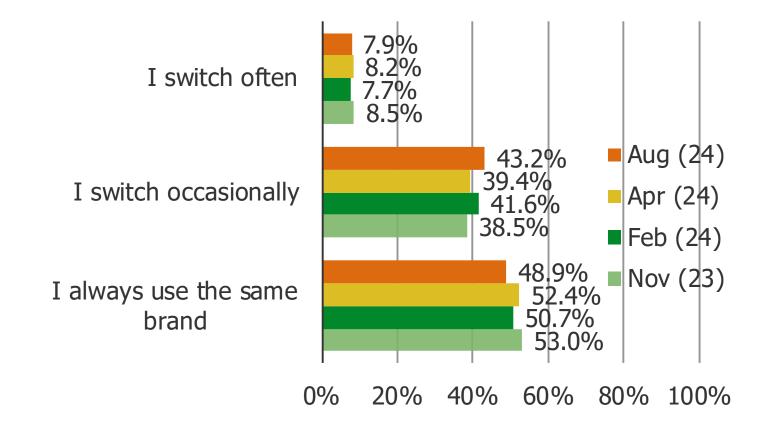
BESPOKE SURVEYS BBWI Deep Dive, Vol 9 1250+ Respondents Per Quarter

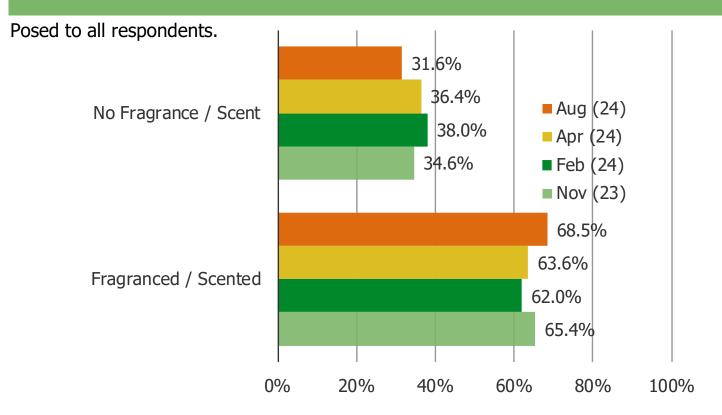
RECENTLY ADDED QUESTIONS

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

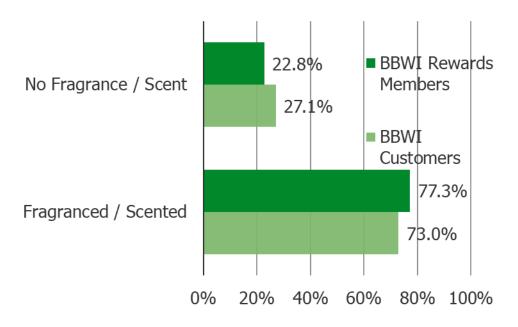
Posed to all respondents.







Data Above Cross-Tabbed (August 24 Wave)



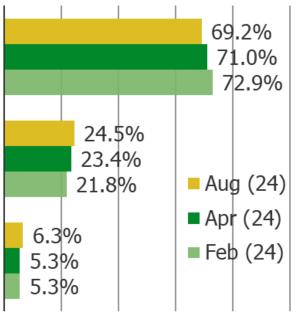
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR EXPERIENCE WITH BATH AND BODY WORKS LAUNDRY DETERGENT? PLEASE NOTE: WE ARE REFERRING TO BATH AND BODY WORKS (PICTURES ABOVE), NOT BED BATH AND BEYOND.

BBWI Customers.

I did not know Bath and Body Works sold laundry detergent

I am aware the product exists, but I have never purchased it

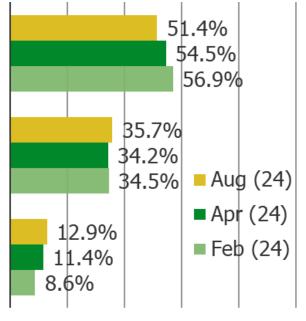
I have purchased laundry detergent from Bath and Body Works



