

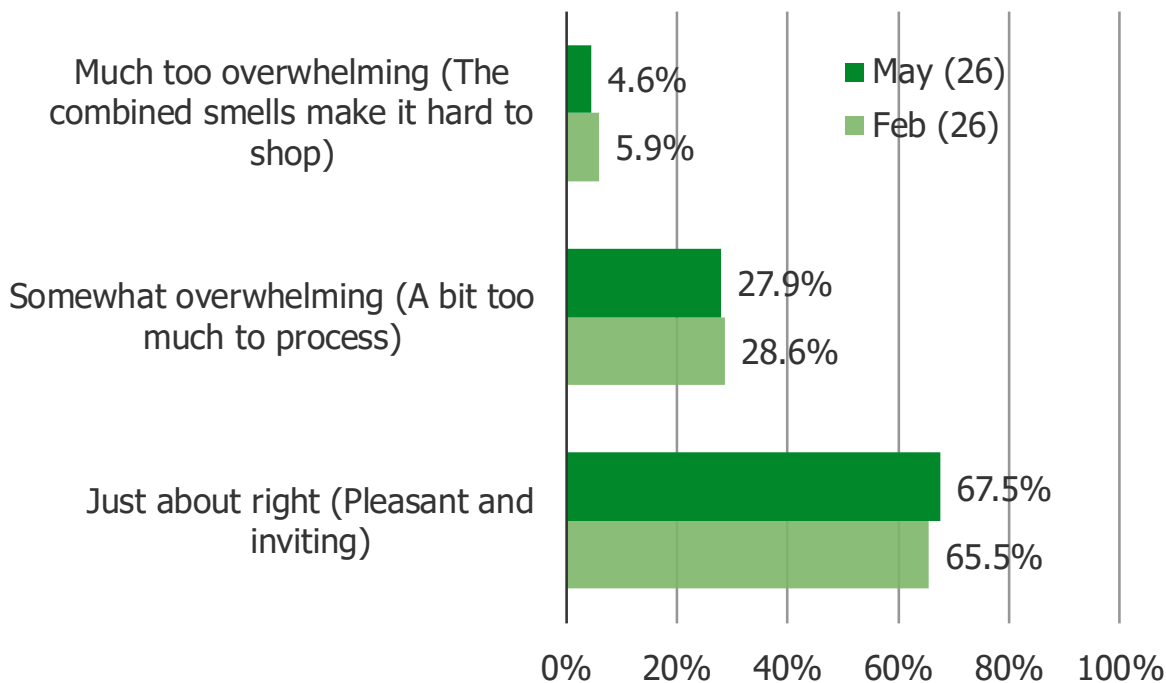
BESPOKE SURVEYS

BBWI Deep Dive, Vol 16

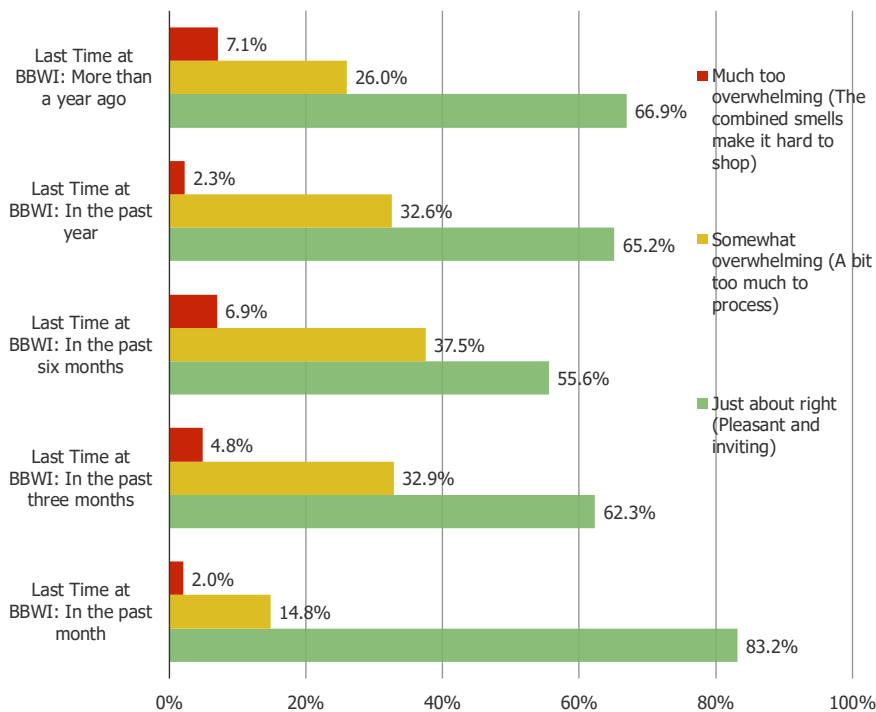
1250+ Respondents Per Quarter

THINK ABOUT THE LAST TIME YOU WALKED INTO A BATH & BODY WORKS STORE. HOW WOULD YOU RATE THE INTENSITY OF THE COMBINED SCENTS IN THE AIR, COMPARED TO YOUR EXPERIENCE AT A STORE LIKE ULTA OR SEPHORA?"

Posed to Bath and Body Works customers.

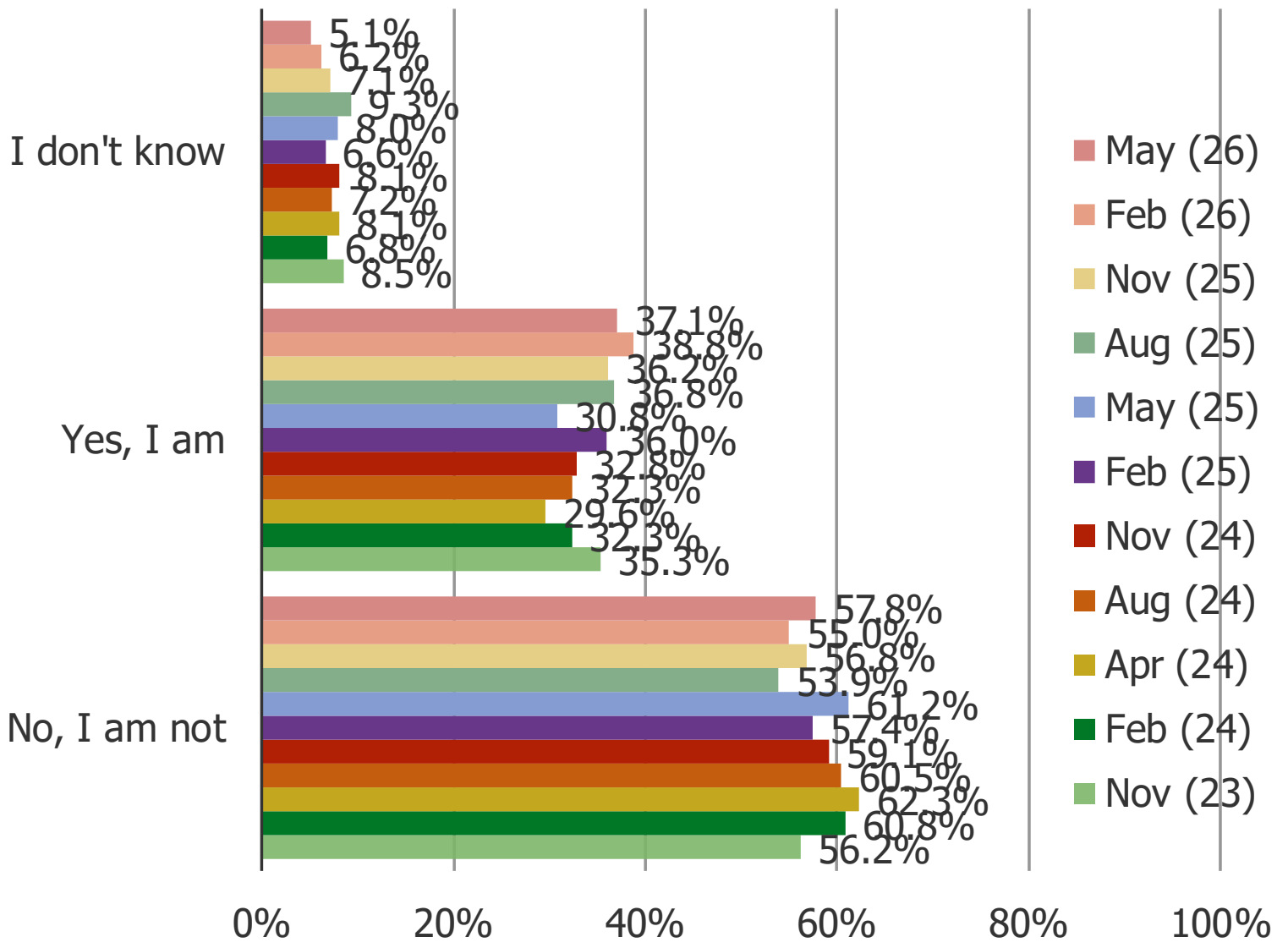


Cross-Tab: By their most recent visit...



