

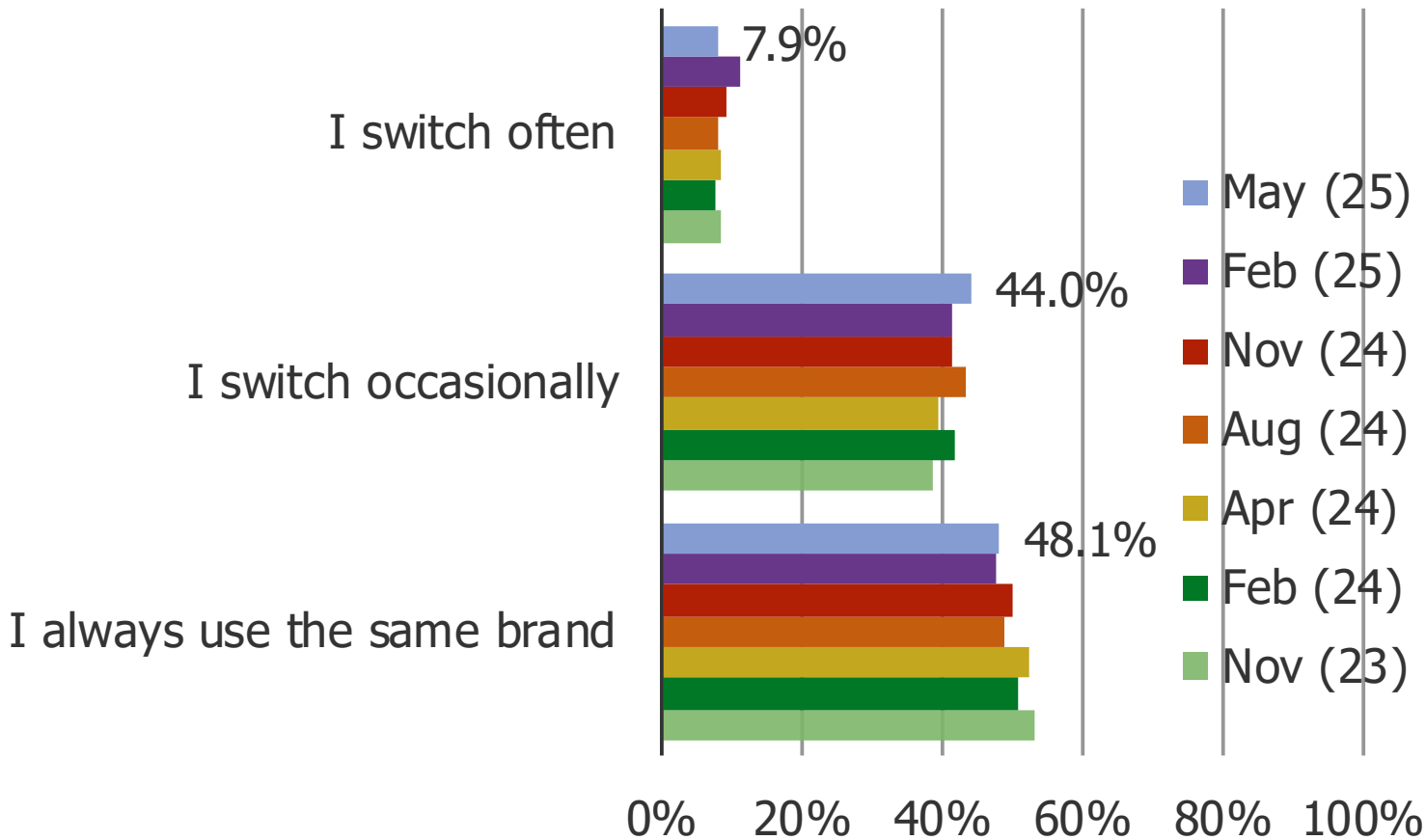
BESPOKE SURVEYS

BBWI Deep Dive, Vol 12

1250+ Respondents Per Quarter

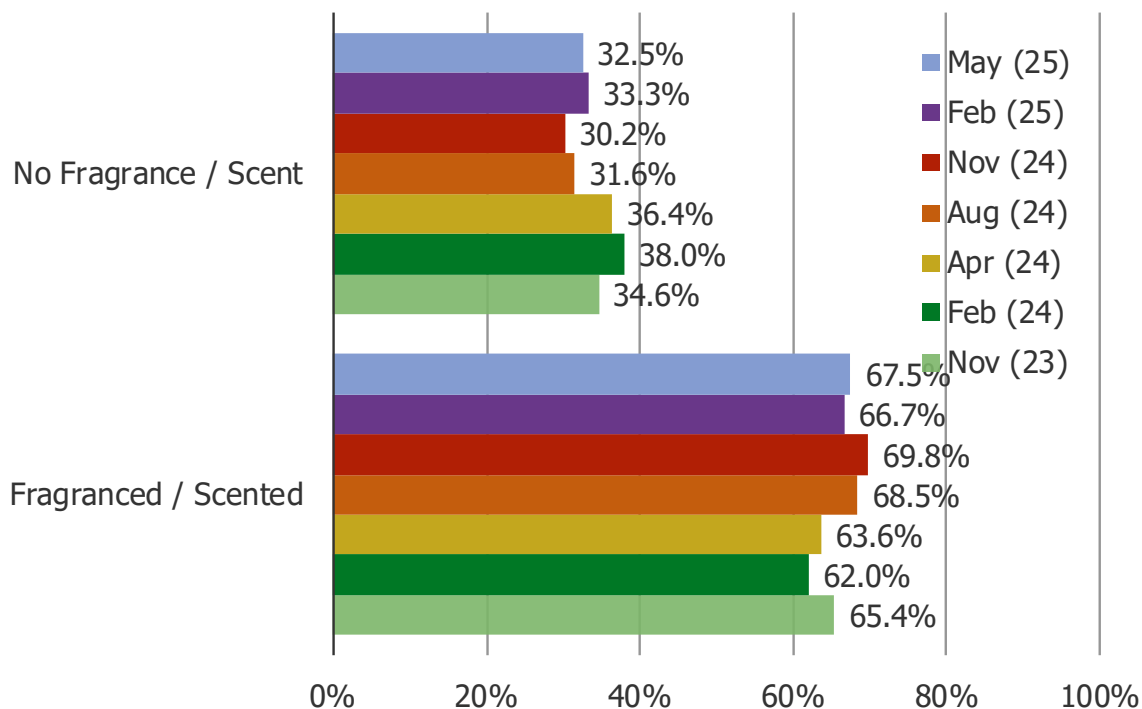
DO YOU TYPICALLY USE ONE LAUNDRY DETERGENT BRAND, OR DO YOU SWITCH FROM ONE TO THE OTHER FREQUENTLY?

Posed to all respondents.

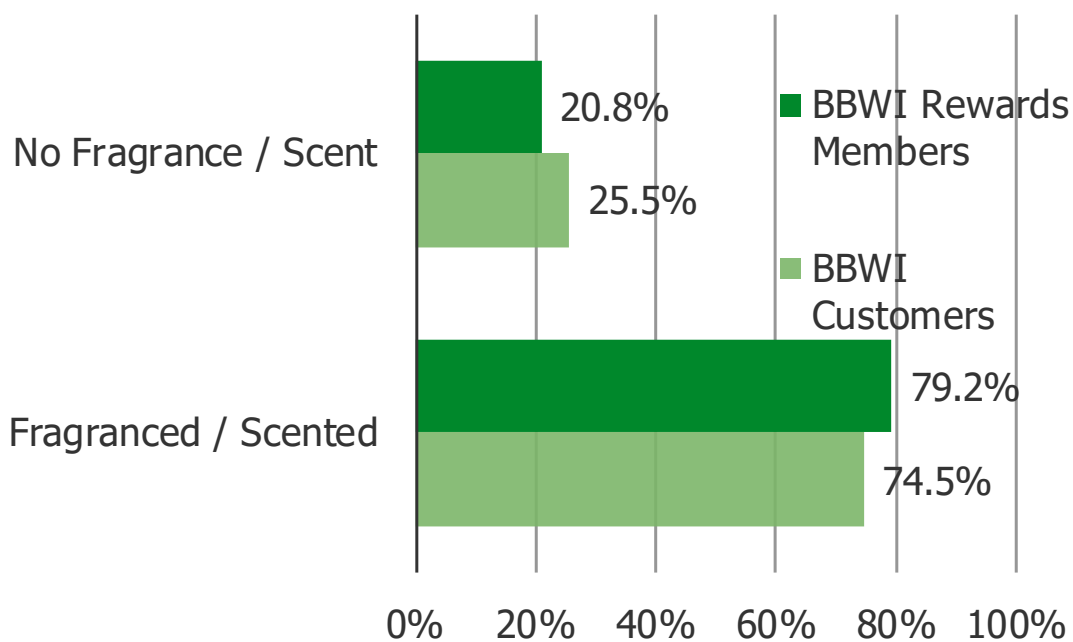


WHEN IT COMES TO LAUNDRY DETERGENT, DO YOU PREFER...?

Posed to all respondents.



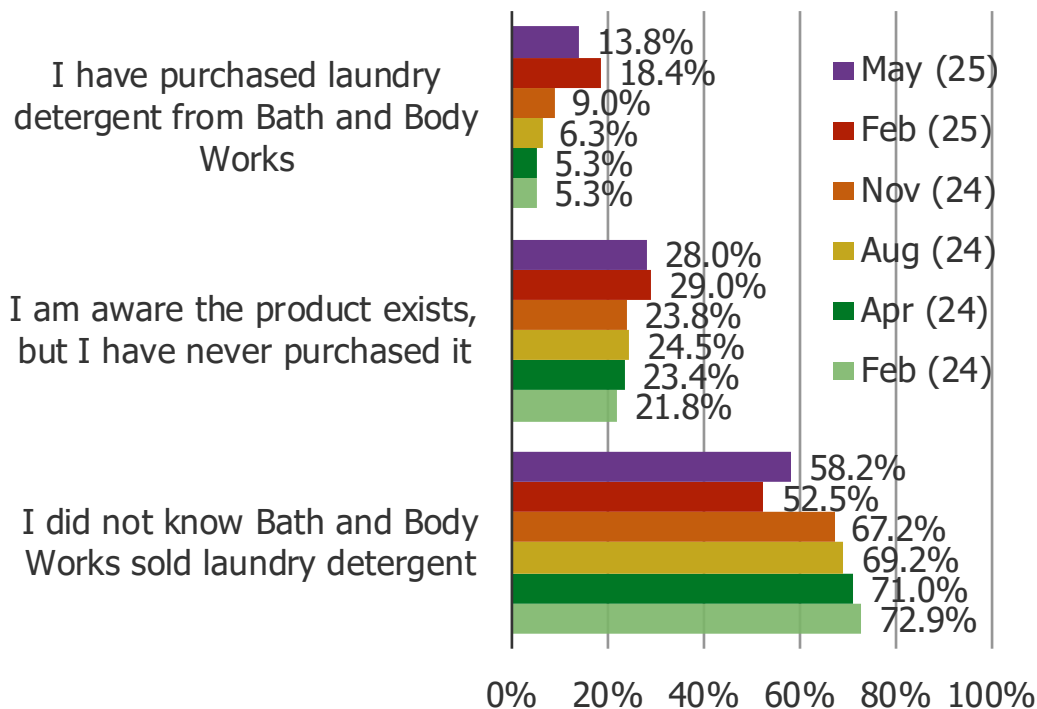
Data Above Cross-Tabbed (May 25 Wave)



