

BESPOKE SURVEYS

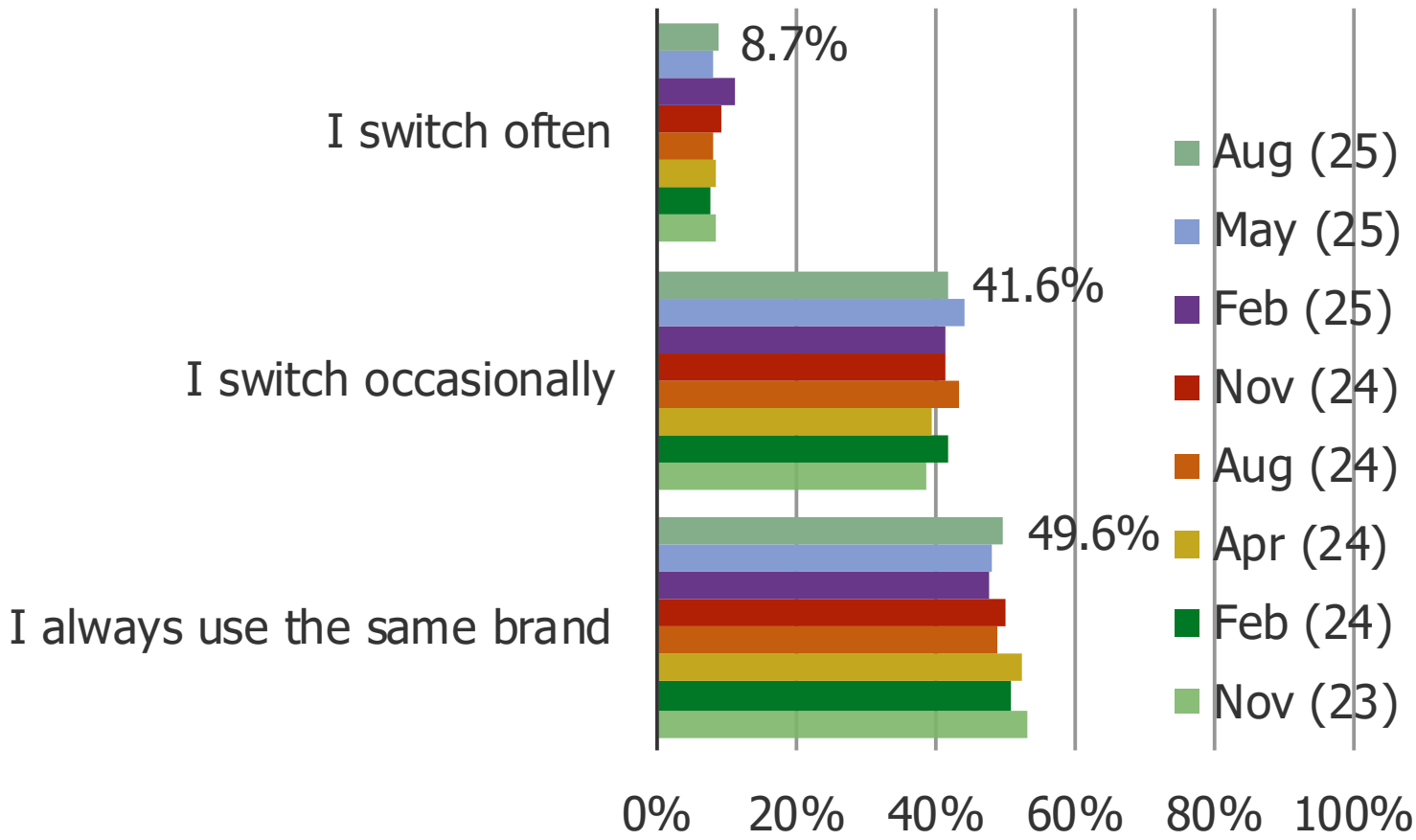
BBWI Deep Dive, Vol 13

1250+ Respondents Per Quarter

August 2025

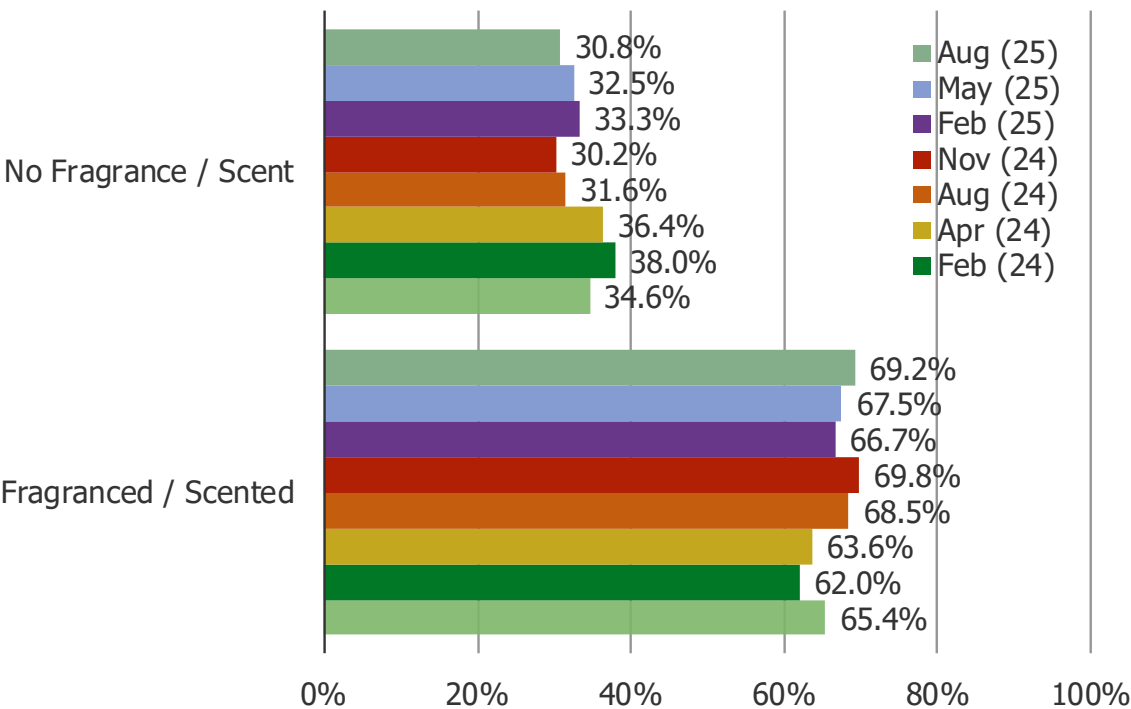
DO YOU TYPICALLY USE ONE LAUNDRY DETERGENT BRAND, OR DO YOU SWITCH FROM ONE TO THE OTHER FREQUENTLY?

Posed to all respondents.

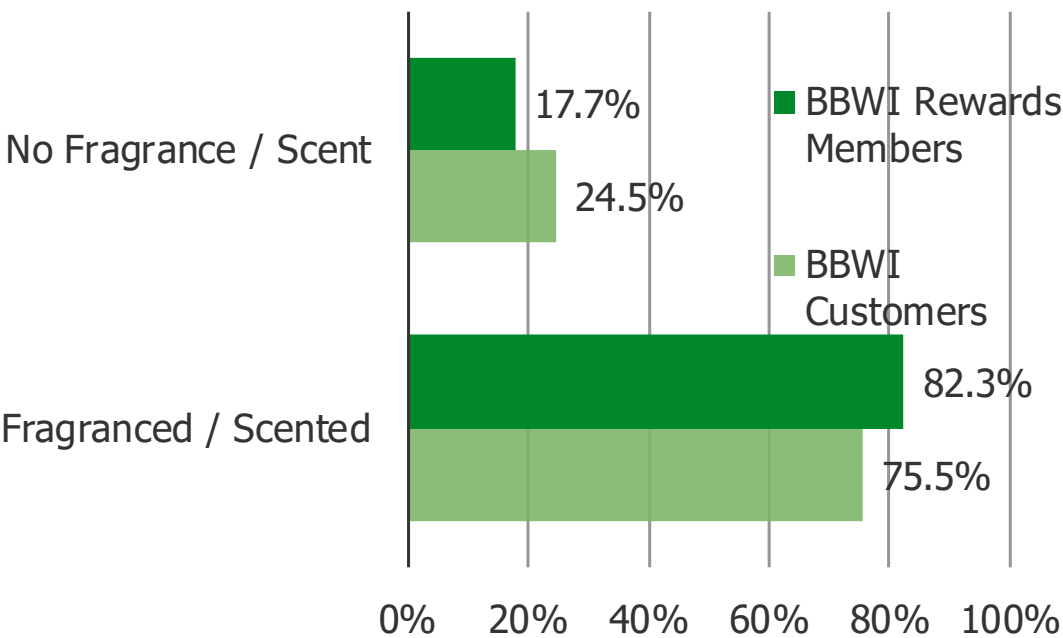


WHEN IT COMES TO LAUNDRY DETERGENT, DO YOU PREFER...?

Posed to all respondents.



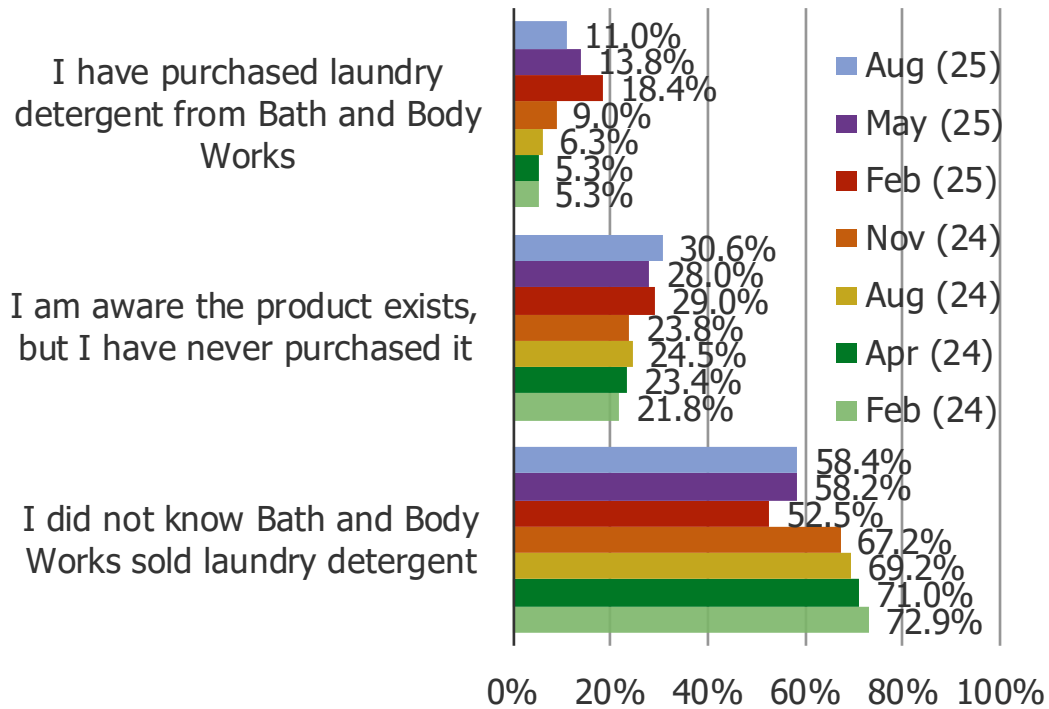
(August 2025 Data) Posed to Bath and Body Works customers (Cross-Tabbed)



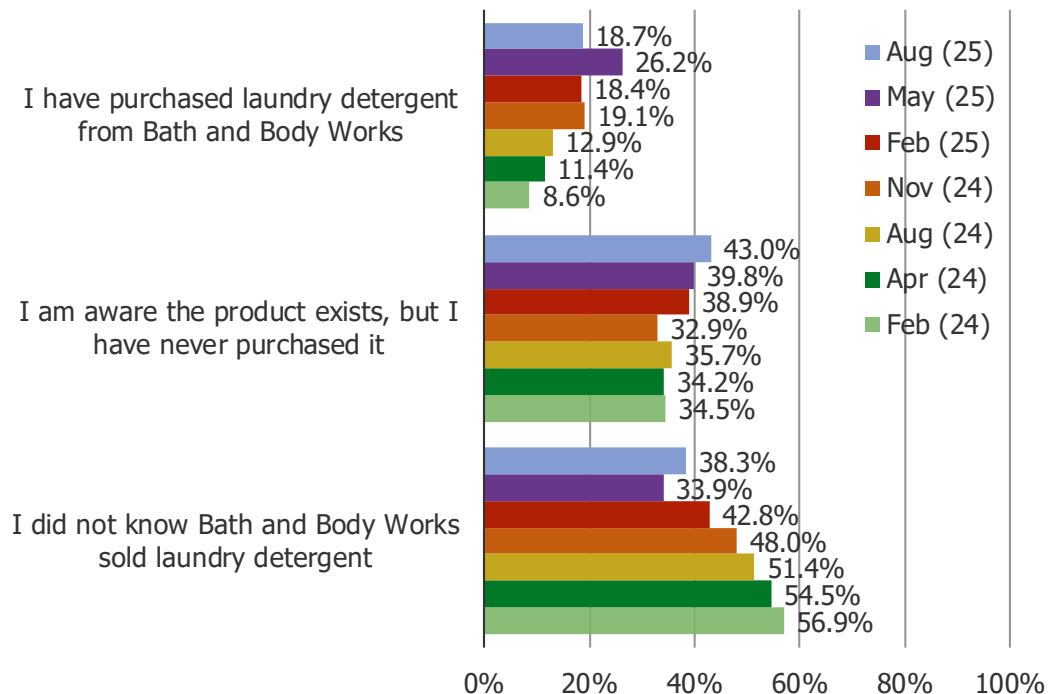
Bath and Body Works

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.