ARE YOU A BATH AND BODY WORKS REWARDS PROGRAM MEMBER?

Posed to Bath and Body Works customers.

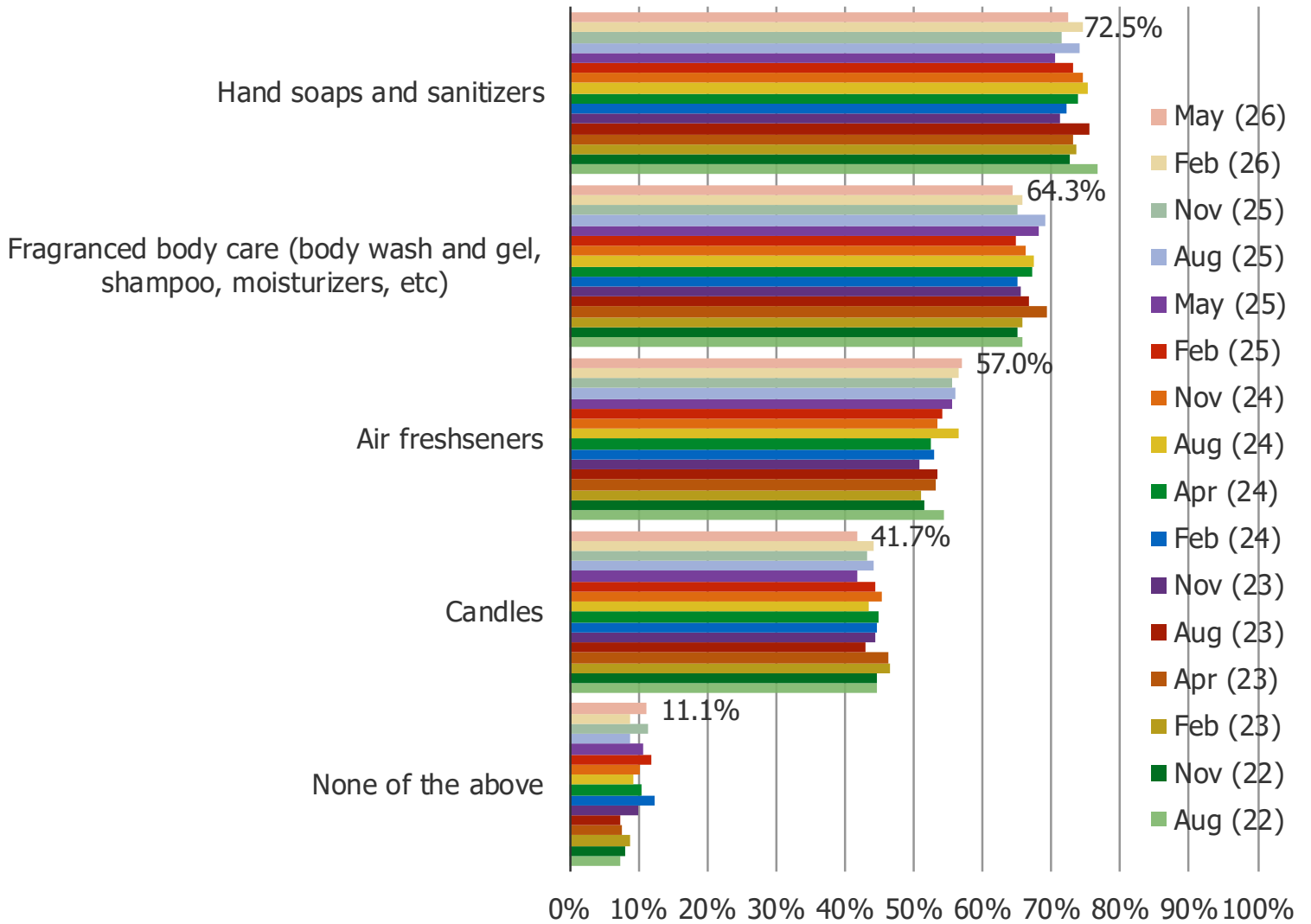


Bath and Body Works

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 each of the following products.

Fragranced Body Care														
Brand	23Q4	24Q1	24Q2	24Q3	24Q4	25Q1	25Q2	25Q3	25Q4	26Q1	26Q2	Series Trend	R ²	P-Value
Dove	18.4	21.9	23.2	23.2	23.5	24.5	25.2	25.6	24.2	26.2	25.1		0.703	0.0013
Bath & Body Works	16.0	16.9	15.3	17.0	17.5	15.5	15.0	15.2	14.0	14.3	12.2		0.599	0.0052
Suave	4.7	7.1	8.1	7.2	5.1	6.4	5.1	5.8	4.5	4.8	5.2		0.255	0.1134
Old Spice	2.5	4.7	6.0	3.9	5.6	3.7	3.1	4.1	3.1	3.6	3.7		0.065	0.4508
Axe	3.3	3.8	4.0	3.7	3.7	5.7	4.0	4.1	2.7	4.9	4.0		0.035	0.5826
Olay	2.4	4.4	2.6	4.0	3.1	3.4	2.6	3.1	4.0	4.9	3.4		0.100	0.3429
Pantene	2.0	1.3	1.6	2.2	1.5	1.8	1.4	2.4	1.6	1.0	1.7		0.021	0.6673
Dial	1.2	0.9	0.9	1.3	1.1	1.1	1.5	0.7	1.2	1.7	1.5		0.248	0.1191
Native	1.5	0.8	1.2	0.7	0.8	0.9	1.5	1.3	1.2	1.5	0.9		0.049	0.5142
Generic / Store Brand	0.9	1.4	0.8	0.9	1.0	1.1	0.6	0.4	1.0	0.7	0.8		0.157	0.2272
Base (N answering)														
	808	877	922	921	895	889	928	949	883	839	858			

Hand Soaps & Sanitizers														
Brand	23Q4	24Q1	24Q2	24Q3	24Q4	25Q1	25Q2	25Q3	25Q4	26Q1	26Q2	Series Trend	R ²	P-Value
Dove	14.0	20.5	21.3	20.7	19.3	19.7	20.6	21.0	18.1	21.9	21.2		0.213	0.1530
Dial	11.0	13.3	13.5	13.2	14.3	12.8	12.1	12.4	12.8	12.8	12.9		0.003	0.8789
Bath & Body Works	13.9	13.0	11.6	10.5	11.7	12.0	10.5	12.1	10.2	9.6	9.3		0.677	0.0019
Softsoap	7.7	10.9	10.1	10.4	9.2	10.2	9.9	12.6	10.4	11.5	11.1		0.364	0.0495
Purell	4.3	5.2	4.0	4.8	4.5	5.3	6.0	4.8	4.2	4.2	4.9		0.002	0.8980
Generic / Store Brand	2.7	4.0	2.5	3.1	3.3	4.2	2.7	2.7	3.2	2.5	2.8		0.071	0.4282
Irish Spring	2.0	1.5	2.7	2.4	1.9	1.6	1.8	1.8	1.4	2.1	1.4		0.162	0.2196
Suave	1.3	1.0	1.6	1.5	1.3	1.9	1.6	0.9	1.4	1.4	1.5		0.025	0.6427
Dawn	0.6	0.9	1.3	1.8	0.8	1.6	0.4	1.6	1.0	1.1	0.3		0.021	0.6710
Mrs. Meyer's	1.7	2.0	1.1	1.4	0.6	0.9	1.2	0.6	0.7	0.7	0.2		0.707	0.0012
Base (N answering)														
	879	963	997	1019	1003	994	948	1010	969	947	968			