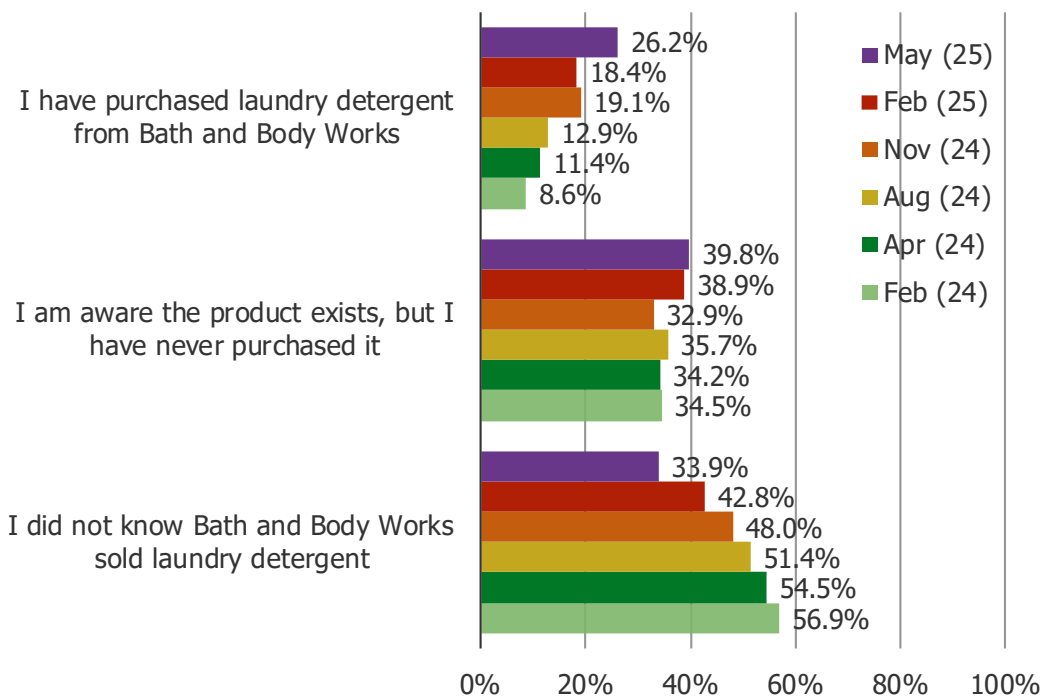
Bath and Body Works

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.

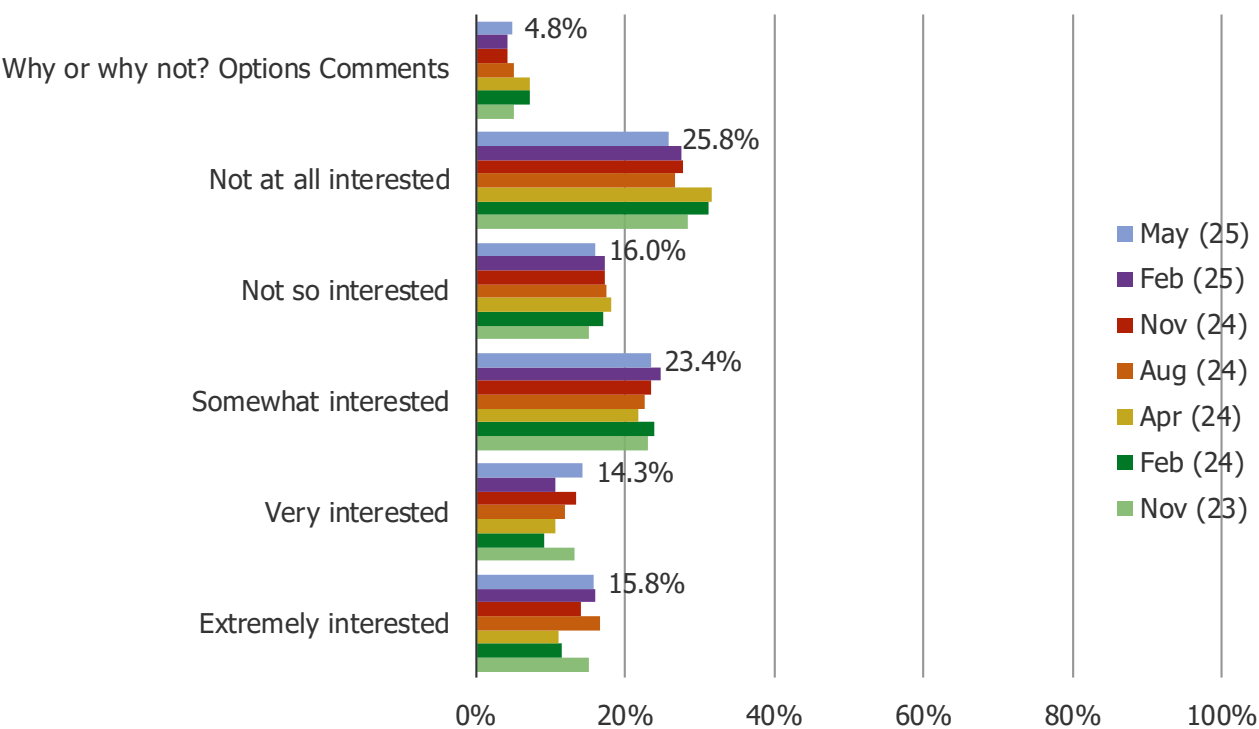


BBWI Rewards Members.

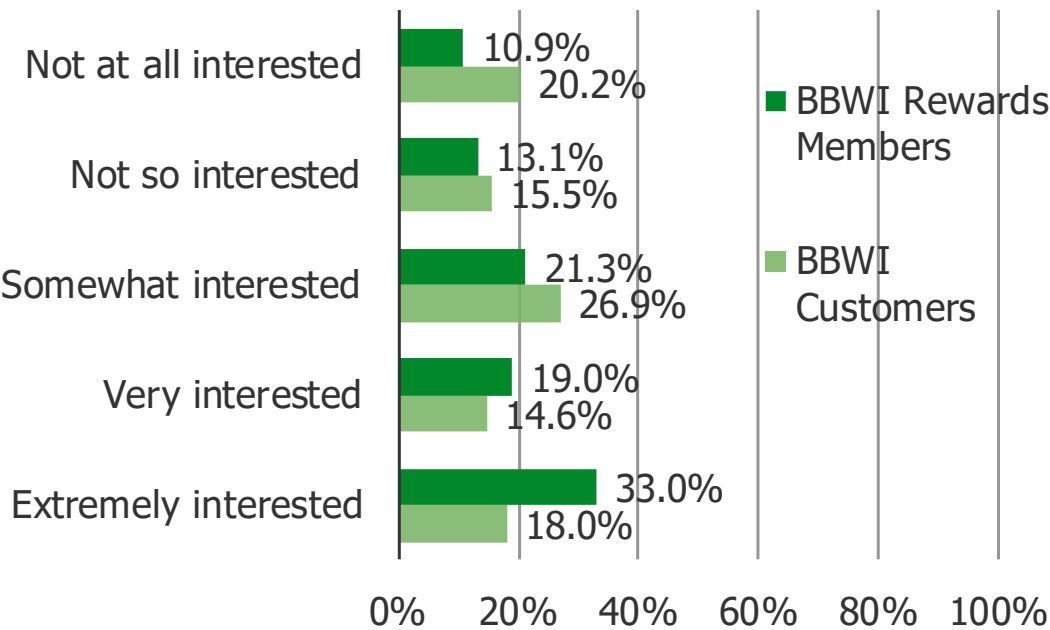


HOW MUCH INTEREST DO YOU HAVE IN BUYING LAUNDRY DETERGENT FROM BATH AND BODY WORKS?

Posed to all respondents.

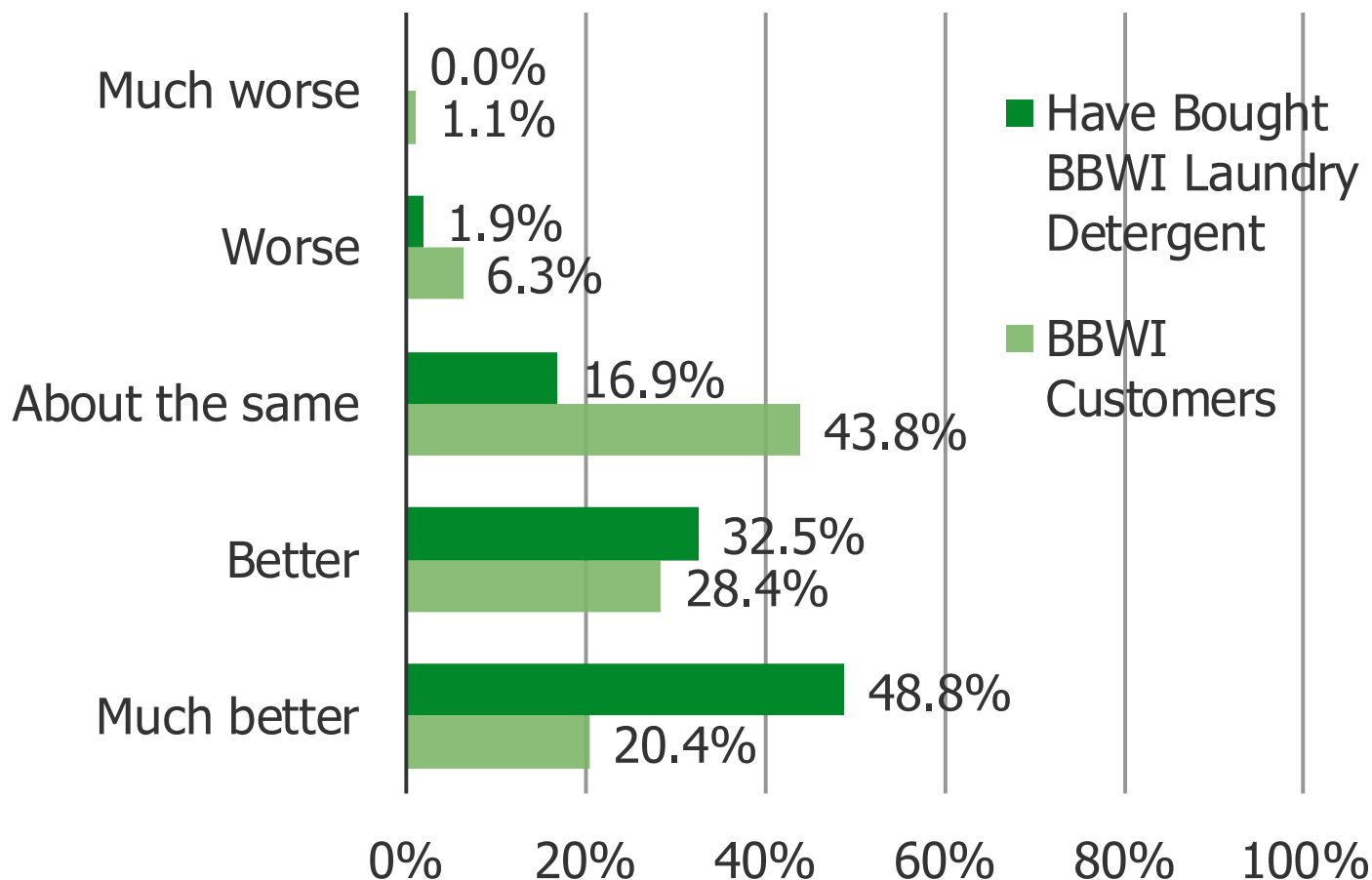


Cross-Tabbing the above data (May 25 Wave)



