

Bespoke Survey Research

August 2023

Bath and Body Works

Volume 5 | Quarterly Survey

1,533 US Consumers Balanced To Census

Tickers Covered: BBWI.

KPIs and Key questions

1. Bath and Body has very strong unaided awareness across multiple categories (Fragranced Body Care, Hand Soaps and Sanitizers). They also get mentioned quite a bit for Candles and for Air Fresheners, but there is more competition in those product categories from the likes of Yankee, Febreze, Glade, and Airwick.
2. Customer opinion of Bath and Body is quite strong and has held up over the past year since we started our survey on BBWI.
3. BBWI NPS is strong at 40+, but we would note that it has declined q/q and y/y (in August of 2022, NPS came in at 48.5).
4. The share of BBWI customers who say they typically find themselves in a store after going specifically to a mall or shopping center because they wanted to go to BBWI has increased over time.
5. Customers prefer the in-store shopping experience over buying online.
6. The majority of BBWI customers have been customers for more than 5 years / longer than they can remember.
7. Shopping frequency among customers is roughly unchanged over time.

Noteworthy Stats:

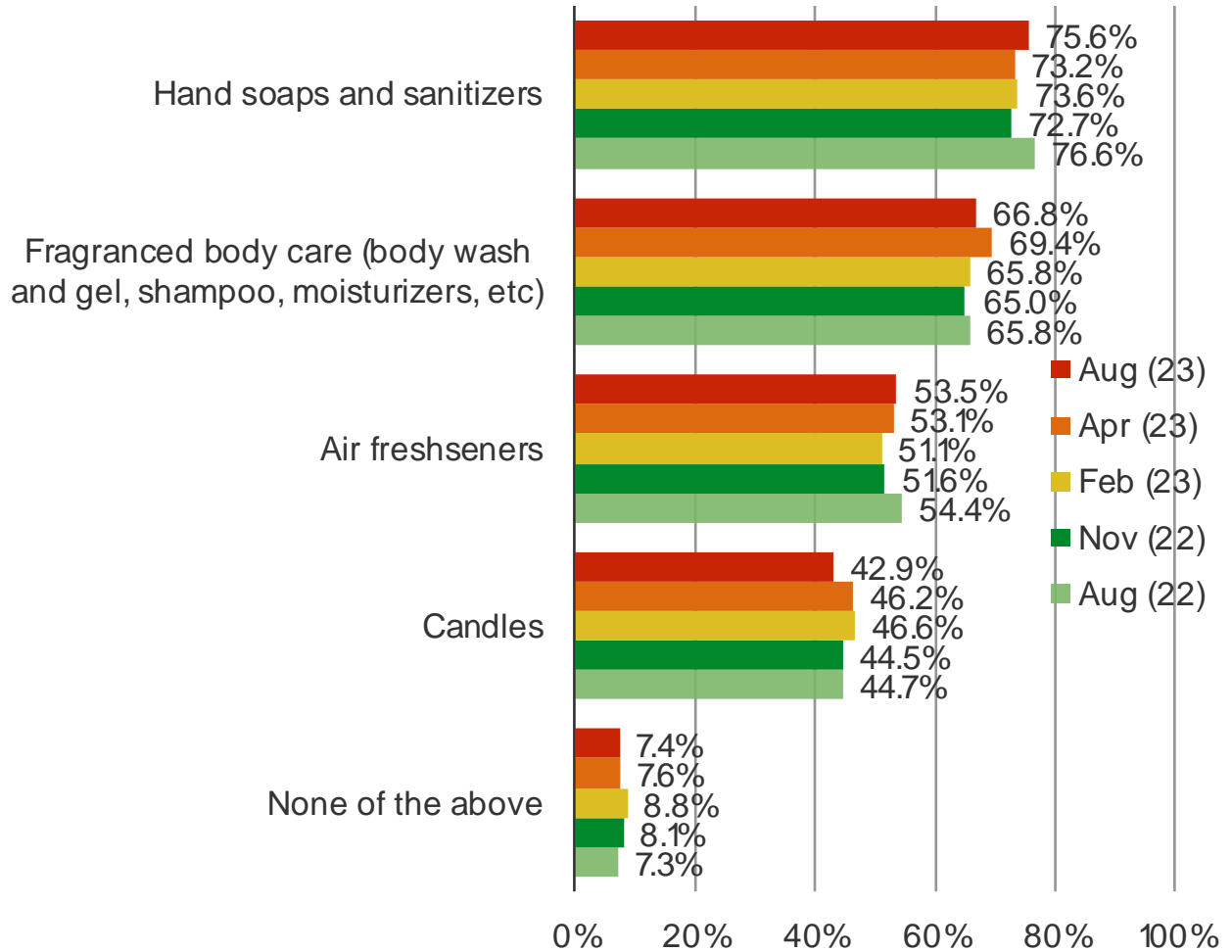
- 57.3%** Of respondents have purchased or received products from Bath and Body Works.
- 21.9%** Of respondents who have purchased or received products from Bath and Body Works prefer to shop online.
- 26.6%** Of respondents who have purchased or received products from Bath and Body Works most recently engaged/purchased in the past month.
- 20.6%** Of BBWI customers note that prices went up a lot.
- 43.8%** Of BBWI shoppers typically buy candles.

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.



WHEN YOU THINK OF THE FOLLOWING TYPES OF PRODUCTS, WHICH BRAND COMES TO MIND FIRST?

Posed to all respondents who regularly or occasionally use fragrance, hand soap, candle and air freshener products.

Fragranced Body Care



Hand Soaps and Sanitizers



WHEN YOU THINK OF THE FOLLOWING TYPES OF PRODUCTS, WHICH BRAND COMES TO MIND FIRST?

Posed to all respondents who regularly or occasionally use fragrance, hand soap, candle and air freshener products.