Candles														
Brand	23Q4	24Q1	24Q2	24Q3	24Q4	25Q1	25Q2	25Q3	25Q4	26Q1	26Q2	Series Trend	R ²	P-Value
Yankee Candle	30.3	37.4	33.1	32.9	32.6	33.3	32.0	33.3	31.8	34.5	32.2		0.009	0.7844
Bath & Body Works	17.1	17.4	18.8	16.9	19.1	16.3	16.0	18.7	14.6	13.8	14.7		0.415	0.0324
Glade	2.7	3.2	4.5	4.1	4.6	4.2	5.3	3.2	2.7	6.1	4.0		0.107	0.3270
Air Wick	2.0	1.2	2.0	1.9	2.3	2.7	1.6	1.7	1.4	2.5	3.2		0.183	0.1890
Generic / Store Brand	1.3	3.6	2.3	2.2	2.3	2.0	1.6	1.7	1.7	1.1	2.2		0.169	0.2094
Dove	0.4	0.5	0.3	0.0	0.2	0.8	1.2	0.8	0.9	0.7	0.9		0.405	0.0352
WoodWick	0.2	0.9	0.3	0.7	0.5	0.8	0.9	1.0	0.5	0.4	0.5		0.026	0.6361
Febreze	0.4	0.2	0.2	0.5	0.3	0.5	0.5	0.3	0.3	0.7	0.7		0.485	0.0173
Voluspa	0.0	0.0	0.3	0.2	0.3	0.2	0.7	0.2	0.5	0.2	0.0		0.049	0.5125
Scentsy	0.2	0.2	0.5	0.3	0.2	0.2	0.0	0.0	0.2	0.4	0.0		0.139	0.2596
Base (N answering)														
	551	585	605	587	608	594	563	589	584	556	556			

Air Fresheners														
Brand	23Q4	24Q1	24Q2	24Q3	24Q4	25Q1	25Q2	25Q3	25Q4	26Q1	26Q2	Series Trend	R ²	P-Value
Glade	22.3	22.1	22.3	23.6	20.9	20.6	21.0	22.5	23.3	24.8	23.4		0.154	0.2329
Febreze	19.1	20.8	19.9	22.7	19.2	22.5	18.7	21.5	18.5	24.2	20.9		0.062	0.4599
Air Wick	8.2	11.7	9.4	11.4	10.0	8.9	12.1	10.2	9.7	11.0	11.2		0.099	0.3460
Bath & Body Works	5.9	3.4	5.3	3.6	5.5	4.5	3.5	3.3	2.9	3.4	2.9		0.483	0.0176
Generic / Store Brand	1.3	1.5	1.4	0.9	1.1	1.2	1.6	0.8	1.1	0.7	1.3		0.174	0.2021
Yankee Candle	2.1	0.6	0.8	1.3	1.5	1.4	1.4	0.7	0.8	0.7	0.8		0.222	0.1437
Dove	0.8	1.3	1.0	0.3	0.5	0.9	1.8	1.0	1.2	1.1	1.2		0.128	0.2809
Scentsy	0.0	0.3	0.7	0.1	0.1	0.3	0.0	0.0	0.1	0.1	0.1		0.093	0.3631
Mrs. Meyer's	0.3	0.7	0.1	0.0	0.1	0.1	0.1	0.1	0.0	0.0	0.0		0.447	0.0245
Suave	0.2	0.0	0.0	0.3	0.0	0.3	0.1	0.0	0.0	0.1	0.0		0.030	0.6086
Base (N answering)														
	624	710	714	770	731	739	763	766	752	715	762			

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

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

A. Fragranced Body Care

Brand	Percentage	Count
Blank / Unsure	36.37%	7,966
Other (Niche/Low freq)	29.18%	6,392
Dove	14.75%	3,230
Bath & Body Works	9.70%	2,124
Suave	3.89%	853
Olay	2.25%	493

B. Hand Soaps and Sanitizers

Brand	Percentage	Count
Other	34.23%	7,498
Blank / Unsure	30.87%	6,761
Dove	14.11%	3,091
Dial	9.04%	1,981
Bath & Body Works	7.85%	1,720
Suave	1.02%	223

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

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

C. Candles

Brand	Percentage	Count
Blank / Unsure	59.17%	12,961
Other	17.30%	3,789
Yankee Candle	14.01%	3,069
Bath & Body Works	6.73%	1,474
Glade	1.72%	376

D. Air Fresheners

Brand	Percentage	Count
Blank / Unsure	48.65%	10,655
Other	24.87%	5,448
Glade	12.01%	2,631
Febreze	5.72%	1,252
Air Wick	3.76%	823
Bath & Body Works	2.13%	466
Lysol	1.44%	316

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

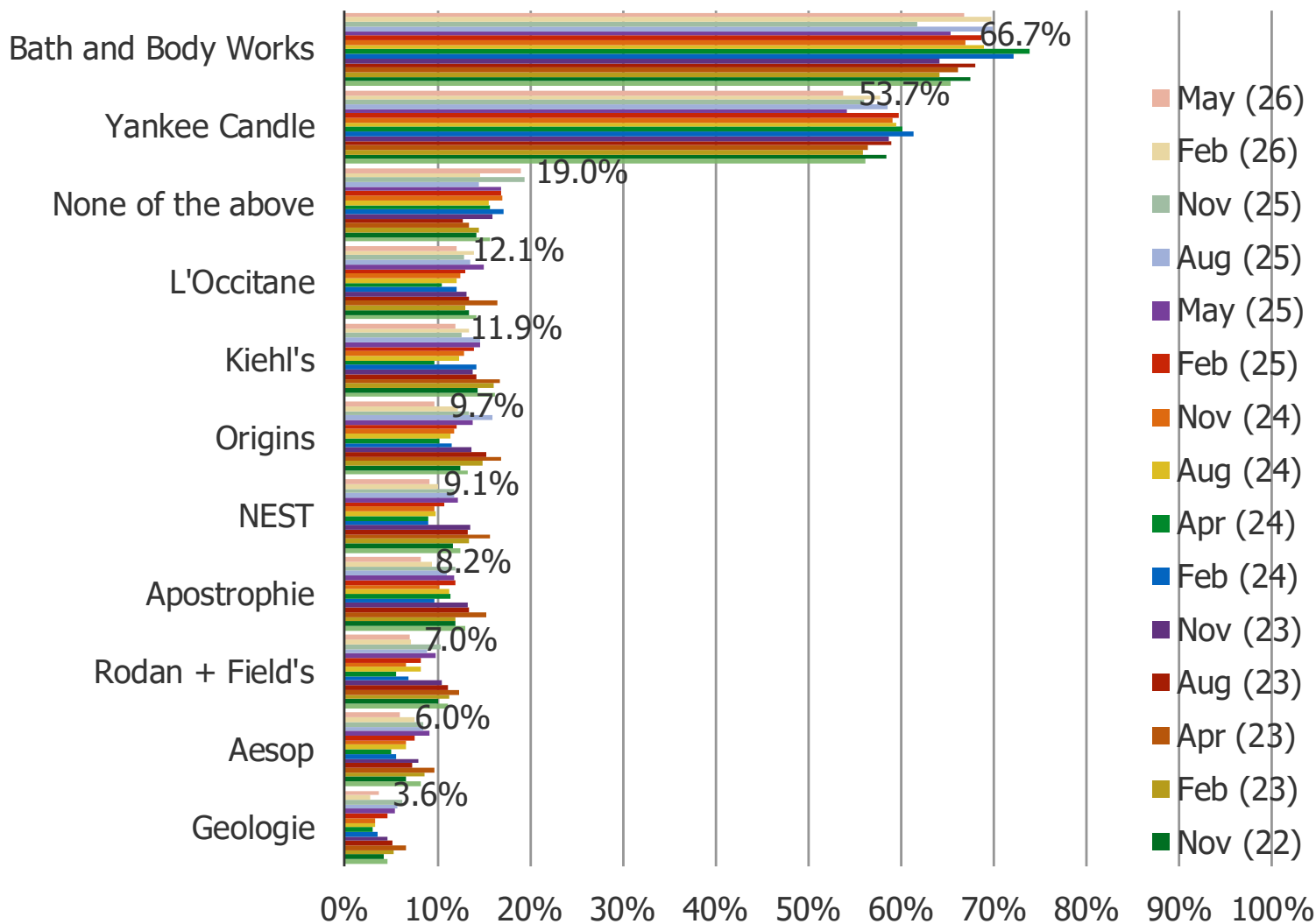
Posed to all respondents who regularly or occasionally use fragrance, hand soap, candle and air freshener products.