0% 20% 40% 60% 80% 100%

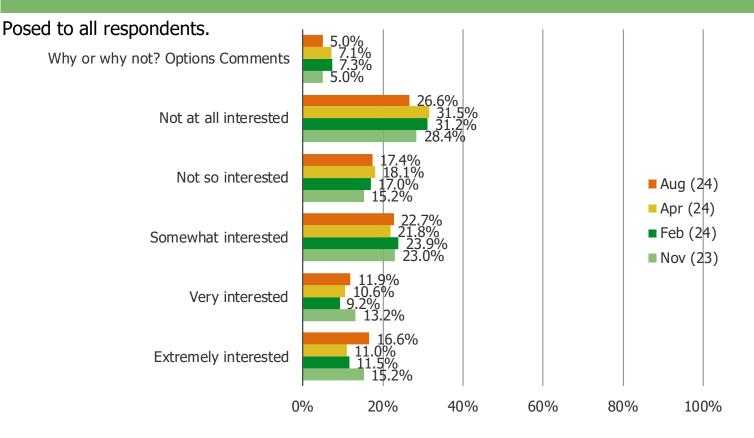
BBWI Rewards Members.

I did not know Bath and Body Works sold laundry detergent I am aware the product 35.7% exists, but I have never 34.2% purchased it 34.5% I have purchased laundry 12.9% detergent from Bath and 11.4% Body Works 8.6%

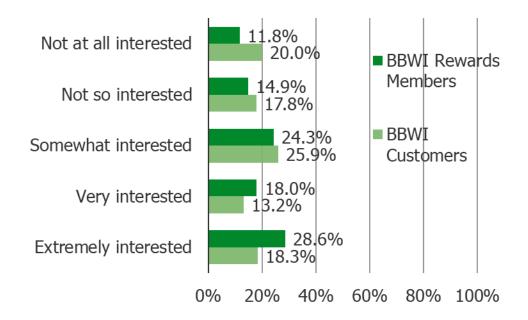


20% 40% 60% 80% 100% 0%

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

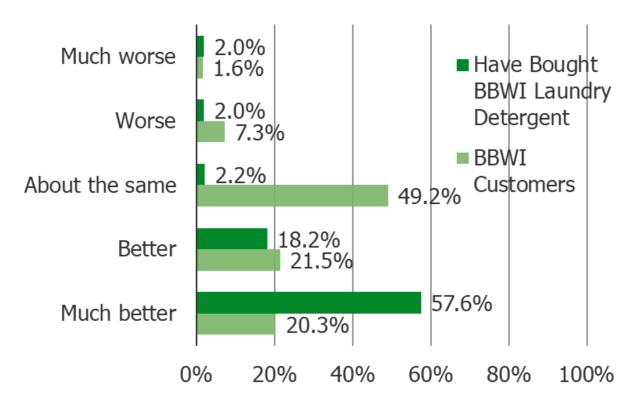


Cross-Tabbing the above data (August 24 Wave)



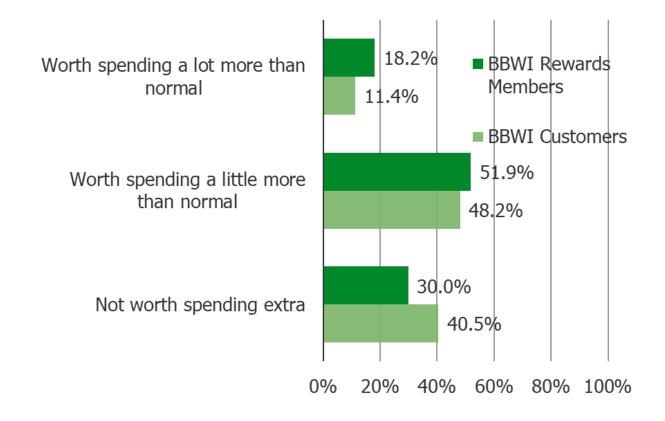
DO YOU THINK LAUNDRY DETERGENT FROM BATH AND BODY WORKS WOULD BE BETTER OR WORSE THAN THE LAUNDRY DETERGENT YOU TYPICALLY USE?

Posed to Bath and Body Works customers (August 24 Wave).



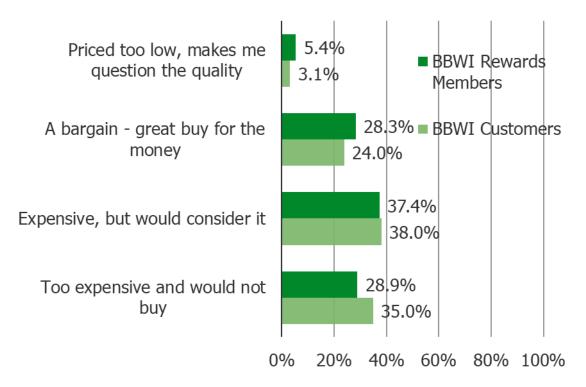
IN YOUR OPINION, WOULD YOU THINK IT IS WORTH SPENDING MORE MONEY TO BUY BATH AND BODY WORKS LAUNDRY DETERGENT COMPARED TO WHAT YOU HAVE TYPICALLY USED?

