

# Bespoke Survey Research

November 2023

## Bath and Body Works

Volume 6 | Quarterly Survey

1,533 US Consumers Balanced To Census

Tickers Covered: BBWI.

### KPIs and Key Questions

1. This quarter, we asked respondents about laundry detergent and Bath and Body Works offering its own laundry detergent line. Overall feedback from those who have tried it is very positive and feedback related interest among those who have not tried it came back constructive/positive.
2. Those who have tried BBWI laundry detergent give it high ratings with an NPS of ~81.
3. In general, consumers prefer fragranced laundry detergent. In our fill-in question regarding how they choose their laundry detergent, words related to scent/smell/fragrance were mentioned often.
4. Based on fill-in responses, we see that online channels/social media have been important for consumers to learn about BBWI offering laundry detergent.
5. Overall BBWI NPS remains in the 40 range but has declined slightly over time.
6. BBWI customers continue to prefer the in-store shopping experience vs. buying online.
7. Most BBWI customers have been customers for quite some time (5+ years).
8. Unaided awareness for BBWI across multiple product categories remains very strong.
9. The BBWI shopping experience continues to be one that customers prefer to do in-person, in-store.
10. Customers have noticed prices being up, but no more than what they have seen from competitors of BBWI.
11. According to customers, they spend the most on BBWI during the Winter season.

### Noteworthy Stats:

**53.1%** Of respondents note that they tend to stick with using one laundry detergent brand.

**36.5%** Of BBWI shoppers are Bath and Body Works Rewards Program members.

**56.3%** Of respondents have purchased or received products from Bath and Body Works.

**78.2%** Of respondents who have purchased or received products from Bath and Body Works prefer to shop in-store.

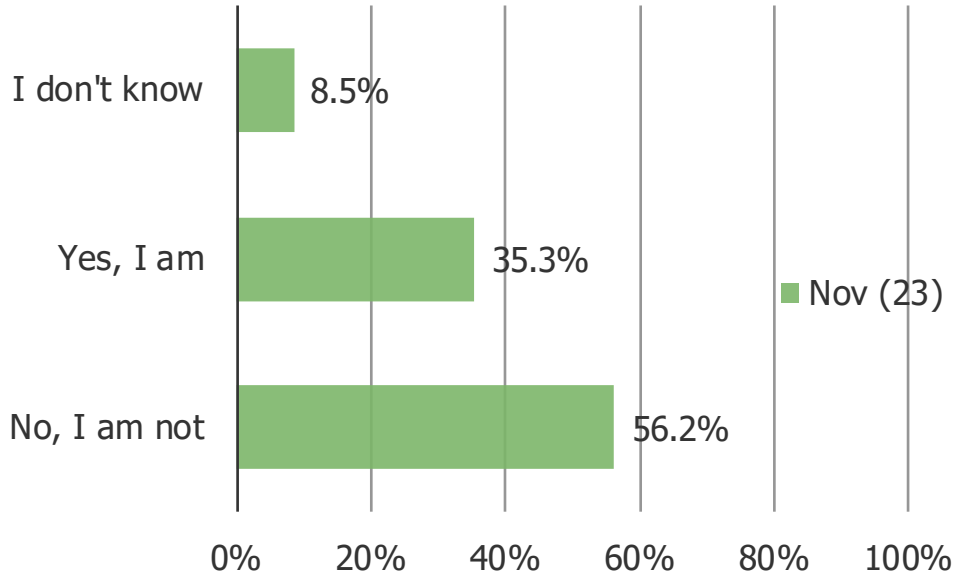
# Bath and Body Works

## NEW QUESTIONS

## REWARDS PROGRAM AND LAUNDRY DETERGENT

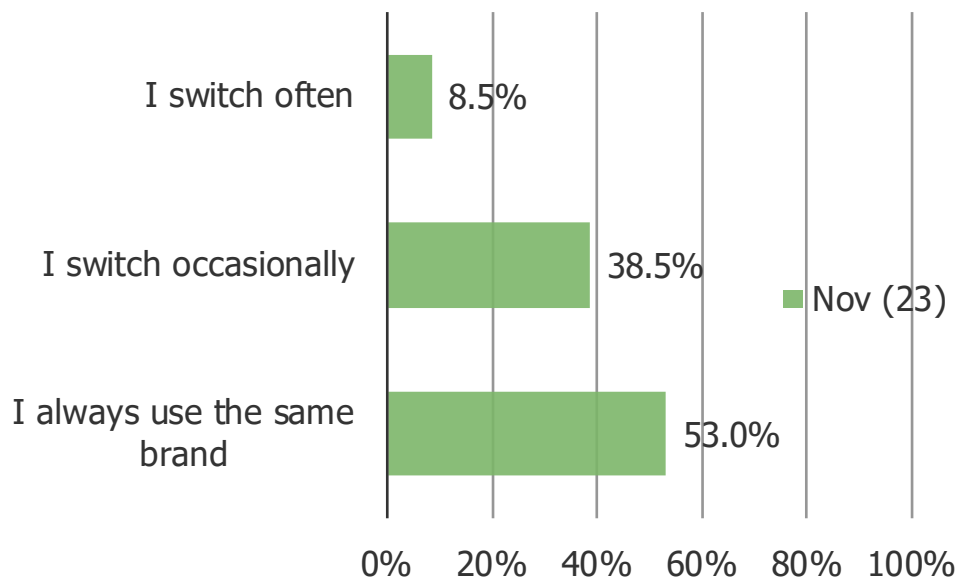
ARE YOU A BATH AND BODY WORKS REWARDS PROGRAM MEMBER?

Posed to Bath and Body Works customers.



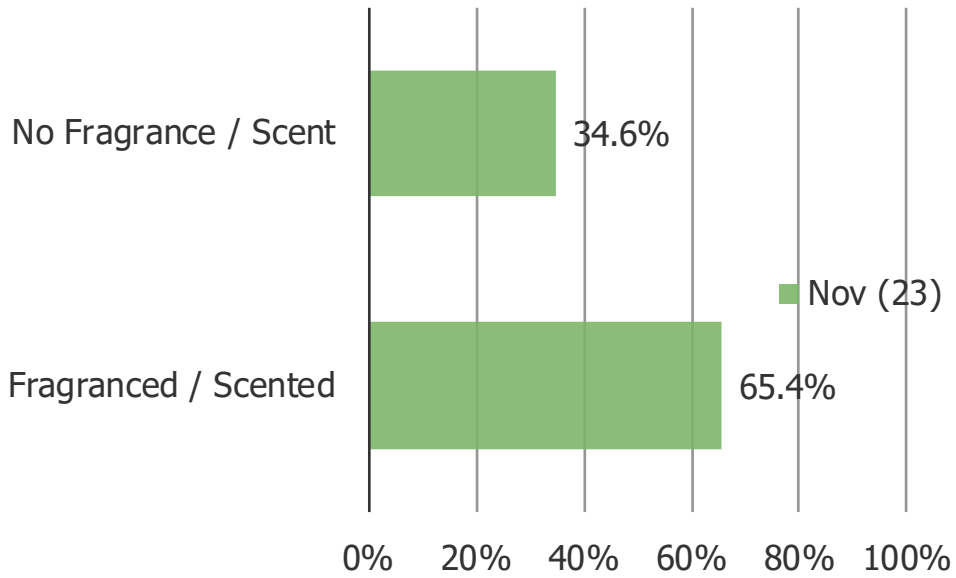
DO YOU TYPICALLY USE ONE LAUNDRY DETERGENT BRAND, OR DO YOU SWITCH FROM ONE TO THE OTHER FREQUENTLY?

Posed to all respondents.

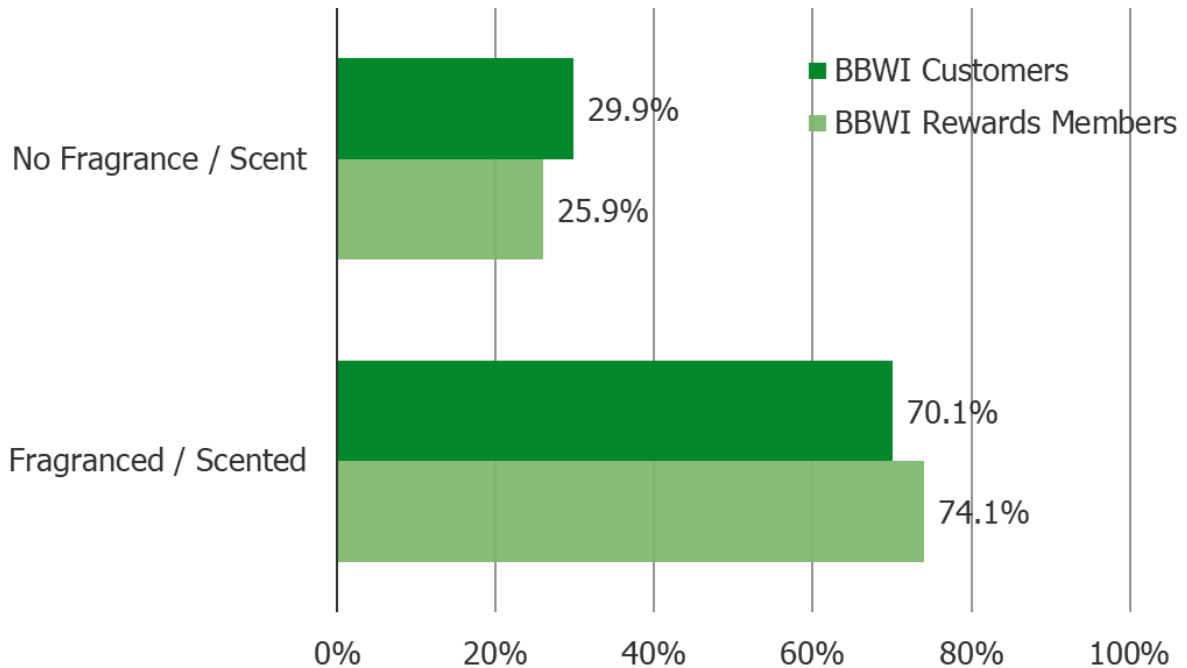


WHEN IT COMES TO LAUNDRY DETERGENT, DO YOU PREFER...?

Posed to all respondents.



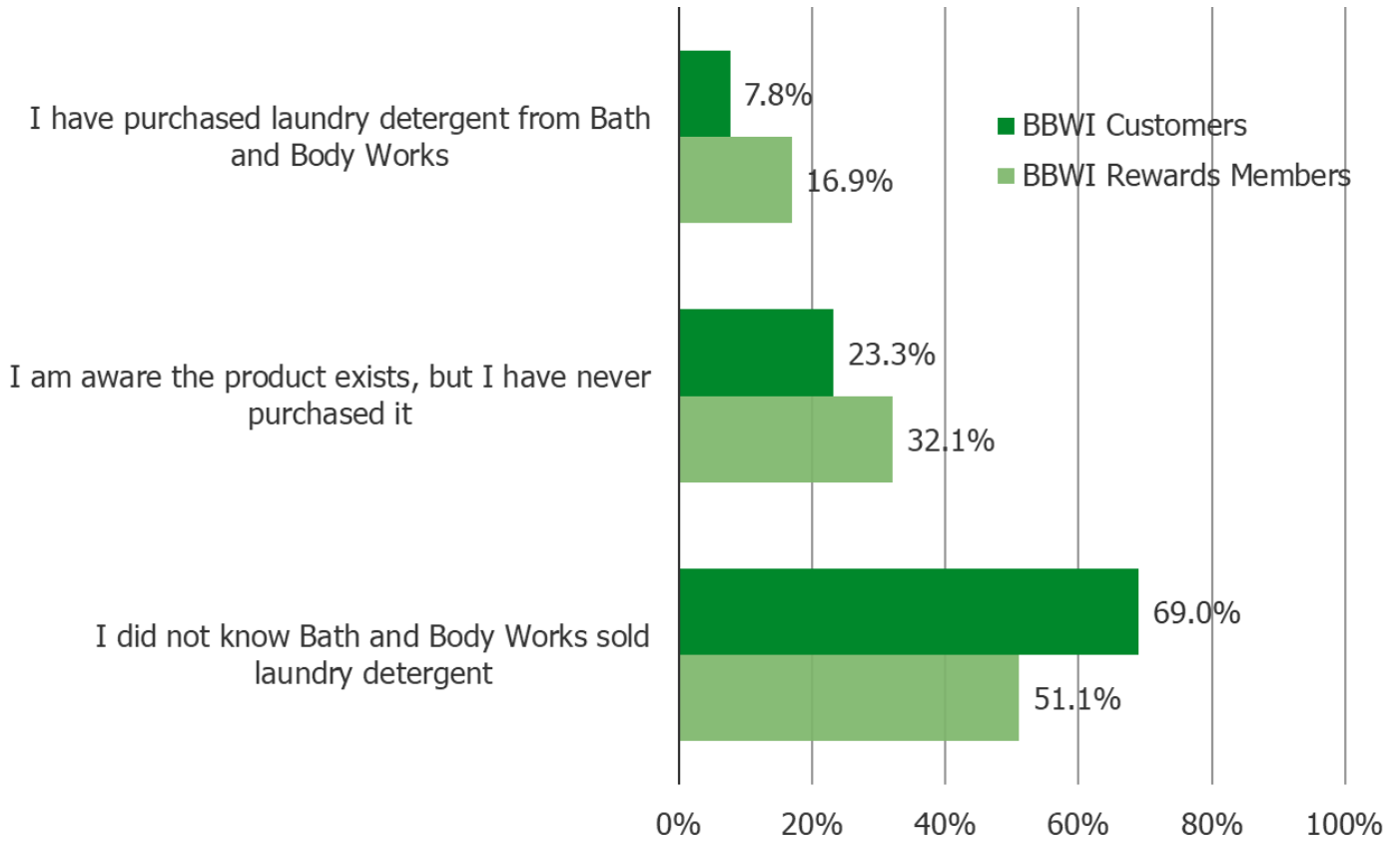
Data Above Cross-Tabbed





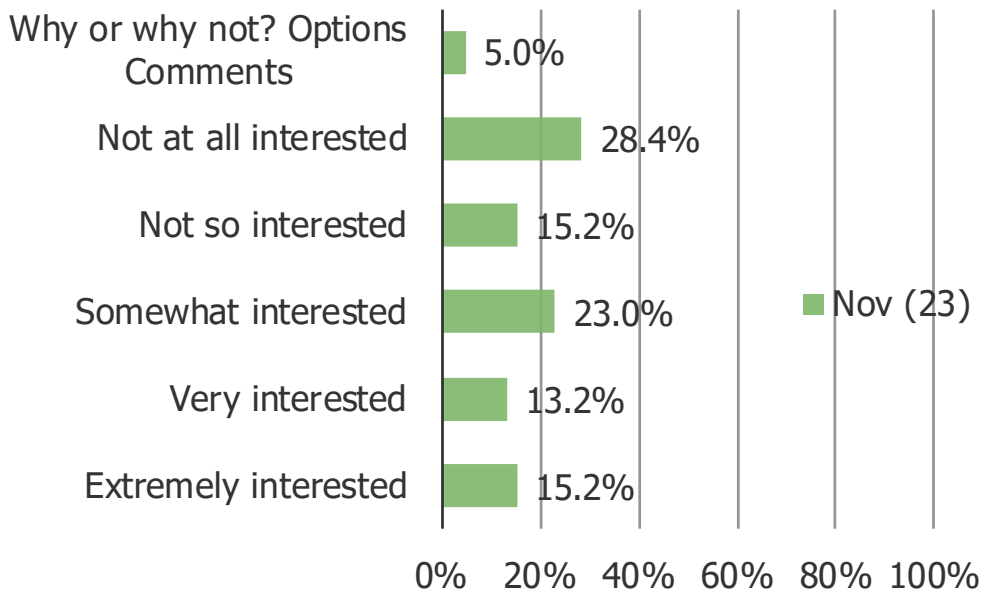
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR EXPERIENCE WITH BATH AND BODY WORKS LAUNDRY DETERGENT? PLEASE NOTE: WE ARE REFERRING TO BATH AND BODY WORKS (PICTURES ABOVE), NOT BED BATH AND BEYOND.