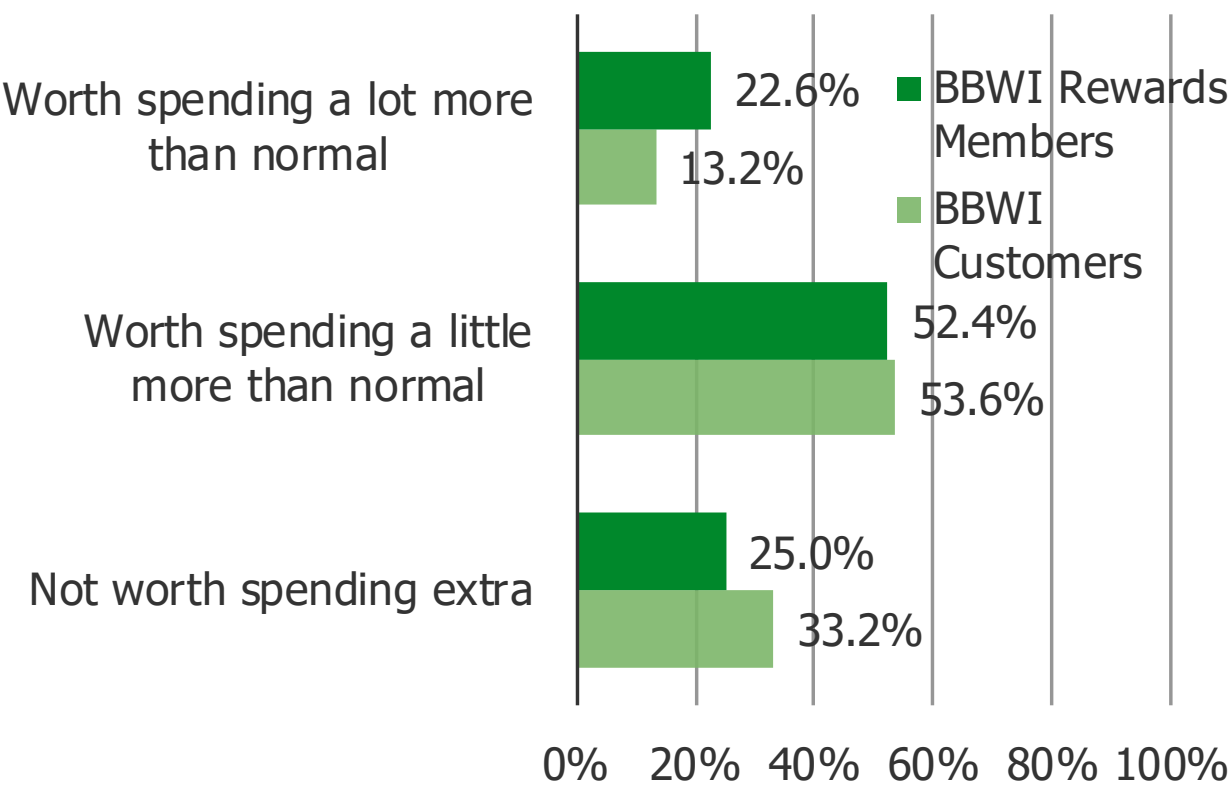
DO YOU THINK LAUNDRY DETERGENT FROM BATH AND BODY WORKS WOULD BE BETTER OR WORSE THAN THE LAUNDRY DETERGENT YOU TYPICALLY USE?

Posed to Bath and Body Works customers (May 25 Wave).



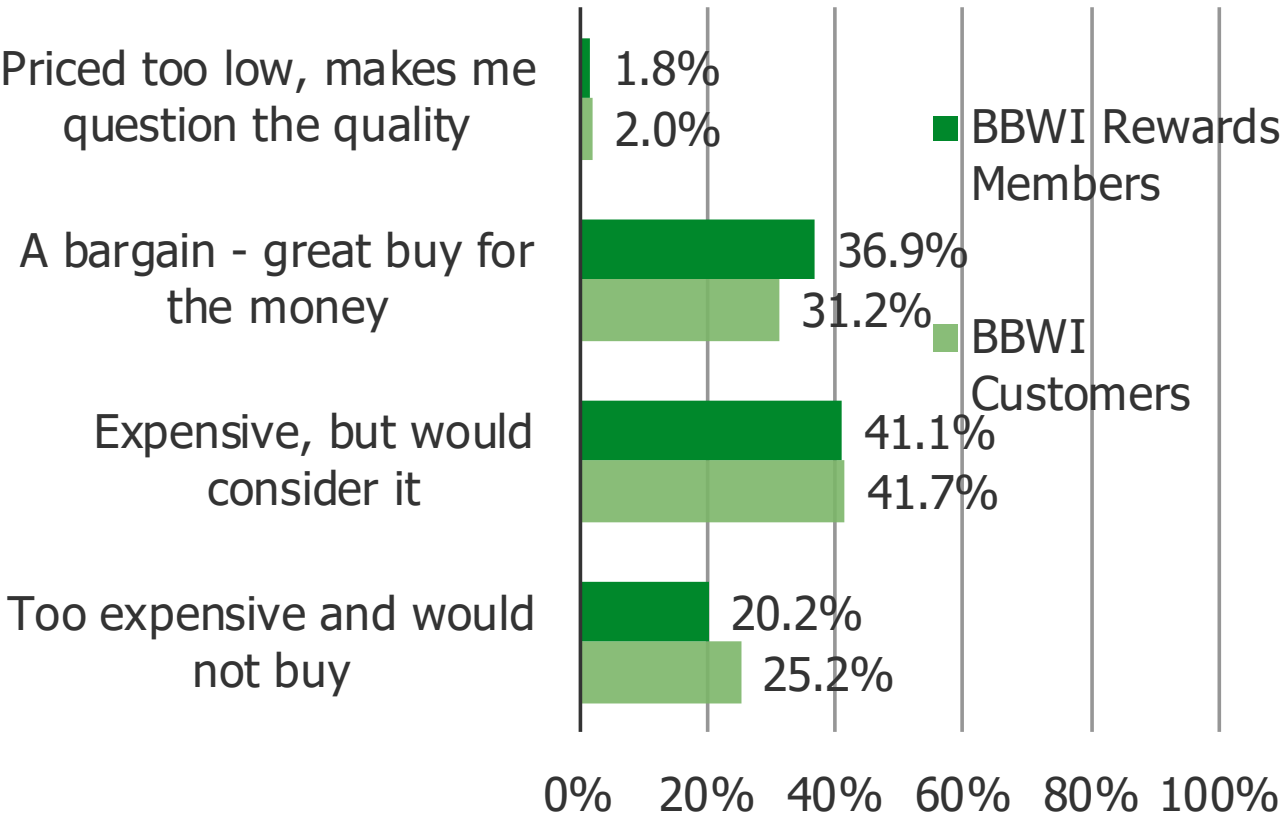
IN YOUR OPINION, WOULD YOU THINK IT IS WORTH SPENDING MORE MONEY TO BUY BATH AND BODY WORKS LAUNDRY DETERGENT COMPARED TO WHAT YOU HAVE TYPICALLY USED?

Posed to Bath and Body Works customers (February 2025).



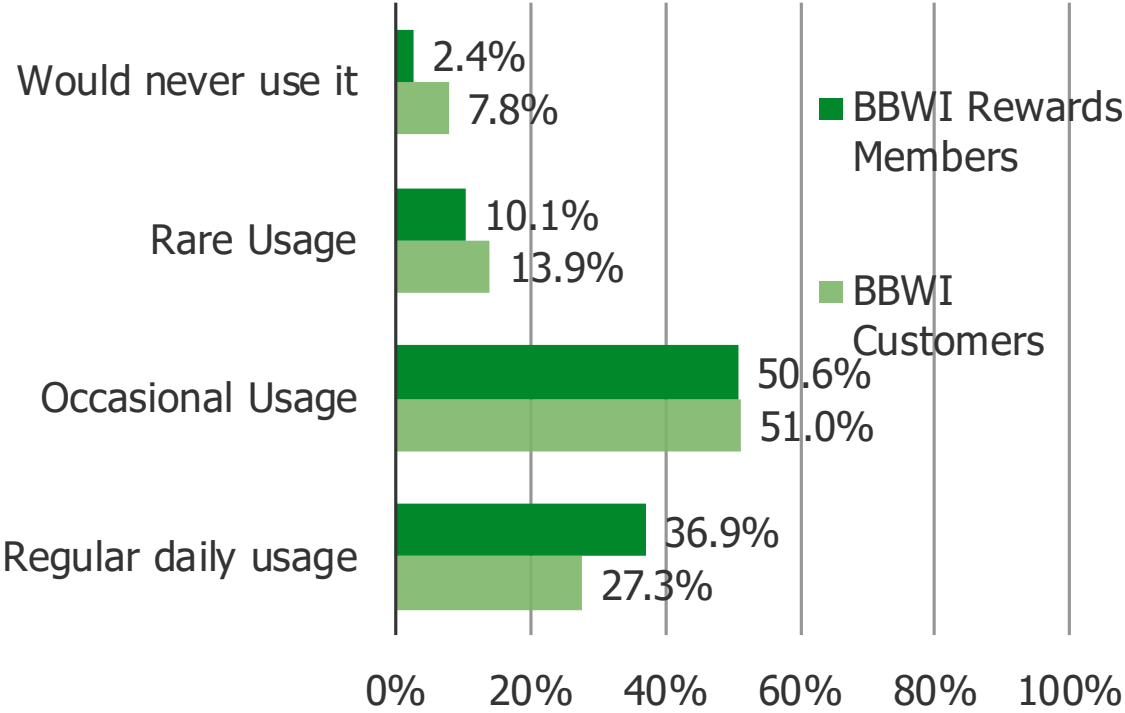
ABOVE ARE IMAGES OF BATH AND BODY WORKS LAUNDRY DETERGENTS AND THE PRICE TO BUY THEM (\$19.95 PER BOTTLE, 32 FL OZ / 946 ML). WHEN YOU SEE THESE PRICES, WHICH OF THE FOLLOWING BEST DESCRIBES YOUR OPINION OF THEM...

Posed to Bath and Body Works customers (May 2025).