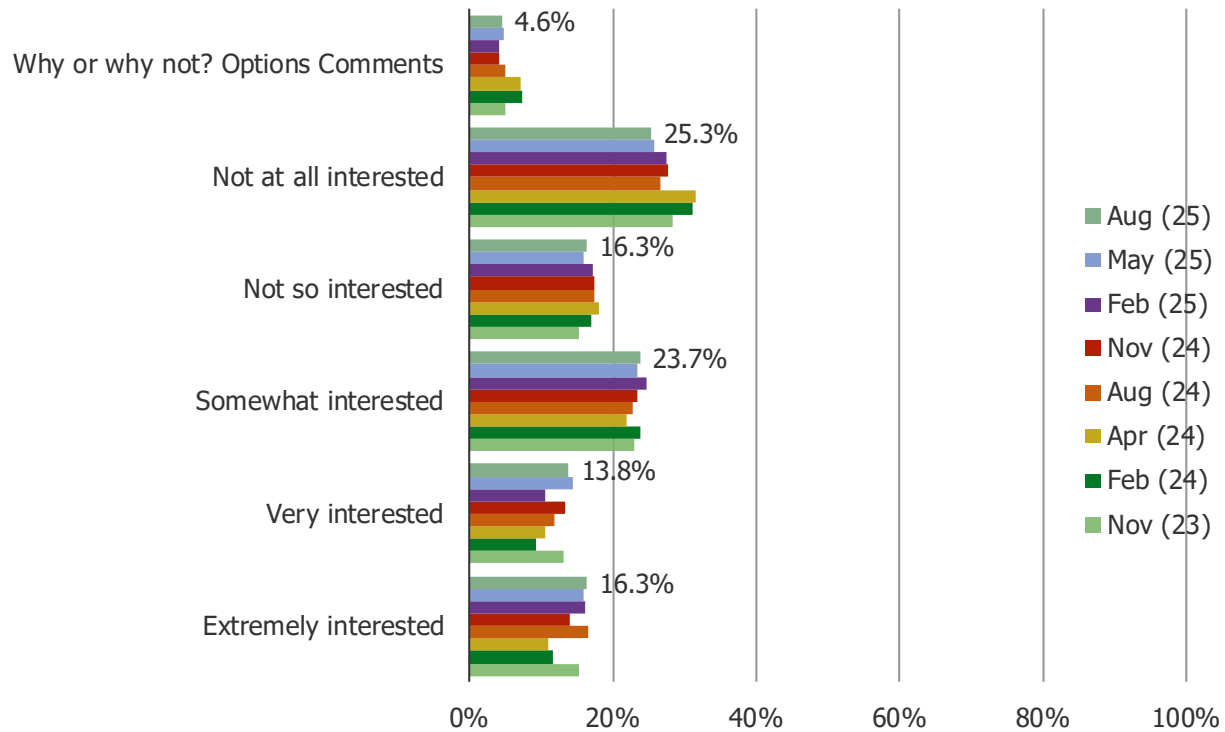


BBWI Rewards Members.

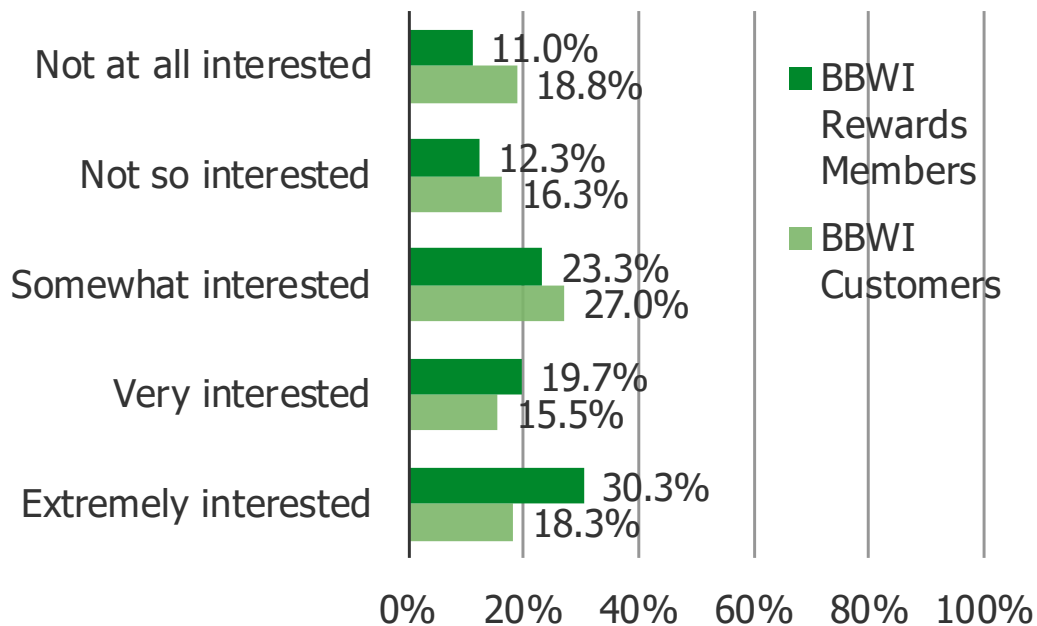


HOW MUCH INTEREST DO YOU HAVE IN BUYING LAUNDRY DETERGENT FROM BATH AND BODY WORKS?

Posed to all respondents.

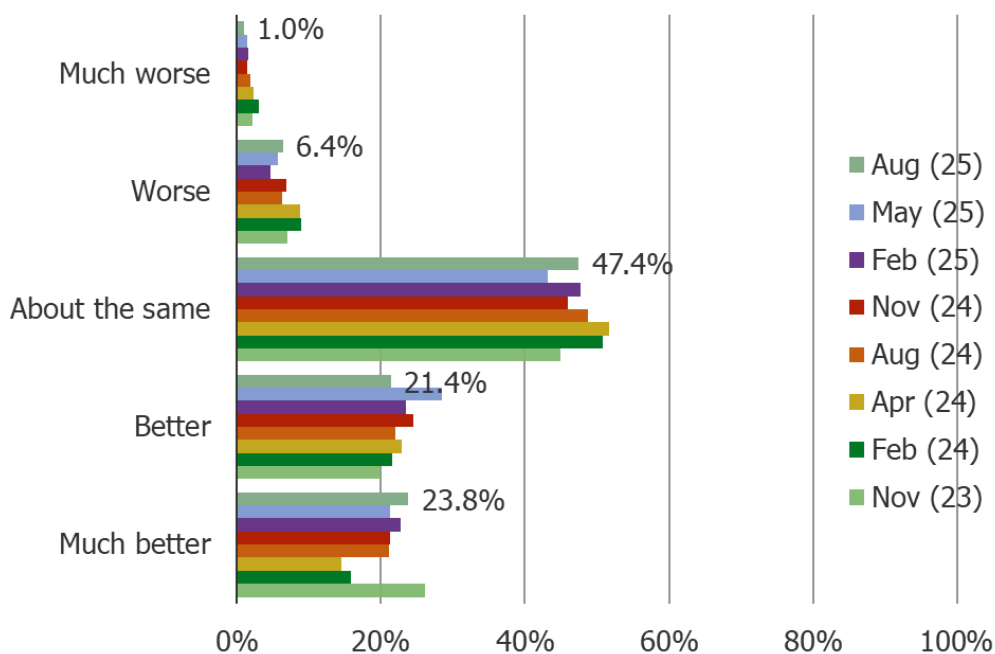


(August 2025 Data) Posed to Bath and Body Works customers (Cross-Tabbed)

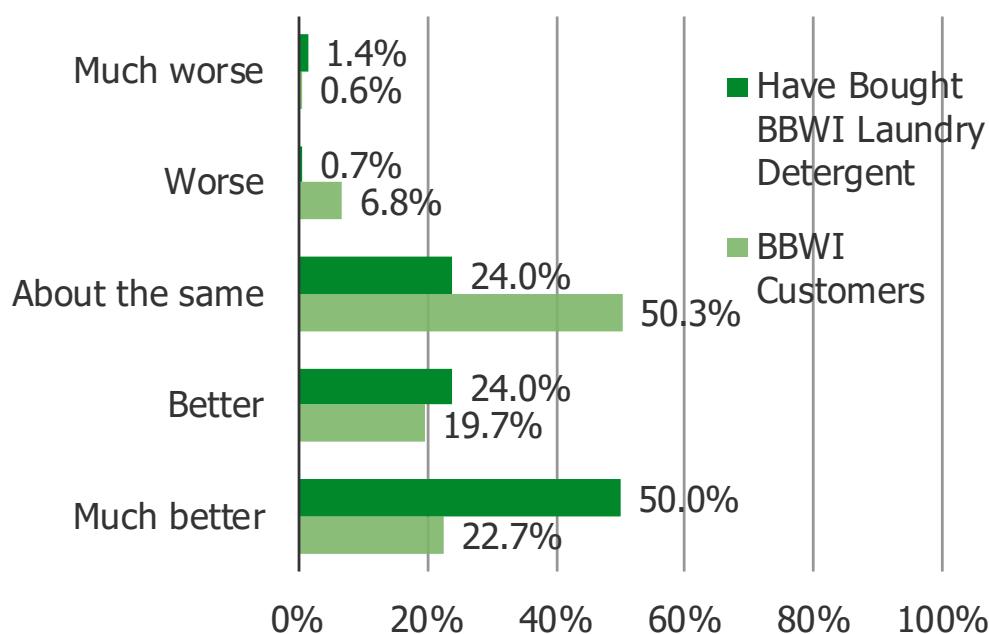


DO YOU THINK LAUNDRY DETERGENT FROM BATH AND BODY WORKS WOULD BE BETTER OR WORSE THAN THE LAUNDRY DETERGENT YOU TYPICALLY USE?

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

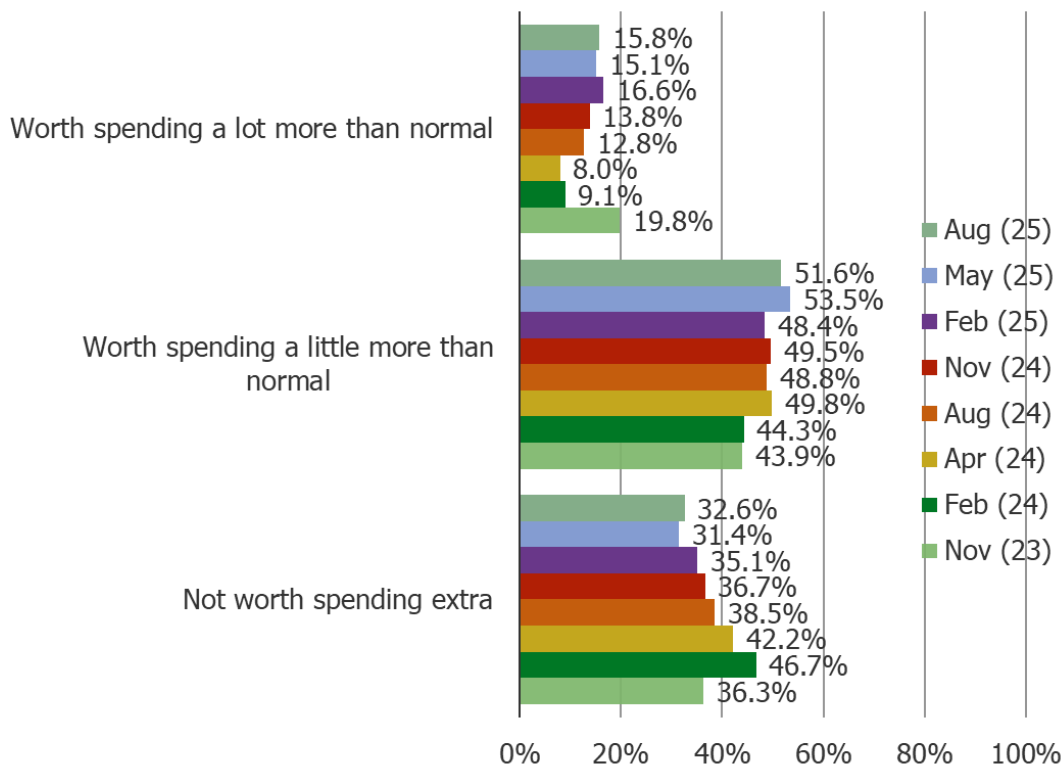


(August 2025 Data) Posed to Bath and Body Works customers (Cross-Tabbed)