Posed to all respondents.

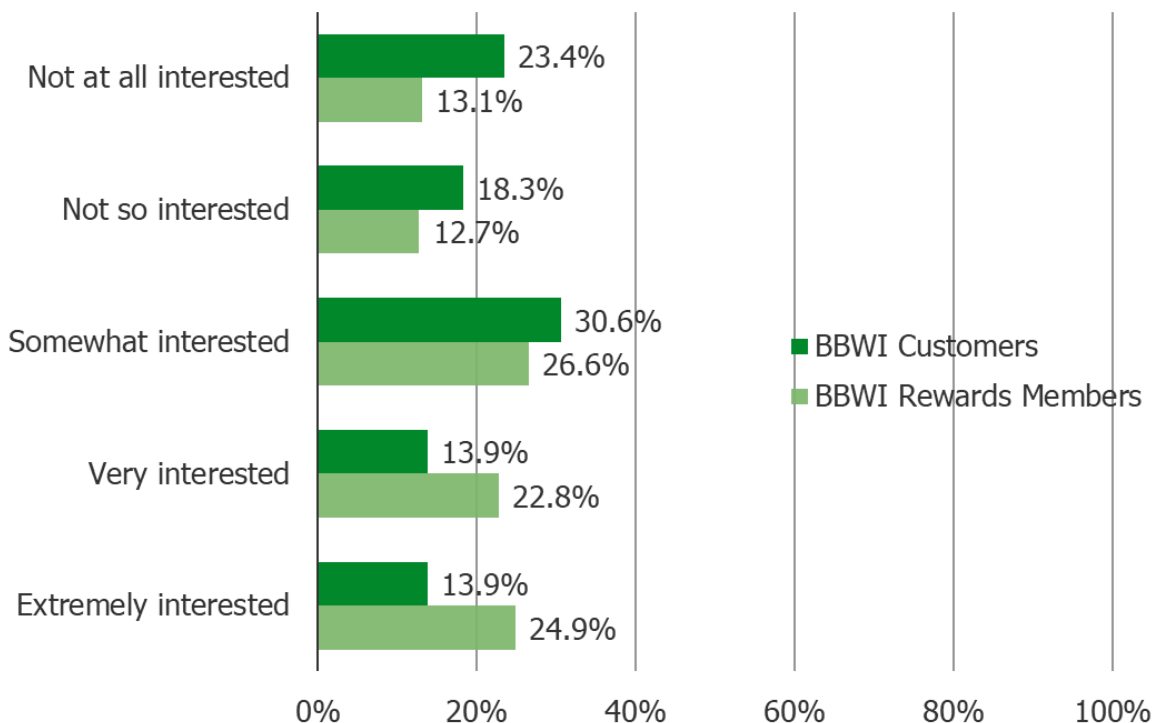


HOW MUCH INTEREST DO YOU HAVE IN BUYING LAUNDRY DETERGENT FROM BATH AND BODY WORKS?

Posed to all respondents.



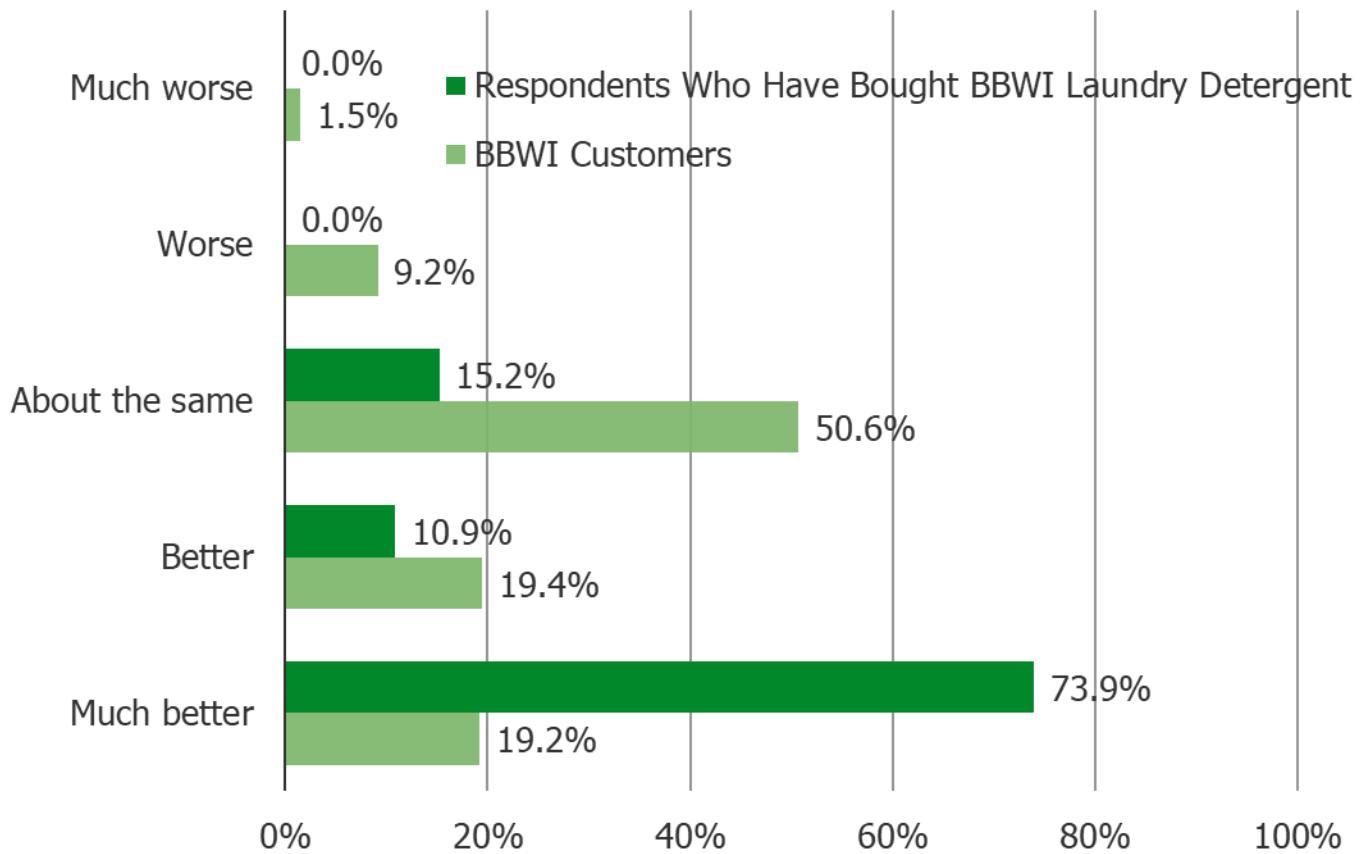
Cross-Tabbing the above data...





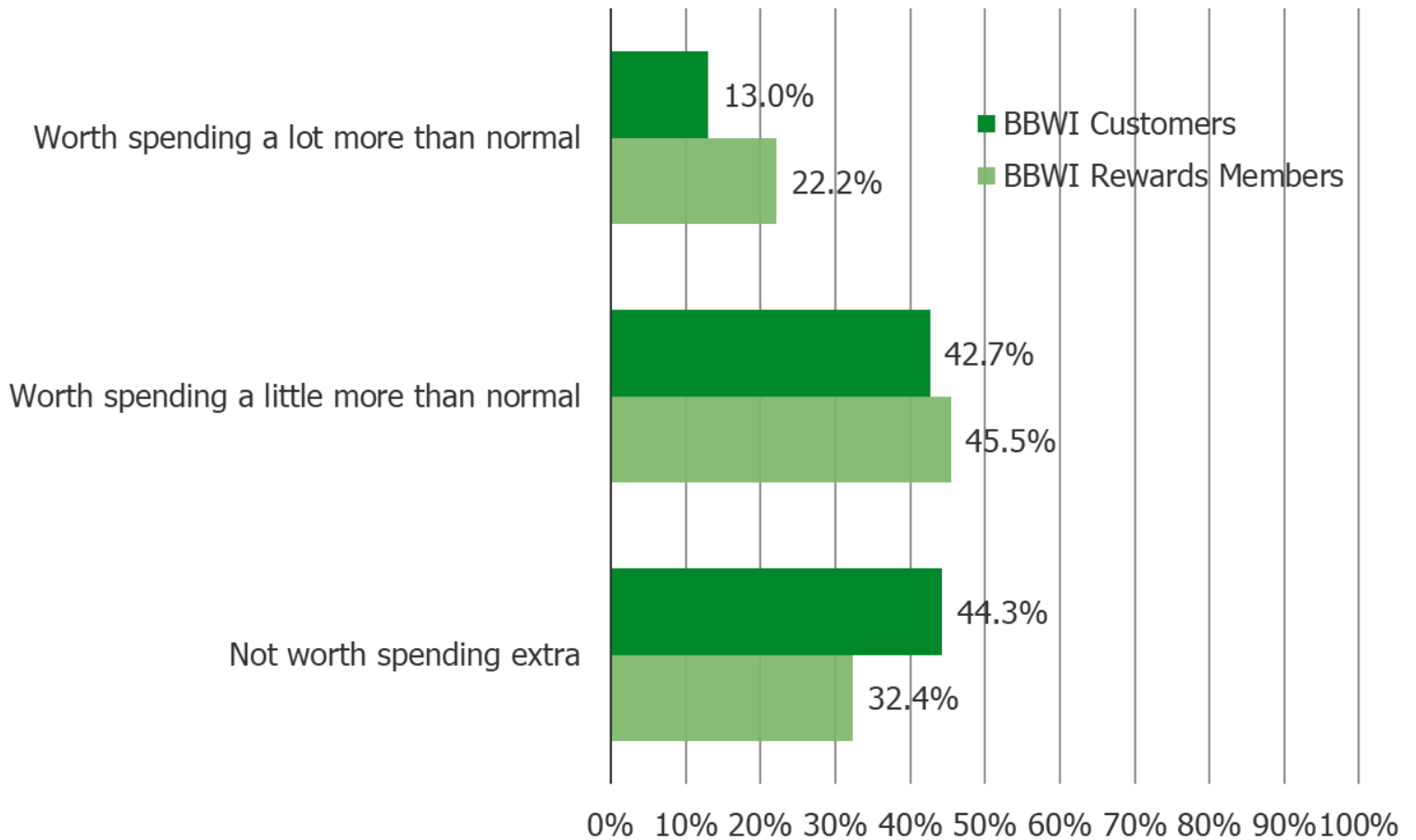
DO YOU THINK LAUNDRY DETERGENT FROM BATH AND BODY WORKS WOULD BE BETTER OR WORSE THAN THE LAUNDRY DETERGENT YOU TYPICALLY USE?

Posed to Bath and Body Works customers.



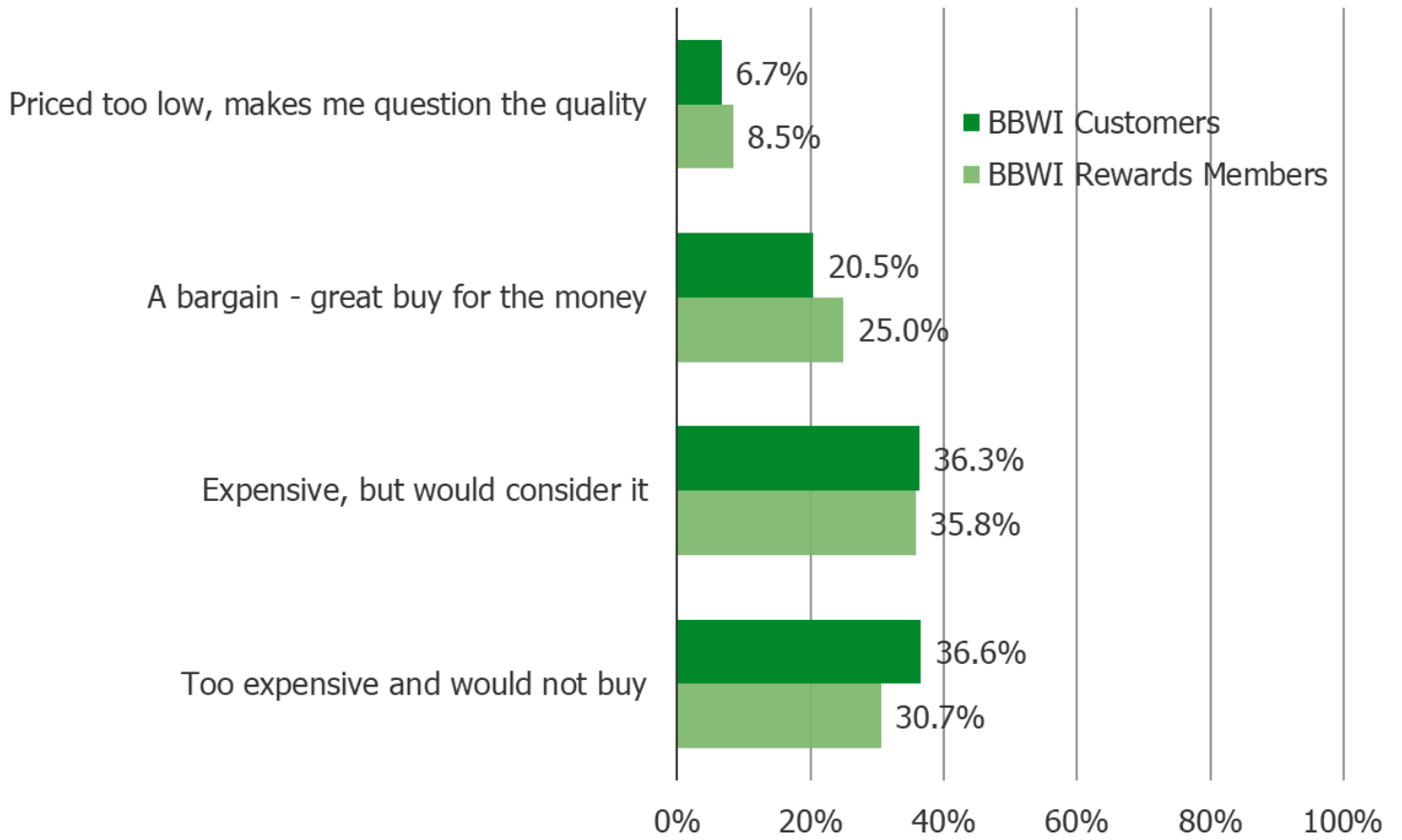
IN YOUR OPINION, WOULD YOU THINK IT IS WORTH SPENDING MORE MONEY TO BUY BATH AND BODY WORKS LAUNDRY DETERGENT COMPARED TO WHAT YOU HAVE TYPICALLY USED?

Posed to Bath and Body Works customers.