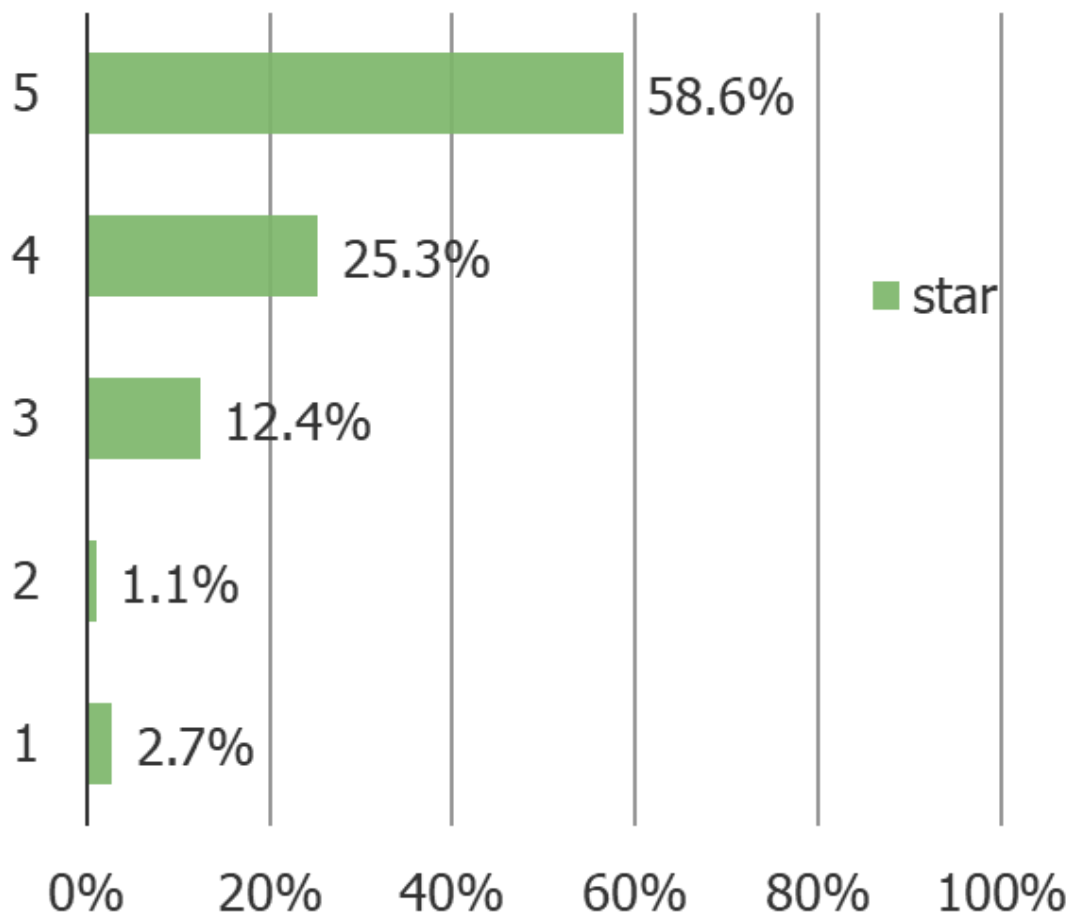
IN YOUR VIEW, WOULD LAUNDRY DETERGENT FROM BATH AND BODY WORKS BE BEST FOR...

Posed to Bath and Body Works customers (May 2025).



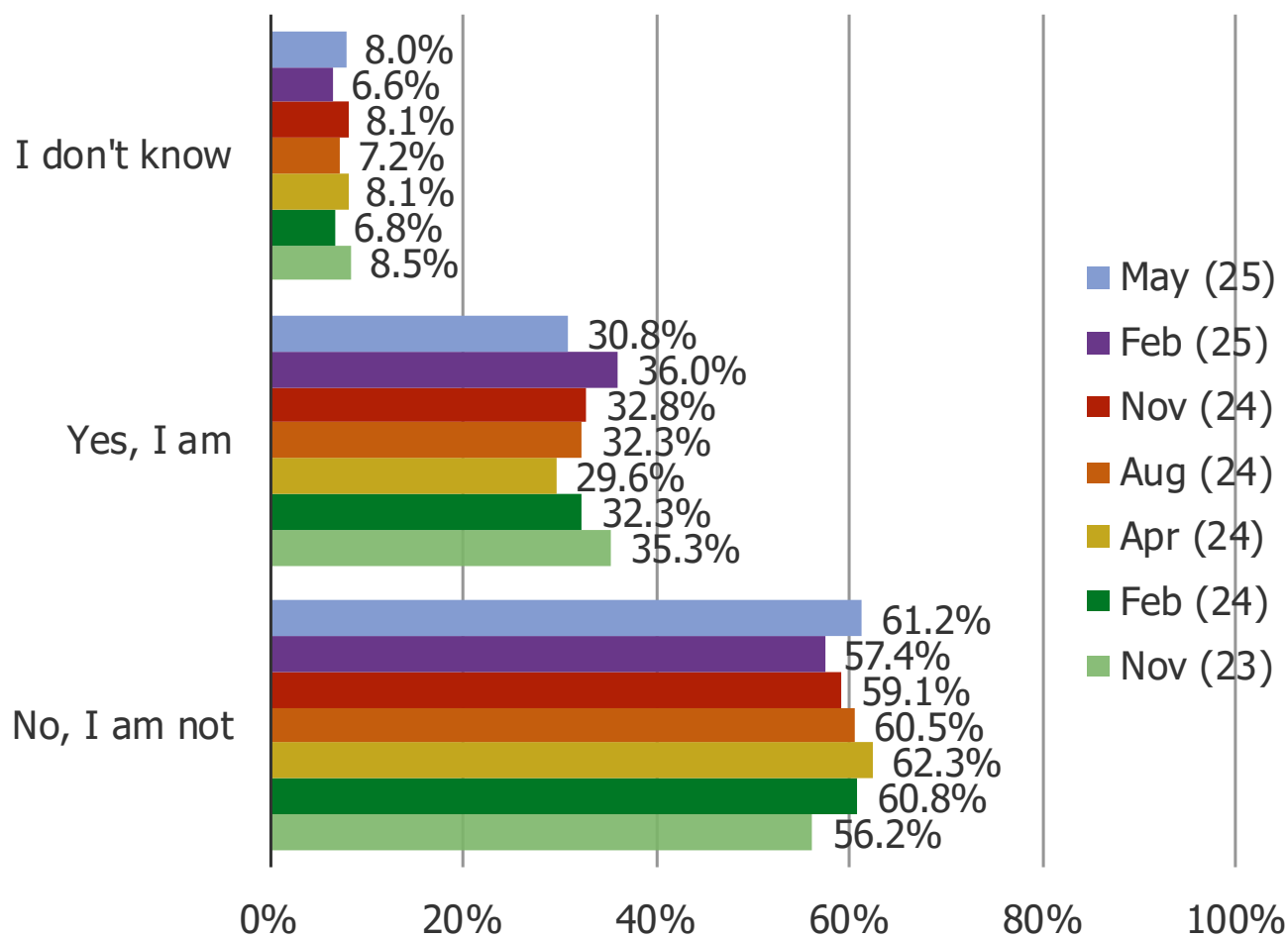
HOW WOULD YOU RATE YOUR EXPERIENCE WITH BATH AND BODY WORKS LAUNDRY DETERGENT PRODUCTS?

Posed to Bath and Body Works customers who have used laundry detergent from Bath and Body Works (N = 186) – May 2025 Wave.



ARE YOU A BATH AND BODY WORKS REWARDS PROGRAM MEMBER?

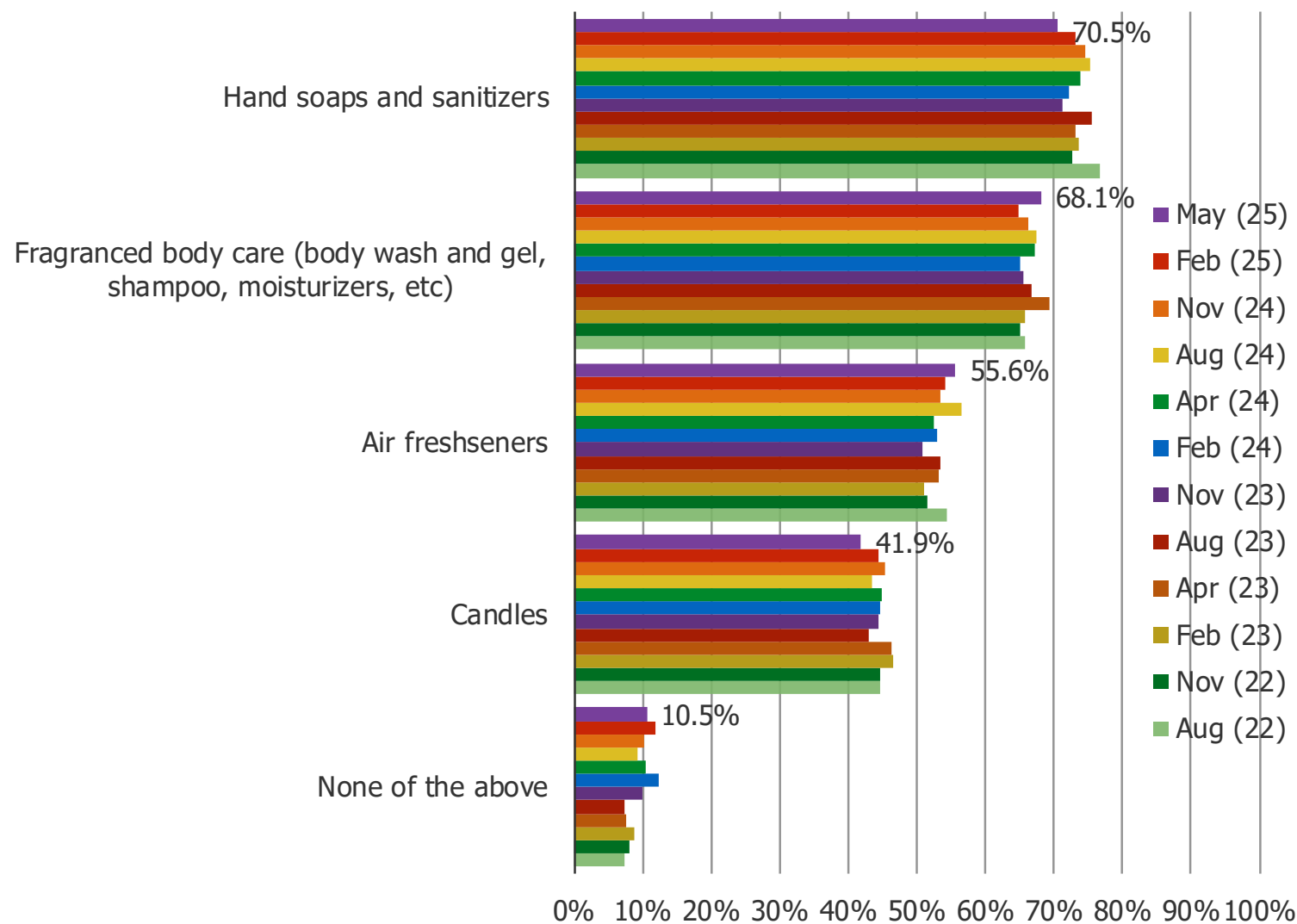
Posed to Bath and Body Works customers.