Candles

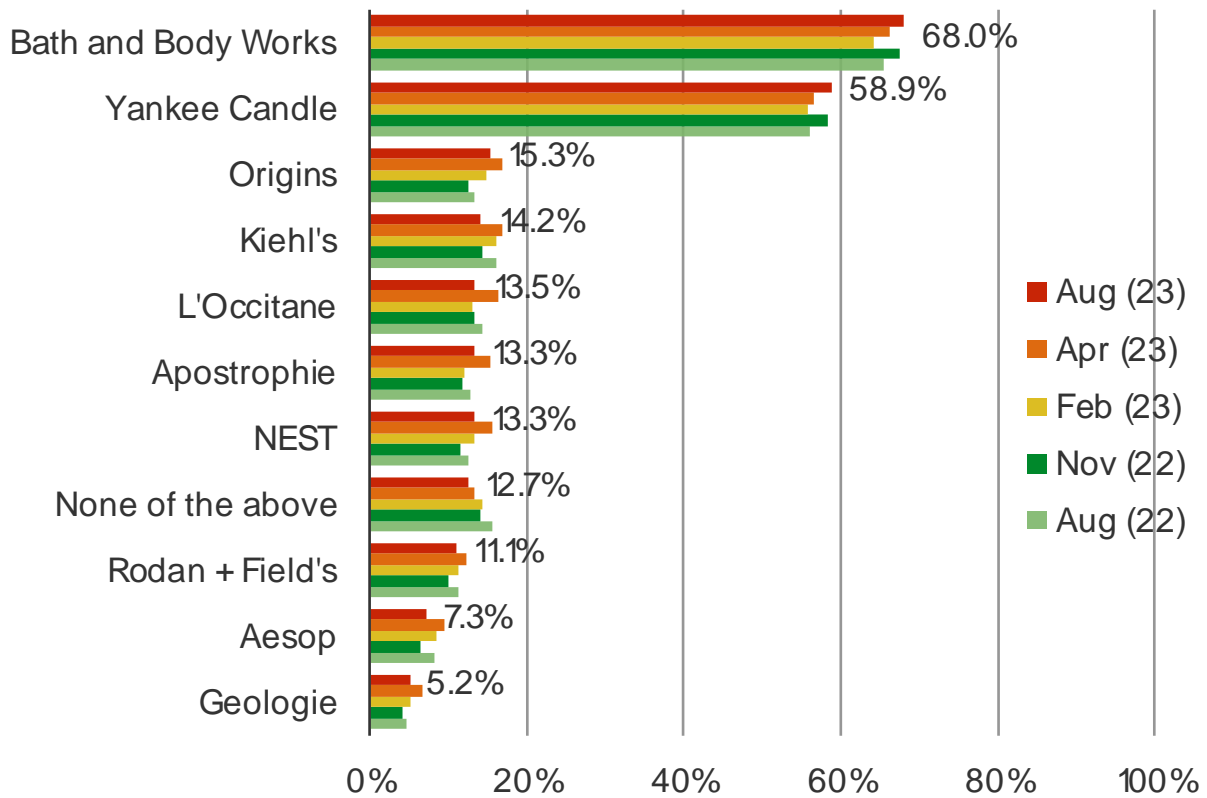


Air Fresheners



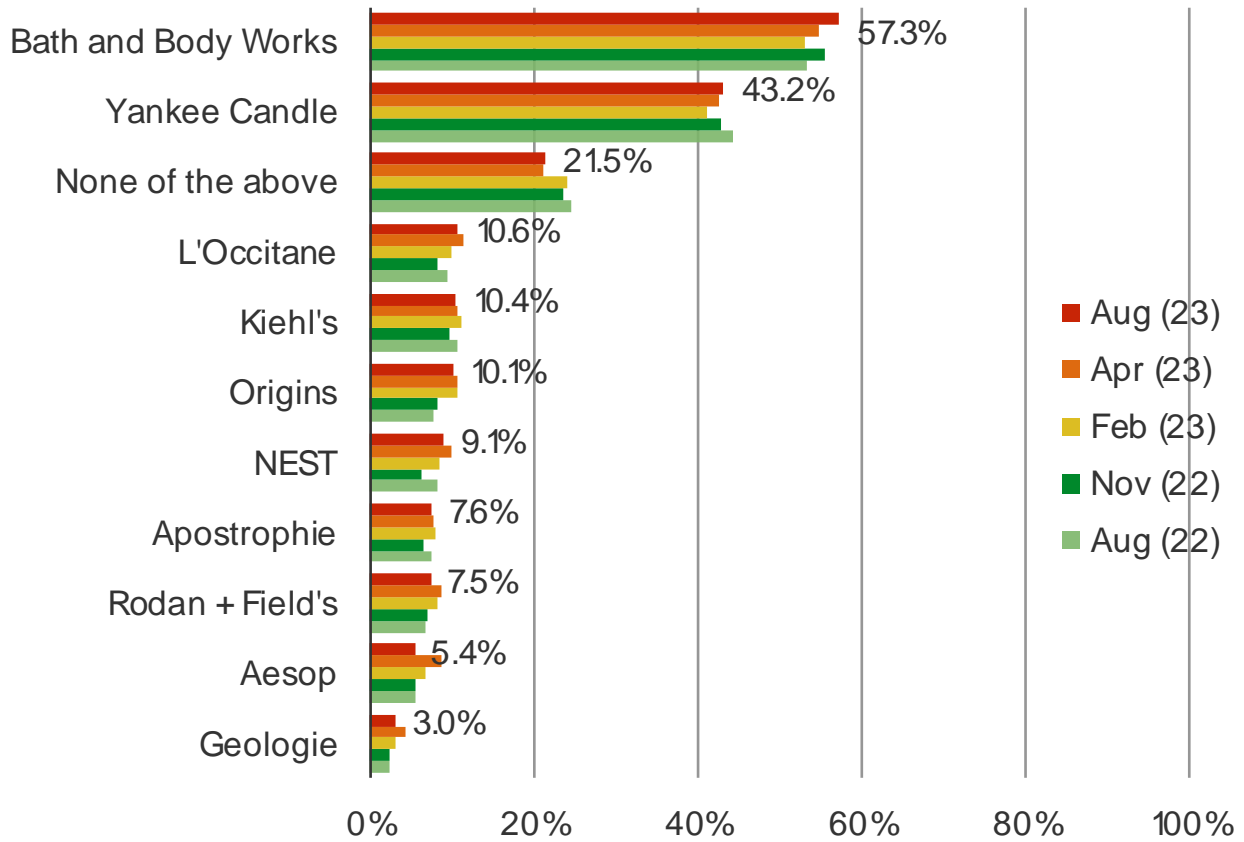
WHICH OF THE FOLLOWING BRANDS ARE YOU FAMILIAR WITH? SELECT ALL THAT APPLY

Posed to all respondents.



HAVE YOU EVER PURCHASED OR RECEIVED PRODUCTS FROM THE FOLLOWING?

Posed to all respondents.

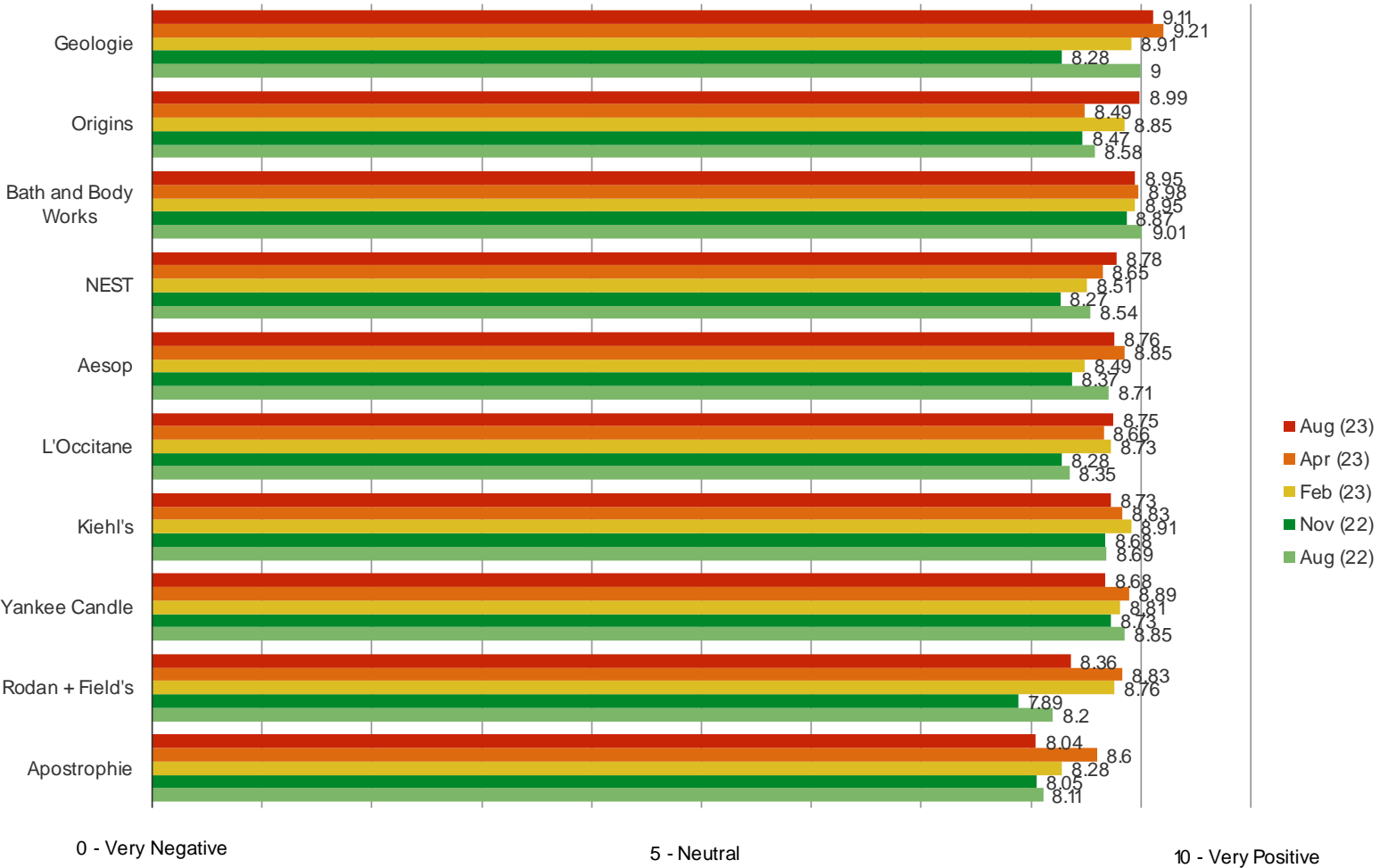


BESPOKE Surveys

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WHAT IS YOUR OPINION OF THE FOLLOWING BRANDS?

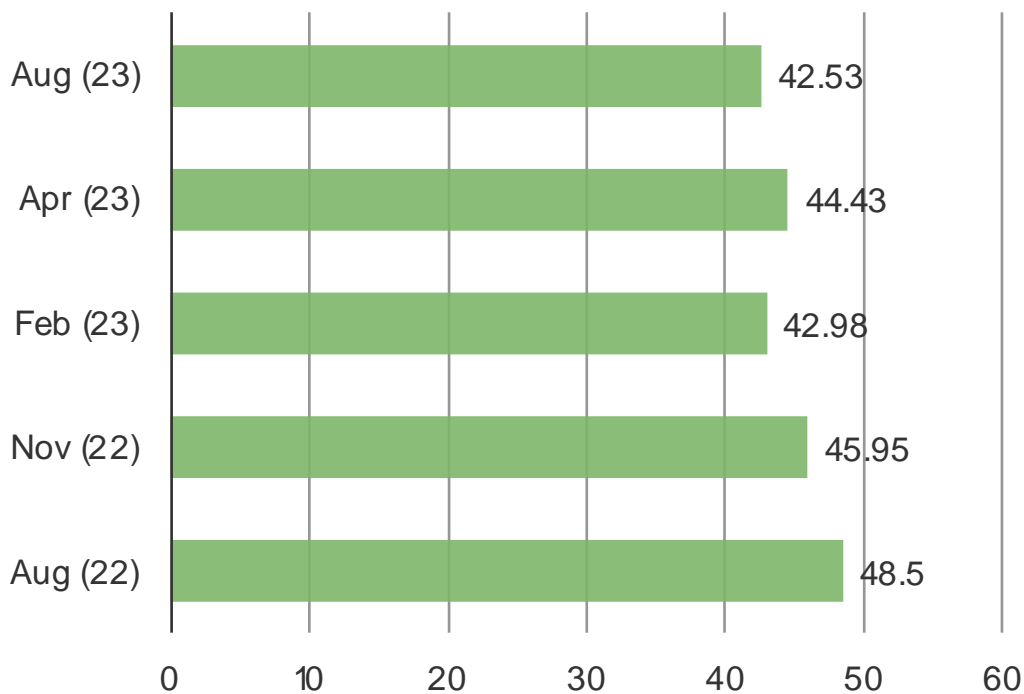
Posed to all respondents who are familiar with the below.