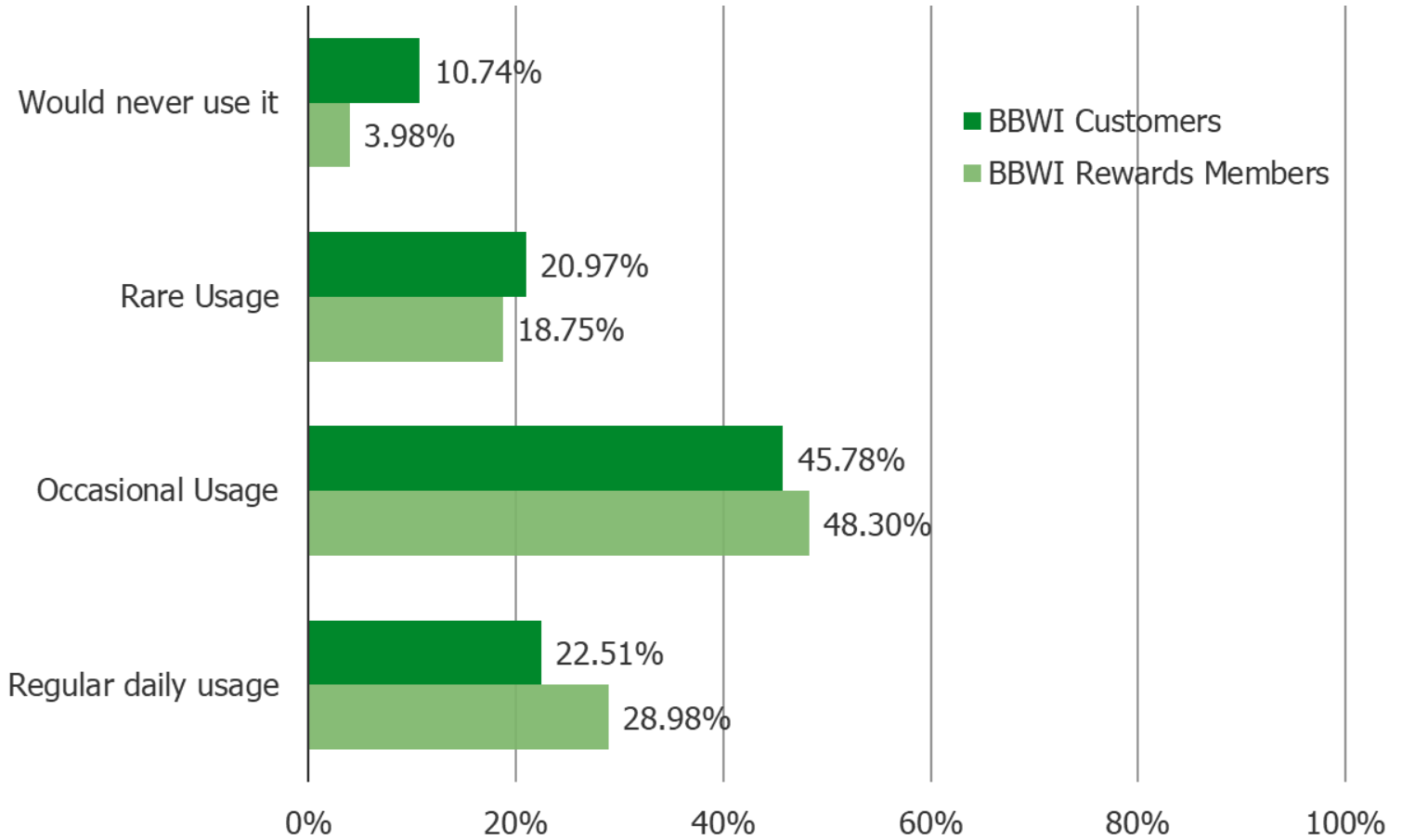
ABOVE ARE IMAGES OF BATH AND BODY WORKS LAUNDRY DETERGENTS AND THE PRICE TO BUY THEM (\$19.95 PER BOTTLE, 32 FL OZ / 946 ML). WHEN YOU SEE THESE PRICES, WHICH OF THE FOLLOWING BEST DESCRIBES YOUR OPINION OF THEM...

Posed to Bath and Body Works customers.



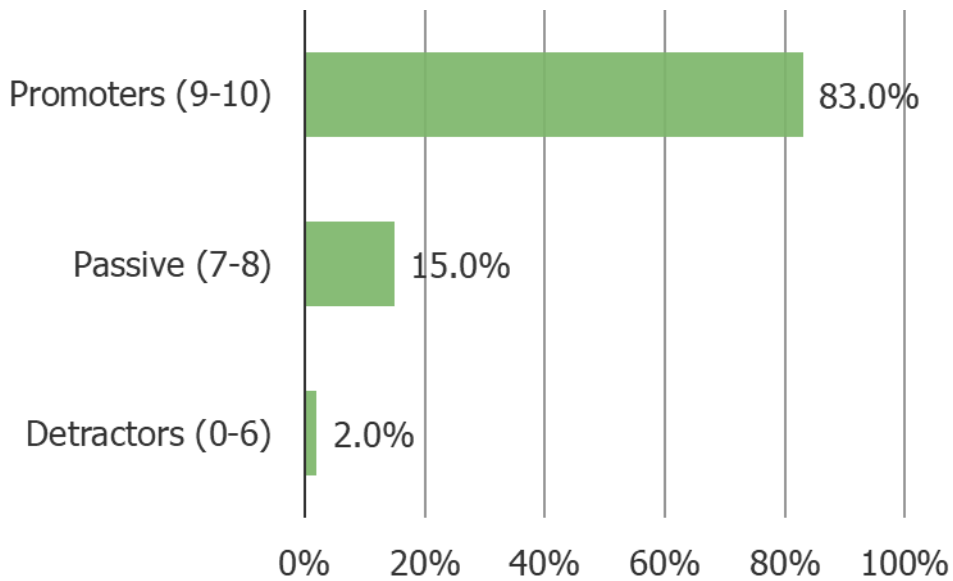
IN YOUR VIEW, WOULD LAUNDRY DETERGENT FROM BATH AND BODY WORKS BE BEST FOR...

Posed to Bath and Body Works customers.



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

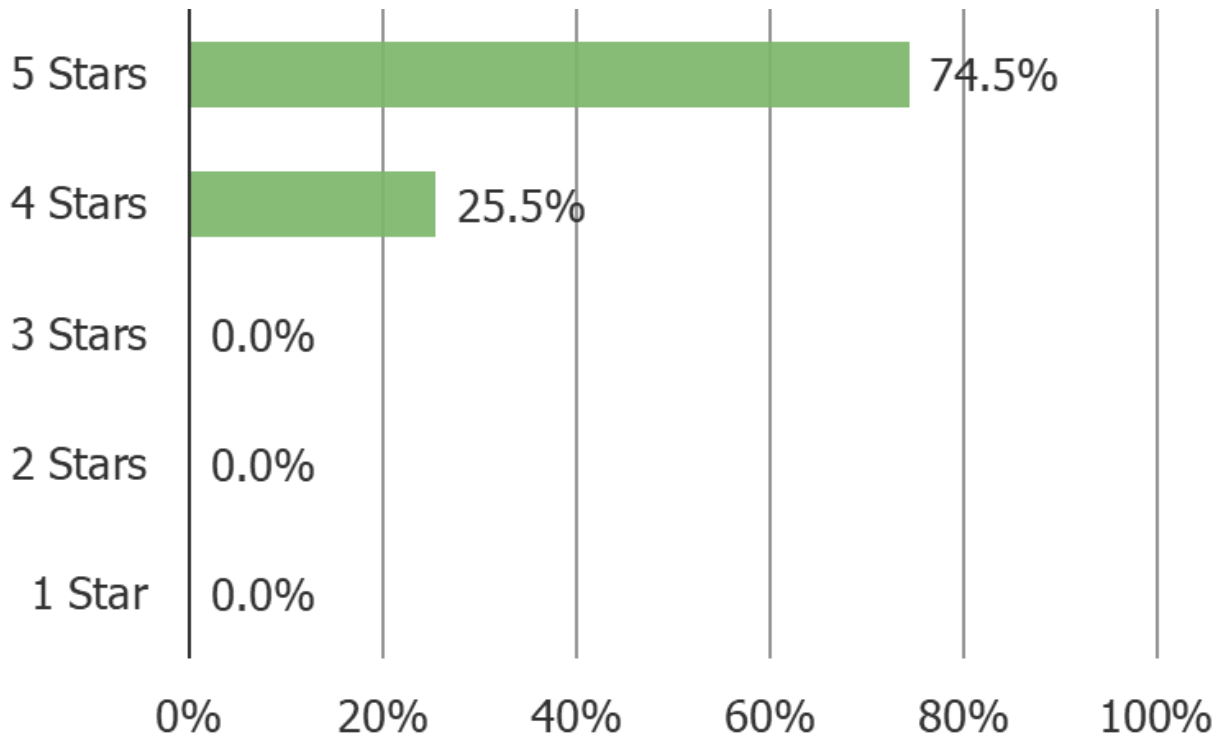
Posed to Bath and Body Works customers who have used laundry detergent from Bath and Body Works.



**NPS = 81**

HOW WOULD YOU RATE YOUR EXPERIENCE WITH BATH AND BODY WORKS LAUNDRY DETERGENT PRODUCTS?

Posed to Bath and Body Works customers who have used laundry detergent from Bath and Body Works.



HOW DID YOU LEARN ABOUT BATH AND BODY WORKS OFFERING LAUNDRY DETERGENT?

Posed to Bath and Body Works customers who have used laundry detergent from Bath and Body Works.



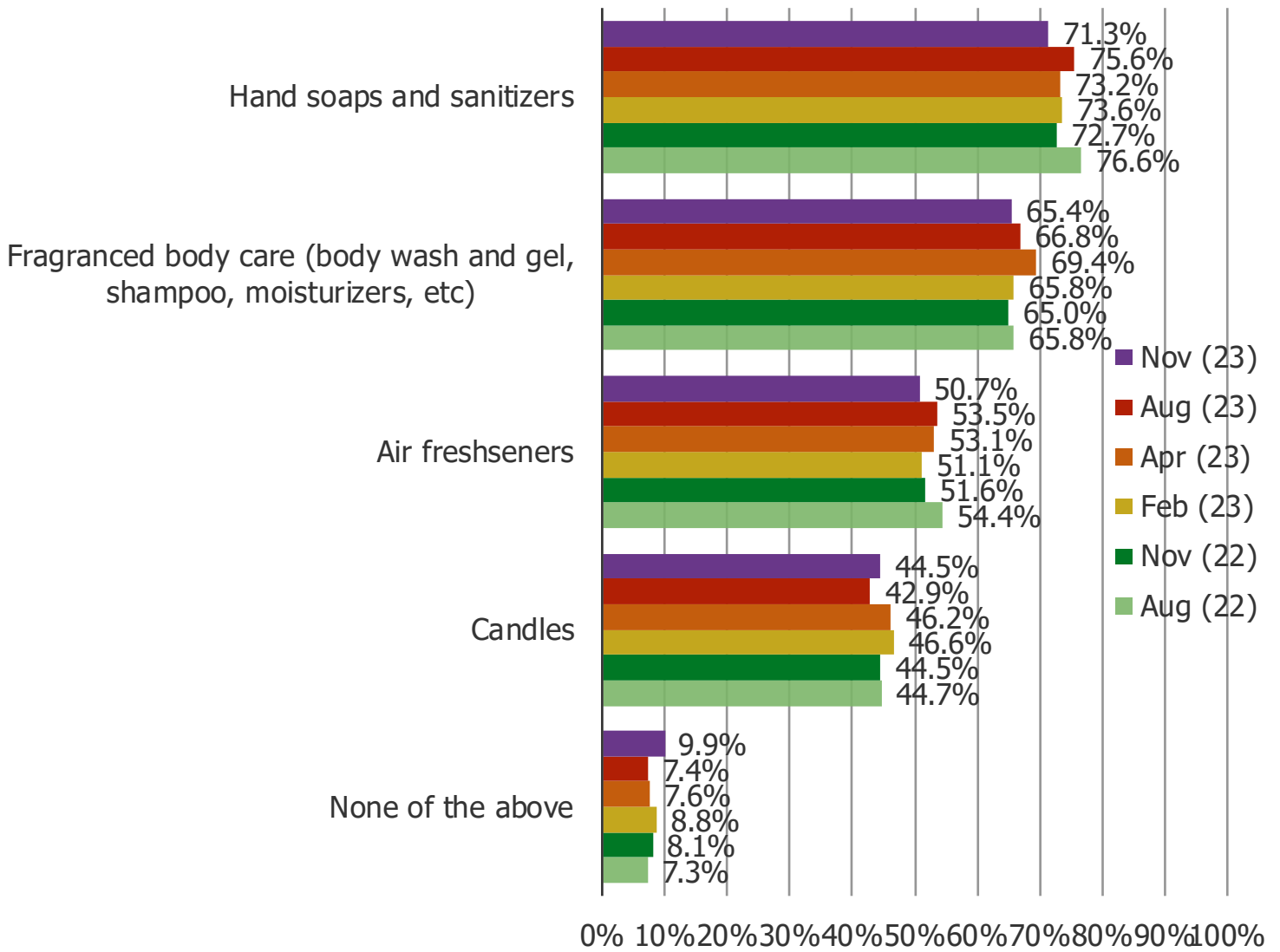
# Bath and Body Works

## 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.



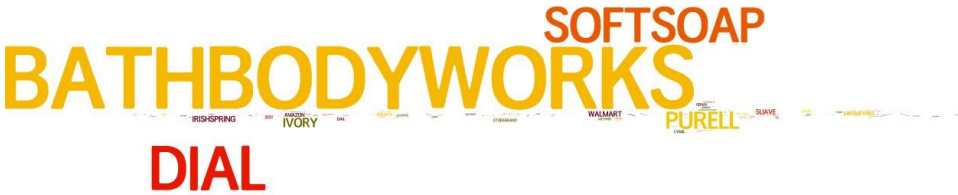
WHEN YOU THINK OF THE FOLLOWING TYPES OF PRODUCTS, WHICH BRAND COMES TO MIND FIRST?