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

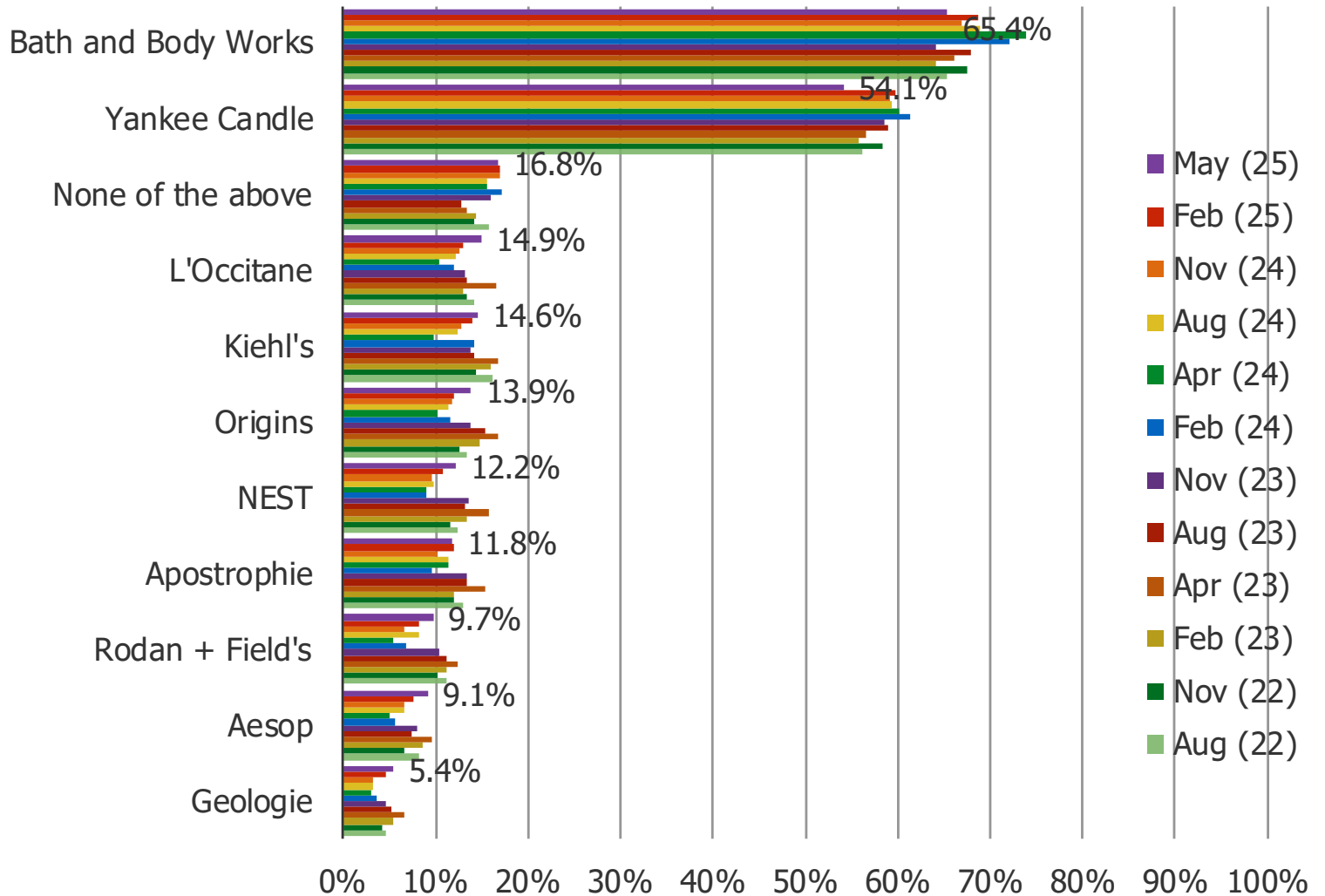


Posed to all respondents who regularly or occasionally use fragrance, hand soap, candle and air freshener products.

[illegible]

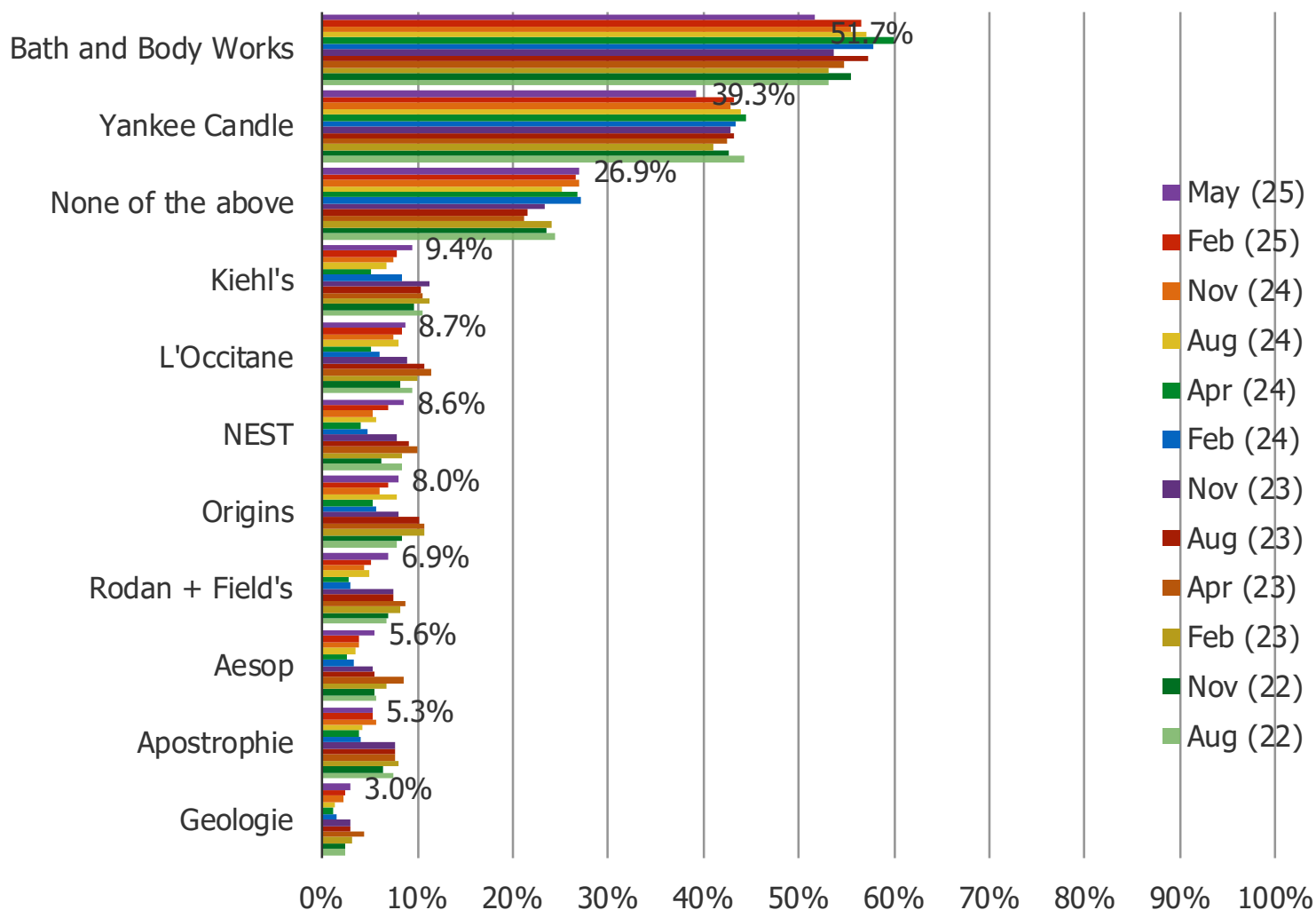
WHICH OF THE FOLLOWING BRANDS ARE YOU FAMILIAR WITH? SELECT ALL THAT APPLY

Posed to all respondents.



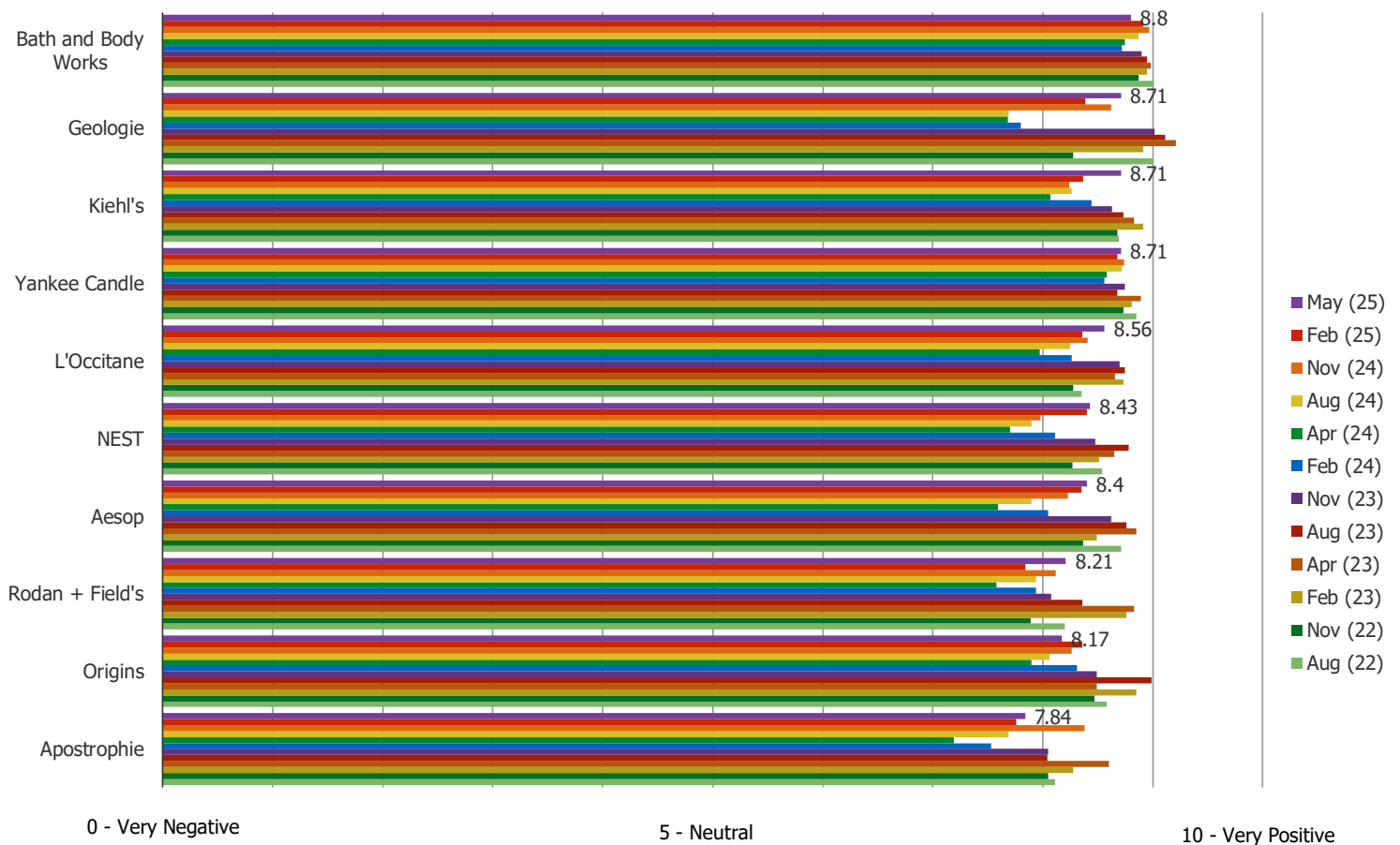
HAVE YOU EVER PURCHASED OR RECEIVED PRODUCTS FROM THE FOLLOWING?

Posed to all respondents.



WHAT IS YOUR OPINION OF THE FOLLOWING BRANDS?