Posed to Bath and Body Works customers (August 2024).



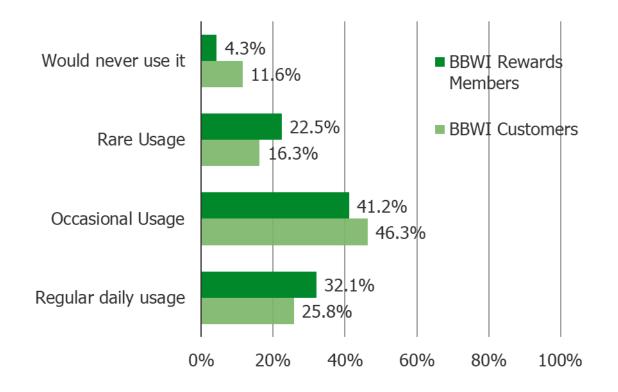
ABOVE ARE IMAGES OF BATH AND BODY WORKS LAUNDRY DETERGENTS AND THE PRICE TO BUY THEM (\$19.95 PER BOTTLE, 32 FL OZ / 946 ML). WHEN YOU SEE THESE PRICES, WHICH OF THE FOLLOWING BEST DESCRIBES YOUR OPINION OF THEM...

Posed to Bath and Body Works customers (August 2024).



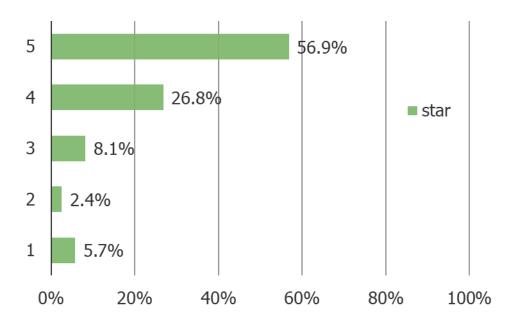
IN YOUR VIEW, WOULD LAUNDRY DETERGENT FROM BATH AND BODY WORKS BE BEST FOR...

Posed to Bath and Body Works customers (August 2024).



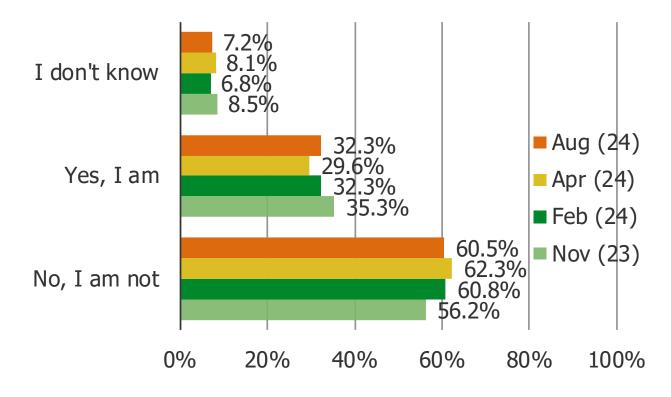
HOW WOULD YOU RATE YOUR EXPERIENCE WITH BATH AND BODY WORKS LAUNDRY DETERGENT PRODUCTS?

Posed to Bath and Body Works customers who have used laundry detergent from Bath and Body Works (N = 125) – August 2024 Wave.



ARE YOU A BATH AND BODY WORKS REWARDS PROGRAM MEMBER?

Posed to Bath and Body Works customers.