	N=
Bath and Body Works	1041
Yankee Candle	902
NEST	203
Rodan + Field's	170
Origins	234
L'Occitane	206
Apostrophe	204
Aesop	112
Kiehl's	217
Geologie	79

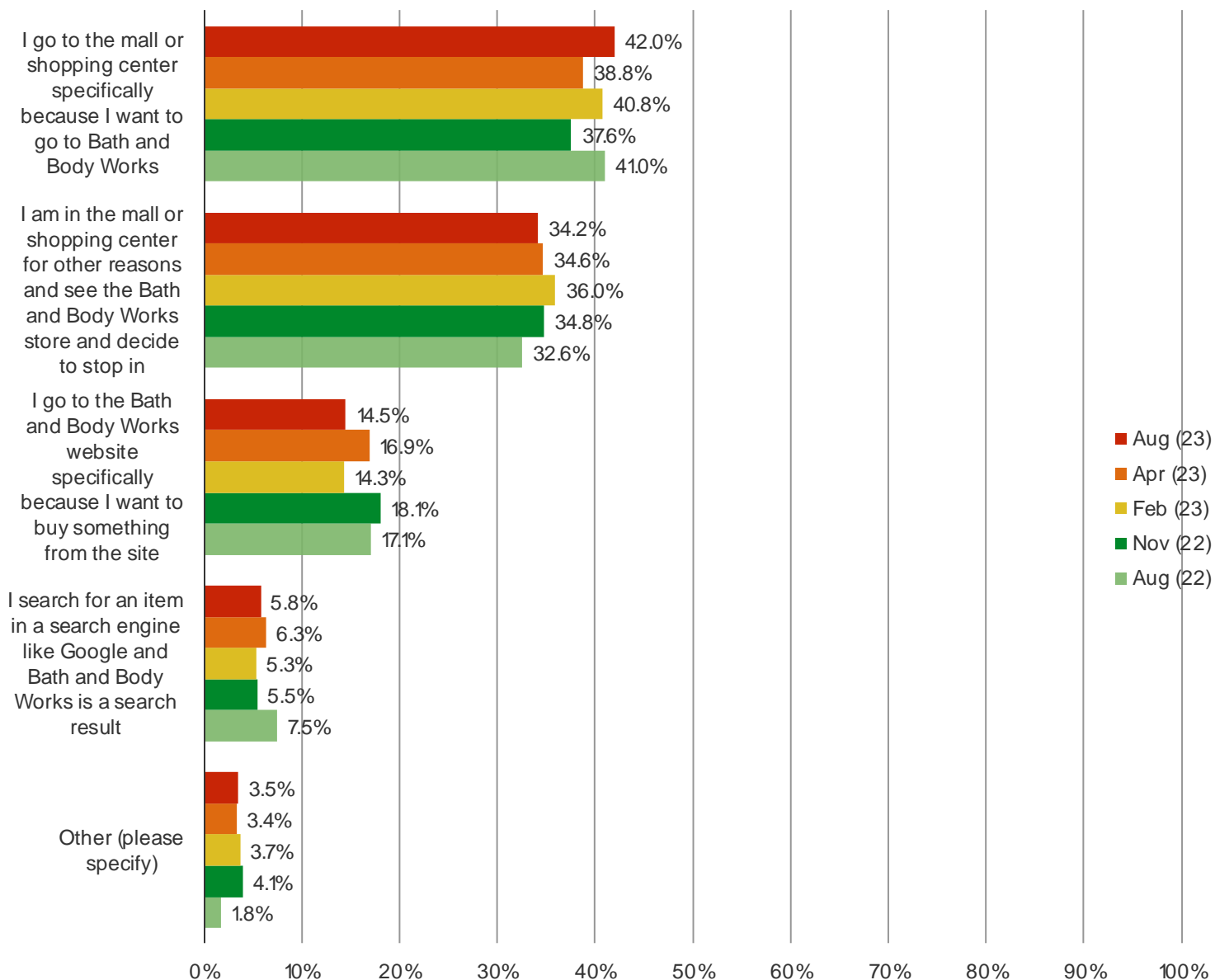
HOW LIKELY IS IT THAT YOU WOULD RECOMMEND BATH AND BODY WORKS TO A FRIEND OR COLLEAGUE?

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



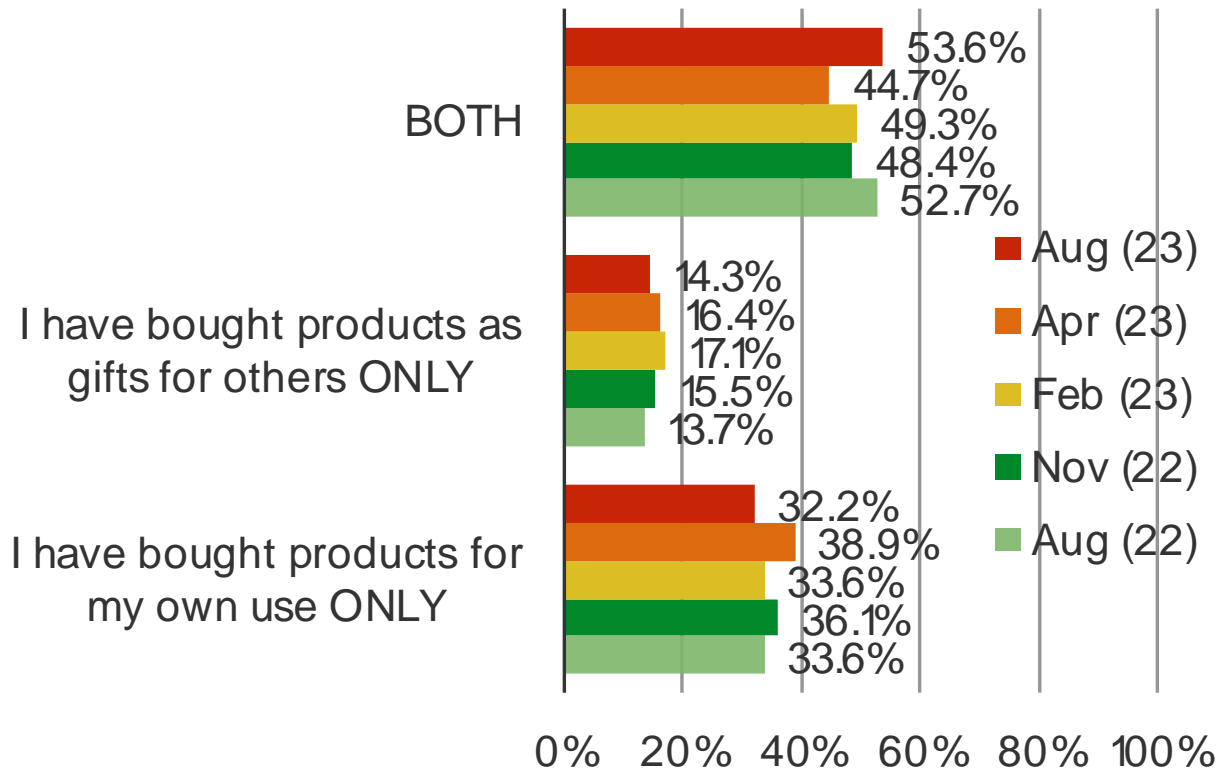
HOW DO YOU TYPICALLY WIND UP SHOPPING BATH AND BODY WORKS?