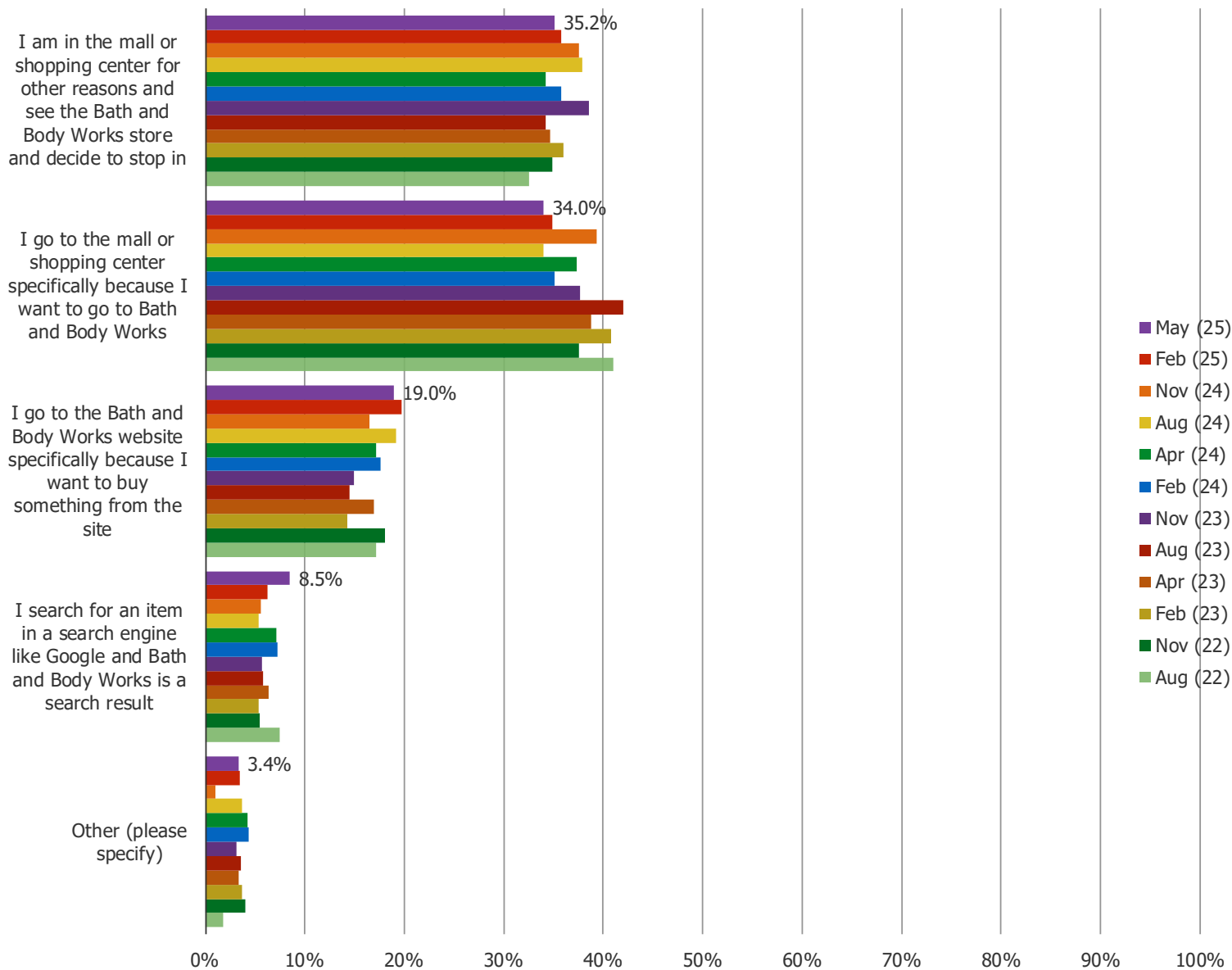
Posed to all respondents who are familiar with the below.



	N=
Bath and Body Works	906
Yankee Candle	750
NEST	169
Rodan + Field's	135
Origins	192
L'Occitane	207
Apostrophe	164
Aesop	126
Kiehl's	202
Geologie	75

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.



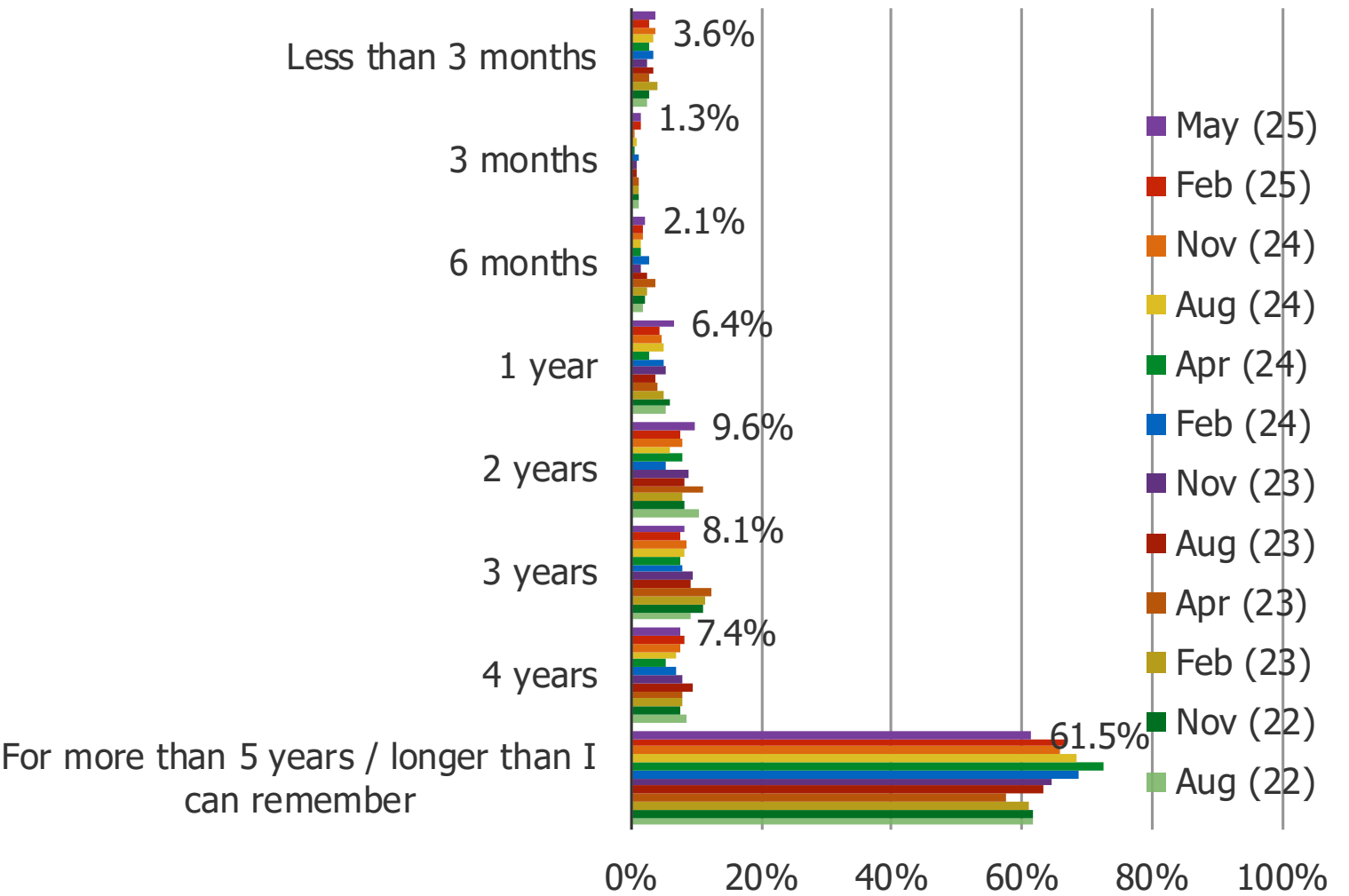
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR EXPERIENCE WITH BATH AND BODY WORKS?

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



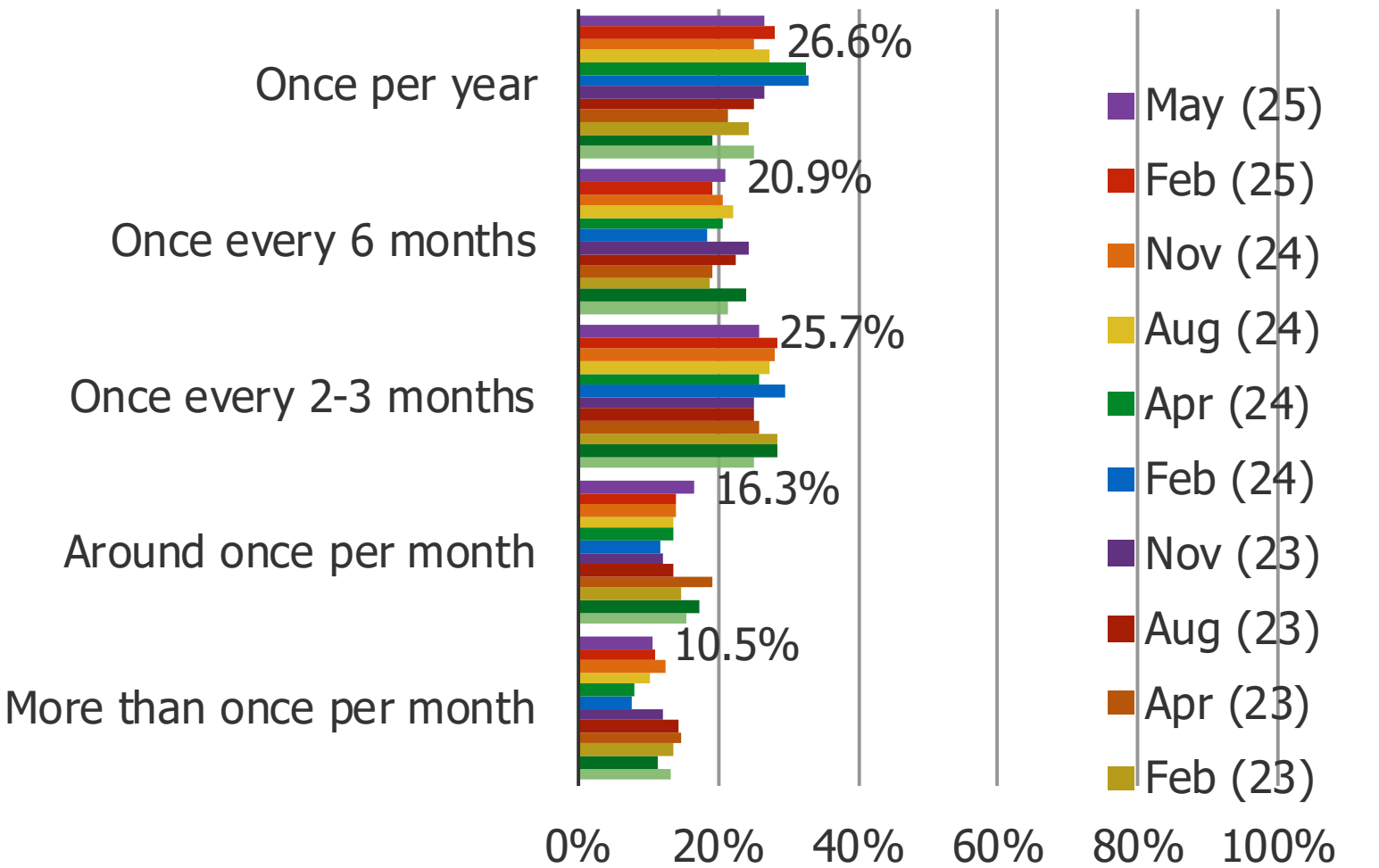
FOR HOW LONG HAVE YOU BEEN A CUSTOMER OF BATH AND BODY WORKS?