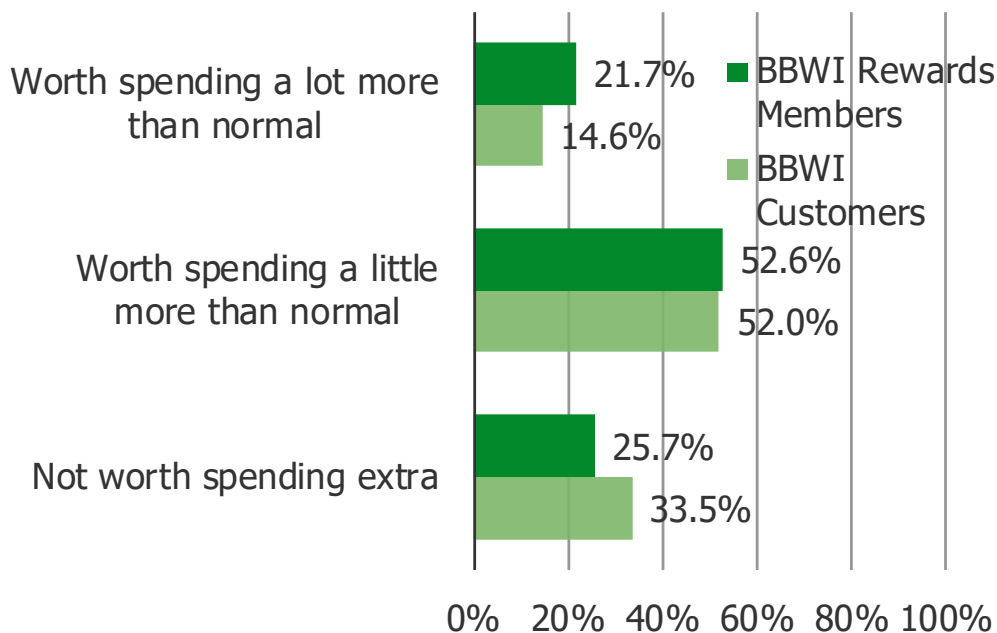


IN YOUR OPINION, WOULD YOU THINK IT IS WORTH SPENDING MORE MONEY TO BUY BATH AND BODY WORKS LAUNDRY DETERGENT COMPARED TO WHAT YOU HAVE TYPICALLY USED?

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

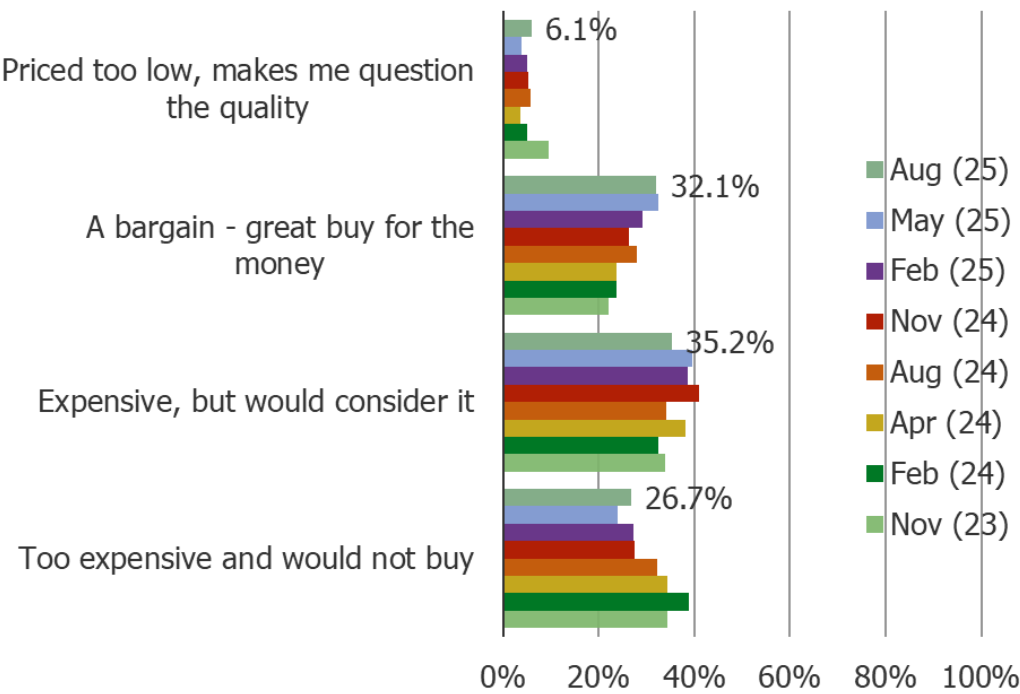


(August 2025 Data) Posed to Bath and Body Works customers (Cross-Tabbed)

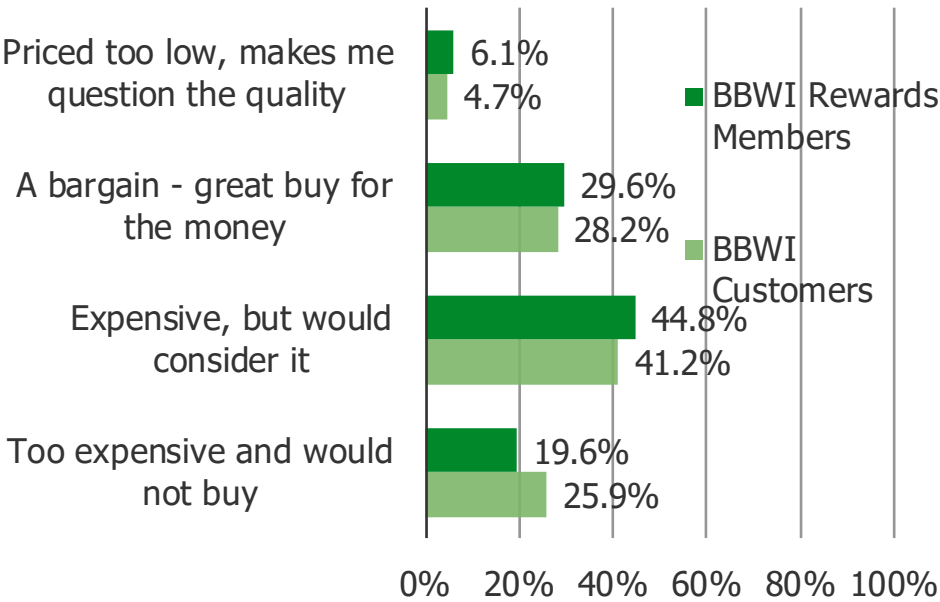


ABOVE ARE IMAGES OF BATH AND BODY WORKS LAUNDRY DETERGENTS AND THE PRICE TO BUY THEM (\$19.95 PER BOTTLE, 32 FL OZ / 946 ML). WHEN YOU SEE THESE PRICES, WHICH OF THE FOLLOWING BEST DESCRIBES YOUR OPINION OF THEM...

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

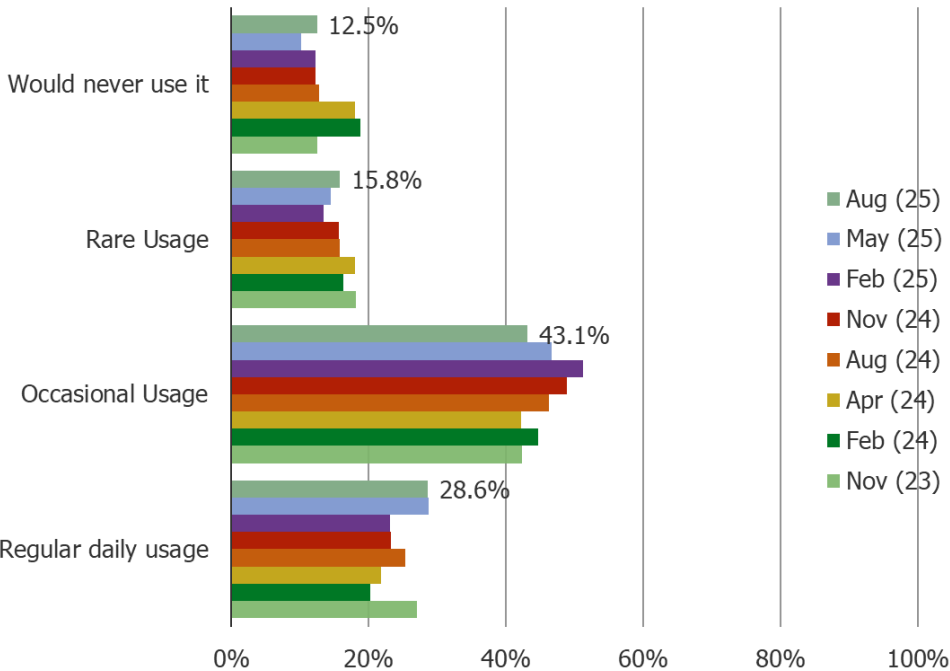


(August 2025 Data) Posed to Bath and Body Works customers (Cross-Tabbed)

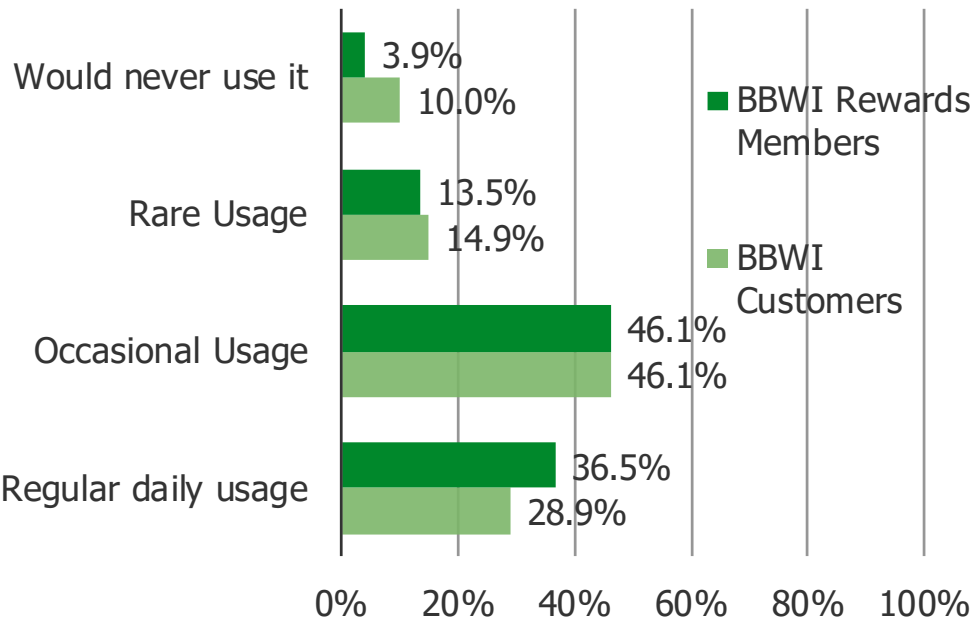


IN YOUR VIEW, WOULD LAUNDRY DETERGENT FROM BATH AND BODY WORKS BE BEST FOR...