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



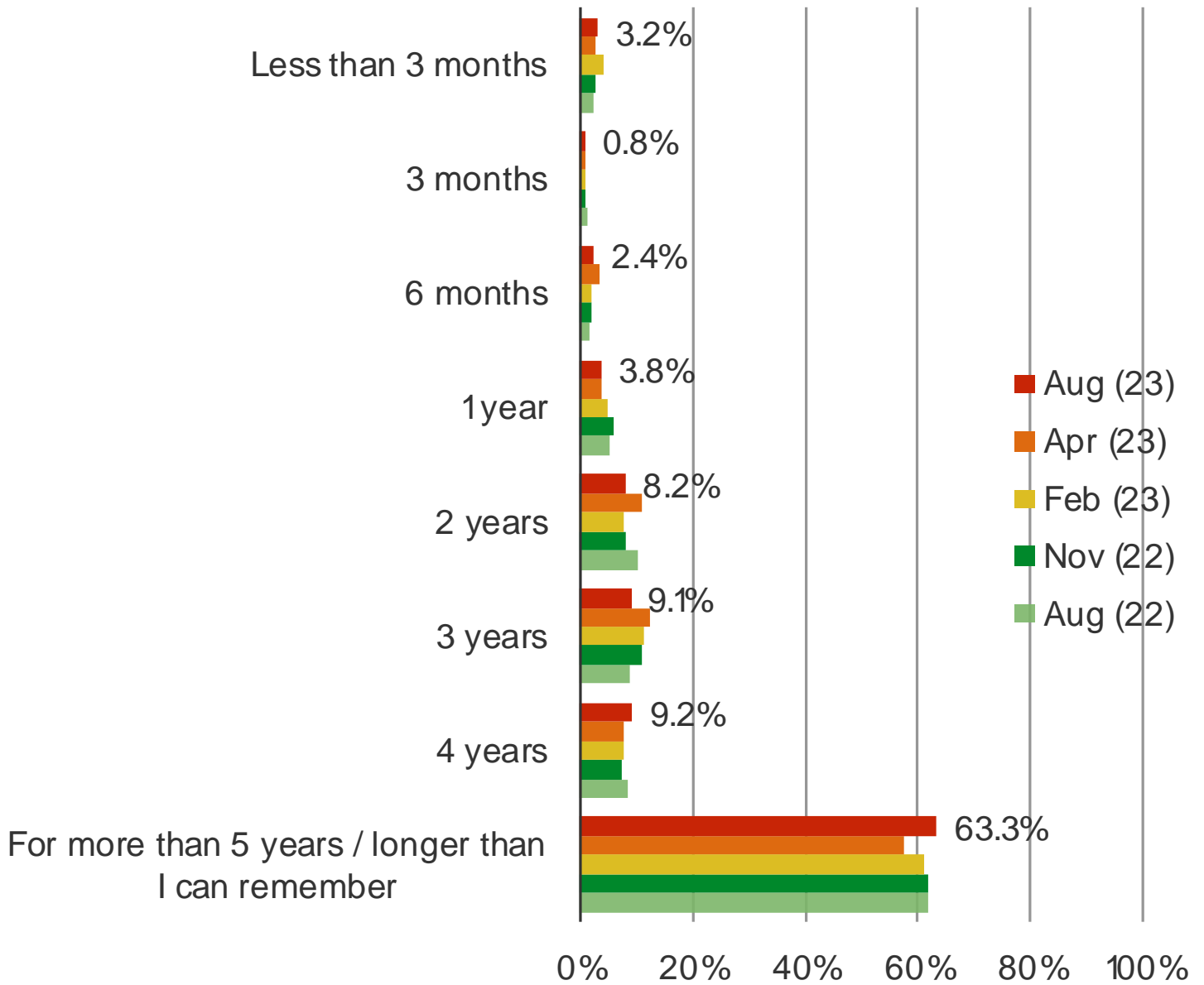
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR EXPERIENCE WITH BATH AND BODY WORKS?

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



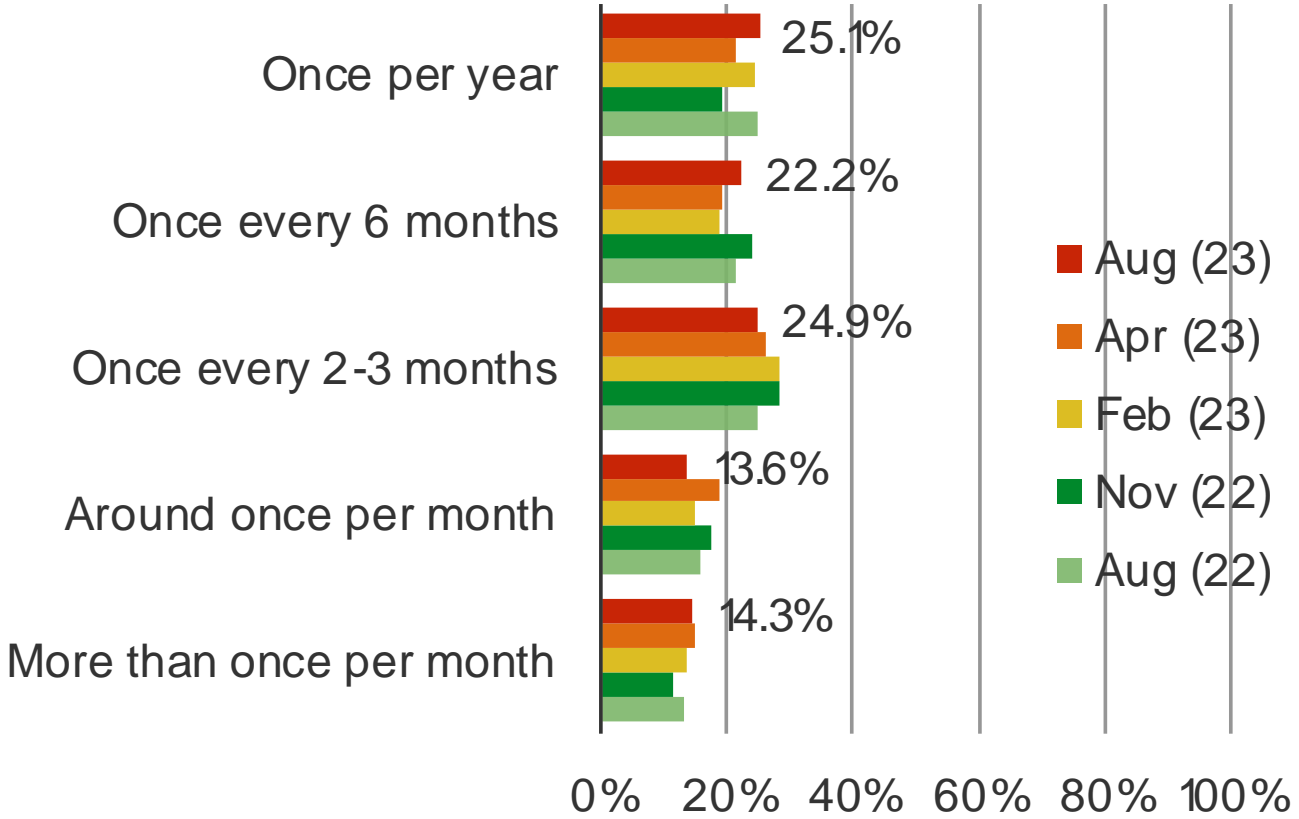
FOR HOW LONG HAVE YOU BEEN A CUSTOMER OF BATH AND BODY WORKS?

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



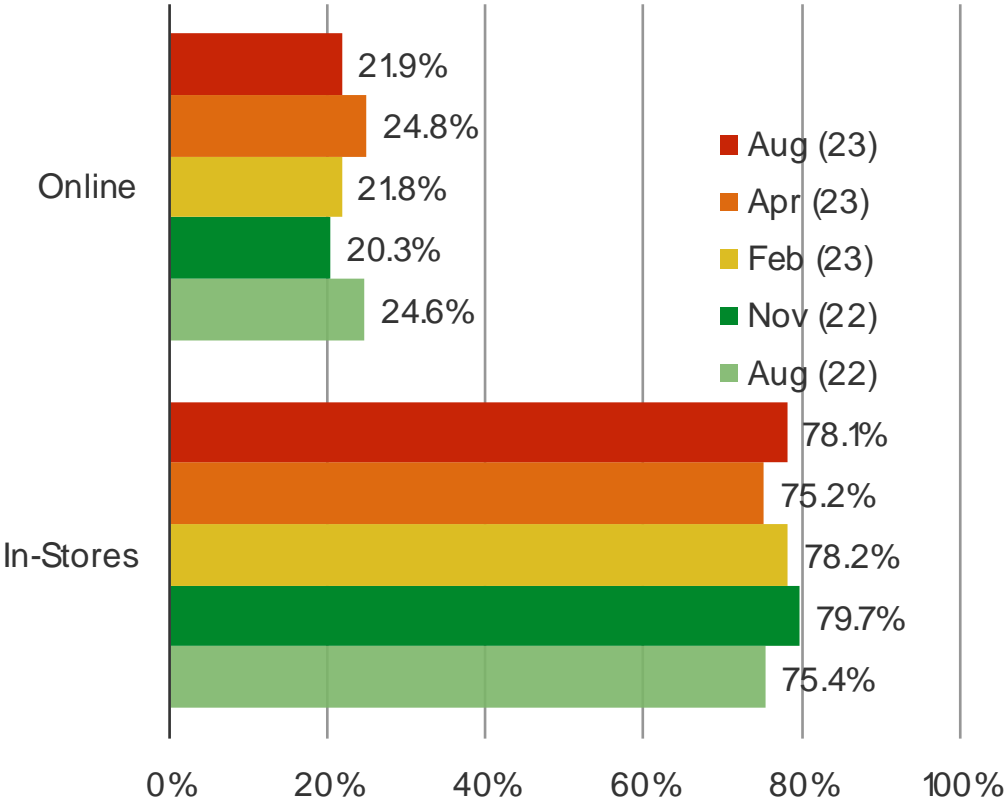
HOW OFTEN DO YOU SHOP BATH AND BODY WORKS?