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

Fragranced Body Care



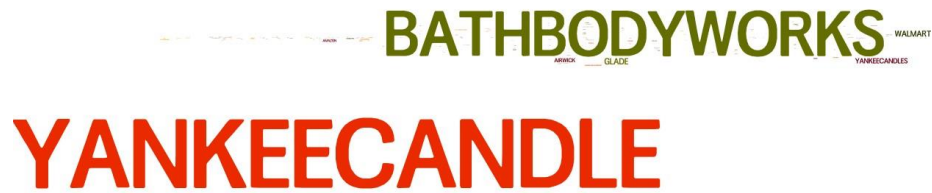
Hand Soaps and Sanitizers



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

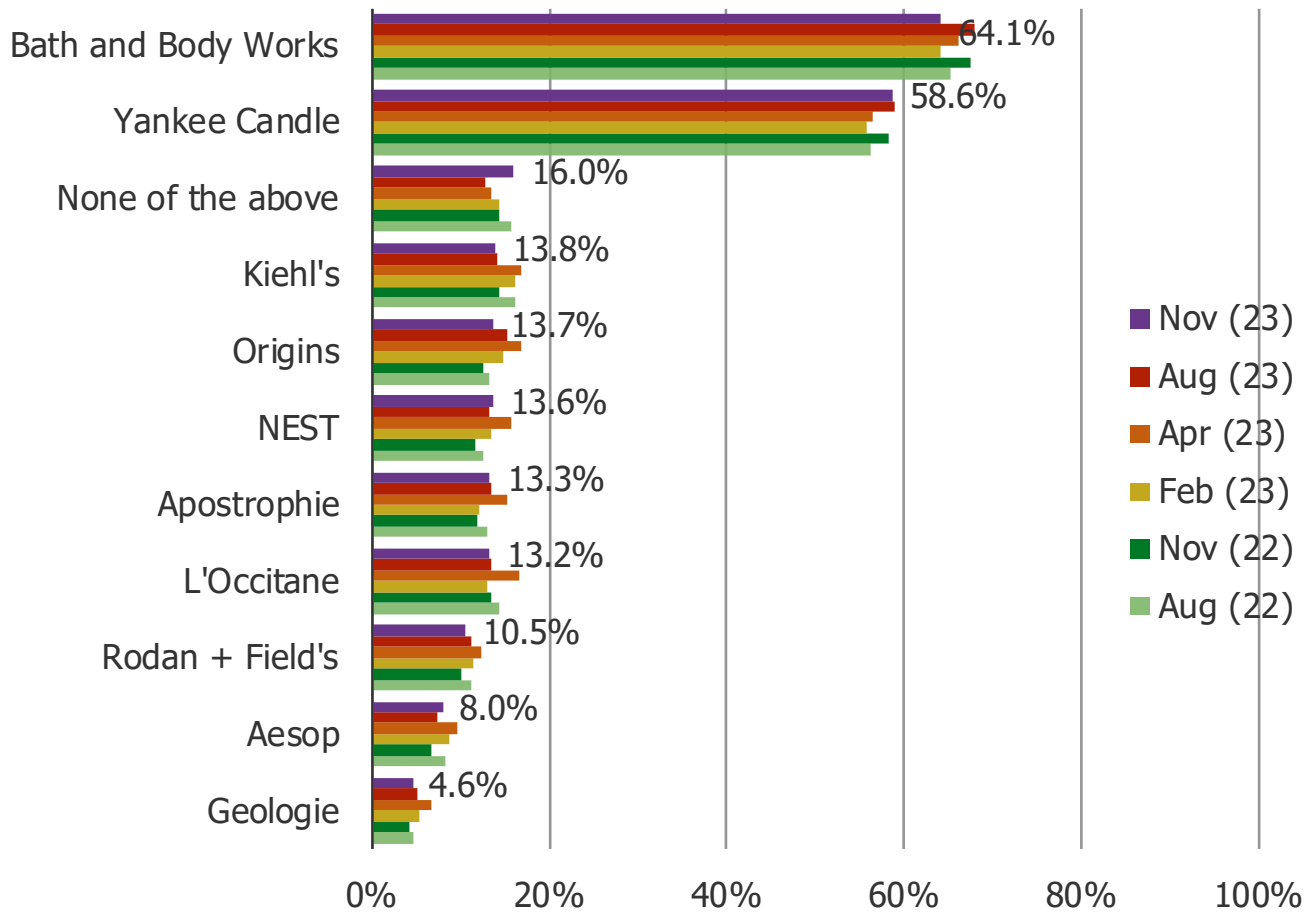


Air Fresheners



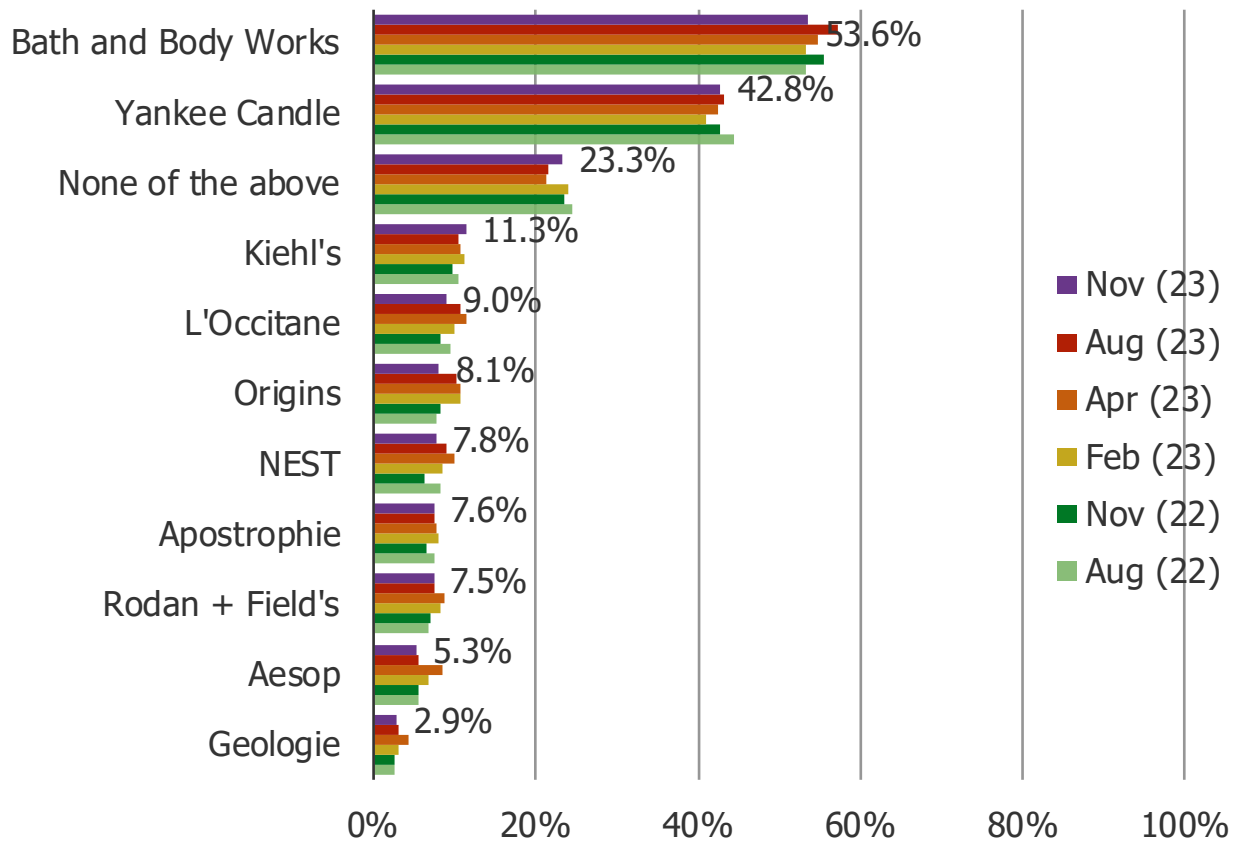
WHICH OF THE FOLLOWING BRANDS ARE YOU FAMILIAR WITH? SELECT ALL THAT APPLY

Posed to all respondents.



HAVE YOU EVER PURCHASED OR RECEIVED PRODUCTS FROM THE FOLLOWING?

Posed to all respondents.

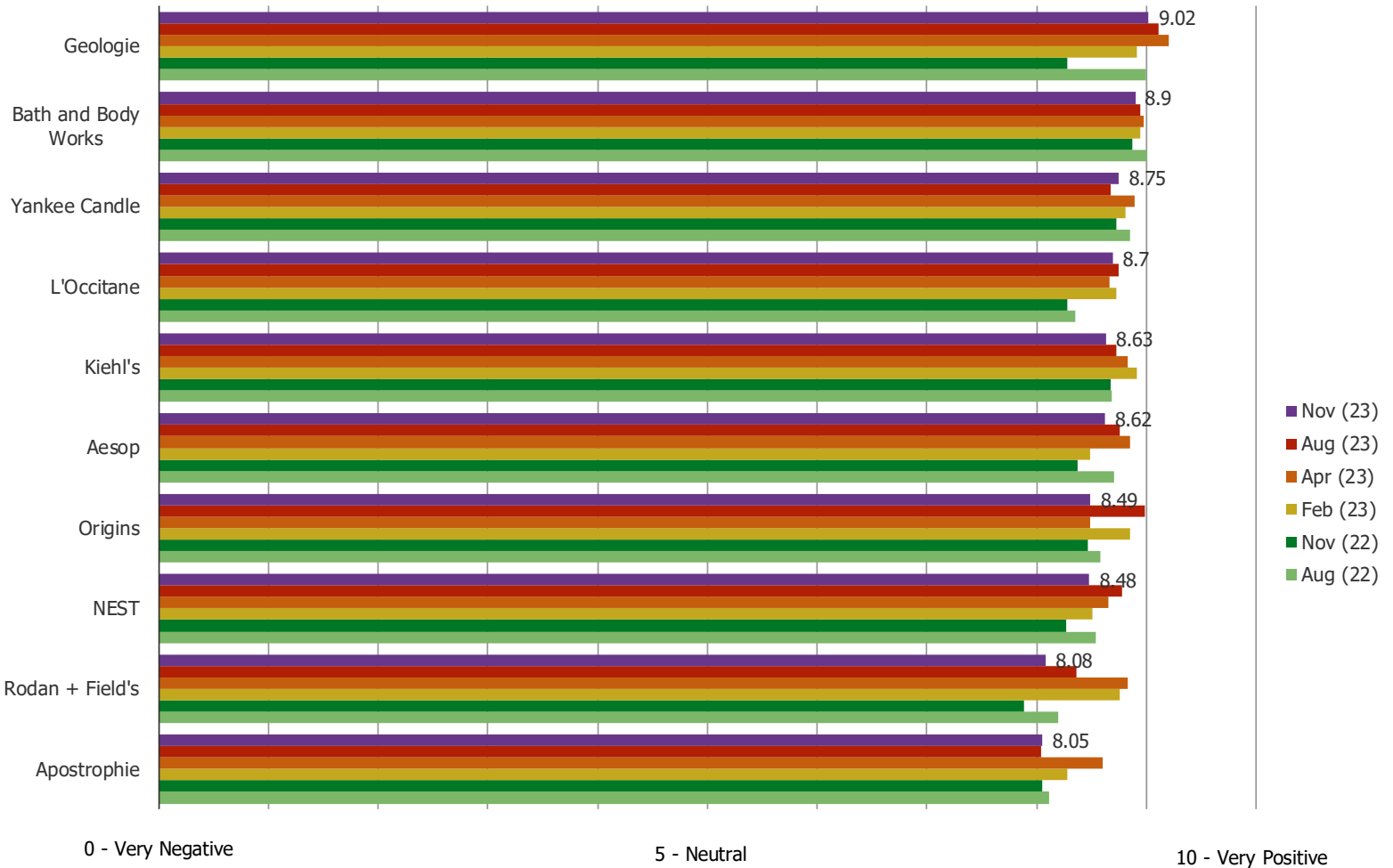


# BESPOKE Surveys

## Bath and Body Works

WHAT IS YOUR OPINION OF THE FOLLOWING BRANDS?

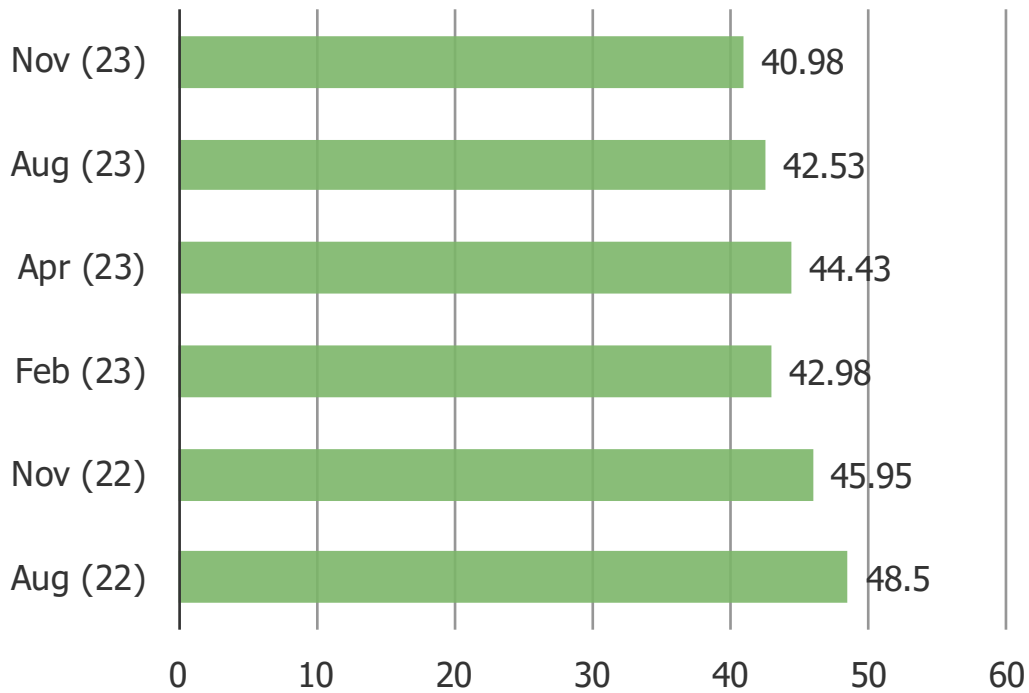
Posed to all respondents who are familiar with the below.



	N=
Bath and Body Works	947
Yankee Candle	864
NEST	197
Rodan + Field's	160
Origins	205
L'Occitane	188
Apostrophe	191
Aesop	113
Kiehl's	198
Geologie	70

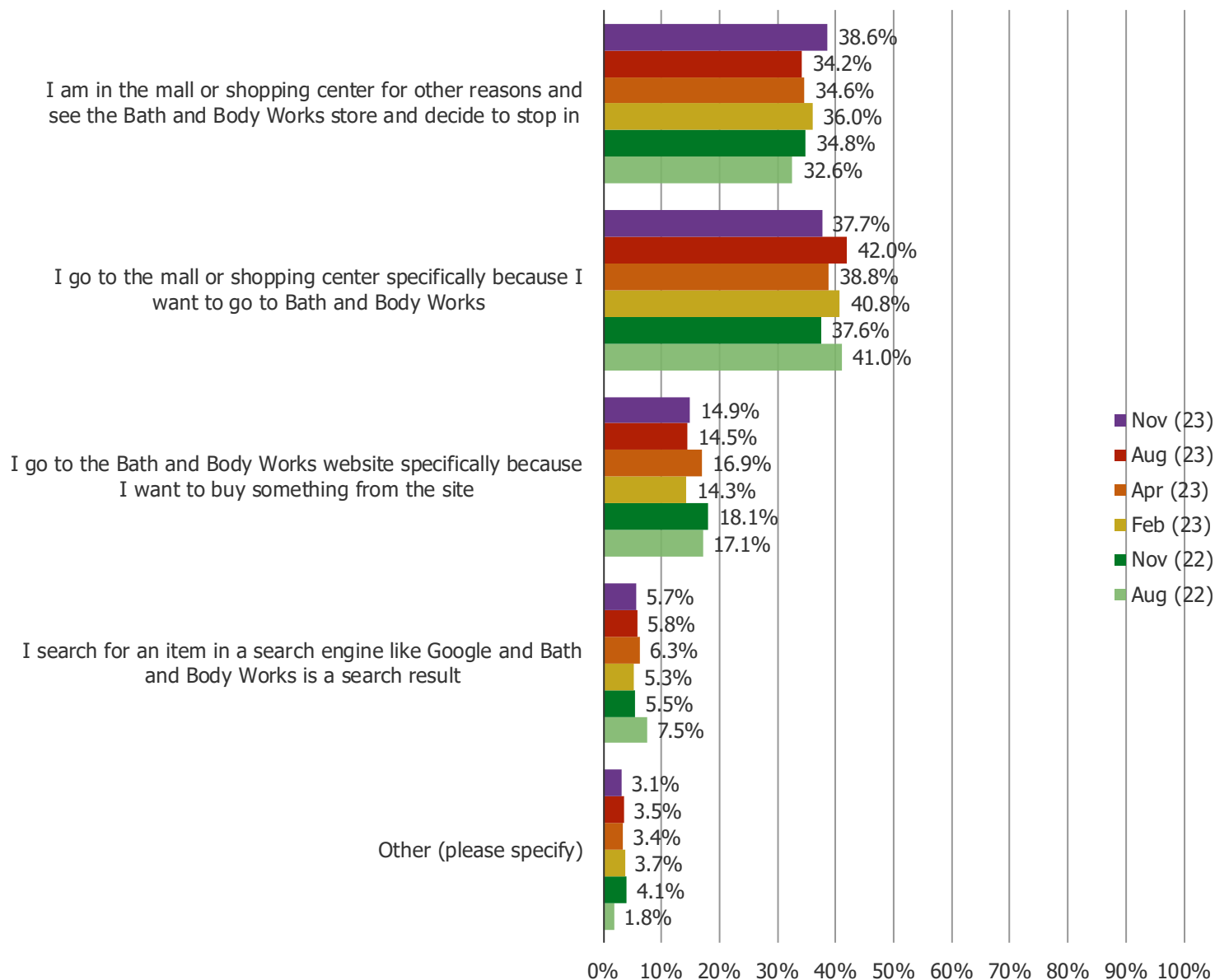
HOW LIKELY IS IT THAT YOU WOULD RECOMMEND BATH AND BODY WORKS TO A FRIEND OR COLLEAGUE?