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

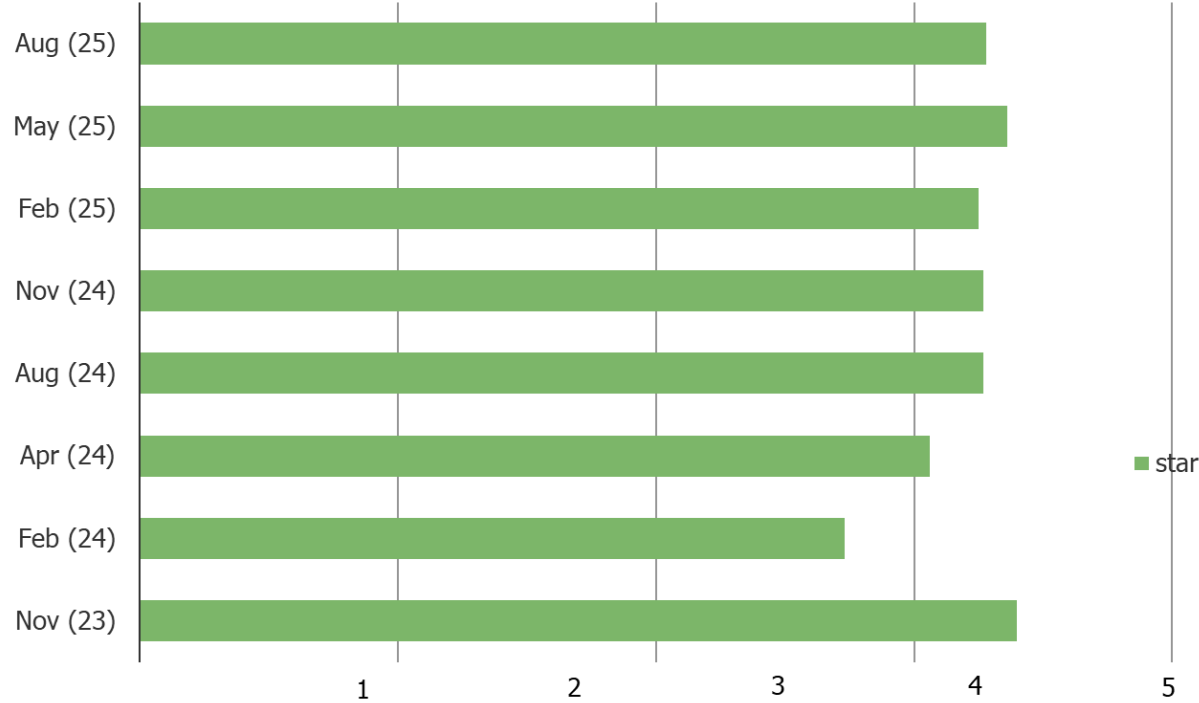


(August 2025 Data) Posed to Bath and Body Works customers (Cross-Tabbed)

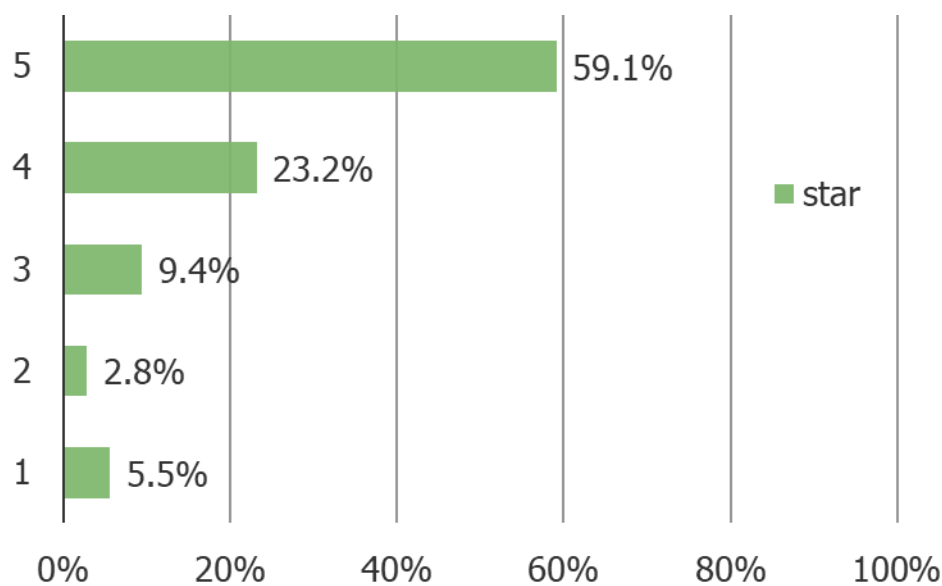


HOW WOULD YOU RATE YOUR EXPERIENCE WITH BATH AND BODY WORKS LAUNDRY DETERGENT PRODUCTS?

Posed to Bath and Body Works customers who have used laundry detergent from Bath and Body Works (N = 181) – August 2025 Wave.

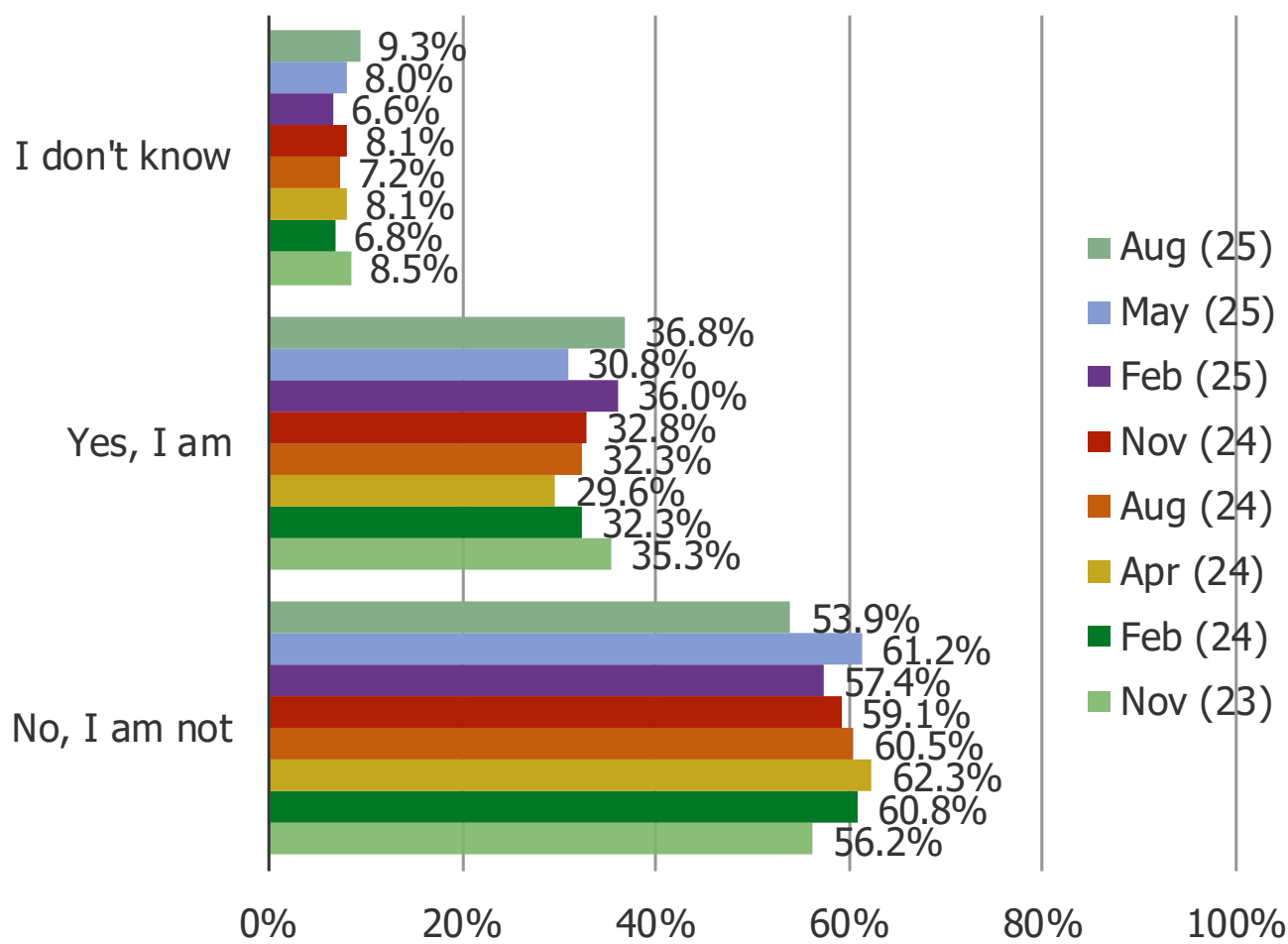


August Data Breakdown



ARE YOU A BATH AND BODY WORKS REWARDS PROGRAM MEMBER?

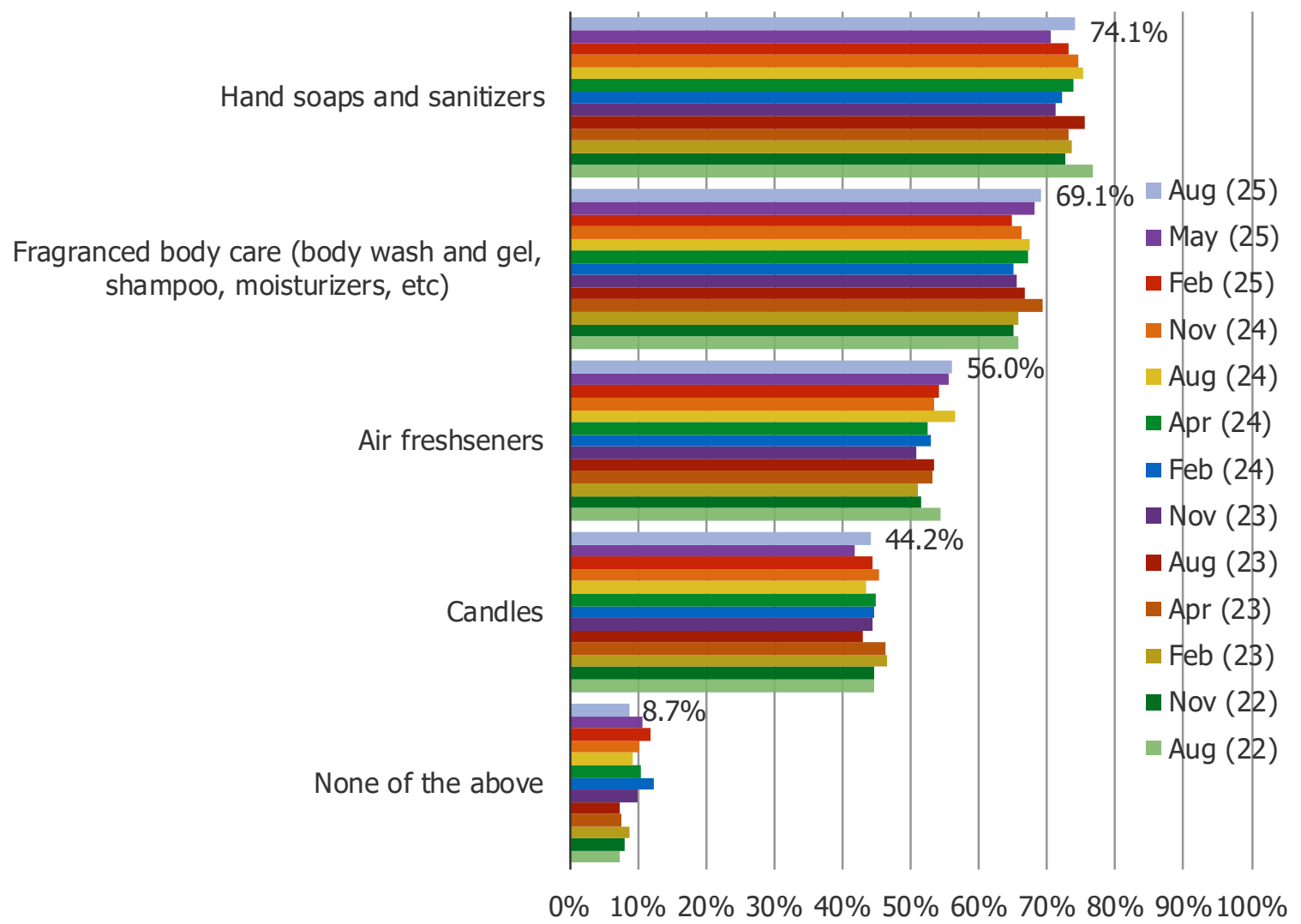
Posed to Bath and Body Works customers.



BATH AND BODY WORKS

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

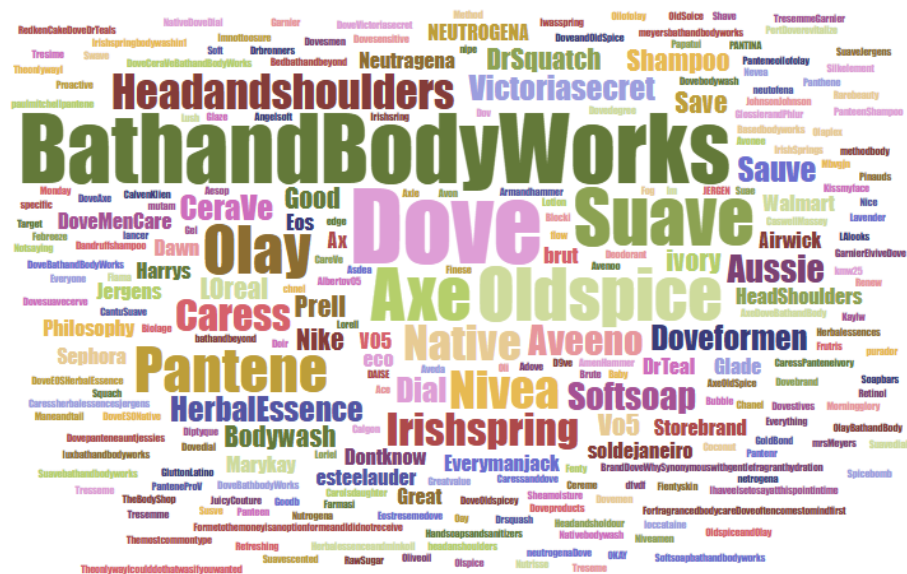
Posed to all respondents.