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



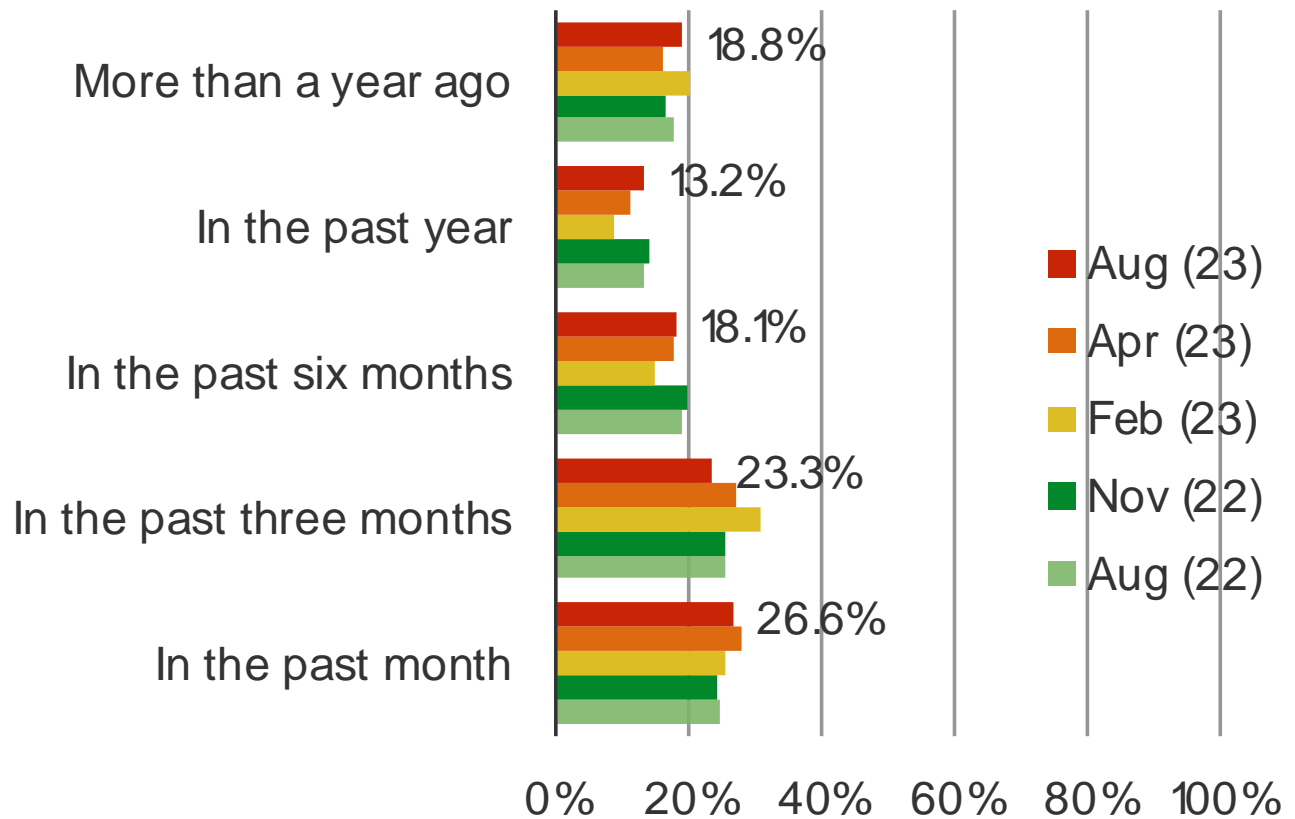
HOW DO YOU PREFER TO SHOP BATH AND BODY WORKS?

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



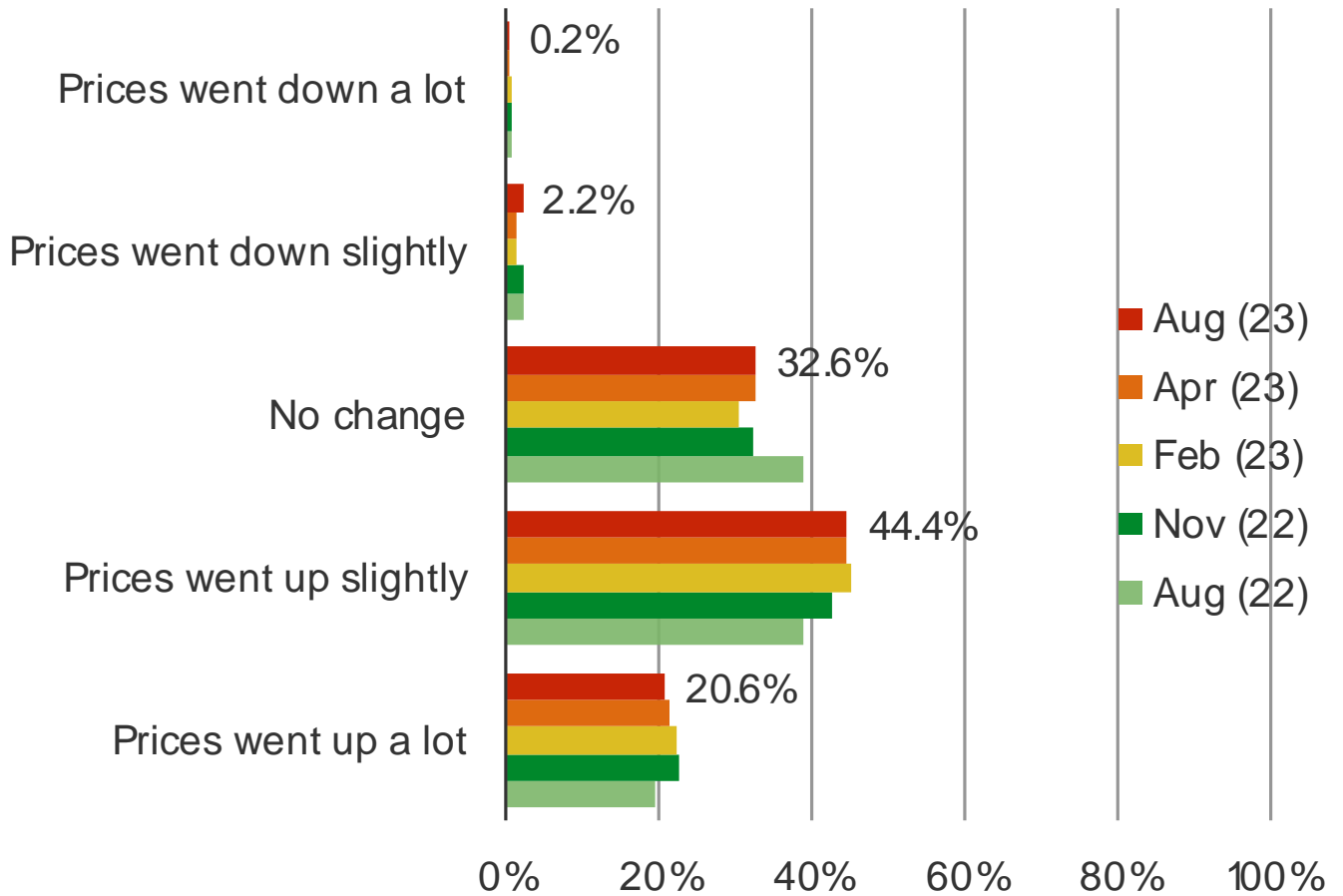
WHEN DID YOU MOST RECENTLY BUY PRODUCTS FROM BATH AND BODY WORKS?