Most Significant Trends (Sorted by Significance):

Category	Brand	<i>R</i> ²	P-Value
Fragranced Body Care	Dove	0.63	0.0002*
Air Fresheners	Blank / Unsure	0.49	0.0025*
Fragranced Body Care	Other (Niche)	0.49	0.0026*
Air Fresheners	Febreze	0.43	0.0055*
Hand Soaps	Other (Niche)	0.37	0.0121*
Candles	Other (Niche)	0.37	0.0129*
Hand Soaps	Dove	0.31	0.0246*
Candles	Blank / Unsure	0.31	0.0253*
Air Fresheners	Lysol	0.29	0.0316*
Air Fresheners	Air Wick	0.25	0.0480*

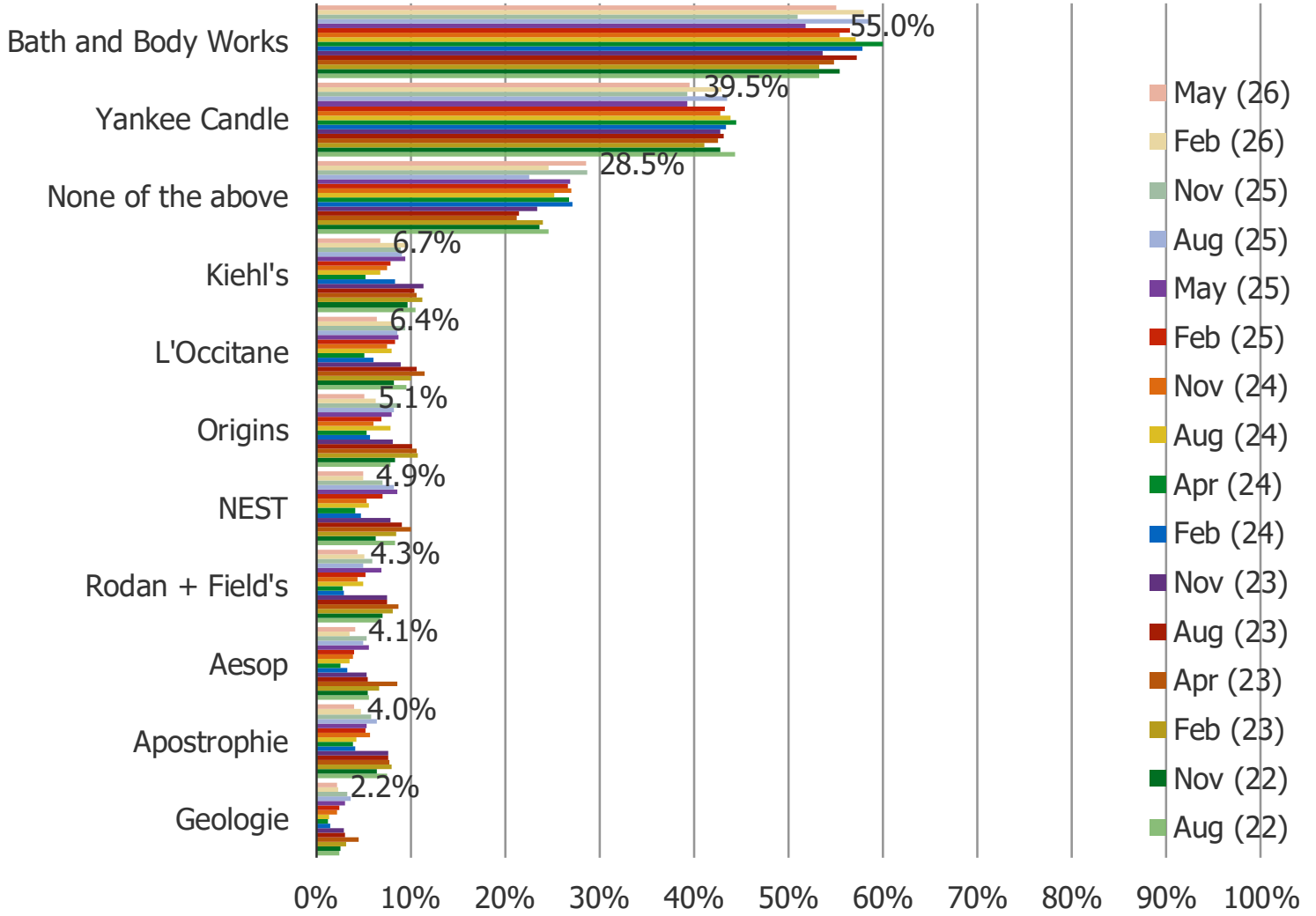
WHICH OF THE FOLLOWING BRANDS ARE YOU FAMILIAR WITH? SELECT ALL THAT APPLY

Posed to all respondents.



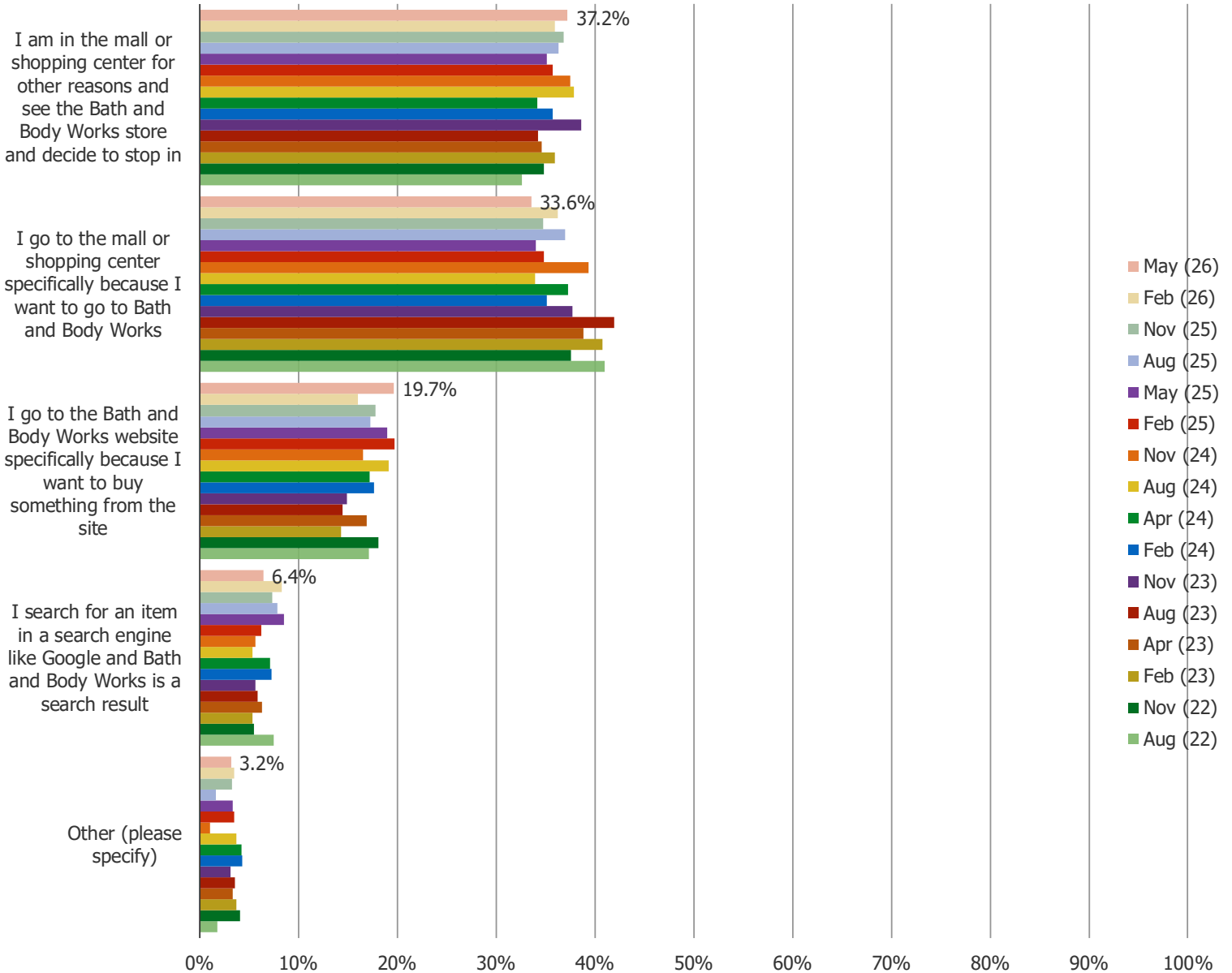
HAVE YOU EVER PURCHASED OR RECEIVED PRODUCTS FROM THE FOLLOWING?