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



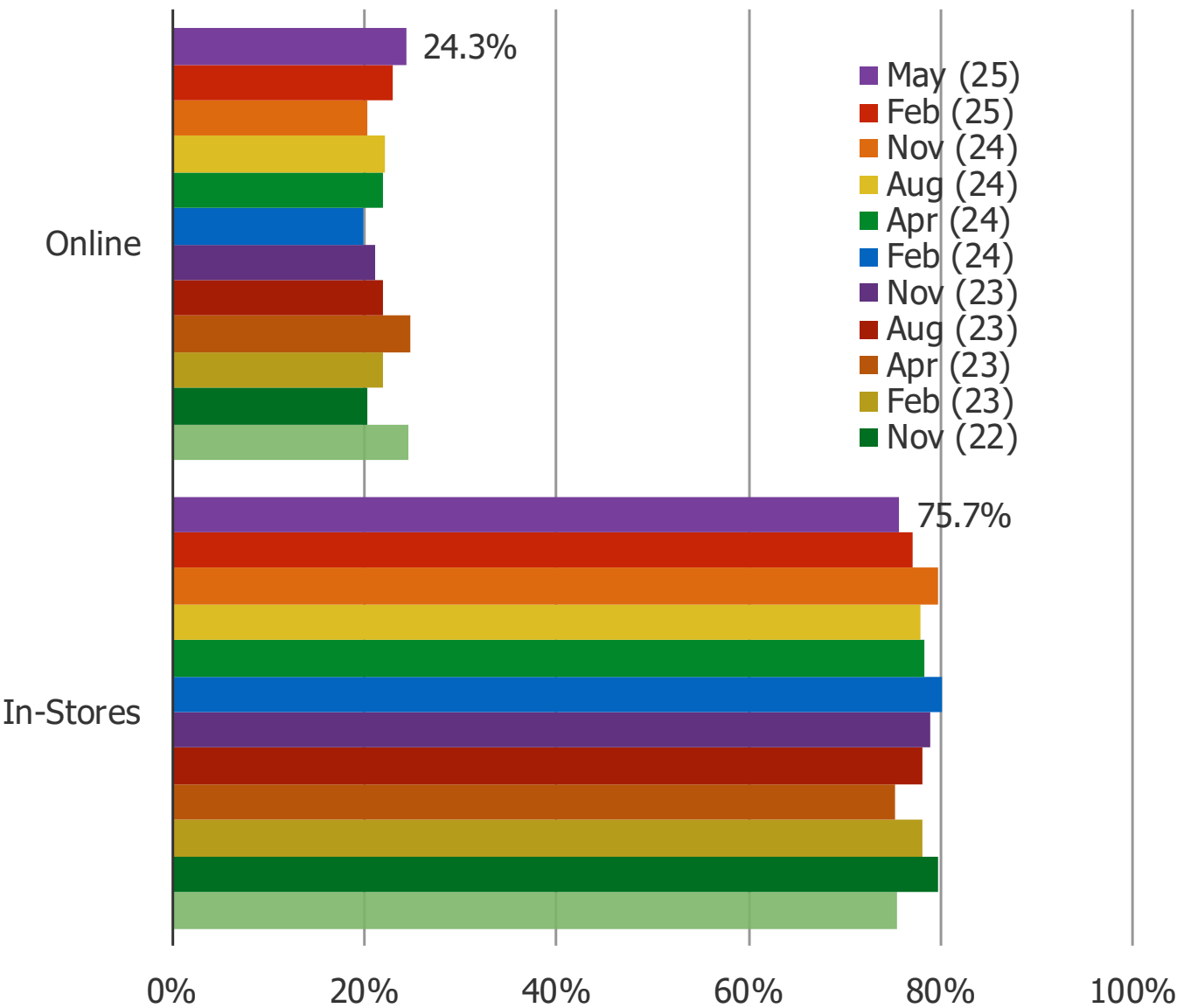
HOW OFTEN DO YOU SHOP BATH AND BODY WORKS?

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



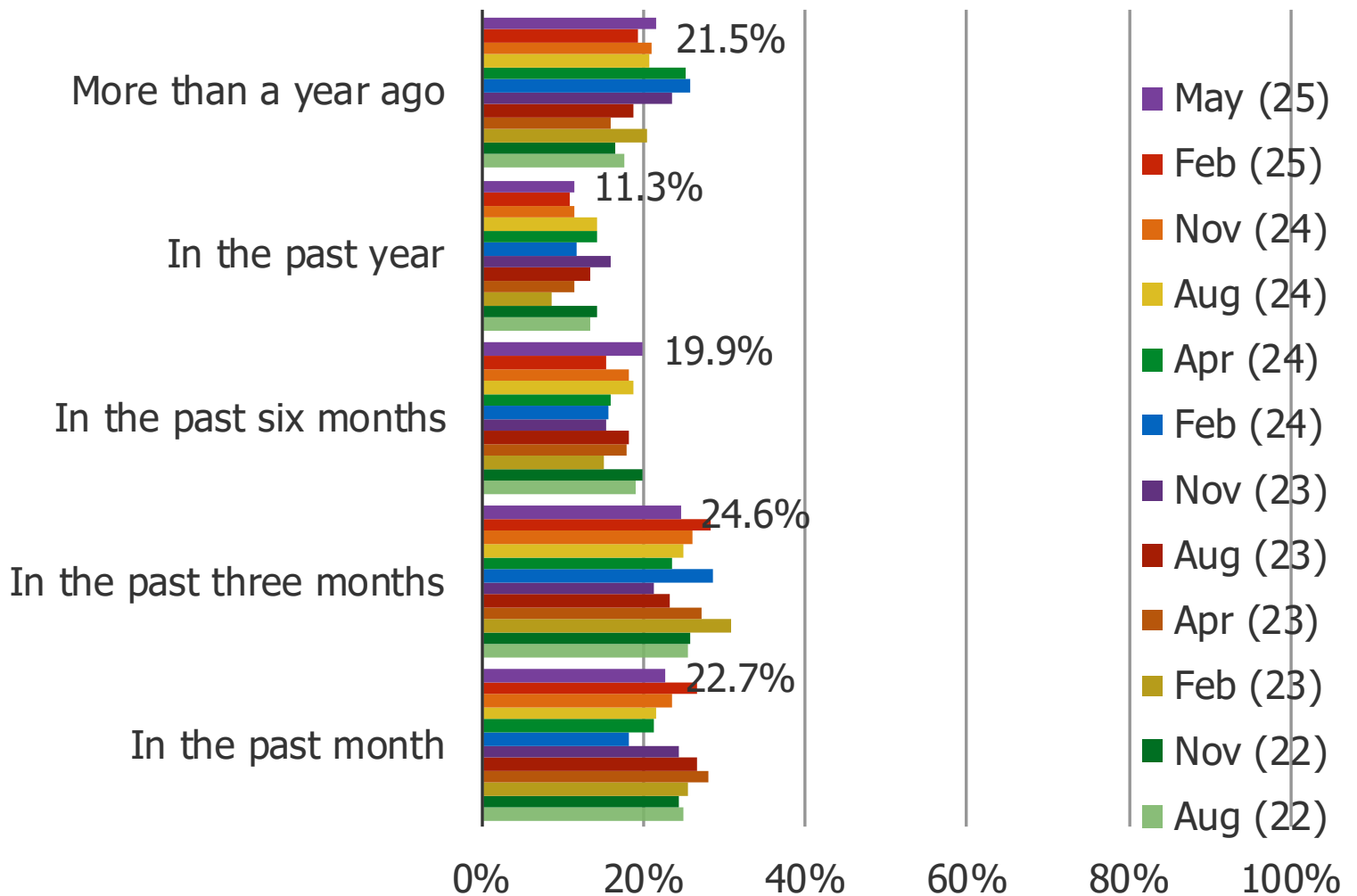
HOW DO YOU PREFER TO SHOP BATH AND BODY WORKS?

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



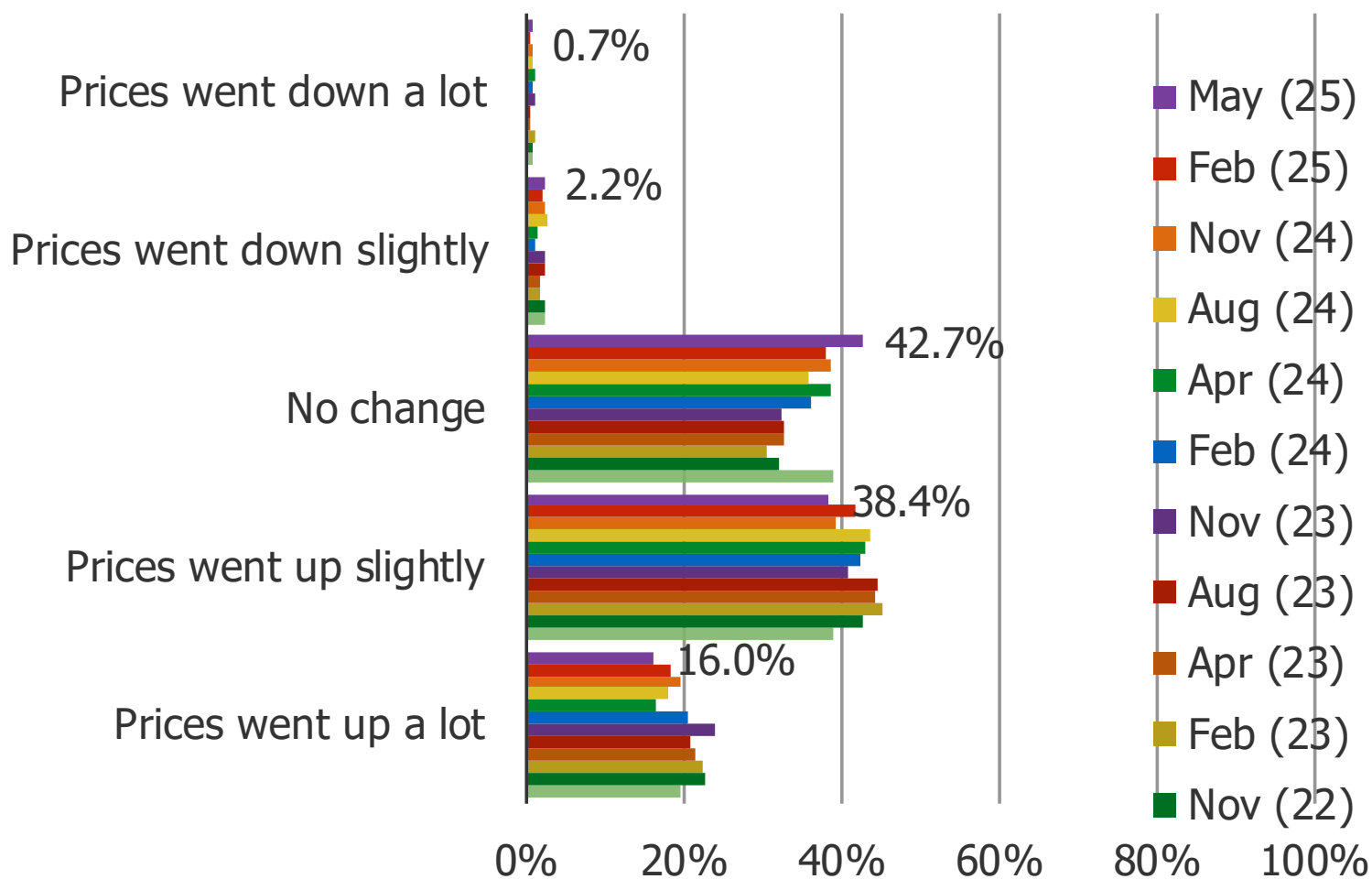
WHEN DID YOU MOST RECENTLY BUY PRODUCTS FROM BATH AND BODY WORKS?