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



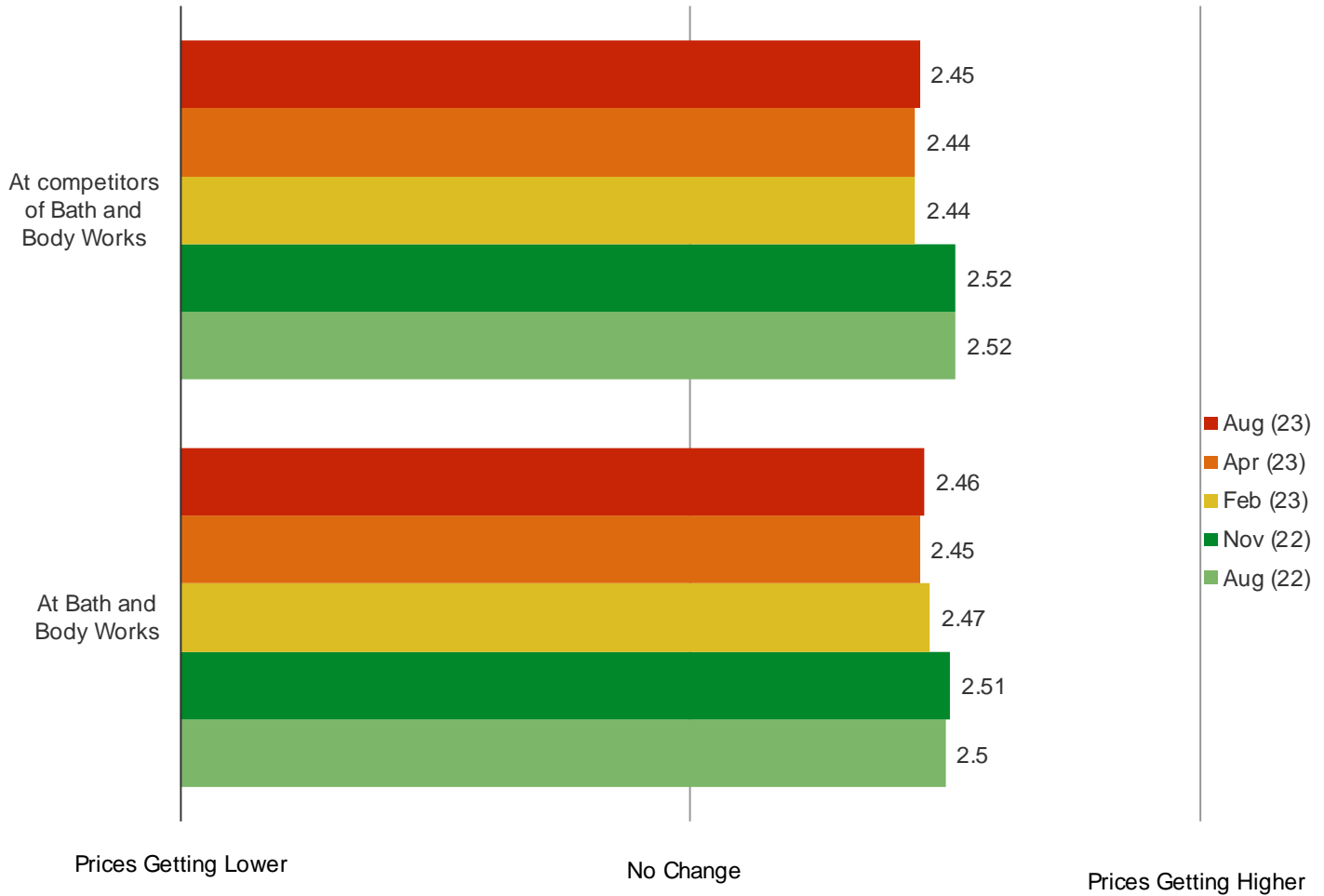
THINKING ABOUT YOUR MOST RECENT PURCHASE FROM BATH AND BODY WORKS, DID YOU NOTICE ANY CHANGES TO THE PRICES OF THE PRODUCTS?

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



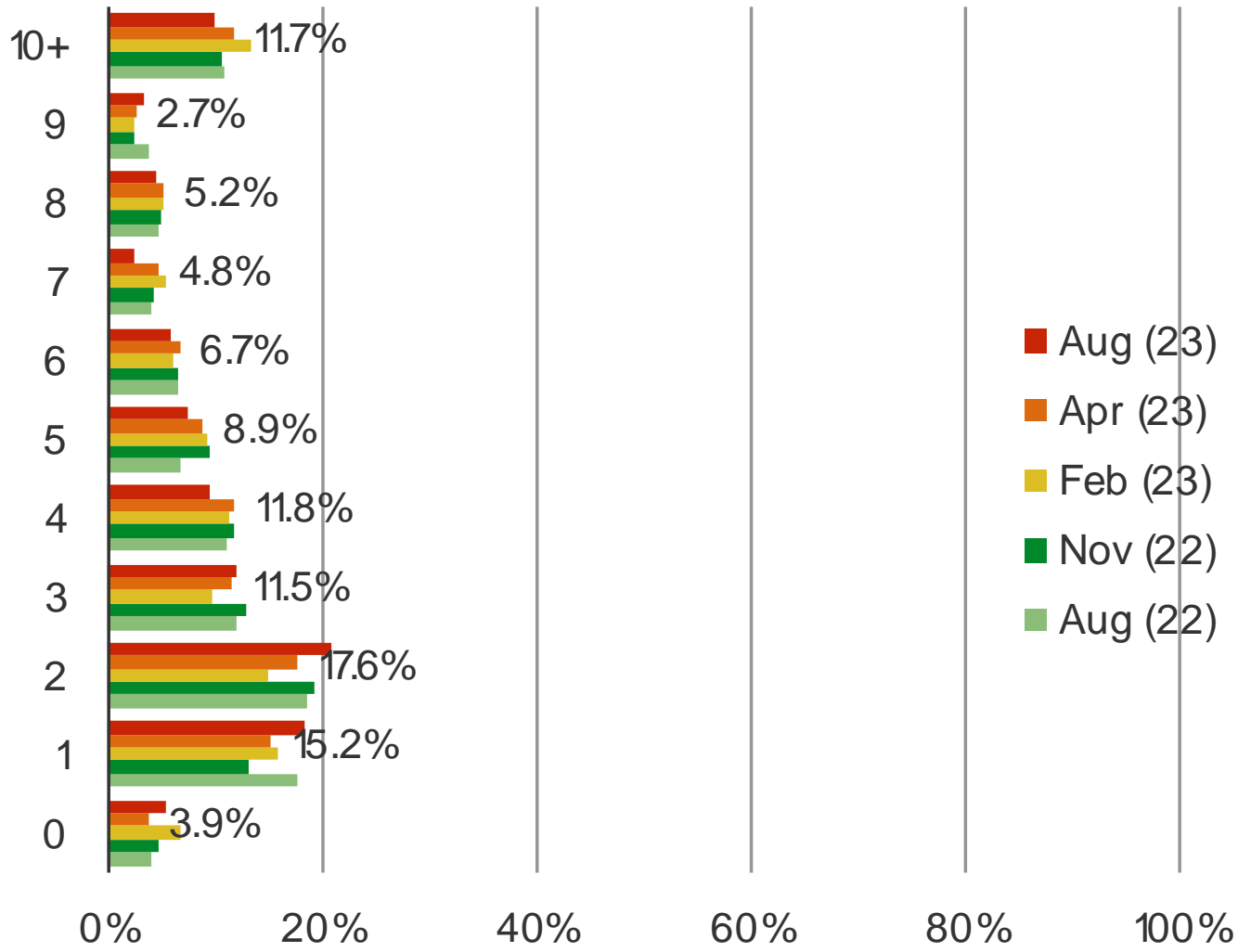
FROM WHAT YOU HAVE NOTICED LATELY, ARE THE PRICES OF PRODUCTS CHANGING...

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?