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?

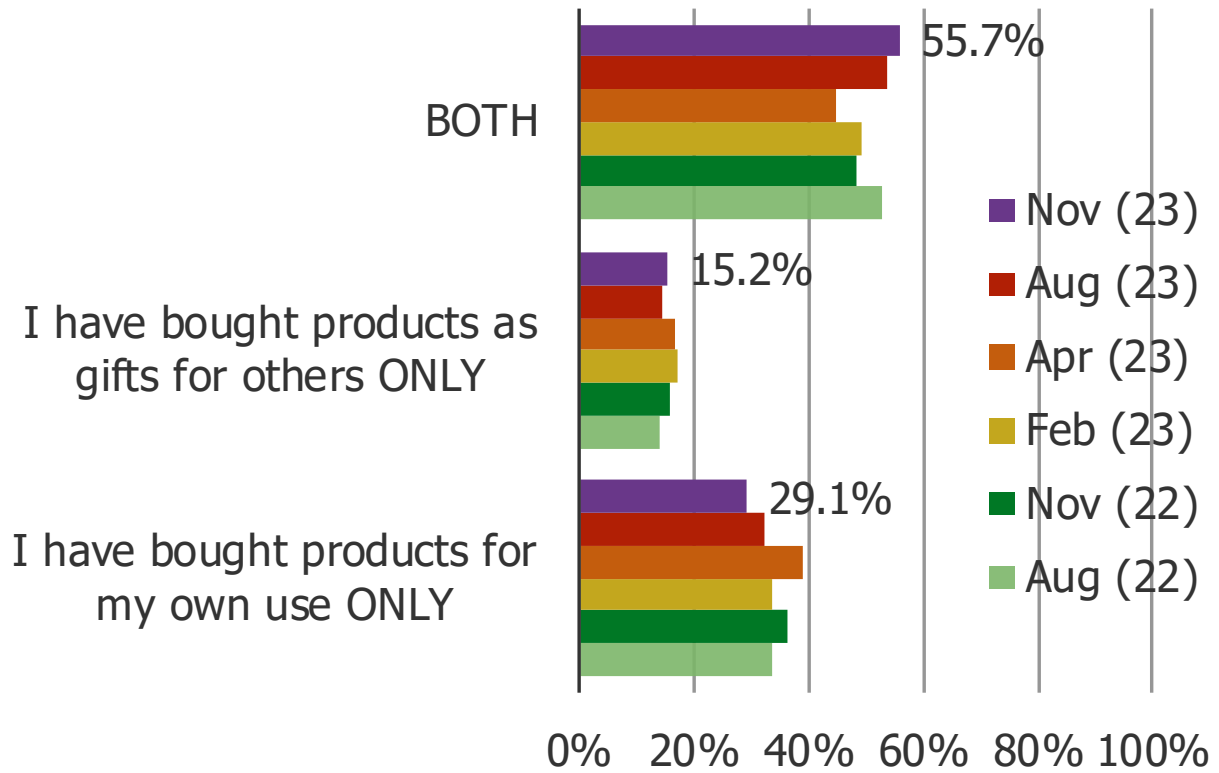
Posed to all respondents who have purchased or received products from Bath and Body Works.





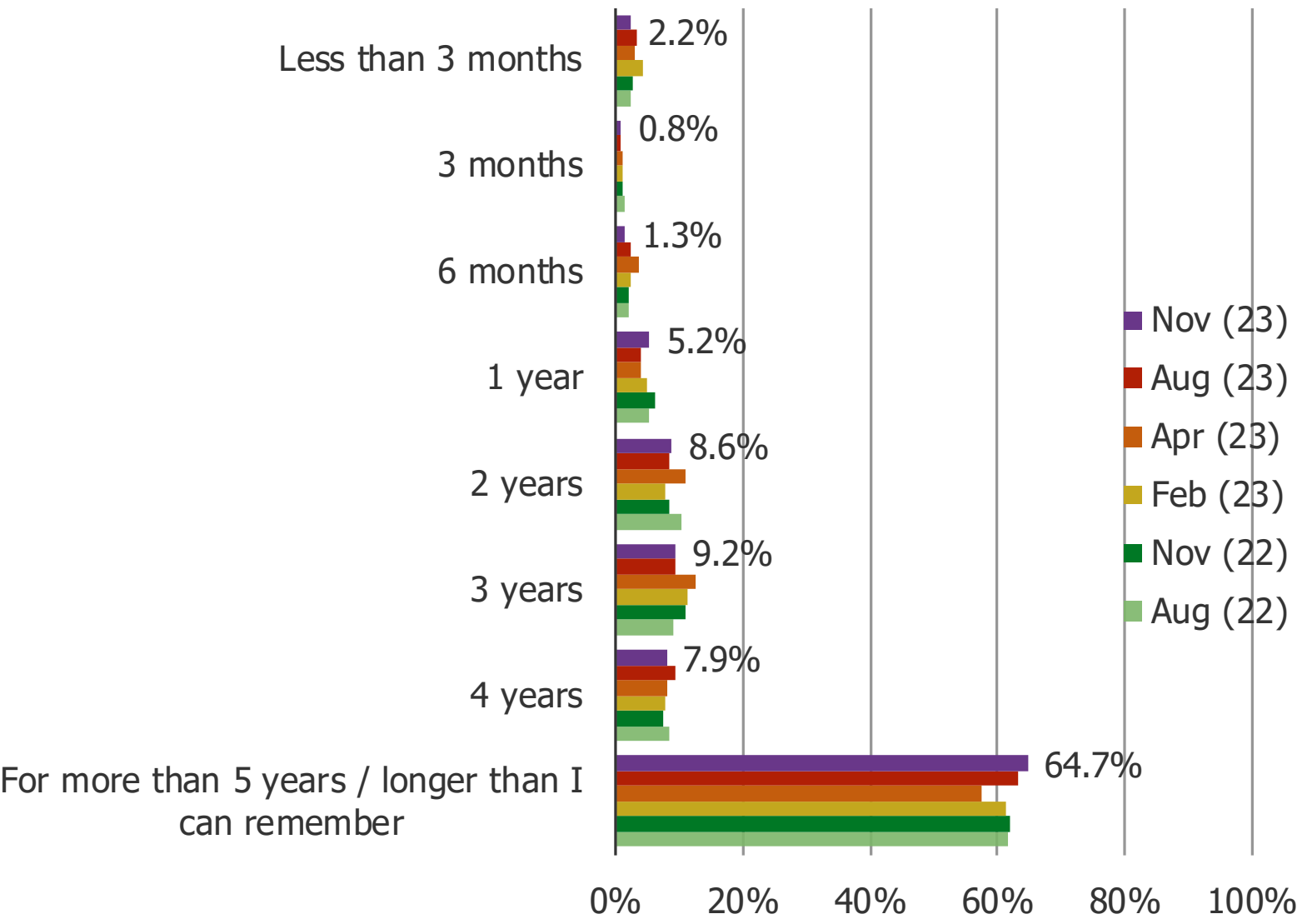
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR EXPERIENCE WITH BATH AND BODY WORKS?

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



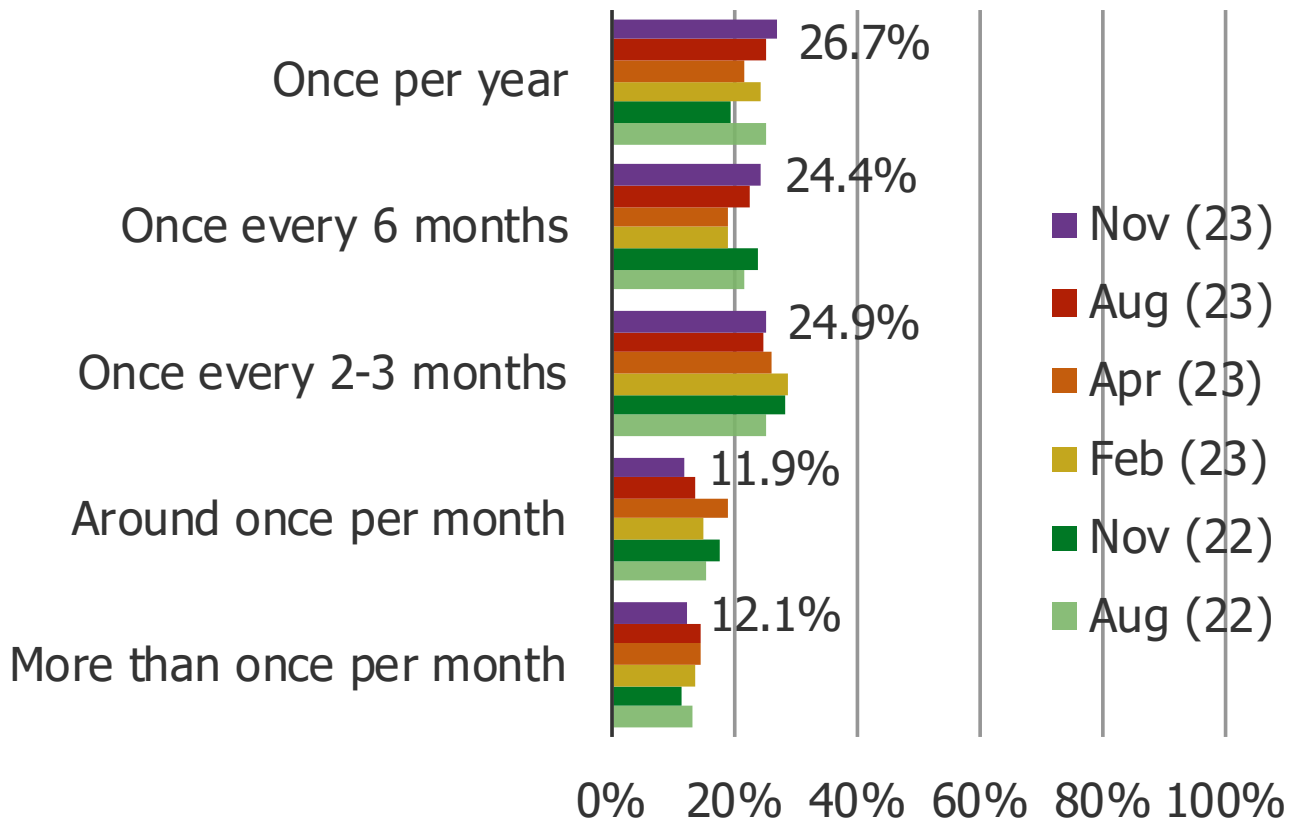
FOR HOW LONG HAVE YOU BEEN A CUSTOMER OF BATH AND BODY WORKS?

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



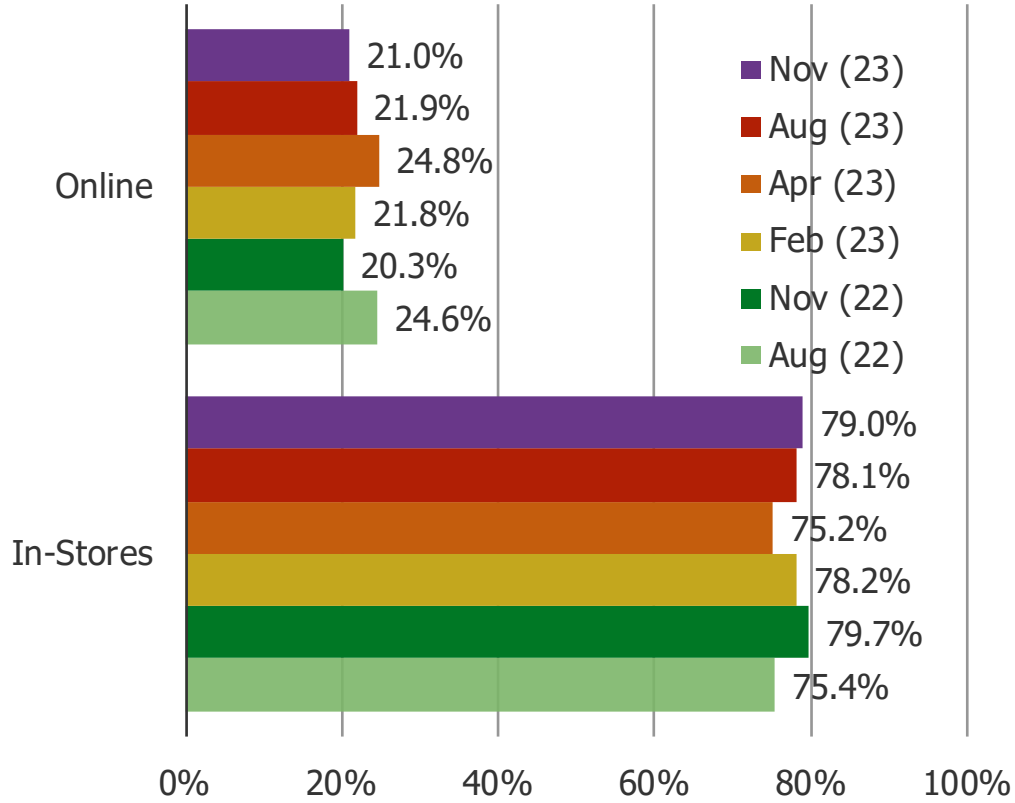
HOW OFTEN DO YOU SHOP BATH AND BODY WORKS?

