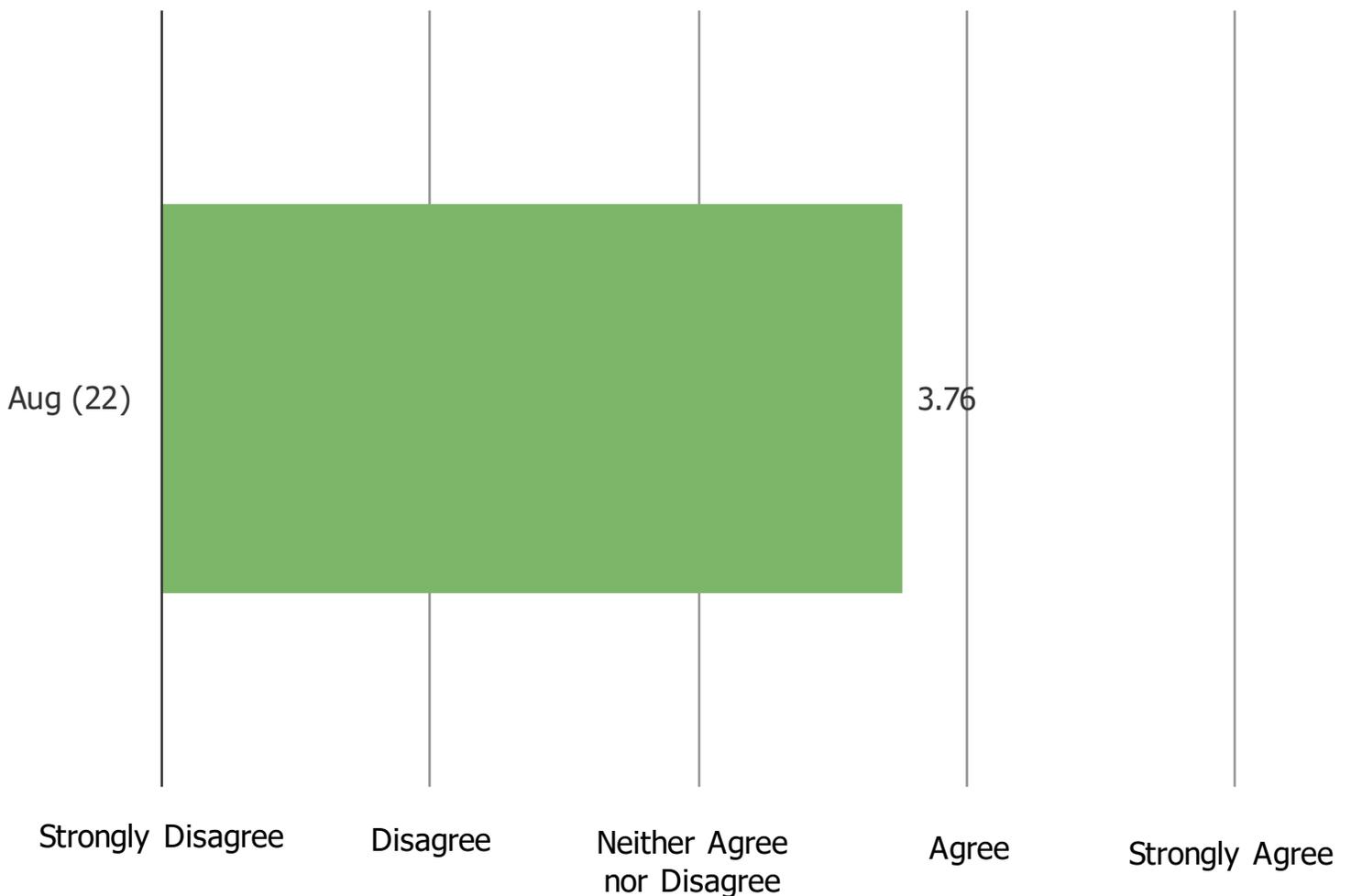
TO WHAT EXTENT DO YOU AGREE WITH THE FOLLOWING STATEMENT: THE LOOK AND FEEL OF BATH AND BODY WORKS STORES IS VERY INVITING TO SHOP IN. I ENJOY BEING IN THE STORES.