Posed to all respondents.



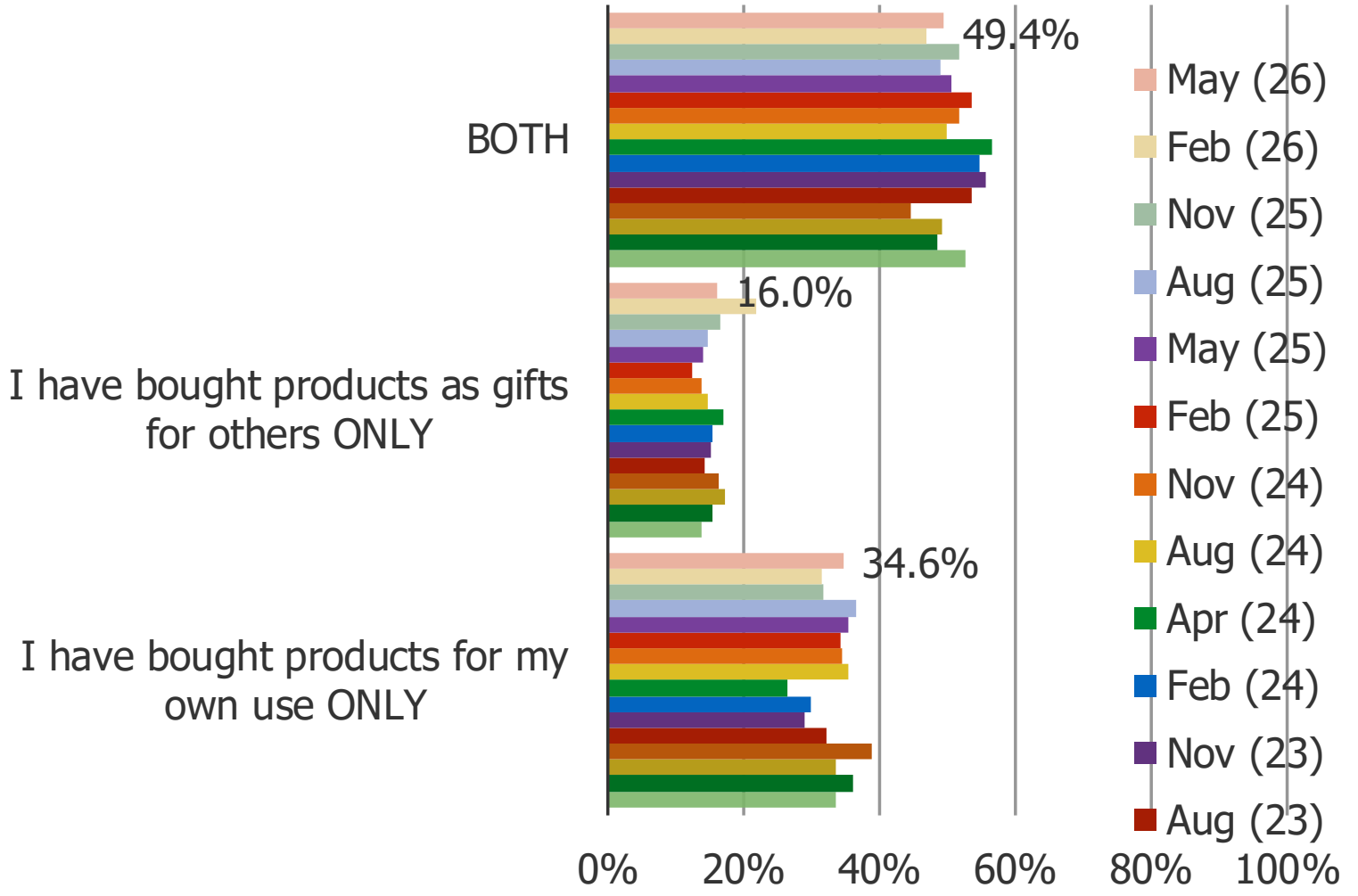
HOW DO YOU TYPICALLY WIND UP SHOPPING BATH AND BODY WORKS?

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



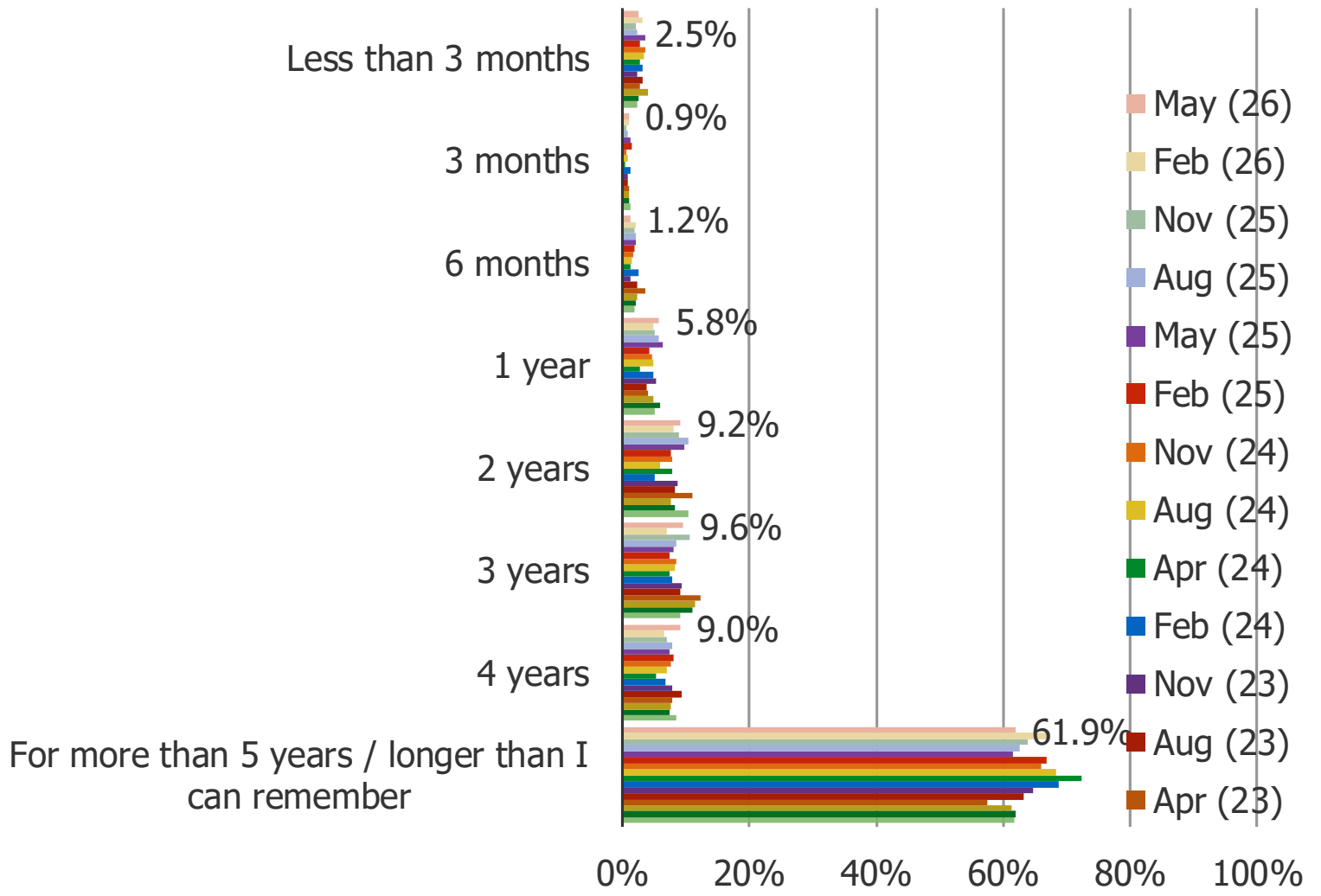
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR EXPERIENCE WITH BATH AND BODY WORKS?