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



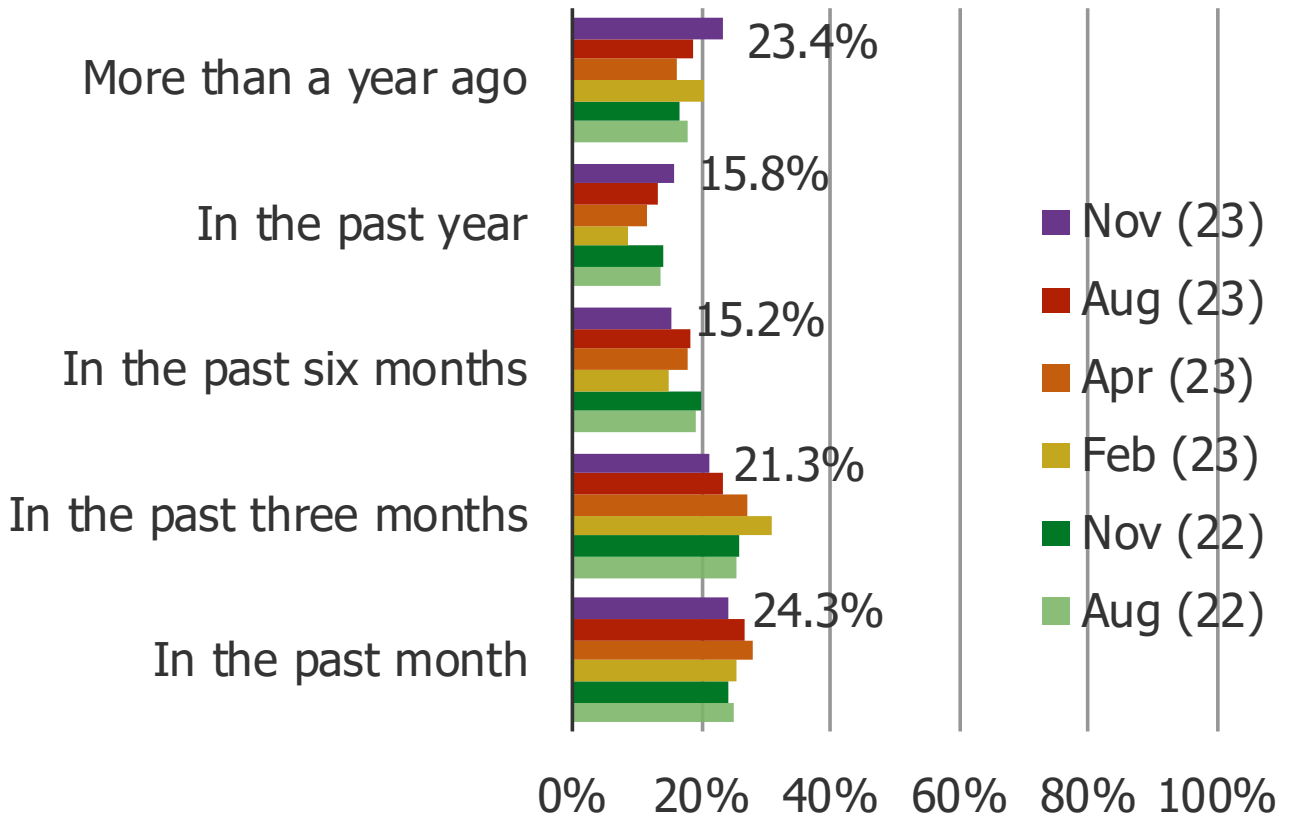
HOW DO YOU PREFER TO SHOP BATH AND BODY WORKS?

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



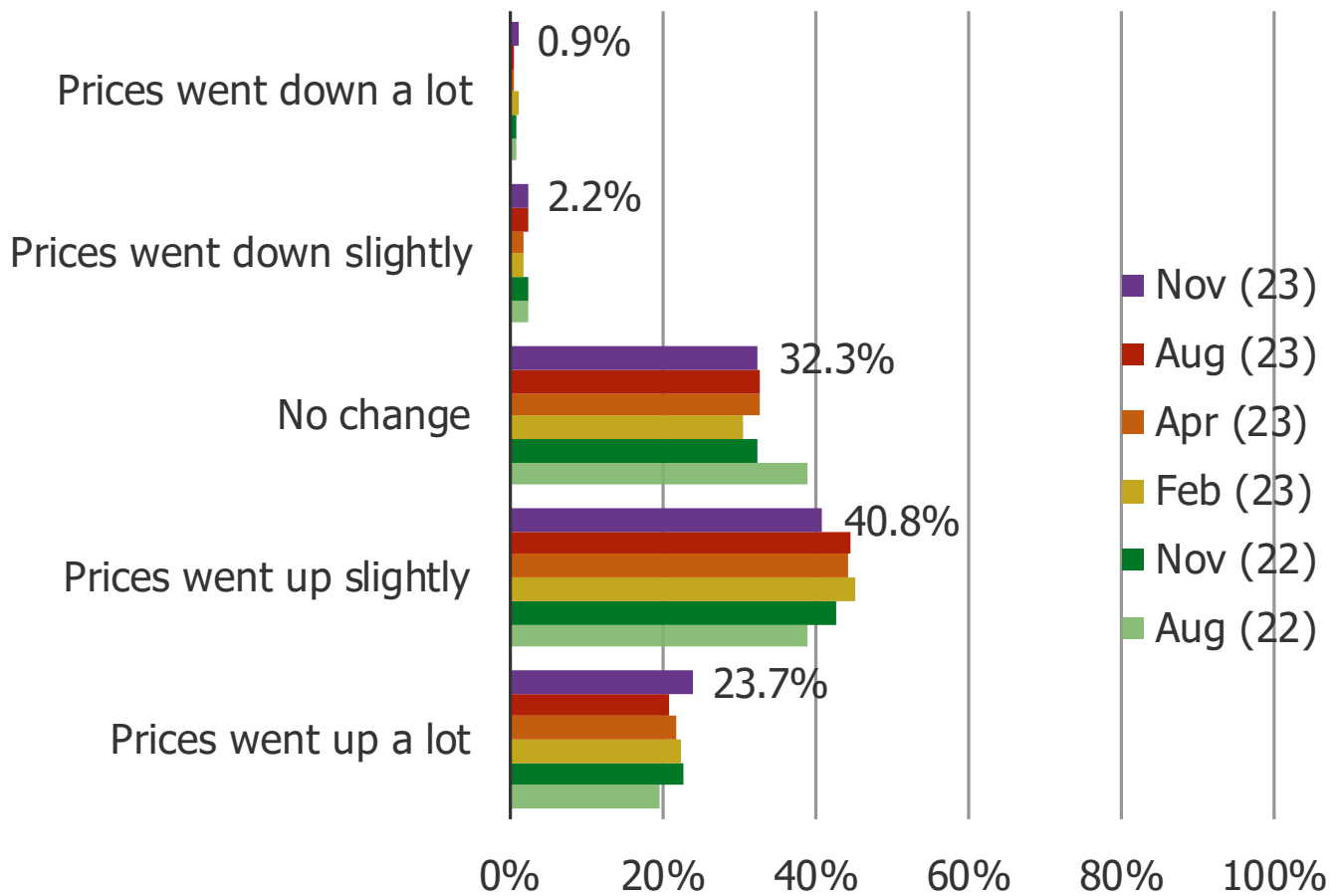
WHEN DID YOU MOST RECENTLY BUY PRODUCTS FROM BATH AND BODY WORKS?

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?

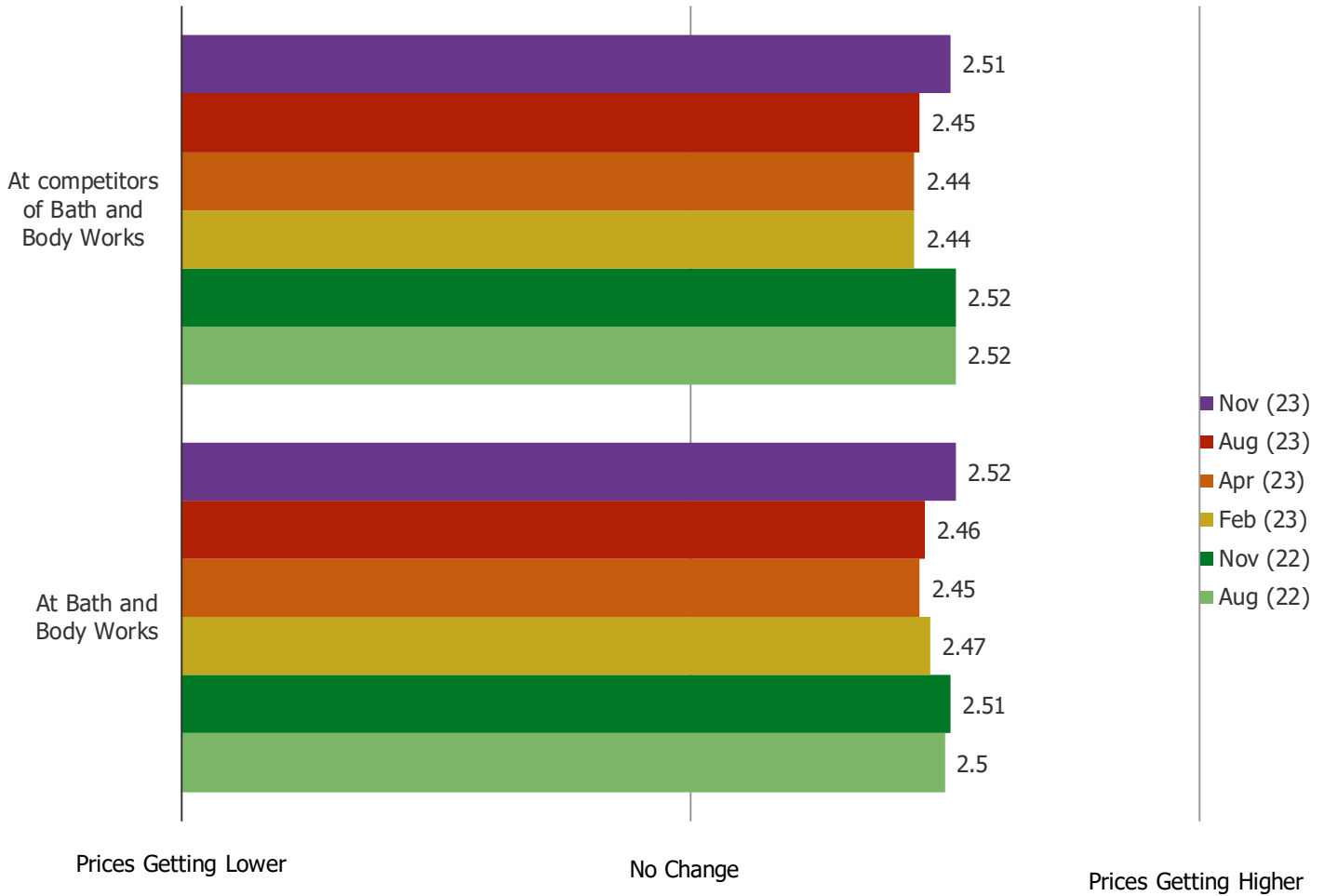
Posed to all respondents who have purchased or received products from Bath and Body Works.



**BESPOKE Surveys**  
**Bath and Body Works**

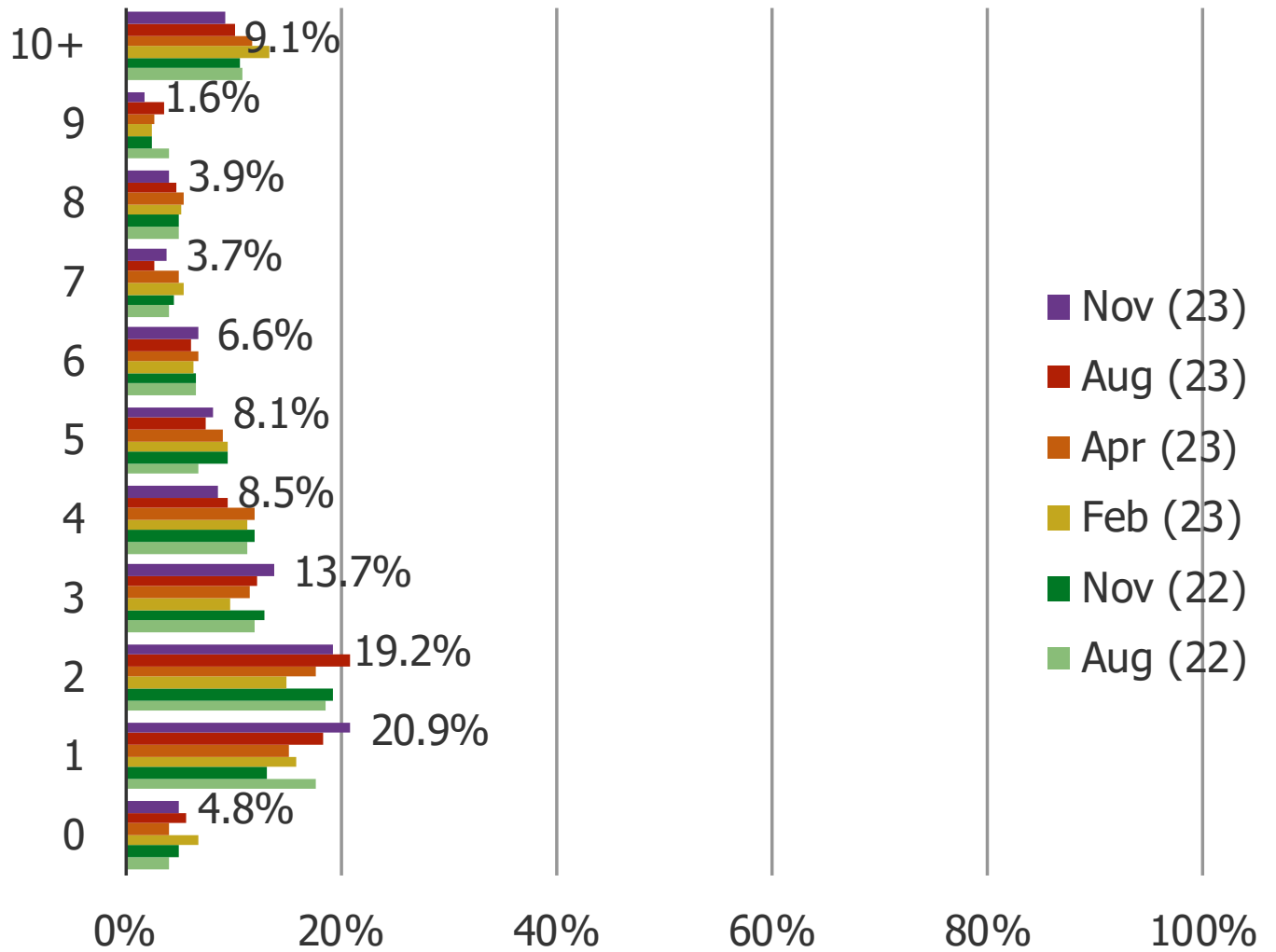
FROM WHAT YOU HAVE NOTICED LATELY, ARE THE PRICES OF PRODUCTS CHANGING...

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?