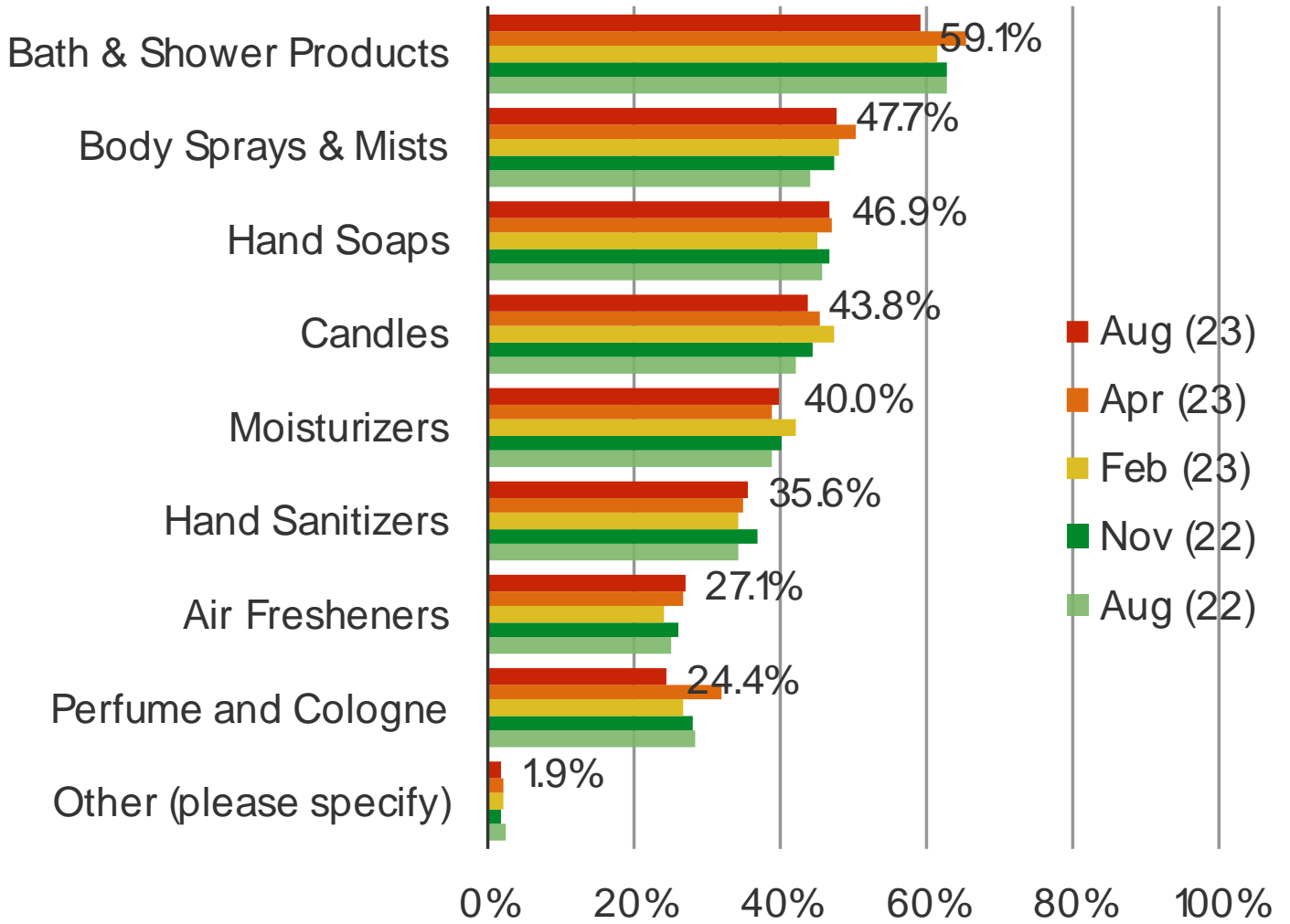
Posed to all respondents who have purchased or received products from Bath and Body Works.



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

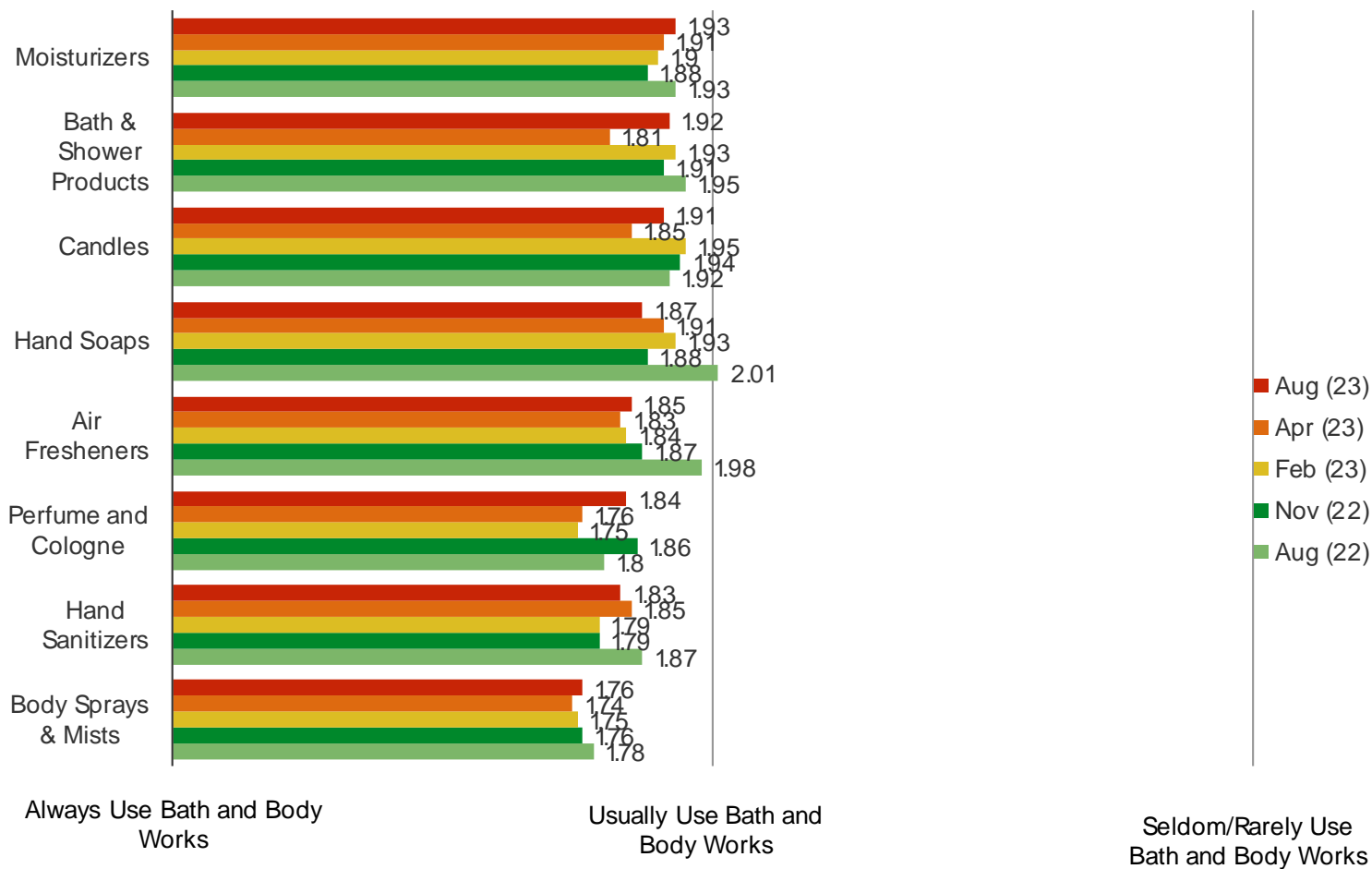
Posed to all respondents who have purchased or received products from Bath and Body Works.



Bath and Body Works

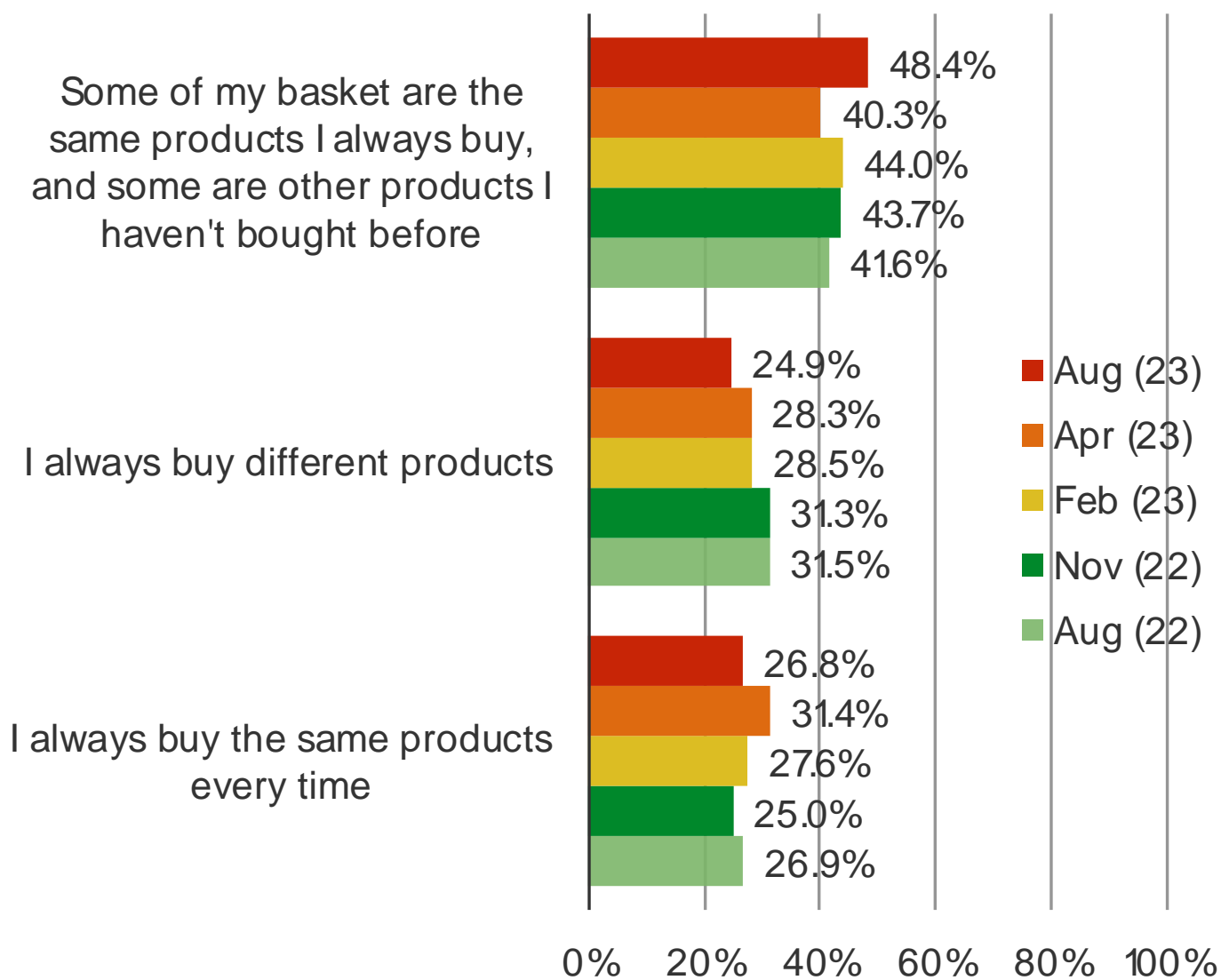
FOR THIS TYPE OF PRODUCT, DO YOU ALWAYS USE BATH AND BODY WORKS OR DO YOU USE OTHER BRANDS AS WELL?