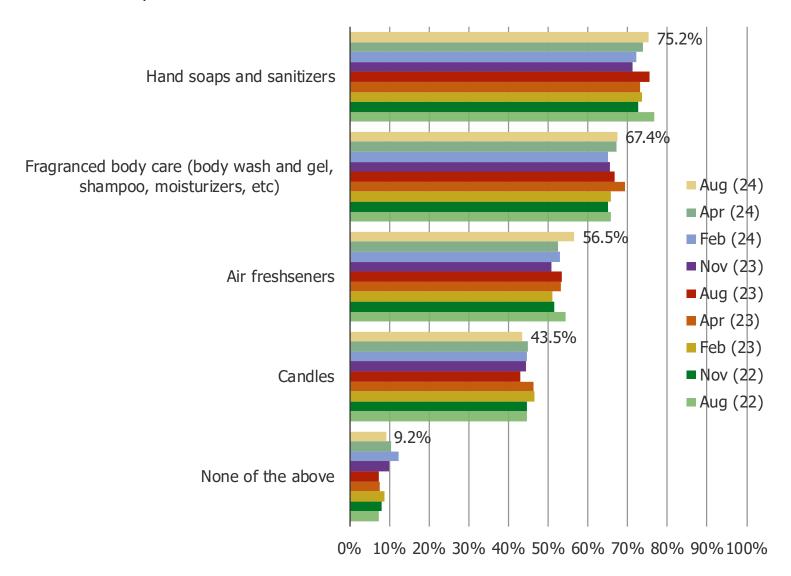


BATH AND BODY WORKS

FOR PERSONAL USE ONLY-DO NOT FORWARD OR REDISTRIBUTE

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

Posed to all respondents.



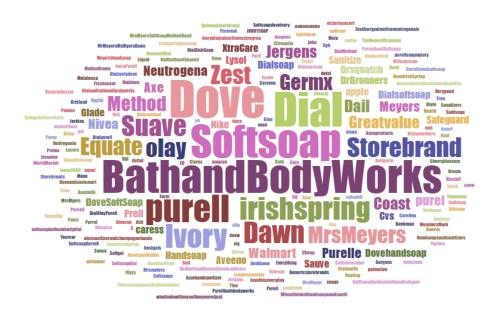
WHEN YOU THINK OF THE FOLLOWING TYPES OF PRODUCTS, WHICH BRAND COMES TO MIND FIRST?

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



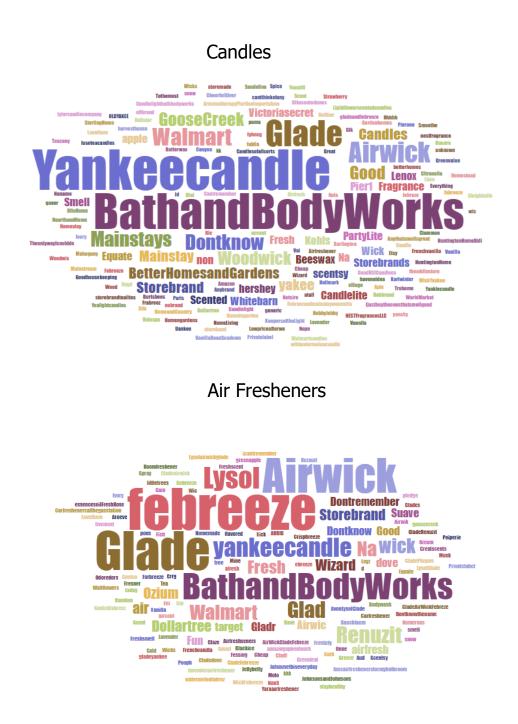
Fragranced Body Care

Hand Soaps and Sanitizers



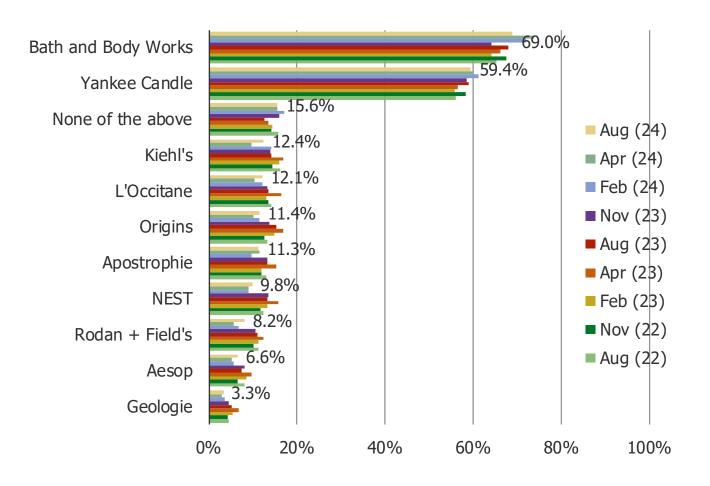
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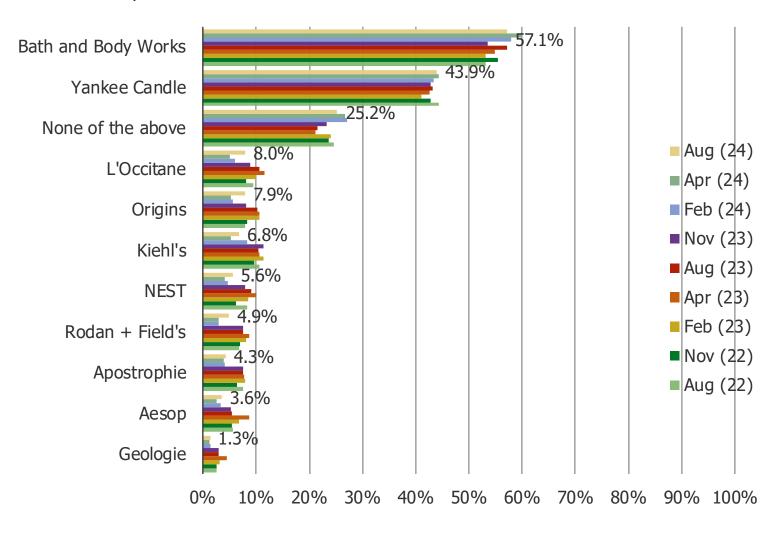
WHICH OF THE FOLLOWING BRANDS ARE YOU FAMILIAR WITH? SELECT ALL THAT APPLY