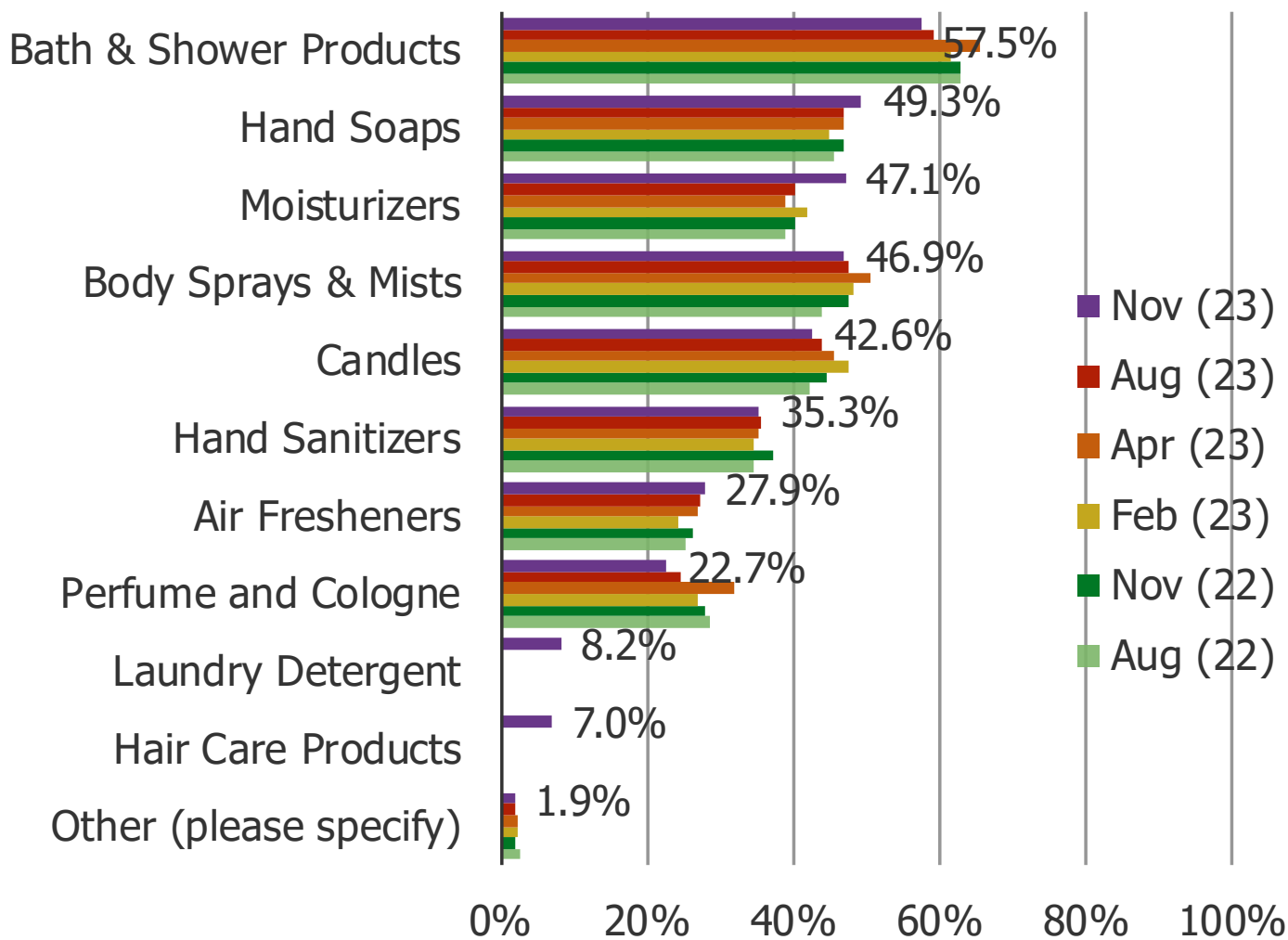
Posed to all respondents who have purchased or received products from Bath and Body Works.





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

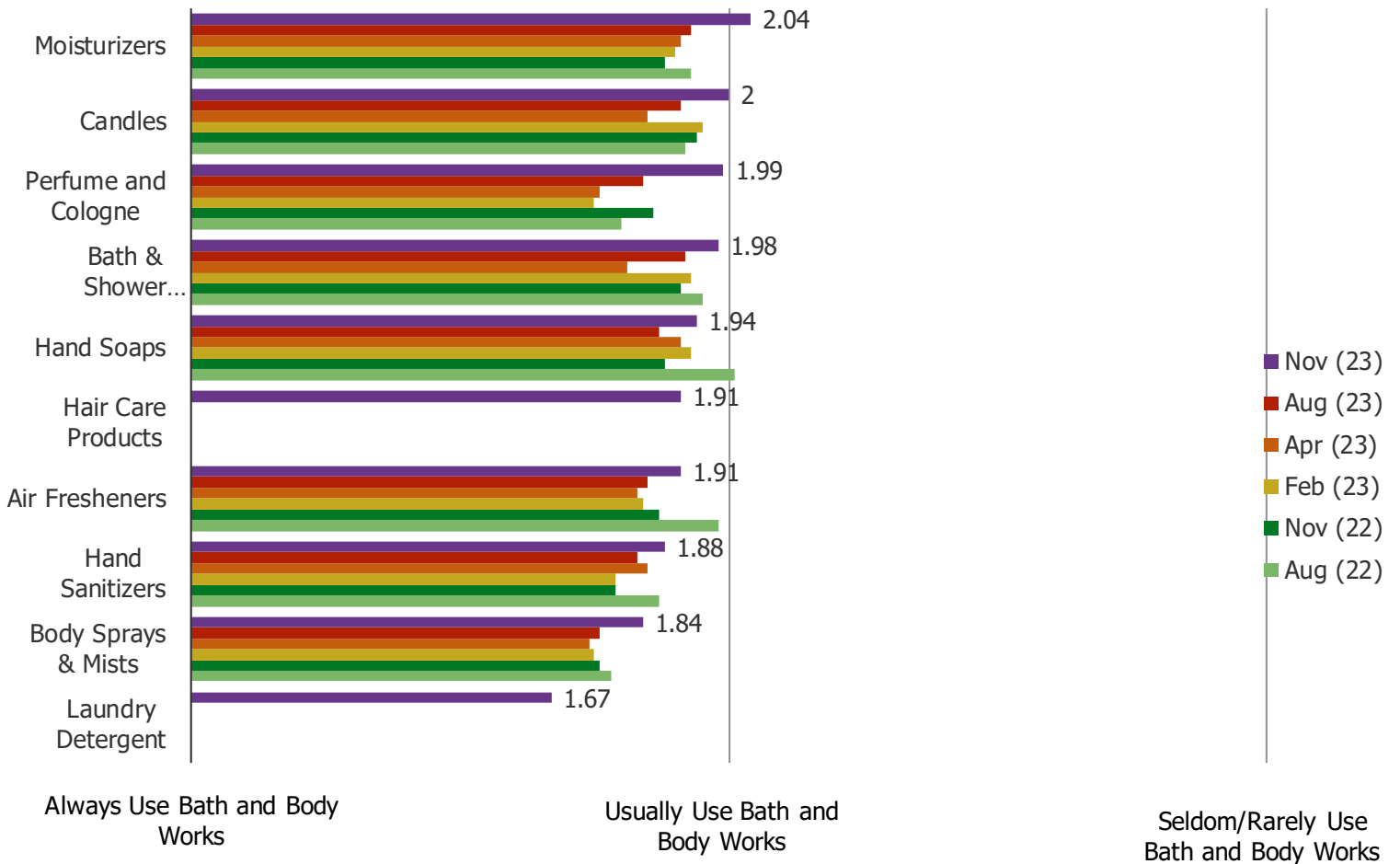
Posed to all respondents who have purchased or received products from Bath and Body Works.



Bath and Body Works

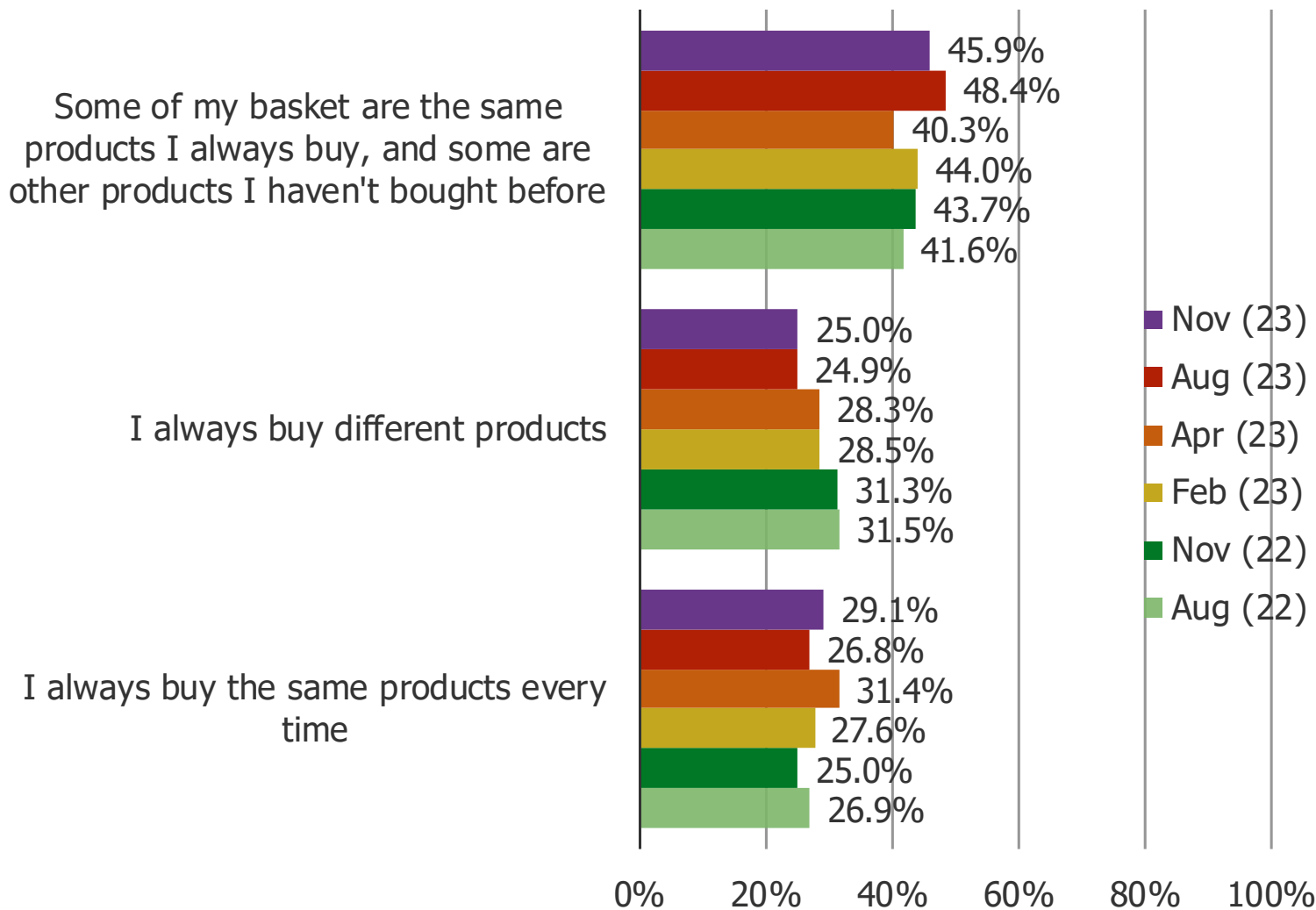
FOR THIS TYPE OF PRODUCT, DO YOU ALWAYS USE BATH AND BODY WORKS OR DO YOU USE OTHER BRANDS AS WELL?

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



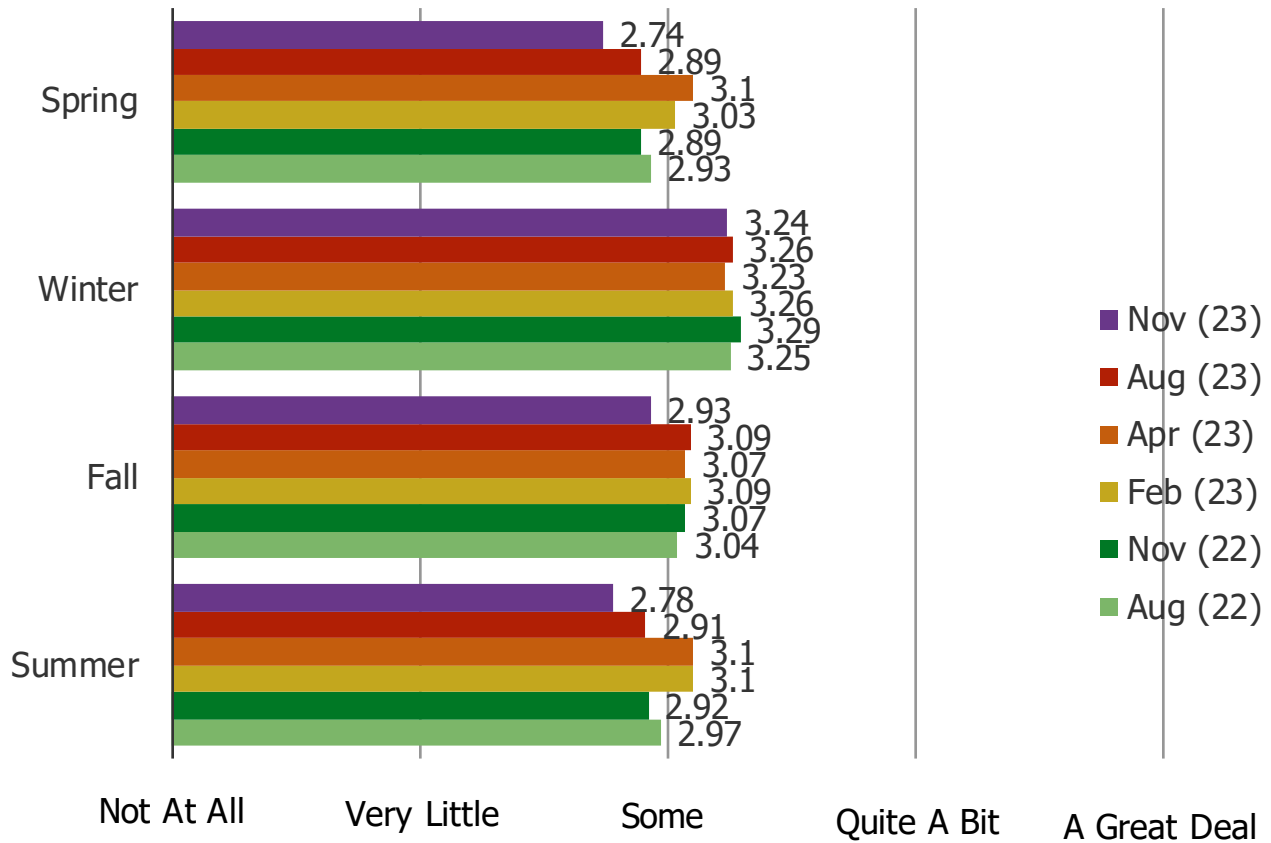
WHEN YOU SHOP FOR ITEMS AT BATH AND BODY WORKS, WHICH BEST DESCRIBES YOU?