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



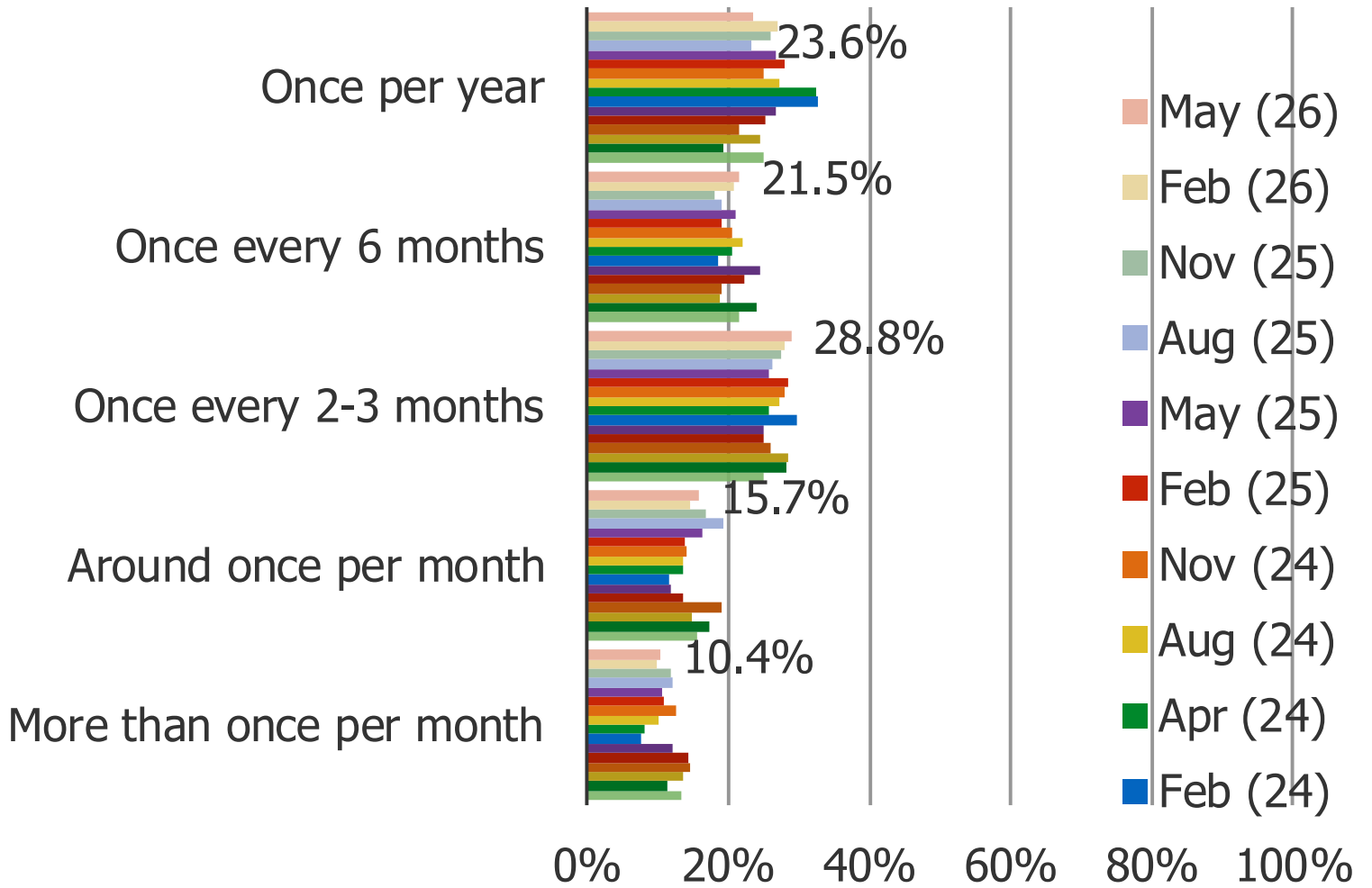
FOR HOW LONG HAVE YOU BEEN A CUSTOMER OF BATH AND BODY WORKS?

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



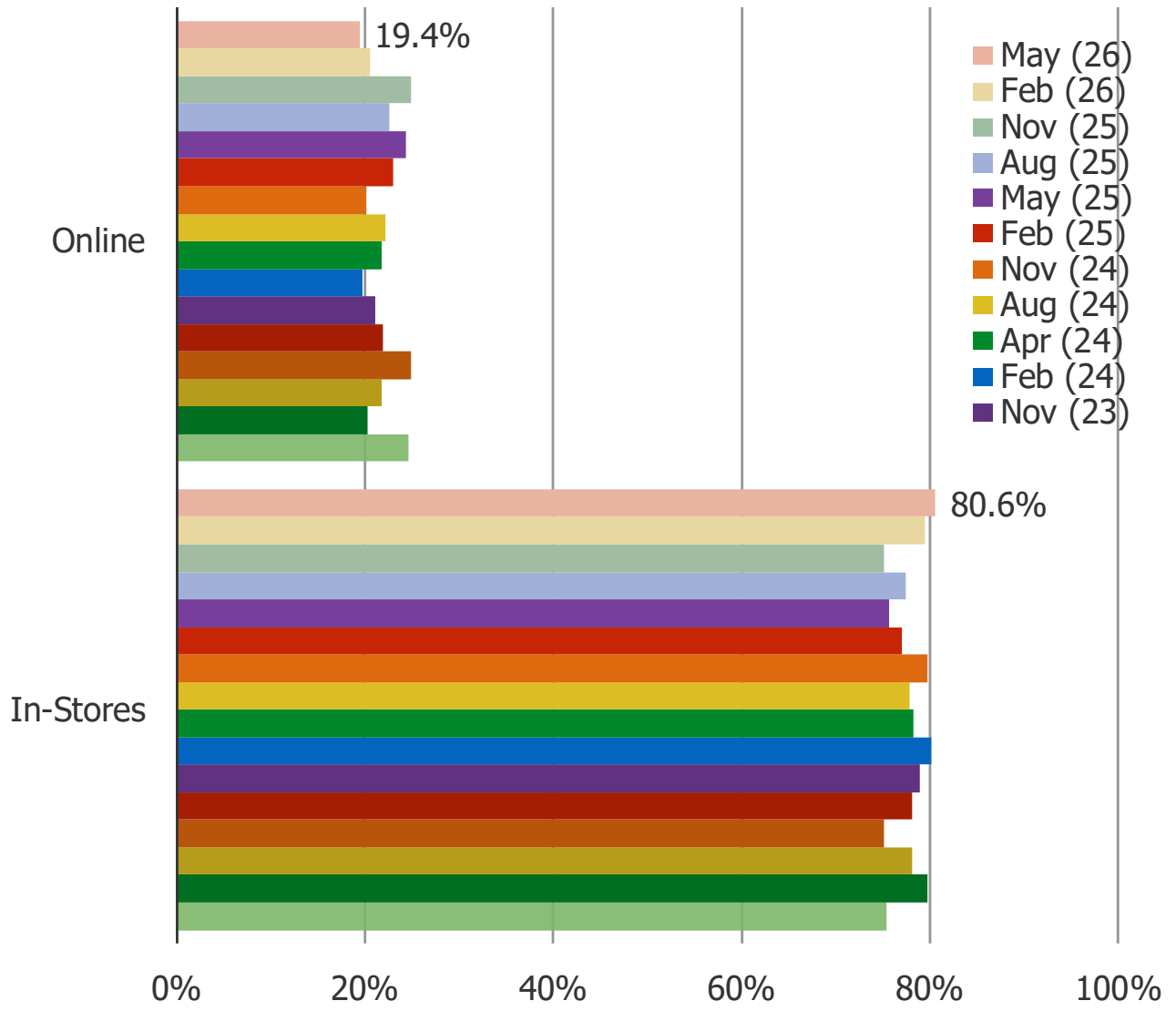
HOW OFTEN DO YOU SHOP BATH AND BODY WORKS?