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



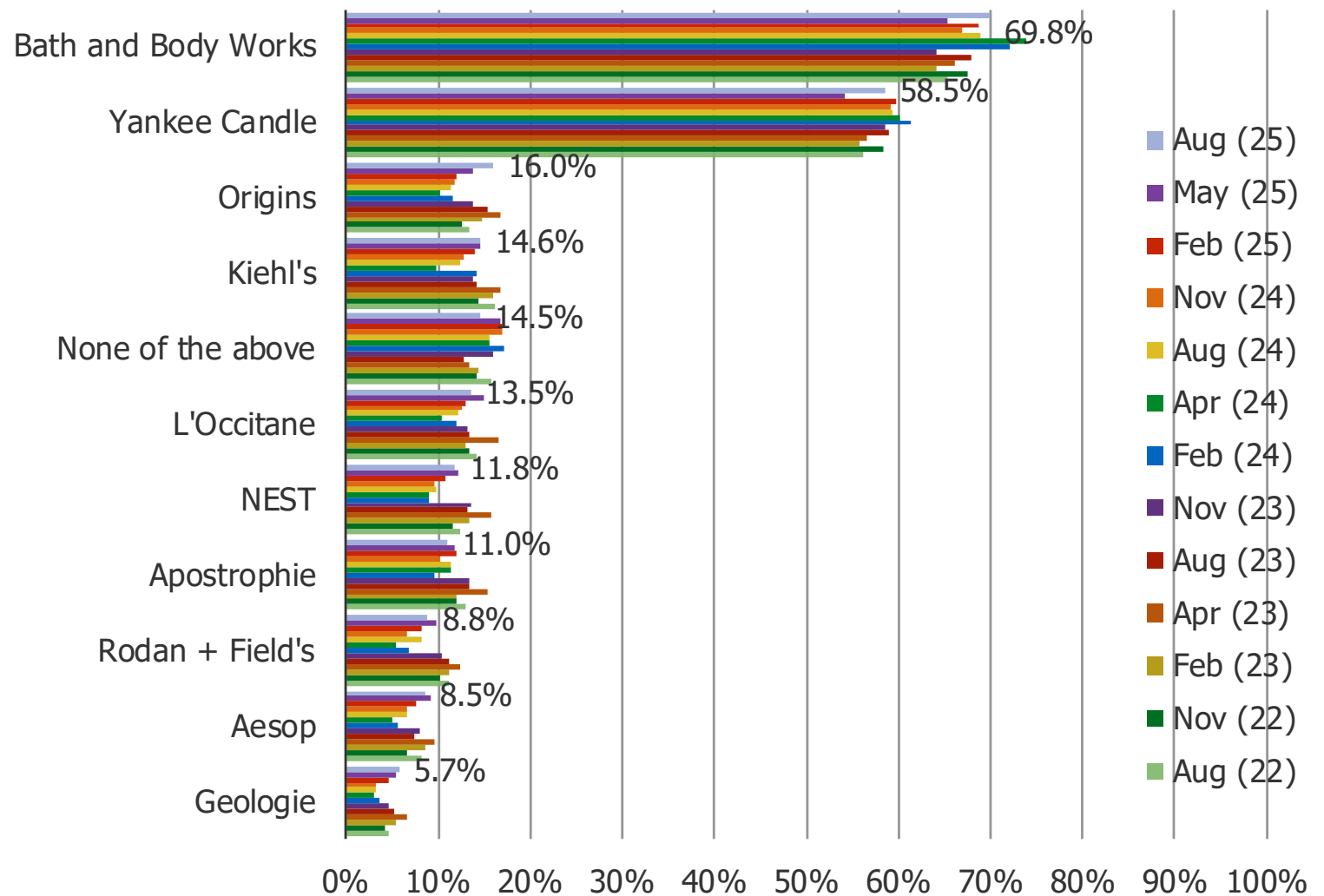
Posed to all respondents who regularly or occasionally use fragrance, hand soap, candle and air freshener products.

yankeecandle
BathandBodyWorks
Airwick
Walmart
Target
Dove
Yankee
Storebrand
Mainstays
Bedbathandbeyond
Wick
Glade
Betterhomes
Theonlyway
Woodwick
Candle
Good
Light
Yankee
Wicks
Glad
Theonlyway
Woodwick
Candle
Good
Light
Yankee
Wicks
Glad

[illegible]

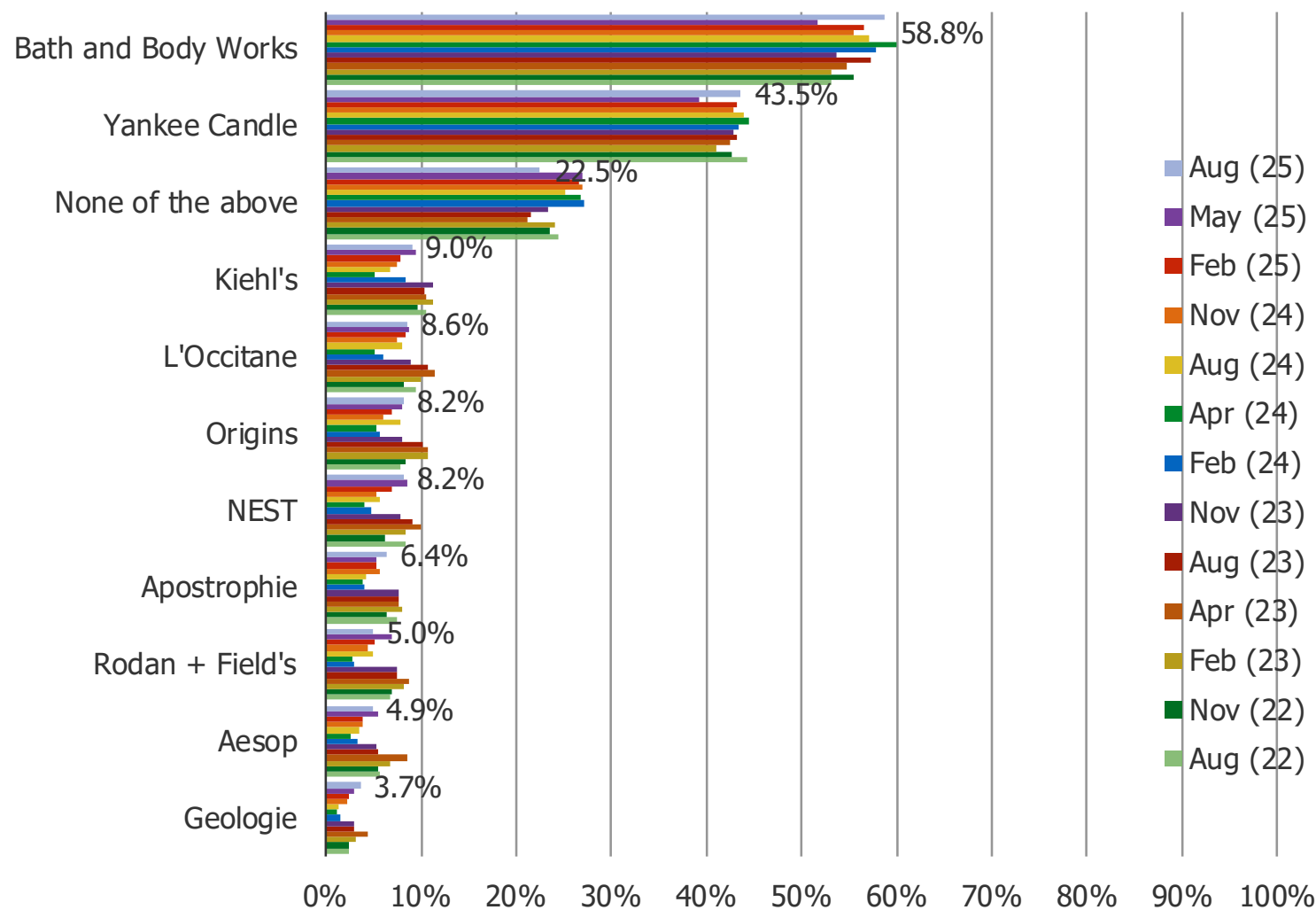
WHICH OF THE FOLLOWING BRANDS ARE YOU FAMILIAR WITH? SELECT ALL THAT APPLY

Posed to all respondents.



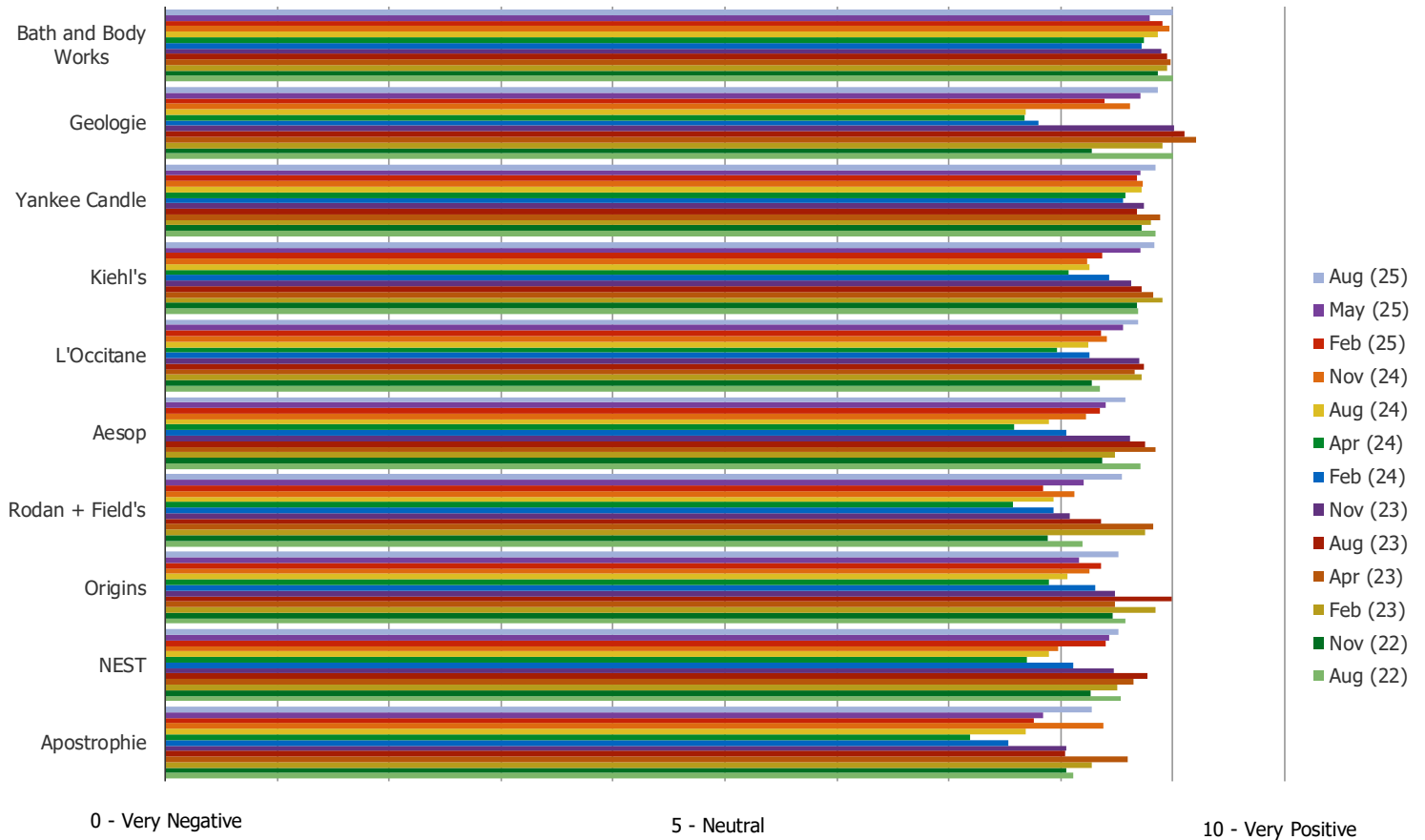
HAVE YOU EVER PURCHASED OR RECEIVED PRODUCTS FROM THE FOLLOWING?

Posed to all respondents.



WHAT IS YOUR OPINION OF THE FOLLOWING BRANDS?