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



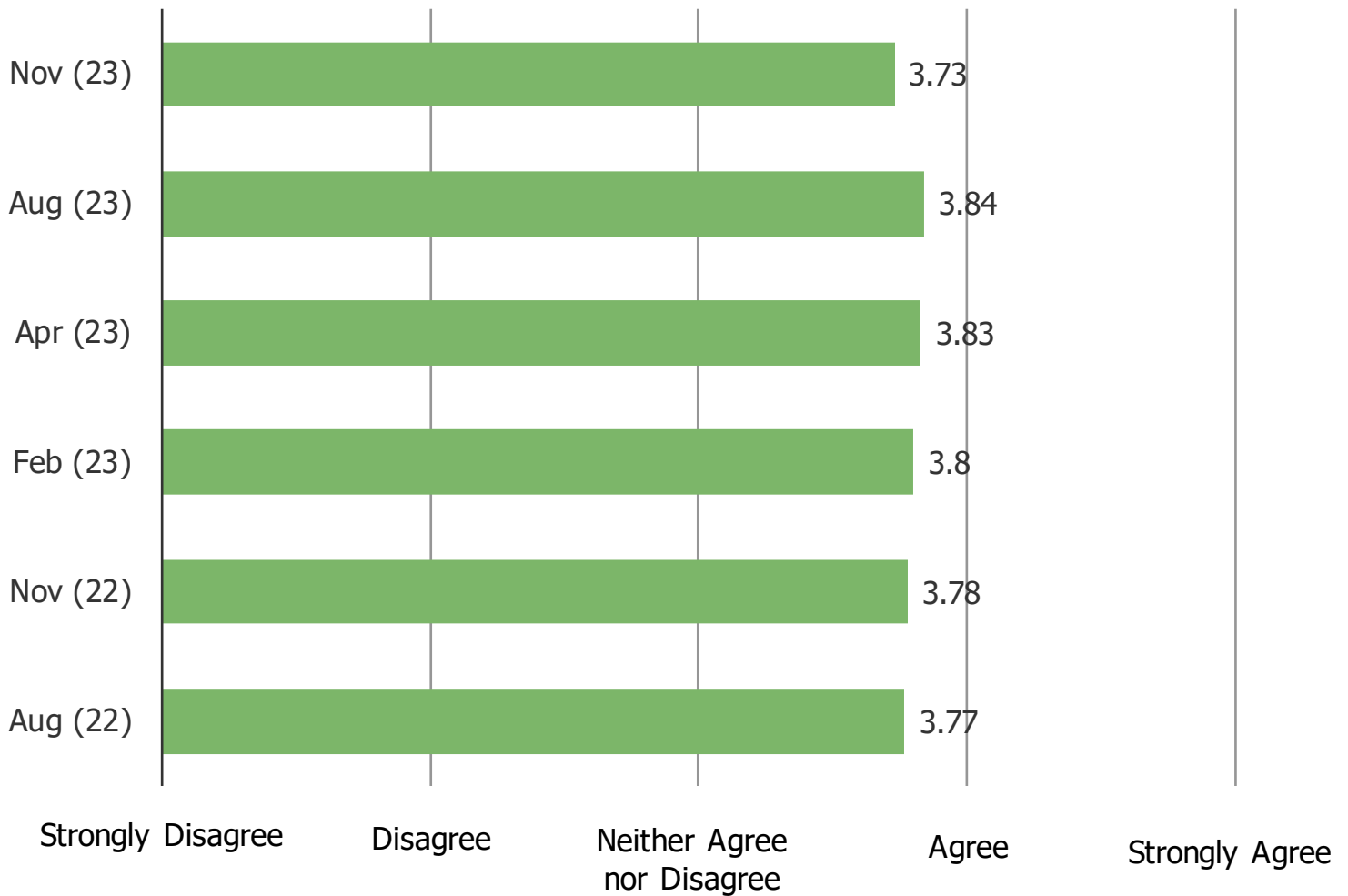
HOW MUCH DO YOU SPEND ON PRODUCTS FROM BATH AND BODY WORKS DURING THE FOLLOWING SEASONS?

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.

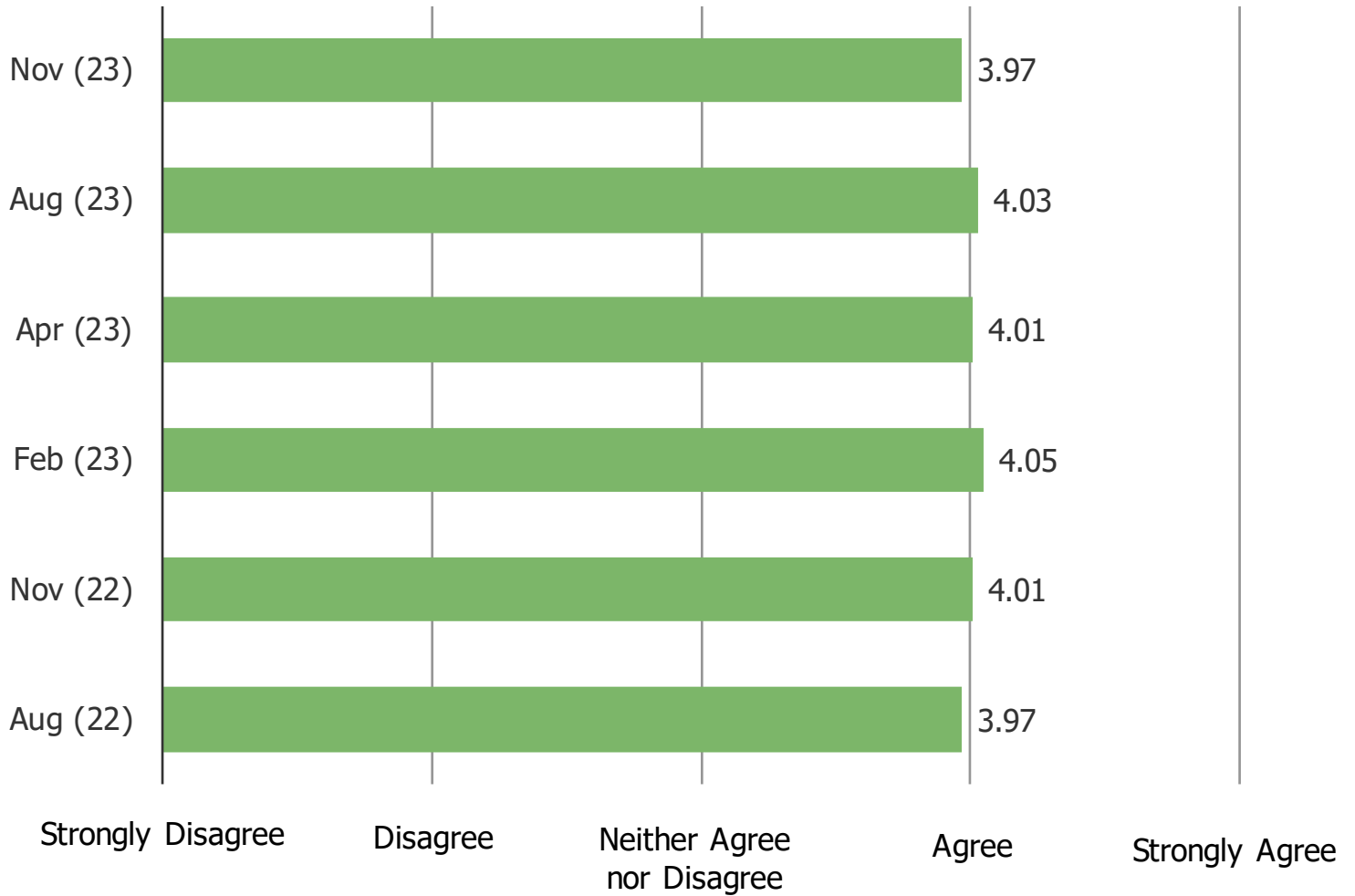
Posed to all respondents who have purchased or received products from Bath and Body Works.



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.

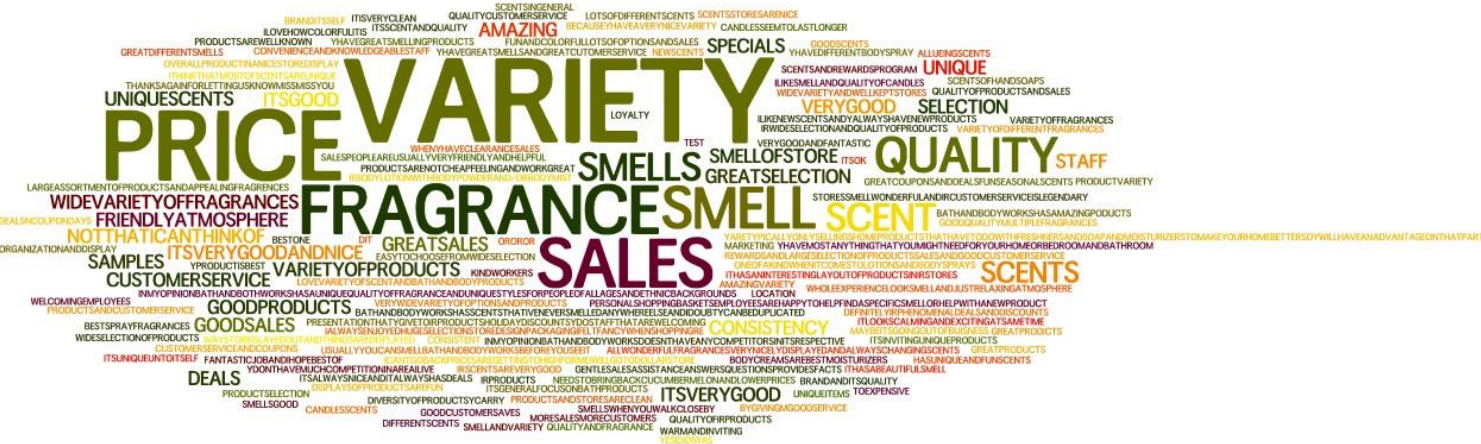
Posed to all respondents who have purchased or received products from Bath and Body Works.



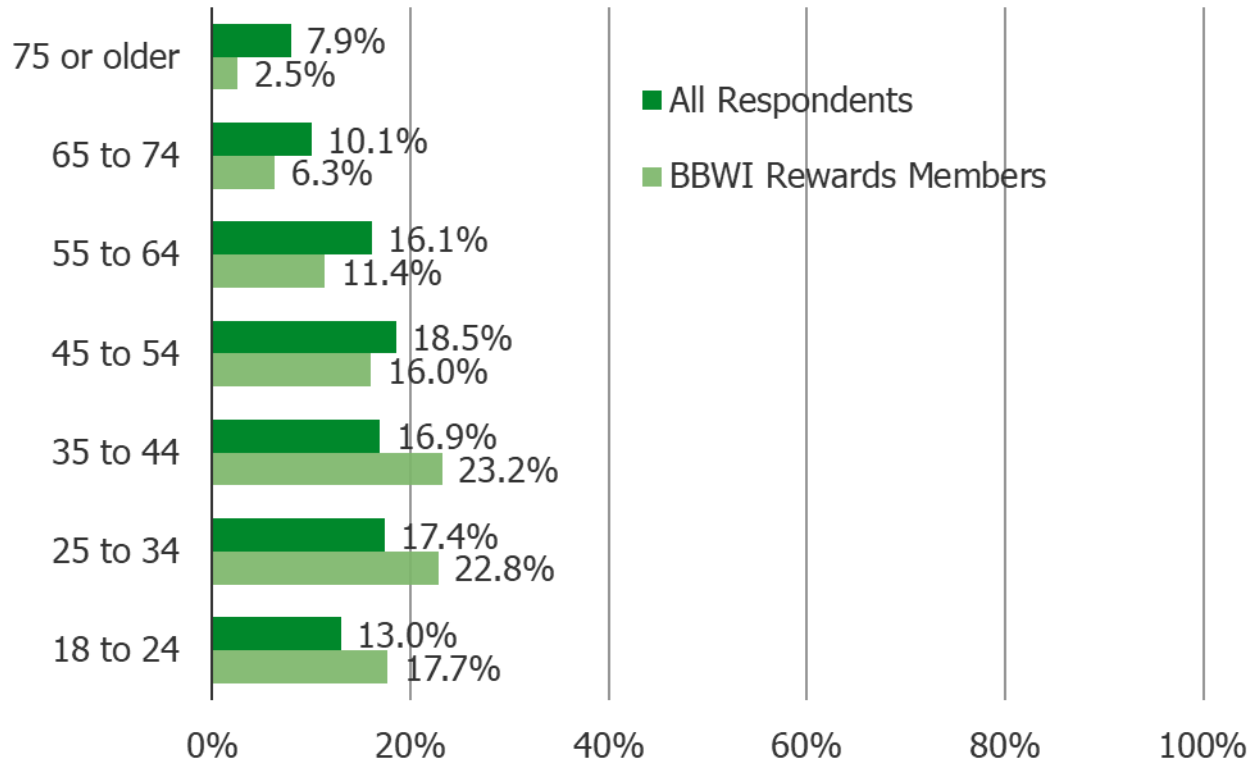
IN YOUR OPINION, ARE THERE ANY SPECIAL CHARACTERISTICS ABOUT BATH AND BODY WORKS THAT SEPARATES IT FROM COMPETITORS AND KEEPS CUSTOMERS COMING BACK?

Posed to Bath and Body Works customers.

November 2023

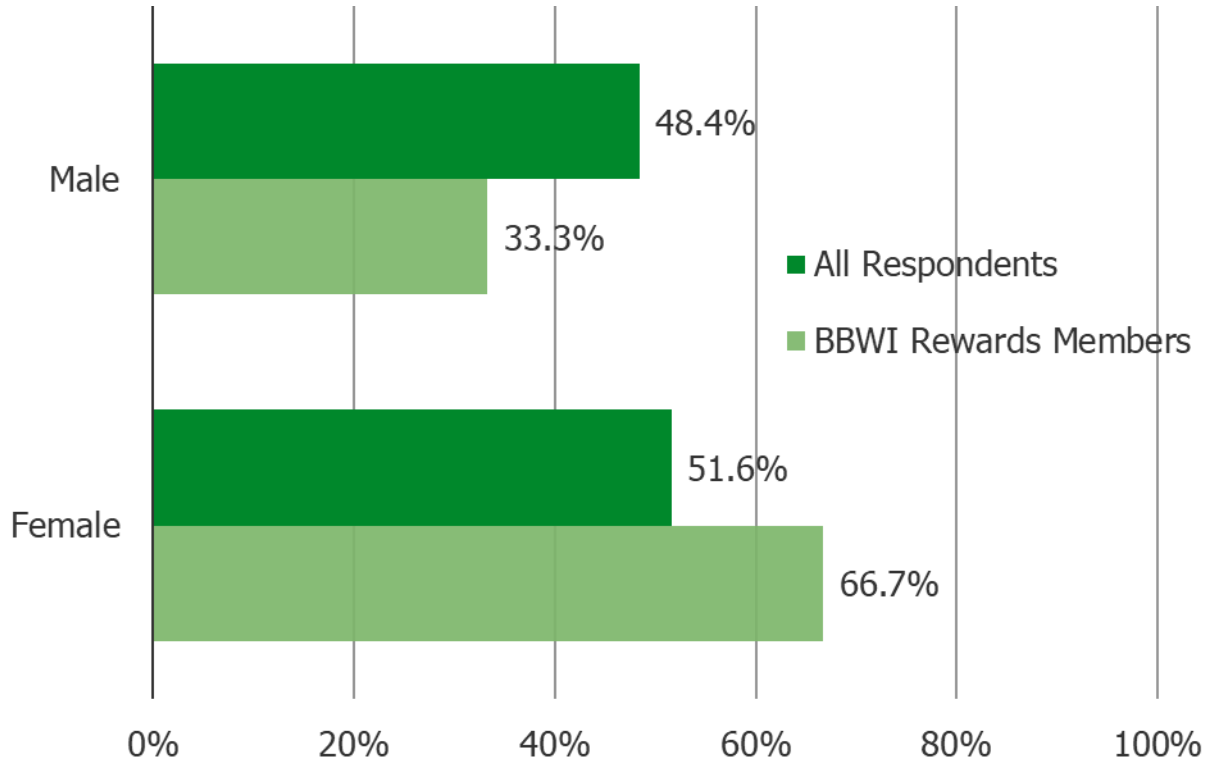


DEMOGRAPHICS OF BBWI REWARDS MEMBERS - AGE





DEMOGRAPHICS OF BBWI REWARDS MEMBERS - GENDER



DEMOGRAPHICS OF BBWI REWARDS MEMBERS - INCOME