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



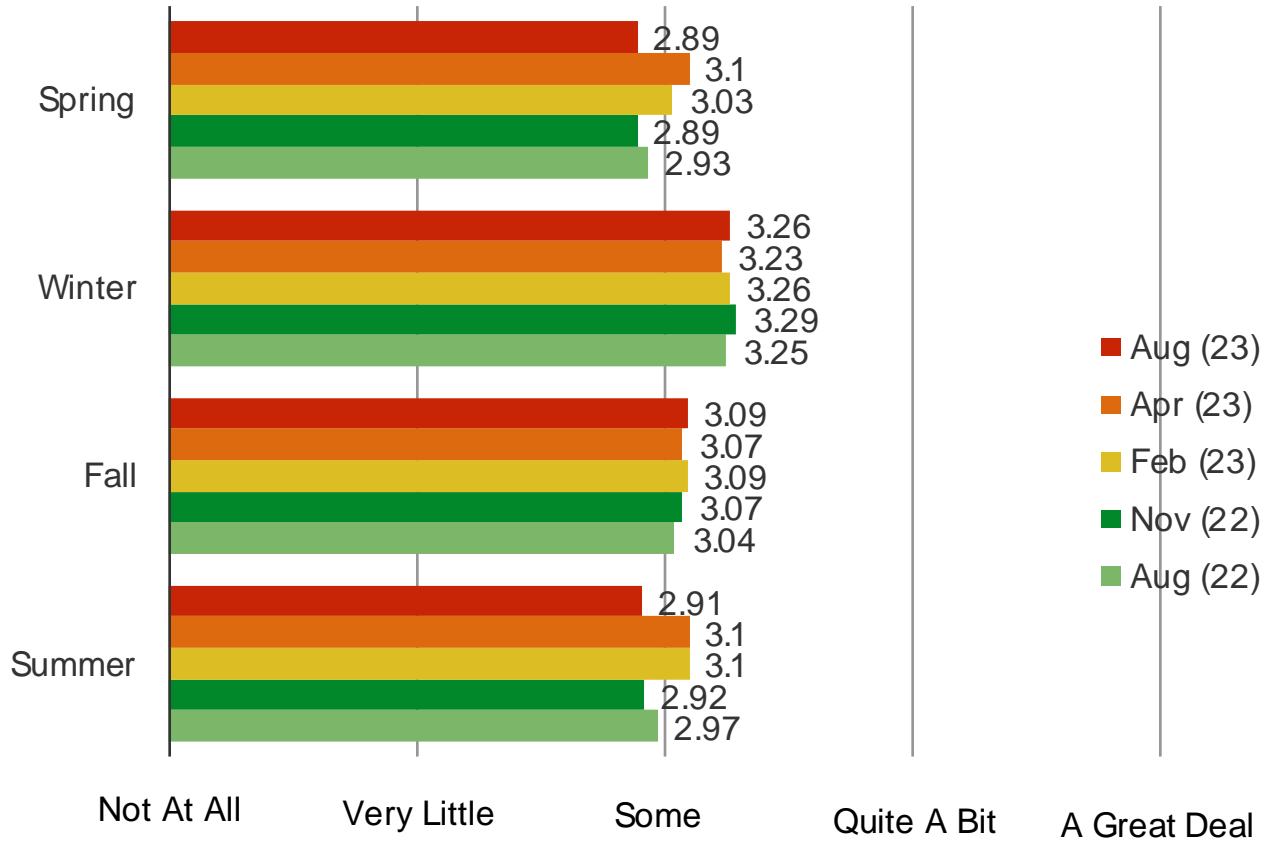
WHEN YOU SHOP FOR ITEMS AT BATH AND BODY WORKS, WHICH BEST DESCRIBES YOU?

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



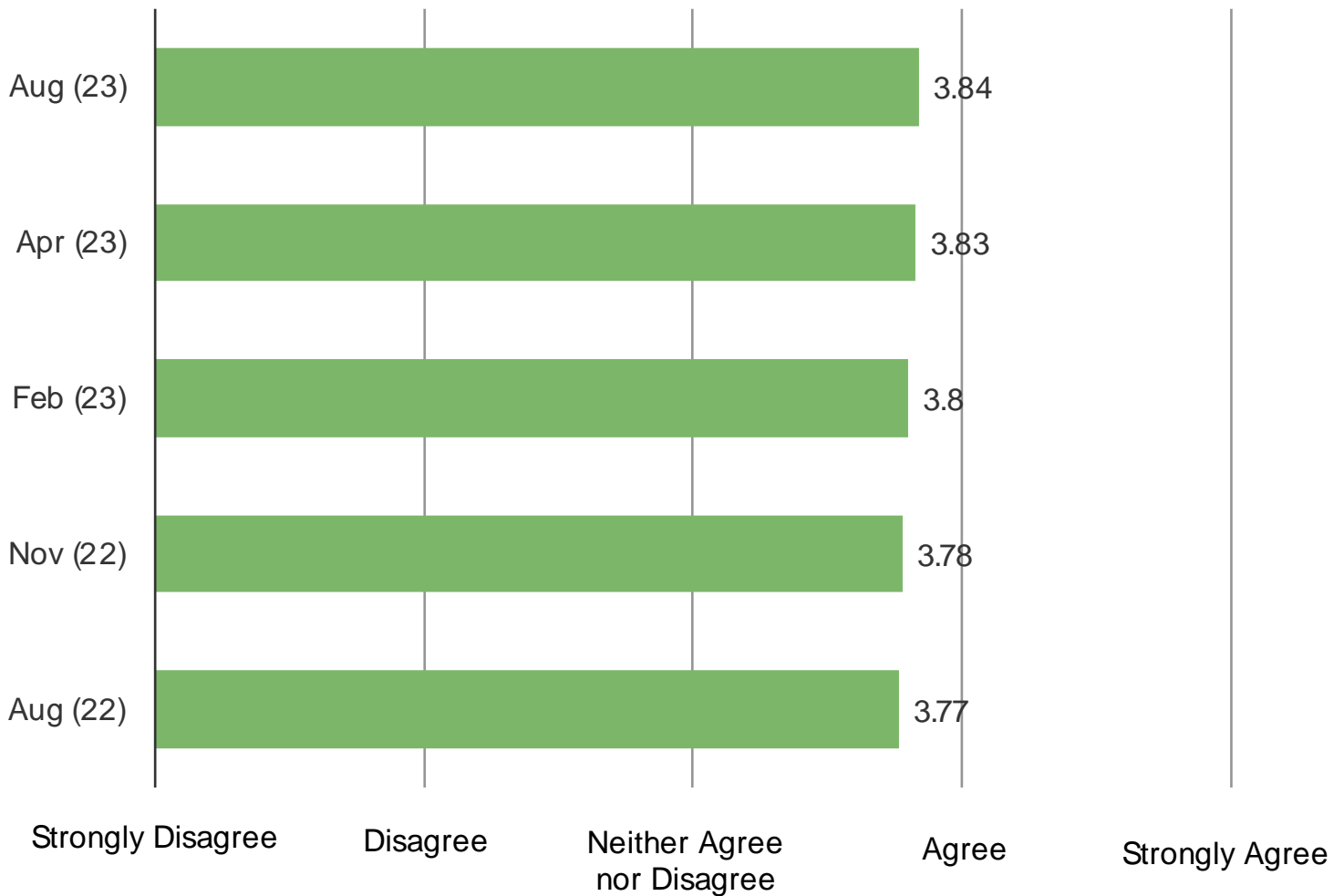
HOW MUCH DO YOU SPEND ON PRODUCTS FROM BATH AND BODY WORKS DURING THE FOLLOWING SEASONS?

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



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.



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.