Posed to all respondents.

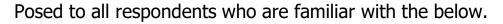


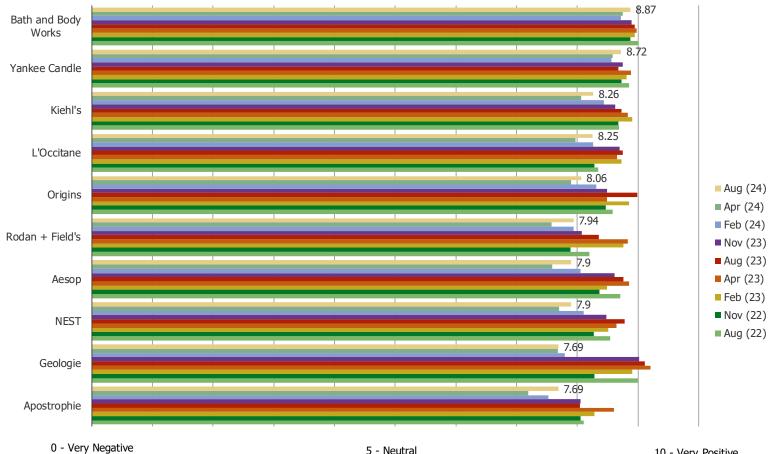
HAVE YOU EVER PURCHASED OR RECEIVED PRODUCTS FROM THE FOLLOWING?

Posed to all respondents.



WHAT IS YOUR OPINION OF THE FOLLOWING BRANDS?