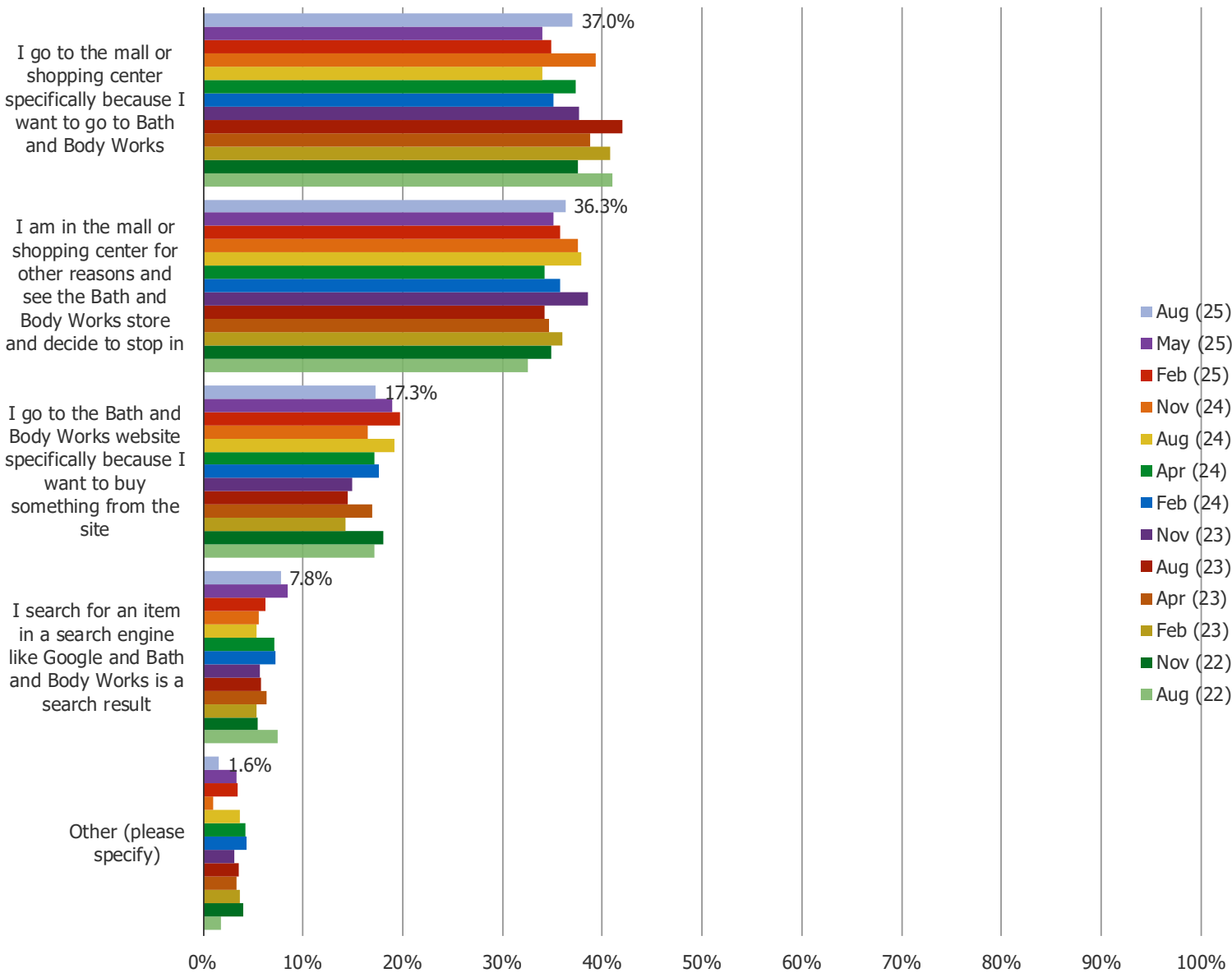
Posed to all respondents who are familiar with the below.



	N=
Bath and Body Works	968
Yankee Candle	811
NEST	164
Rodan + Field's	122
Origins	221
L'Occitane	187
Apostrophie	152
Aesop	118
Kiehl's	202
Geologie	79

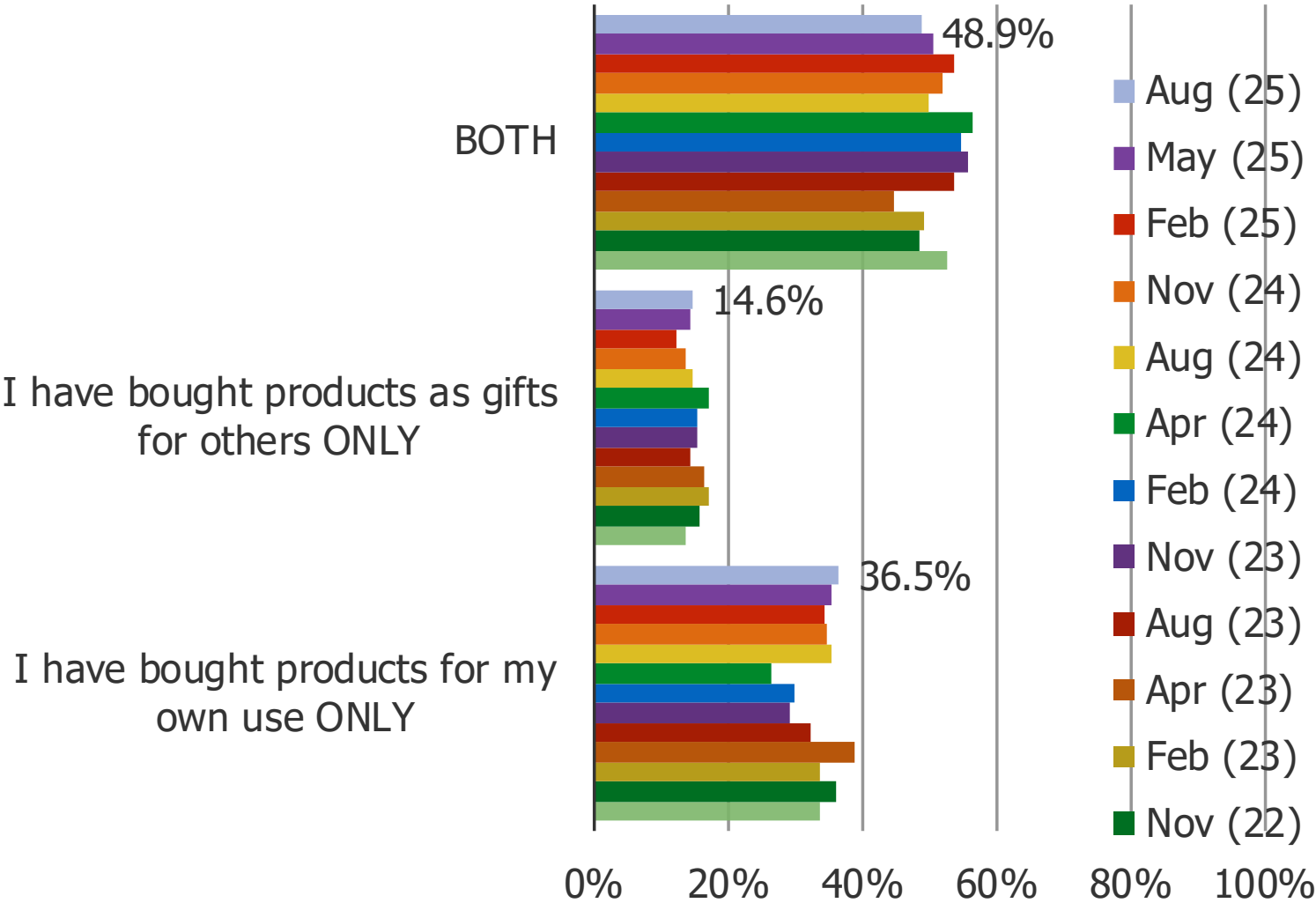
HOW DO YOU TYPICALLY WIND UP SHOPPING BATH AND BODY WORKS?

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



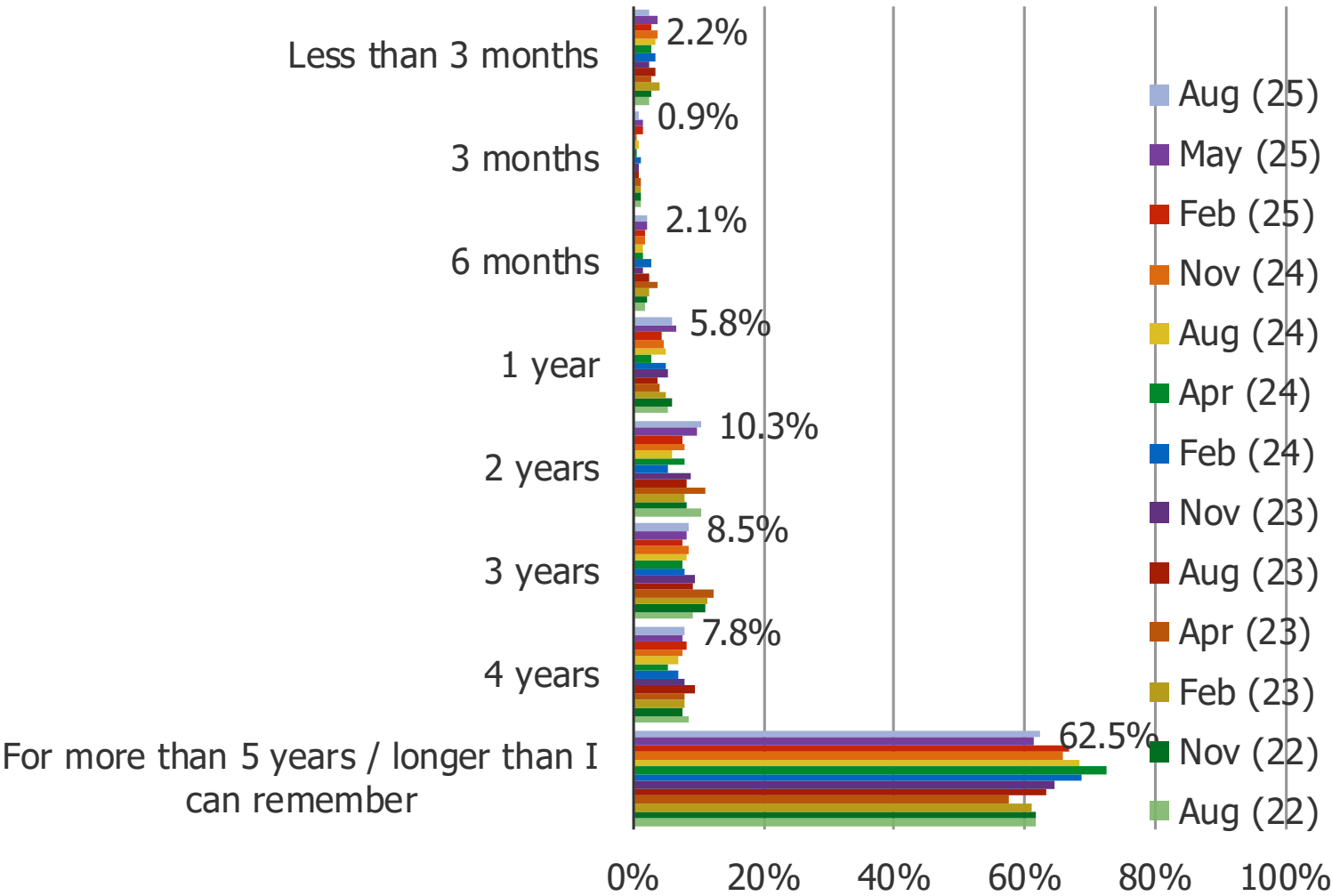
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR EXPERIENCE WITH BATH AND BODY WORKS?