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



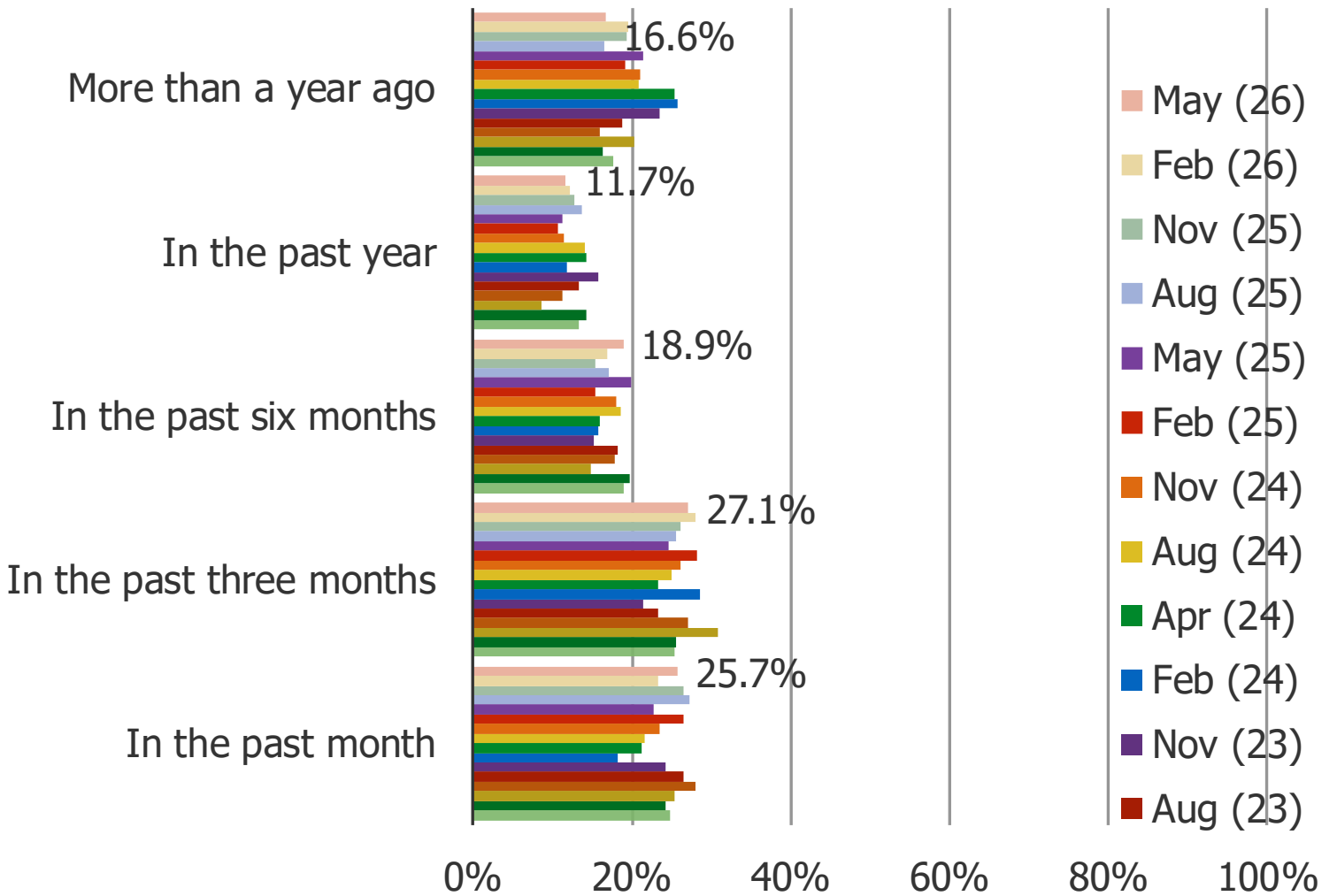
HOW DO YOU PREFER TO SHOP BATH AND BODY WORKS?

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



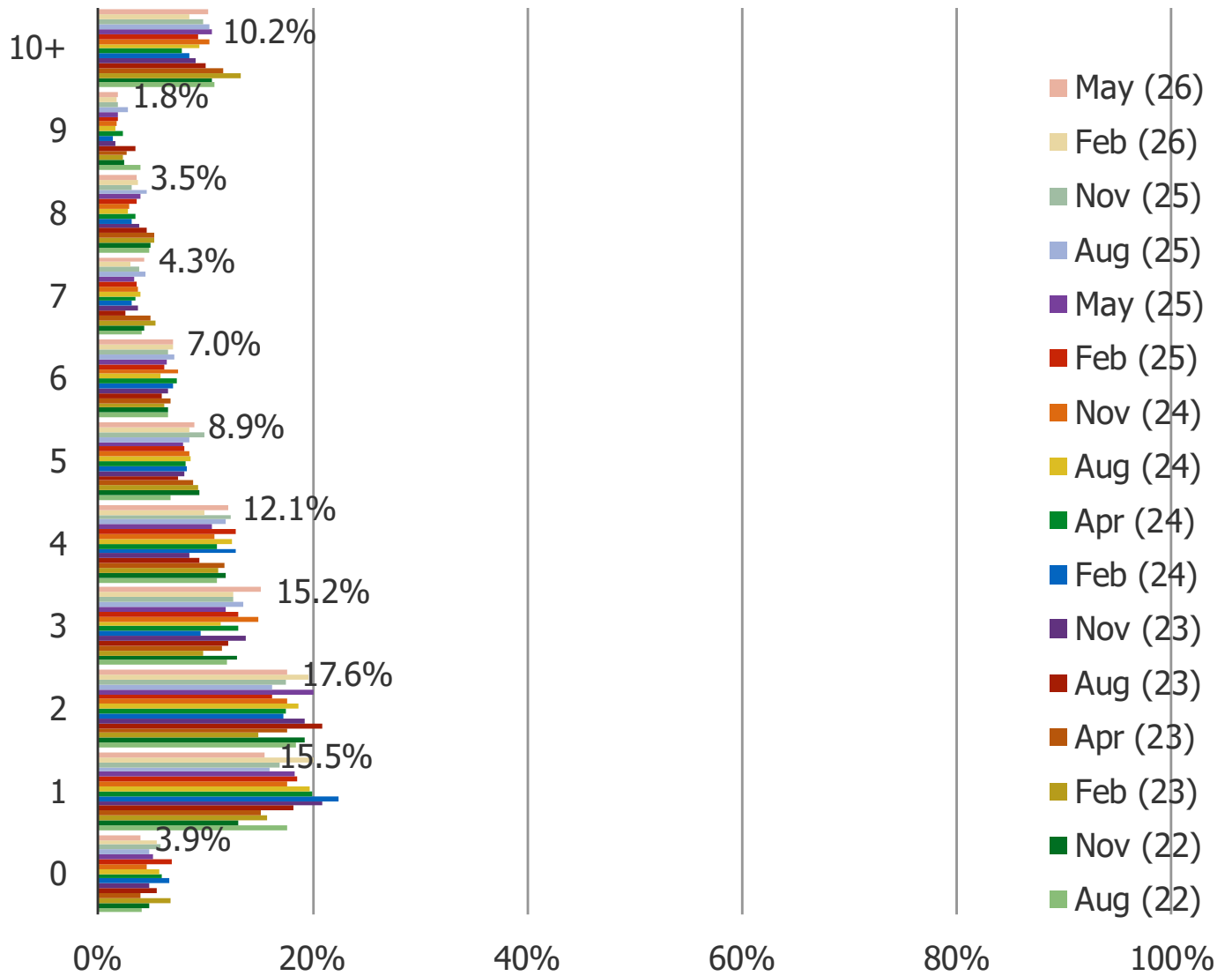
WHEN DID YOU MOST RECENTLY BUY PRODUCTS FROM BATH AND BODY WORKS?