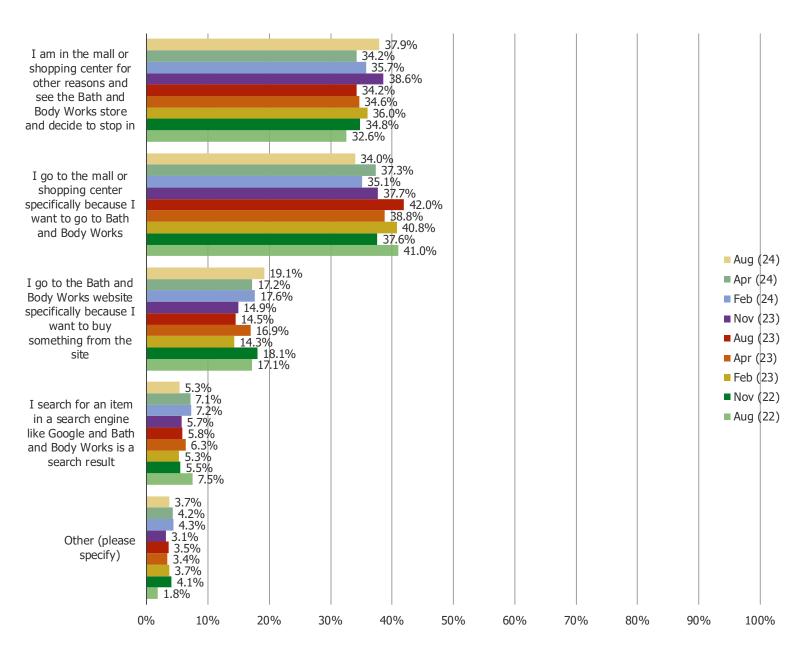


5 - Neutral

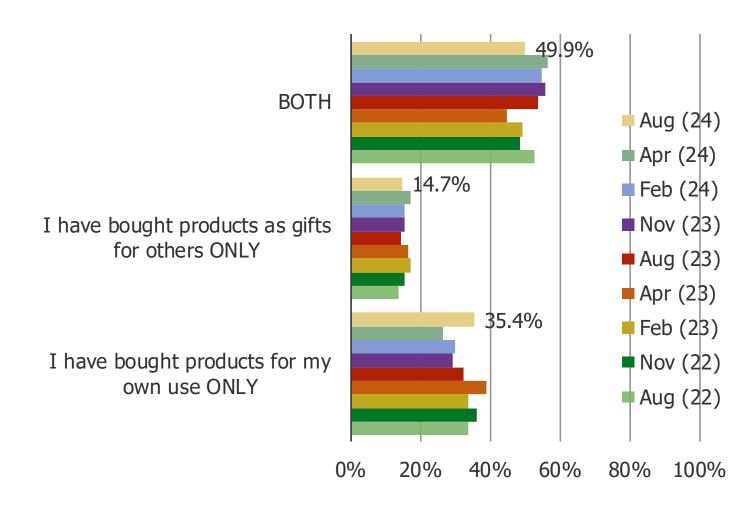
^{10 -} Very Positive

	N=
Bath and Body Works	947
Yankee Candle	816
NEST	134
Rodan + Field's	111
Origins	156
L'Occitane	166
Apostrophie	155
Aesop	91
Kiehl's	170
Geologie	45

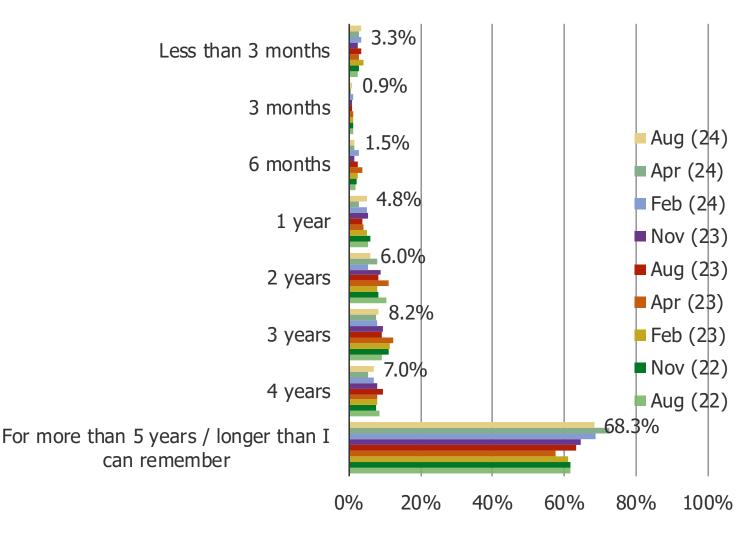
HOW DO YOU TYPICALLY WIND UP SHOPPING BATH AND BODY WORKS?



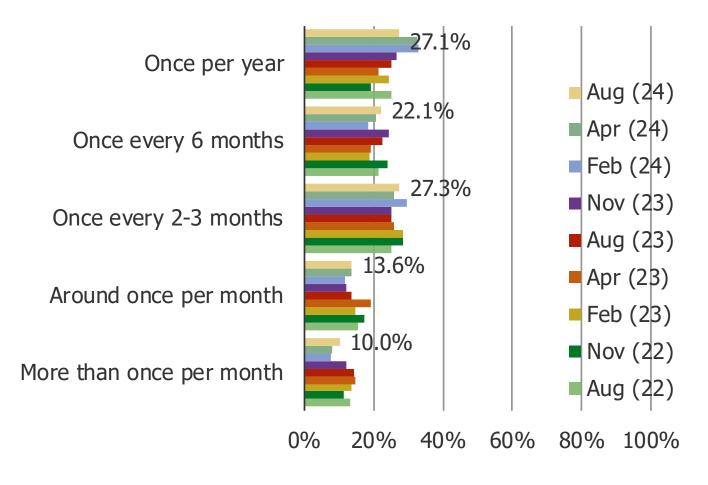
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR EXPERIENCE WITH BATH AND BODY WORKS?