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



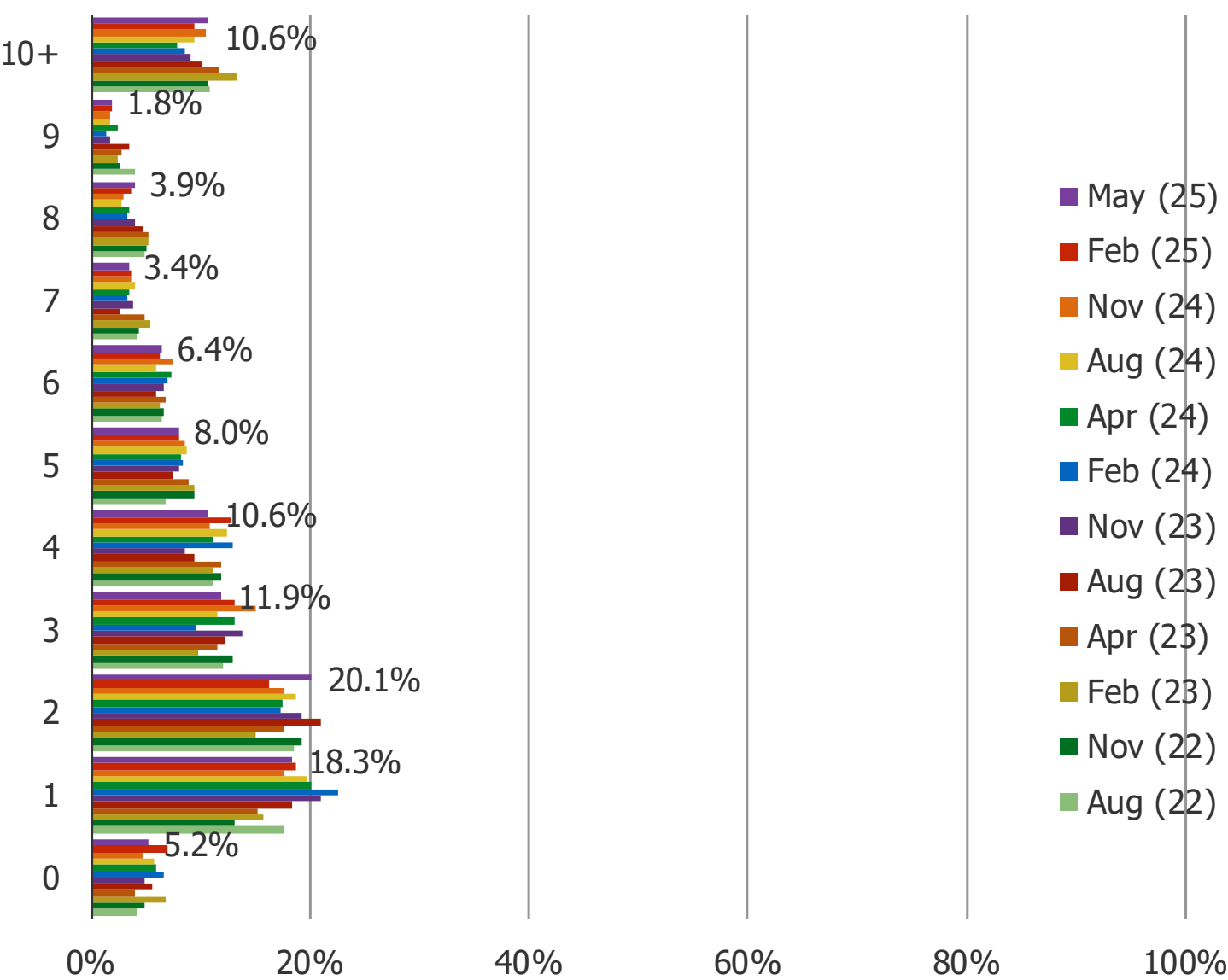
THINKING ABOUT YOUR MOST RECENT PURCHASE FROM BATH AND BODY WORKS, DID YOU NOTICE ANY CHANGES TO THE PRICES OF THE PRODUCTS?

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



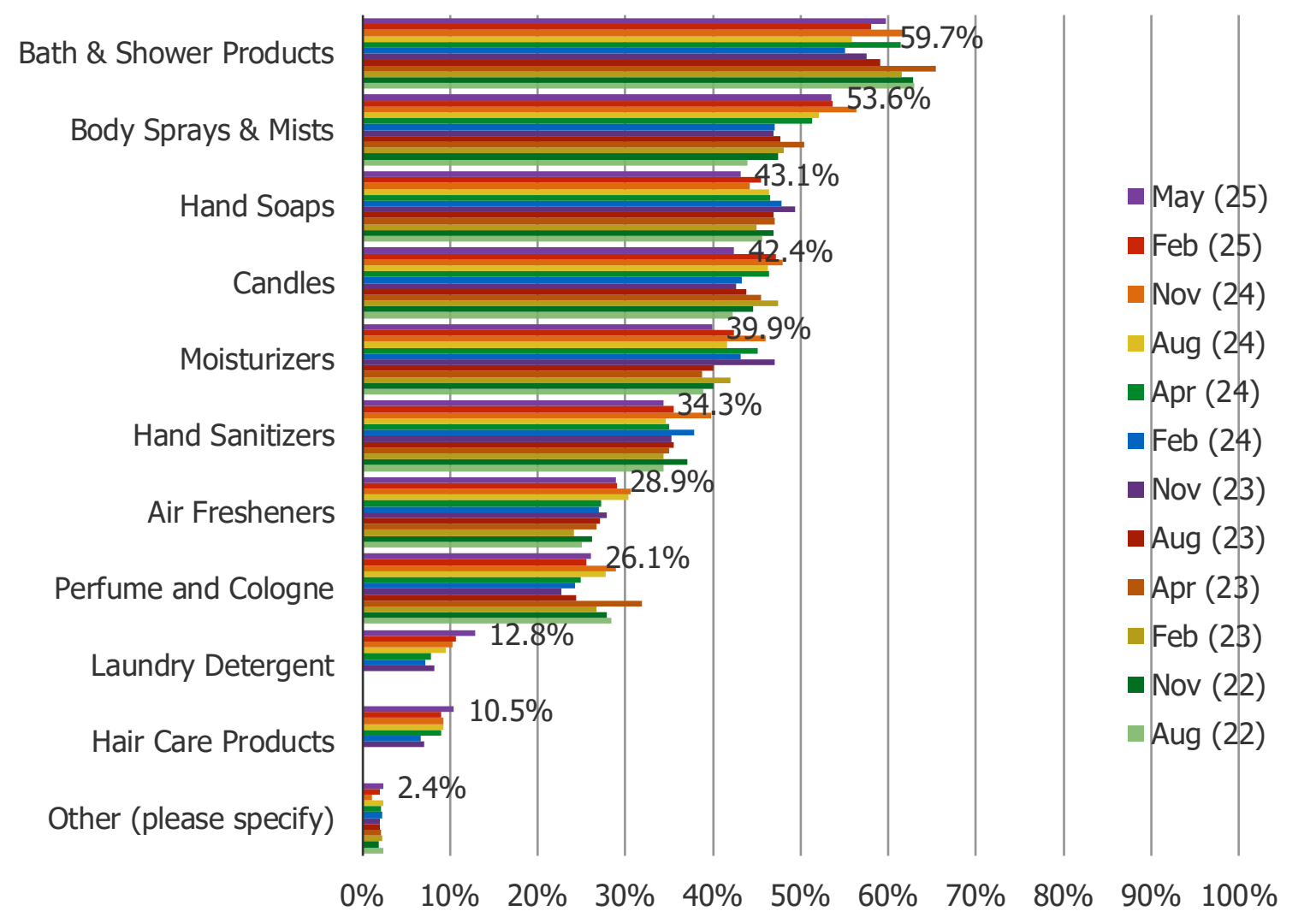
HOW MANY TIMES PER YEAR WOULD YOU ESTIMATE THAT YOU BUY PRODUCTS FROM BATH AND BODY WORKS?

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



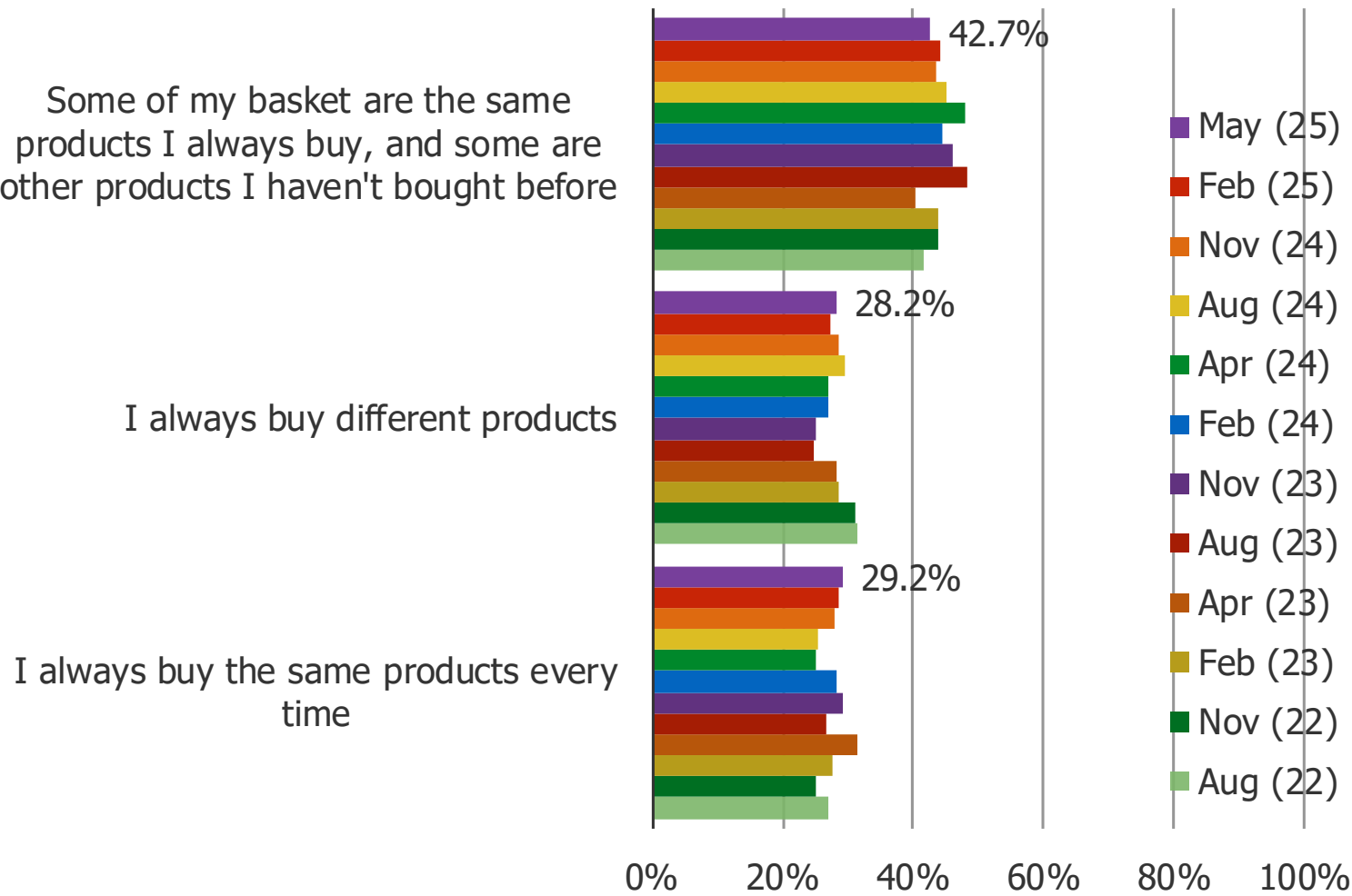
THINKING ABOUT YOUR PERSONAL USE OF BATH AND BODY WORKS, WHAT PRODUCTS DO YOU TYPICALLY BUY? SELECT ALL THAT APPLY

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



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.