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



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

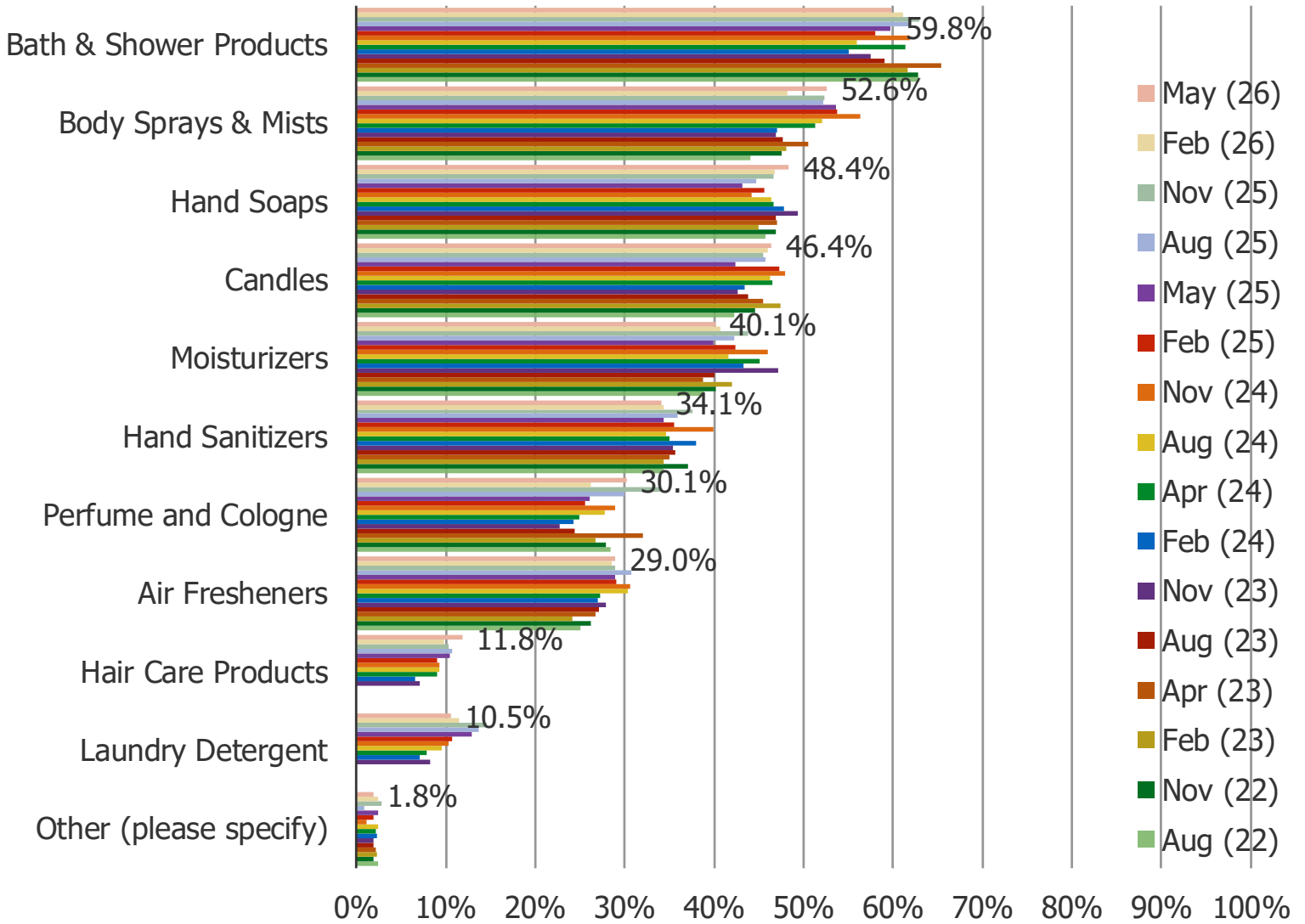
Posed to all respondents who have purchased or received products from Bath and Body Works.



Bath and Body Works

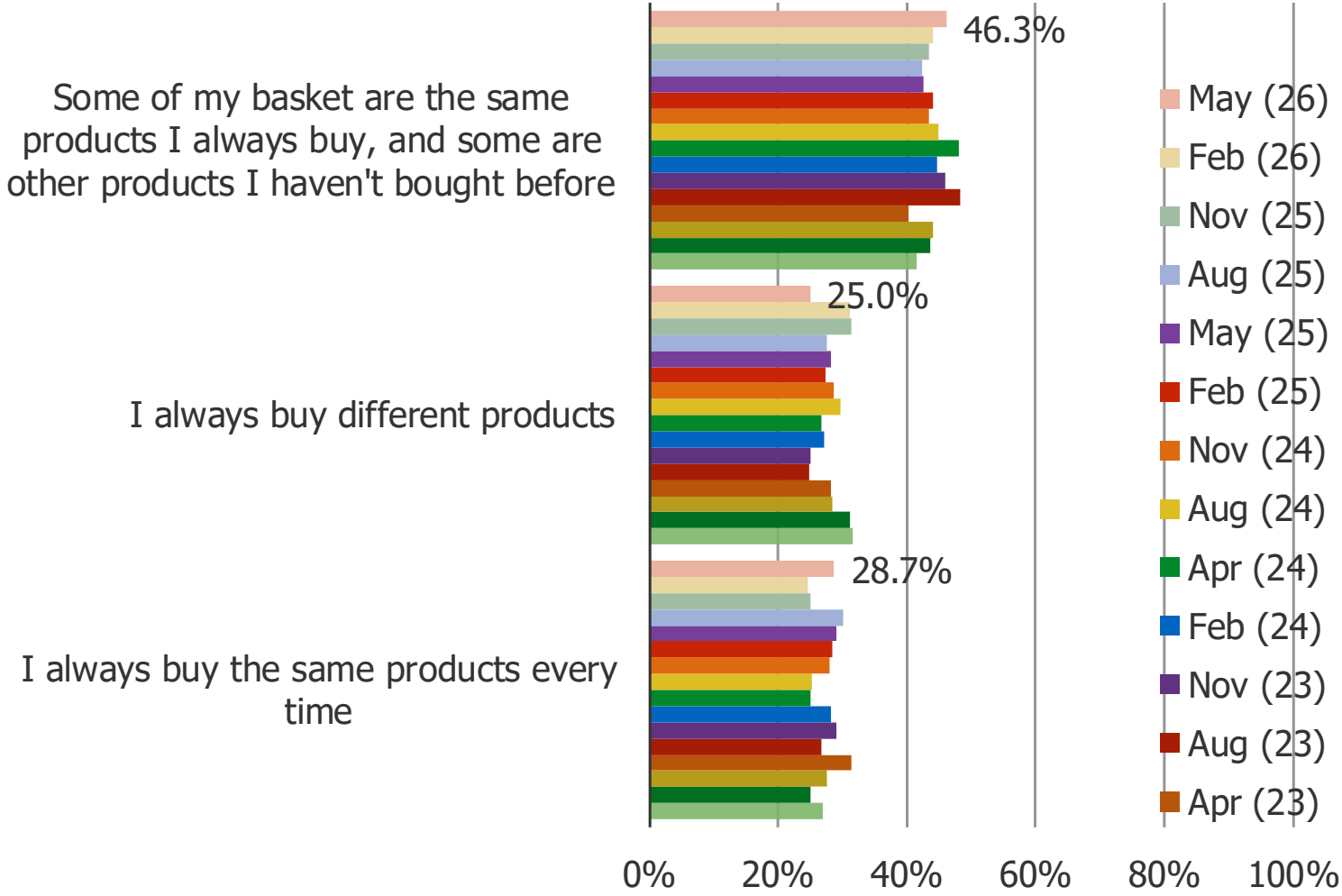
THINKING ABOUT YOUR PERSONAL USE OF BATH AND BODY WORKS, WHAT PRODUCTS DO YOU TYPICALLY BUY? SELECT ALL THAT APPLY

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.

May 2026