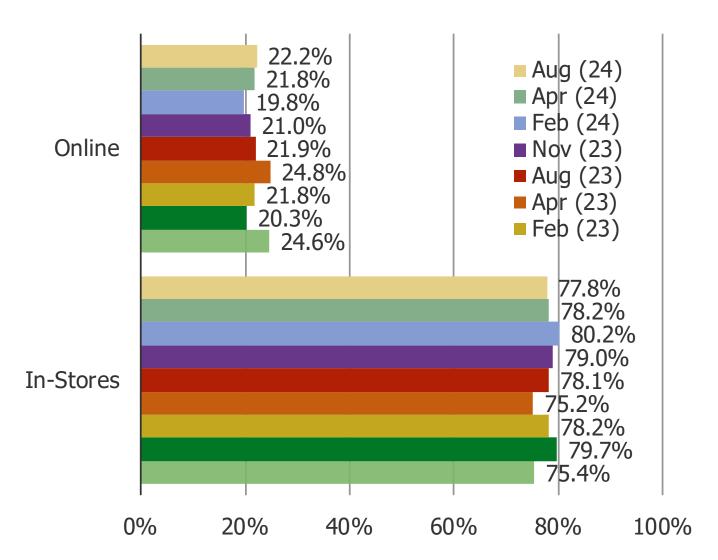
FOR HOW LONG HAVE YOU BEEN A CUSTOMER OF BATH AND BODY WORKS?



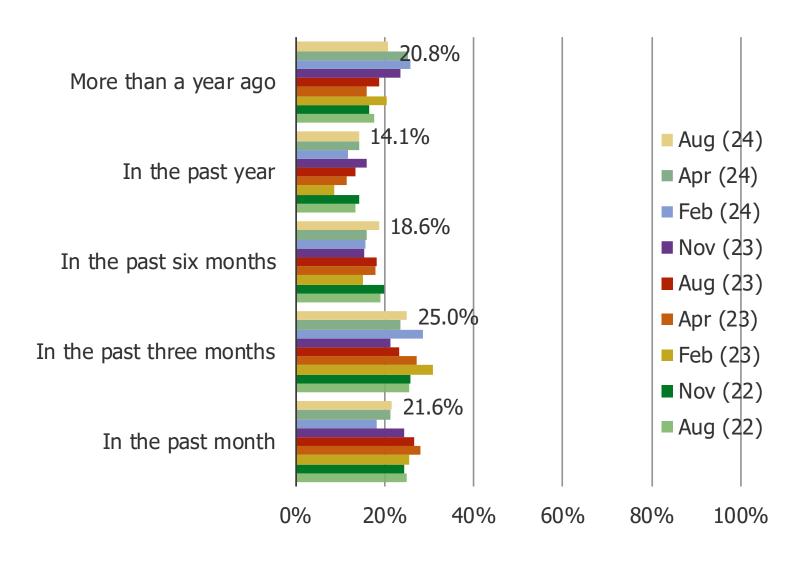
HOW OFTEN DO YOU SHOP BATH AND BODY WORKS?



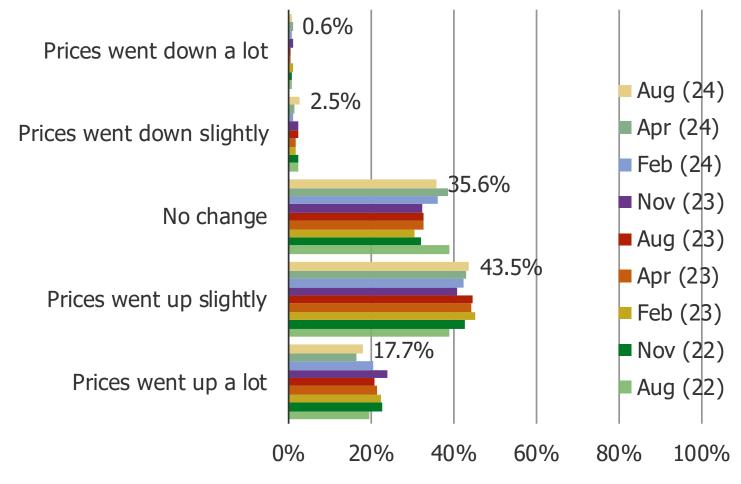
HOW DO YOU PREFER TO SHOP BATH AND BODY WORKS?