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



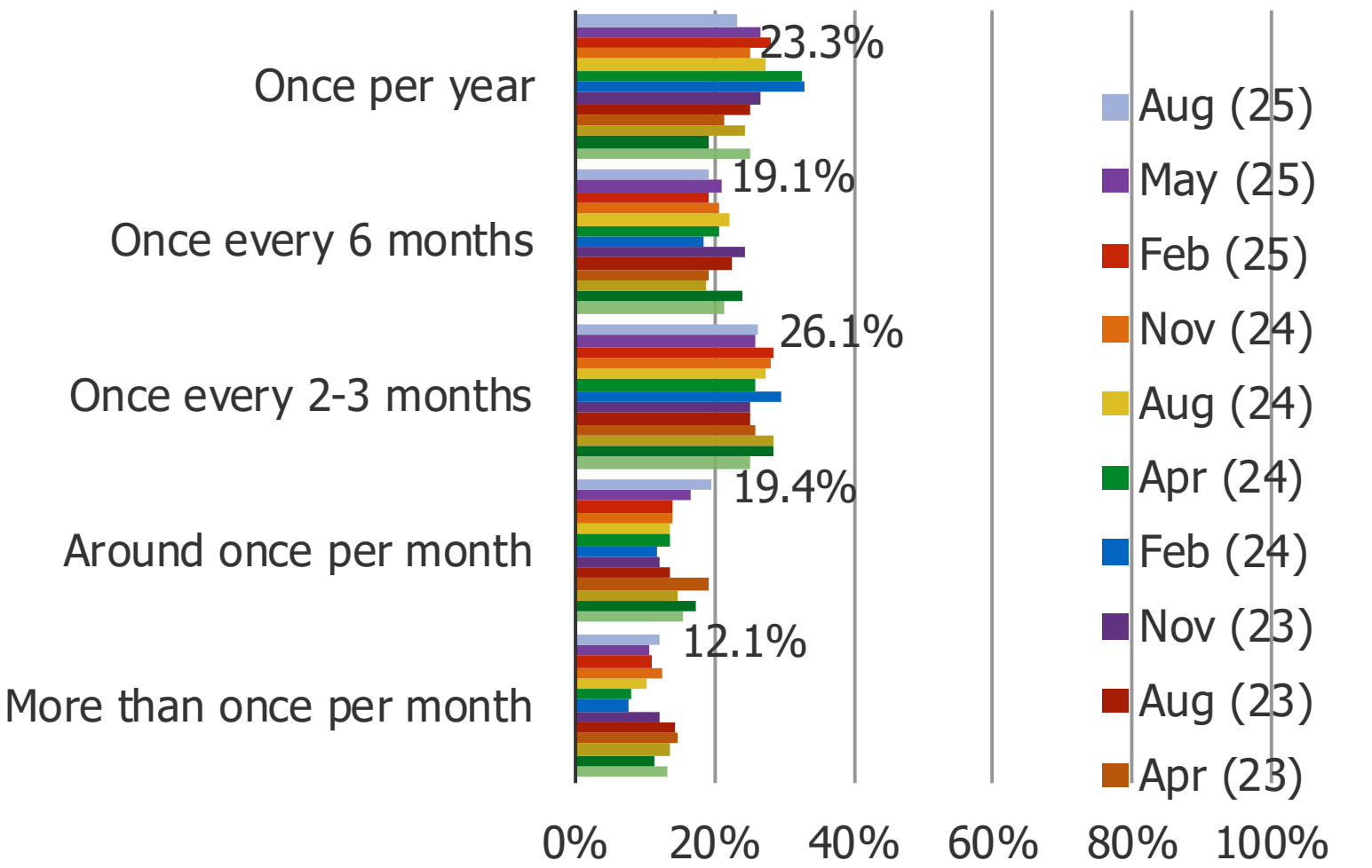
FOR HOW LONG HAVE YOU BEEN A CUSTOMER OF BATH AND BODY WORKS?

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



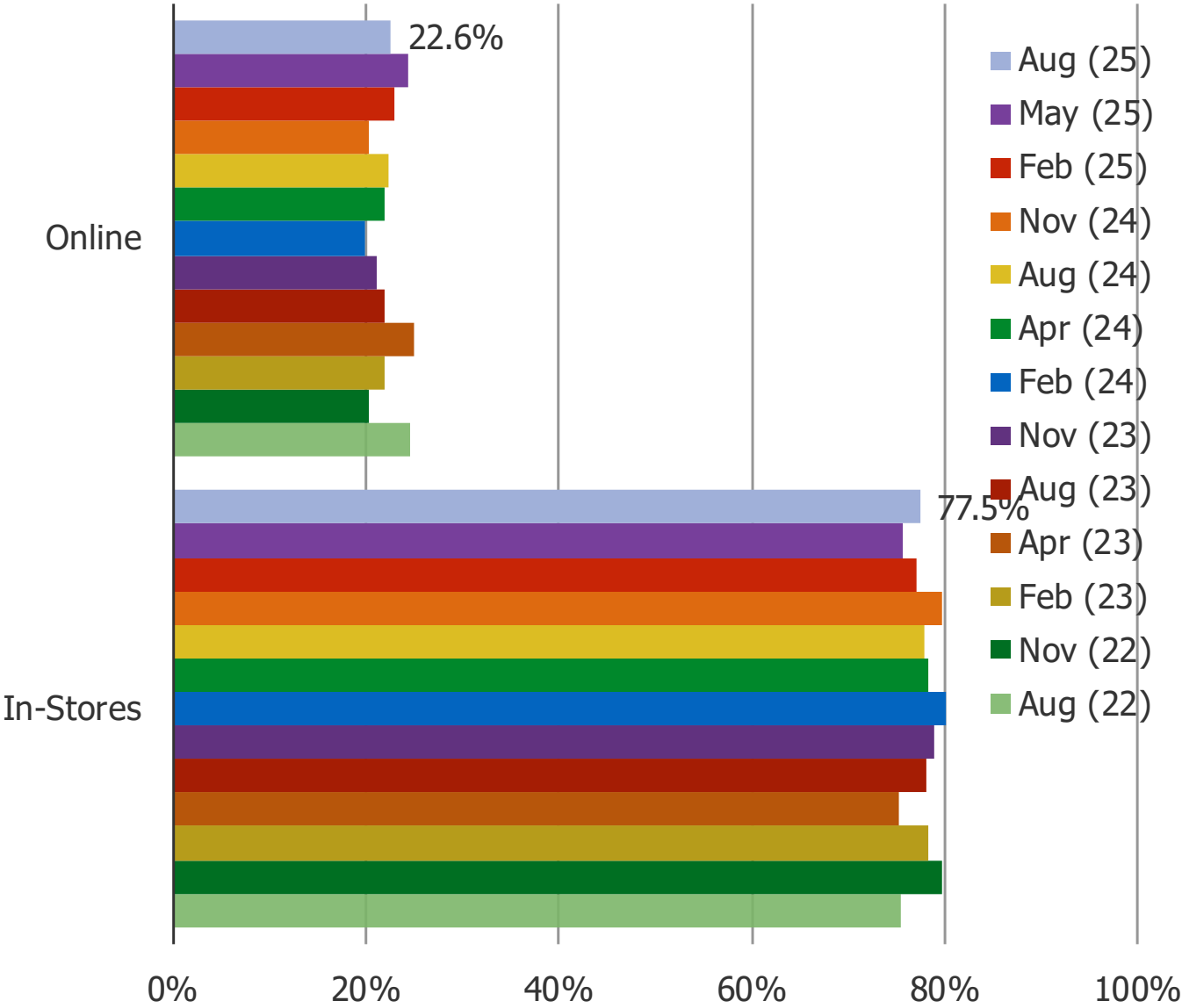
HOW OFTEN DO YOU SHOP BATH AND BODY WORKS?

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



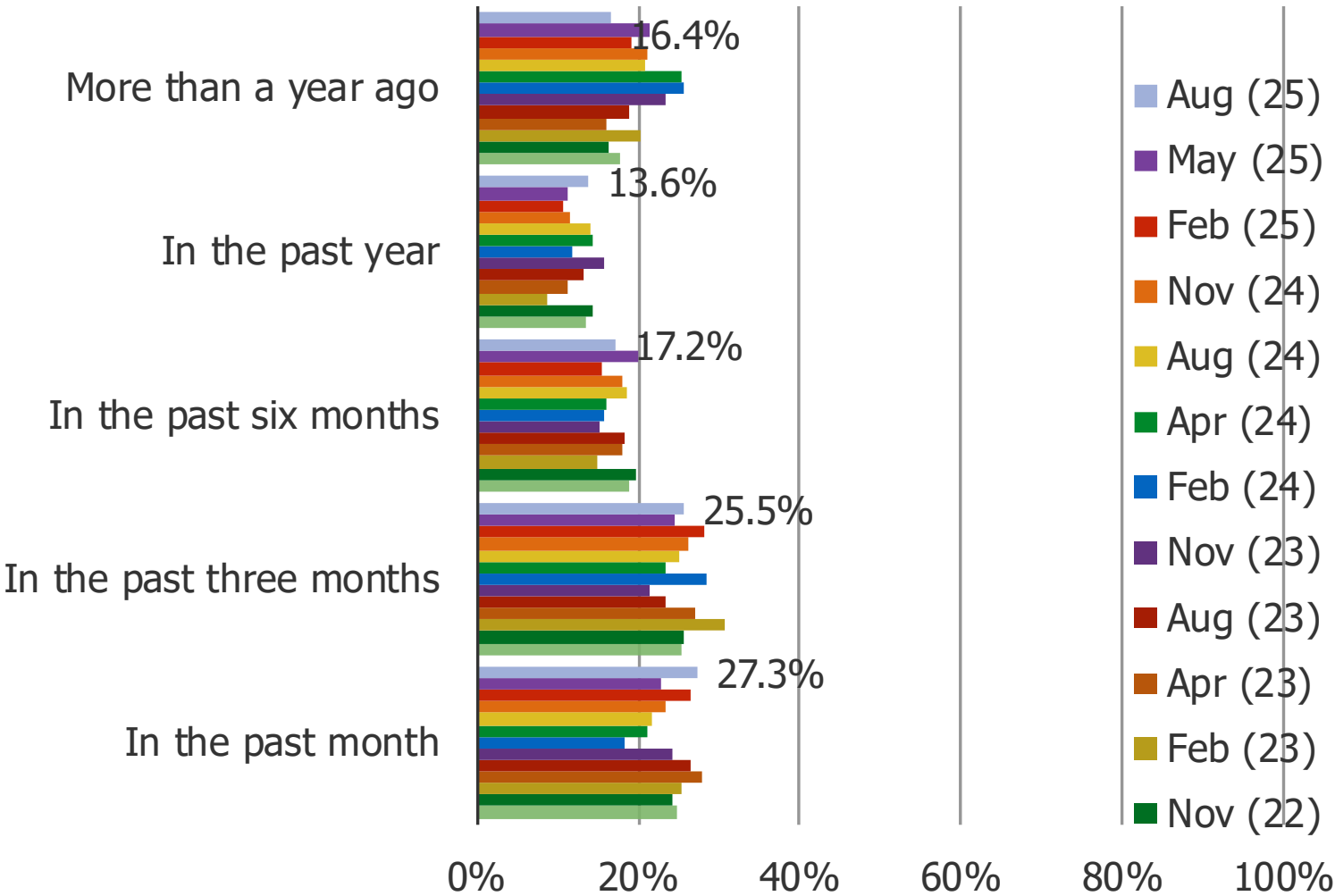
HOW DO YOU PREFER TO SHOP BATH AND BODY WORKS?

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



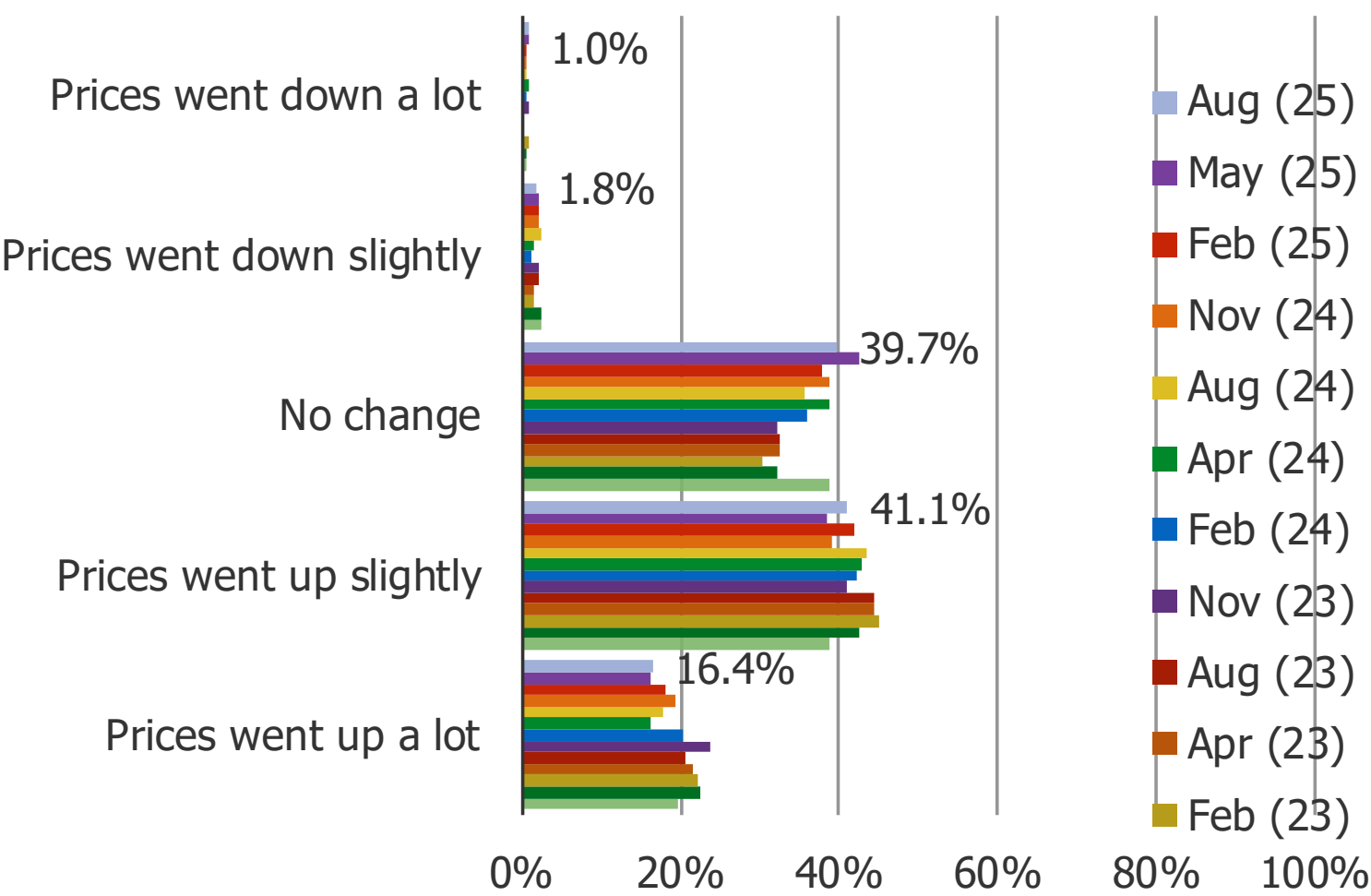
WHEN DID YOU MOST RECENTLY BUY PRODUCTS FROM BATH AND BODY WORKS?