Posed to all respondents who have purchased or received products from Bath and Body Works.



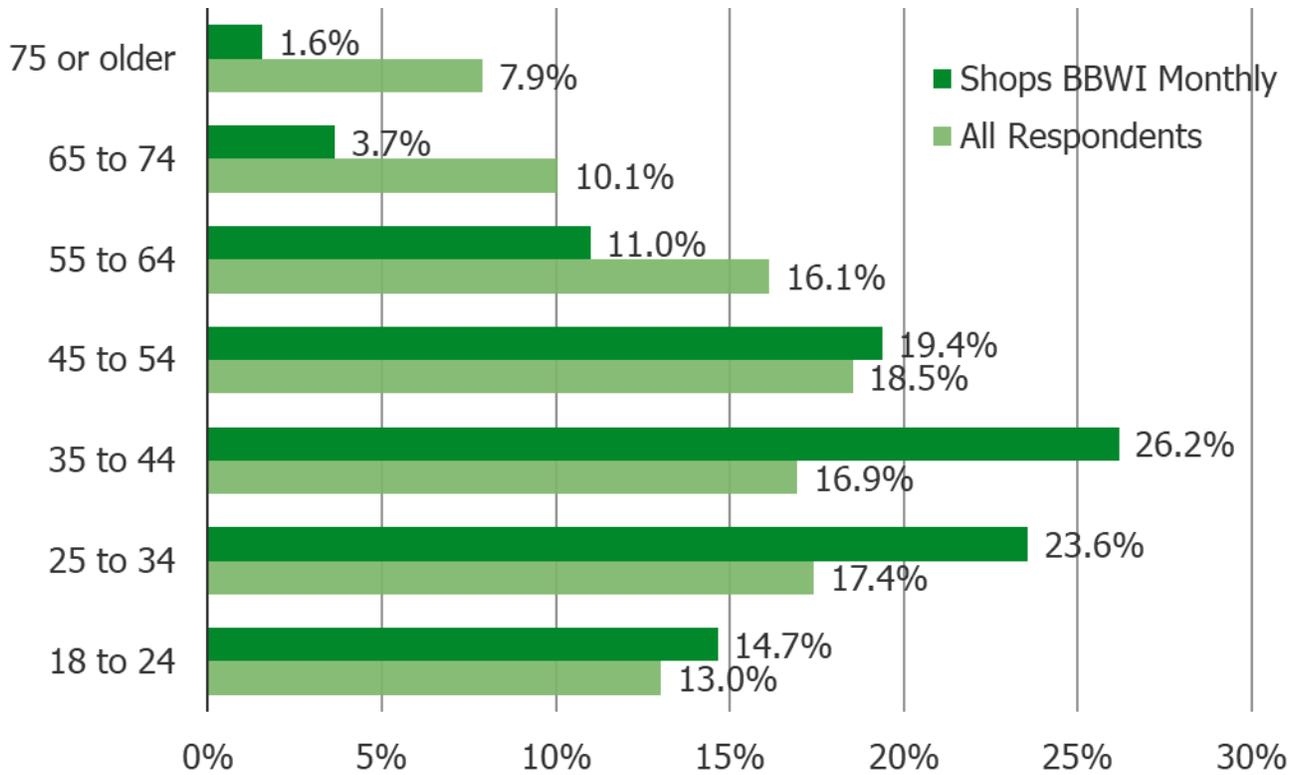
TO WHAT EXTENT DO YOU AGREE WITH THE FOLLOWING STATEMENT: INFLATION (IE, THE COSTS OF GOODS AND SERVICES) IS GOING TO CAUSE ME TO SPEND LESS ON BATH AND BODY WORKS IN THE NEXT 3-6 MONTHS THAN I TYPICALLY WOULD.

Posed to all respondents who have purchased or received products from Bath and Body Works.



DEMOGRAPHICS – AGE OF MONTHLY BATH AND BODY WORKS CUSTOMERS

Posed to all respondents who have purchased or received products from Bath and Body Works.



DEMOGRAPHICS – INCOME OF MONTHLY BATH AND BODY WORKS CUSTOMERS

Posed to all respondents who have purchased or received products from Bath and Body Works.