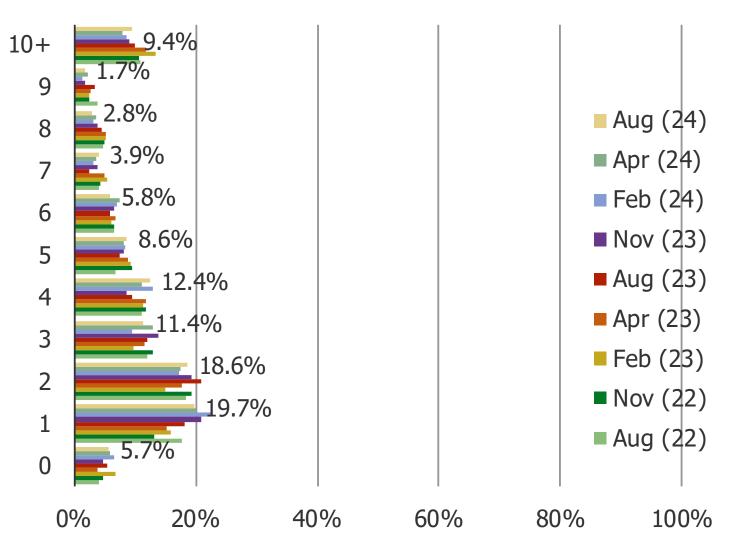
WHEN DID YOU MOST RECENTLY BUY PRODUCTS FROM BATH AND BODY WORKS?



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



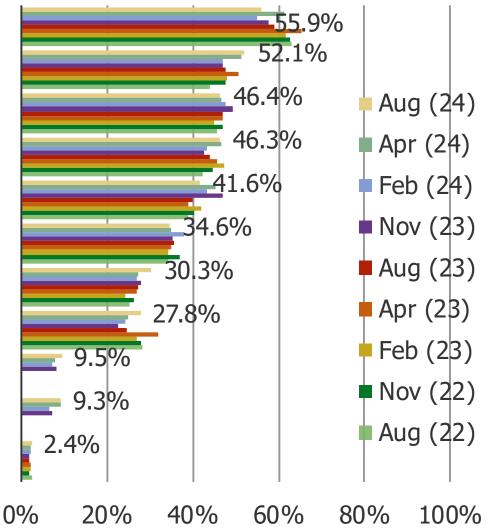
HOW MANY TIMES PER YEAR WOULD YOU ESTIMATE THAT YOU BUY PRODUCTS FROM BATH AND BODY WORKS?



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 Wo rks.

Bath & Shower Products Body Sprays & Mists Hand Soaps Candles Moisturizers Hand Sanitizers Air Fresheners Perfume and Cologne Laundry Detergent Hair Care Products Other (please specify)

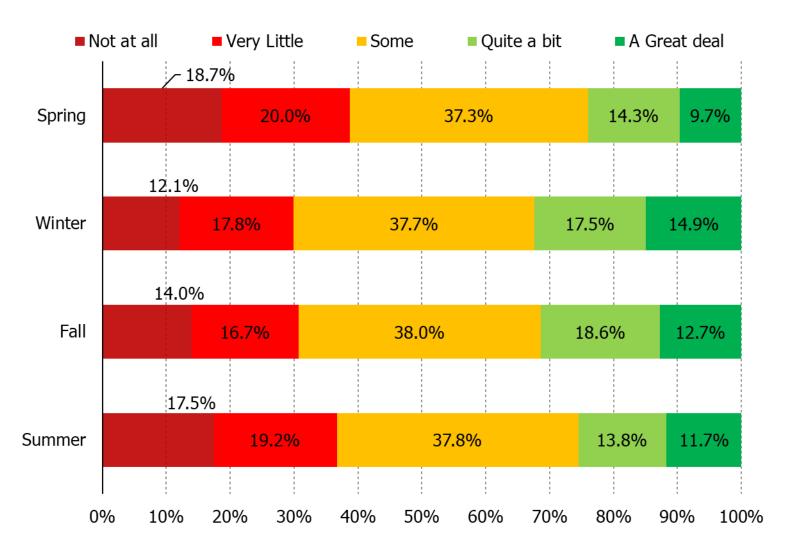


WHEN YOU SHOP FOR ITEMS AT BATH AND BODY WORKS, WHICH BEST DESCRIBES YOU?

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

Some of my basket are the same products I always buy, and some are Δ other products I haven't bought before Aug (24) Apr (24) Feb (24) Nov (23) I always buy different products Aug (23) Apr (23) Feb (23) Nov (22) I always buy the same products every Aug (22) time 0% 20% 40% 60% 80% 100% 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 Wo rks.



August 2024