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



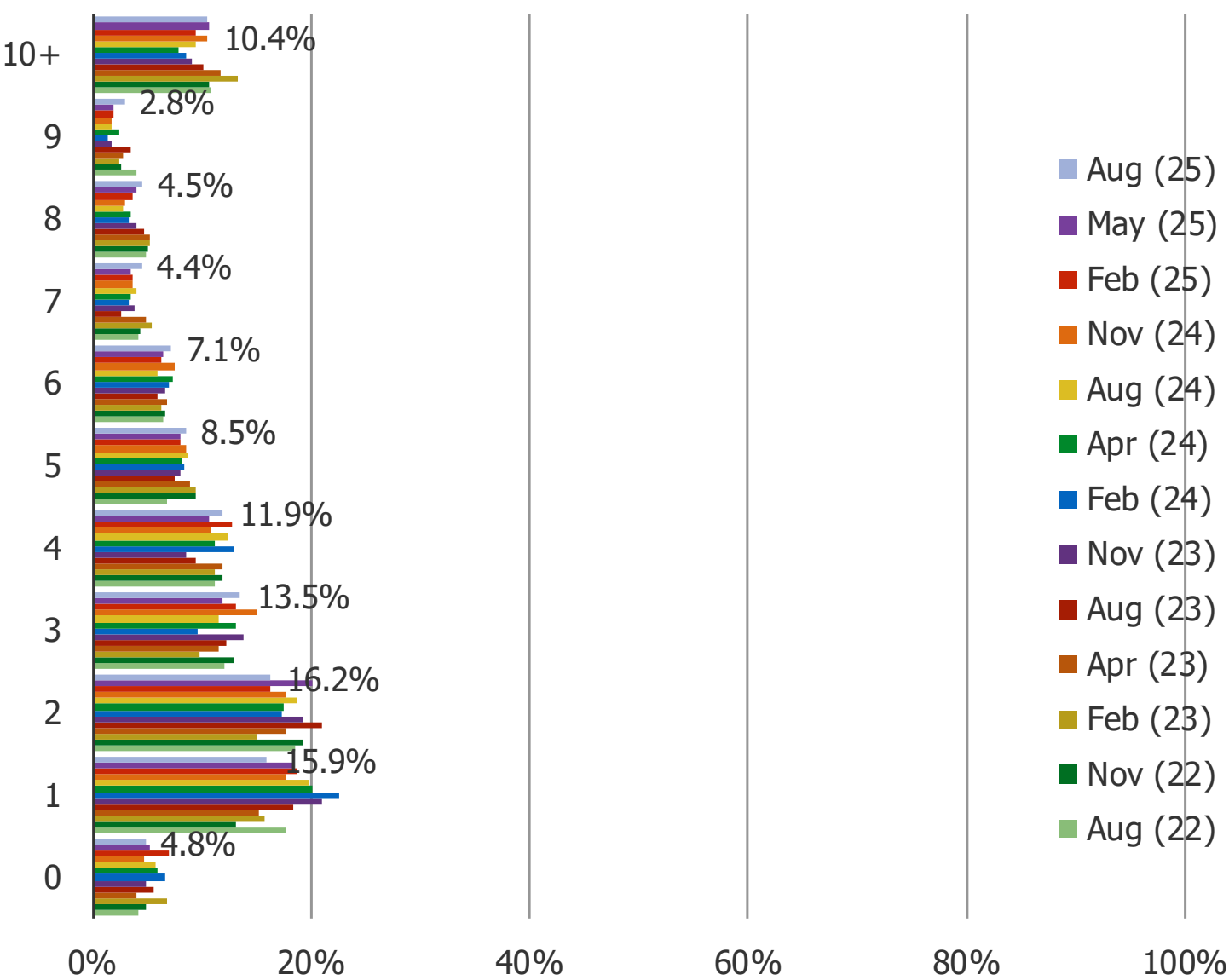
THINKING ABOUT YOUR MOST RECENT PURCHASE FROM BATH AND BODY WORKS, DID YOU NOTICE ANY CHANGES TO THE PRICES OF THE PRODUCTS?

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?

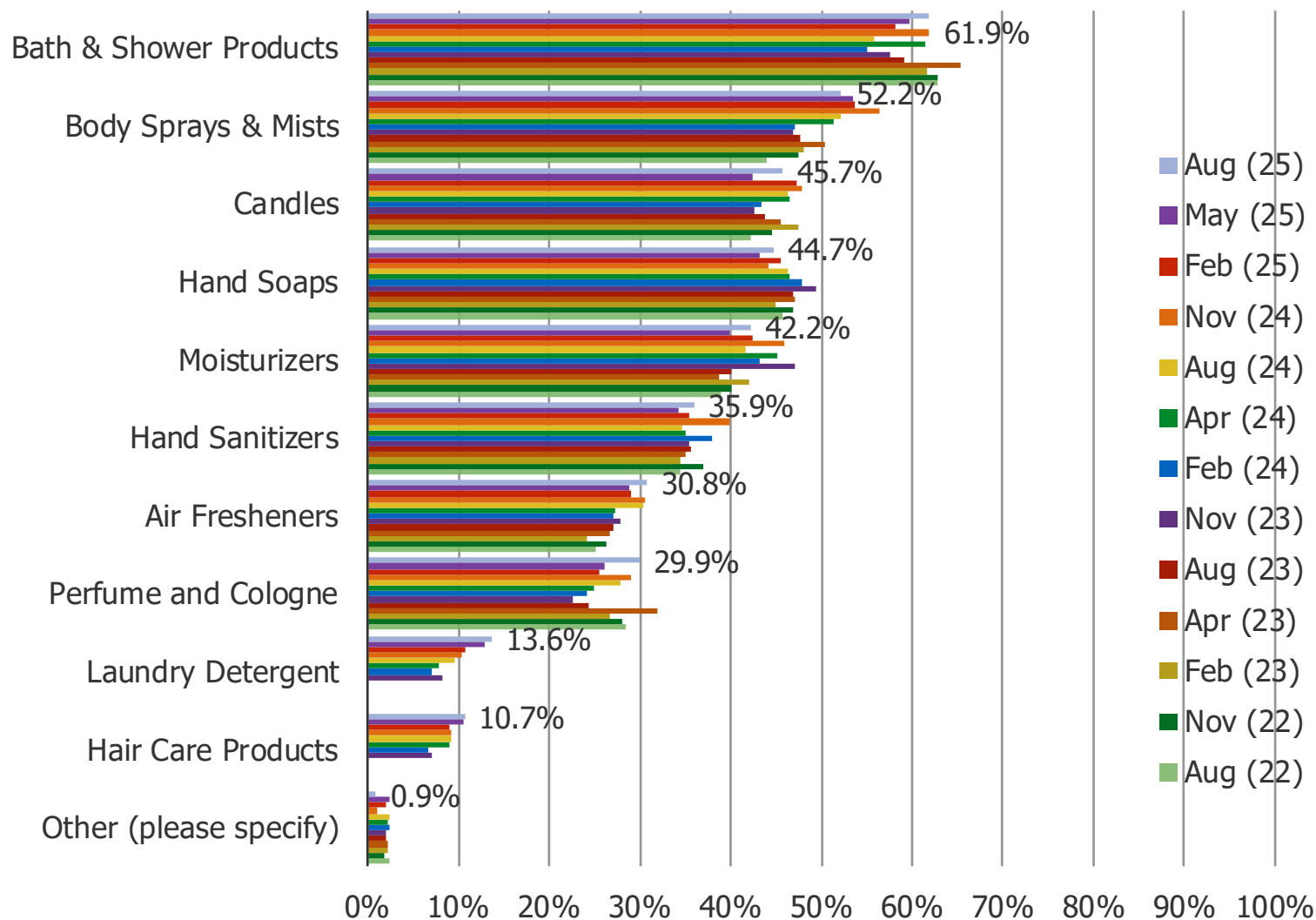
Posed to all respondents who have purchased or received products from Bath and Body Works.



Bath and Body Works

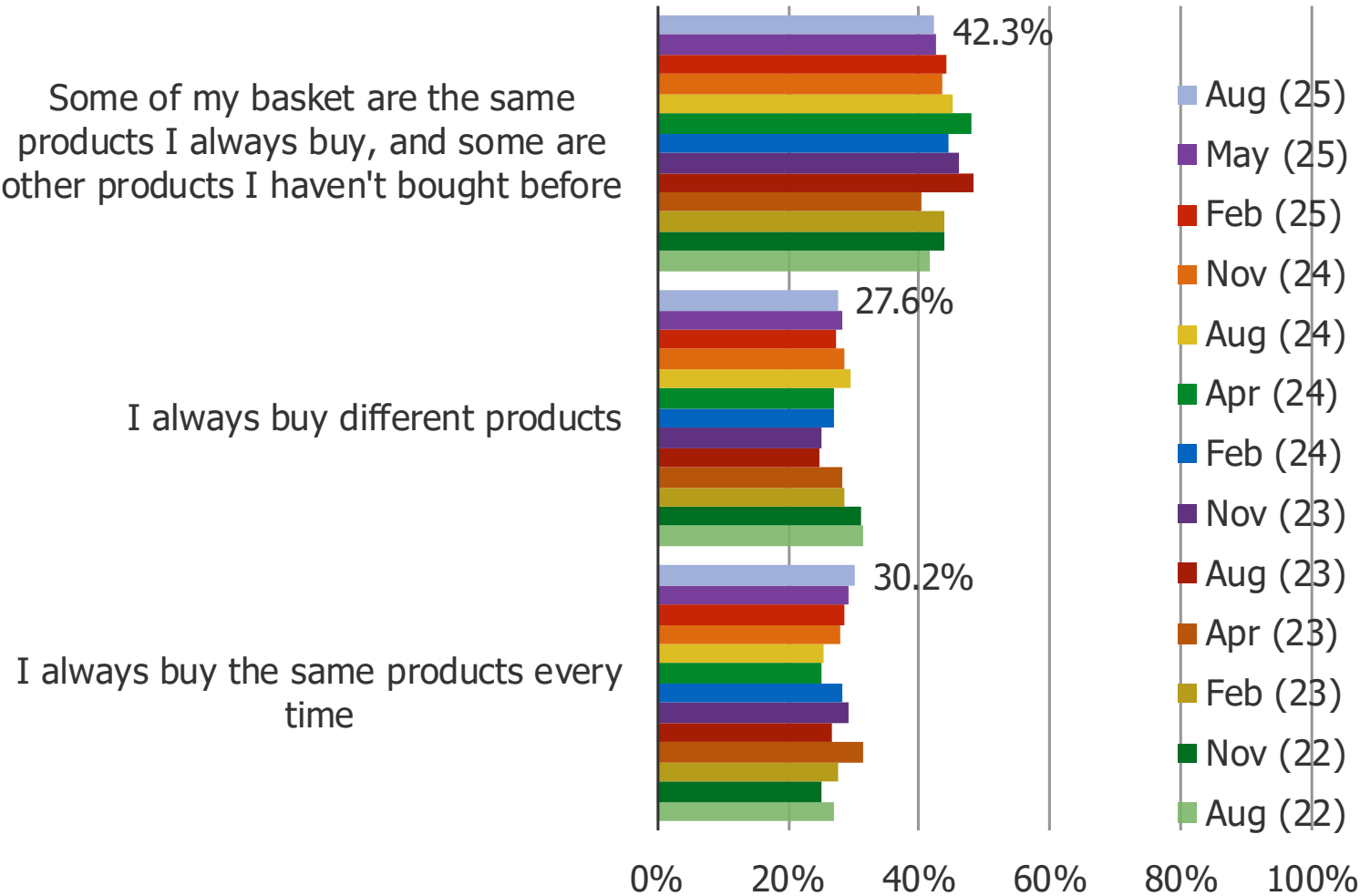
THINKING ABOUT YOUR PERSONAL USE OF BATH AND BODY WORKS, WHAT PRODUCTS DO YOU TYPICALLY BUY? SELECT ALL THAT APPLY

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.

August 2025

