

**Bespoke Market Intelligence**

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# **Victoria's Secret Survey**

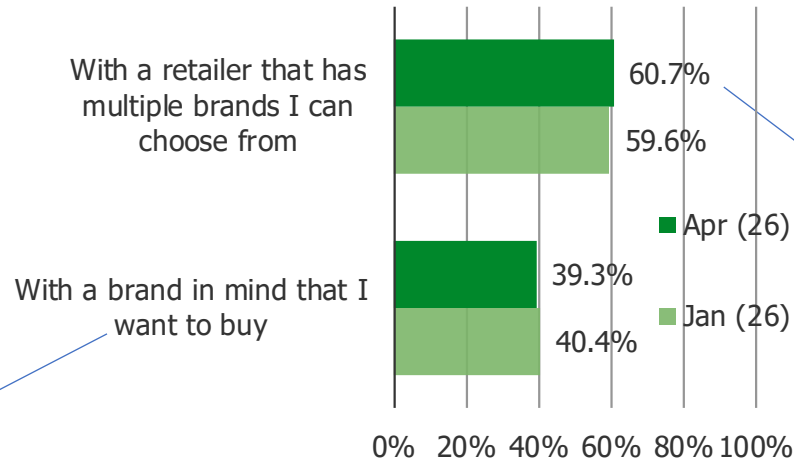
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**January 2026**

**Quick Survey of 330+ Women Who Wear Bras**

## When you need to buy a new bra, where do you start?

Posed to women who said they wear bras regularly or occasionally...

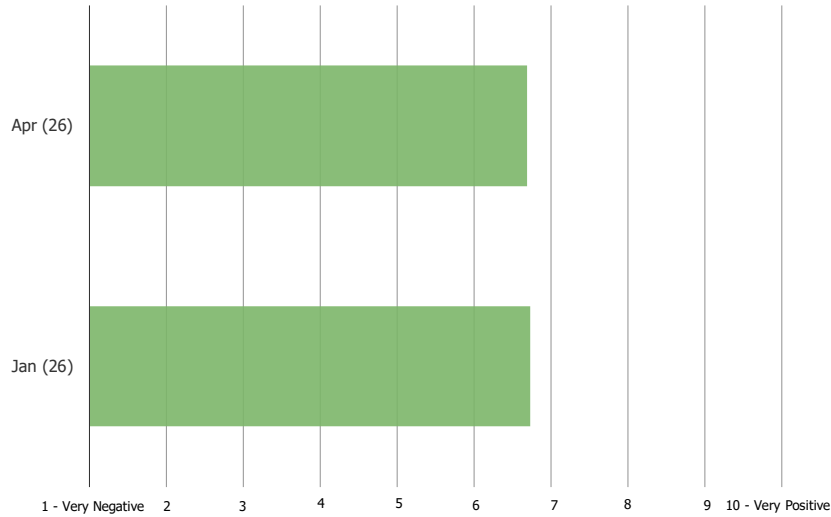


- **Victoria's Secret / PINK:** 17.7% (Includes VS, Pink, Pinn, etc.)
- **Bali:** 5.1% (Includes Bally)
- **Hanes:** 4.3% (Includes Hanse)
- **Playtex:** 4.3% (Includes Platex)
- **Nike:** 3.9%
- **Maidenform:** 3.1%
- **Calvin Klein:** 1.5%
- **Fenty / Savage X Fenty:** 1.5%
- **Other Specific Apparel:** ~11.6% (Includes Skims, Soma, Vanity Fair, Wacoal, Warner's, Glamorise, Lane Bryant, Zara, Pepper, Lululemon, etc.)

- **Walmart:** 27.11%
- **General Preferences (Price, Comfort, Variety, Fit):** 11.56%
- **Amazon:** 10.44%
- **None / Unsure:** 10.44%
- **Unclassified / Noise:** 6.89%
- **Victoria's Secret:** 5.11%
- **Kohl's:** 4.89%
- **Specific Product Brands (Nike, Hanes, MAC, etc.):** 4.44%
- **Target:** 3.11%
- **Macy's:** 2.67%
- **Sephora:** 1.56%
- **Ulta:** 1.56%
- **JCPenney:** 1.11%
- **Beall's:** 0.89%
- **Marshall's:** 0.89%
- **Other Retailers (Grocery/Pharm/Club):** 0.89%
- **Ross:** 0.89%
- **SHEIN:** 0.89%
- **TJ Maxx:** 0.67%
- **Adore Me:** 0.44%

## What is your current opinion of the Victoria's Secret brand?

Posed to women who said they wear bras regularly or occasionally...



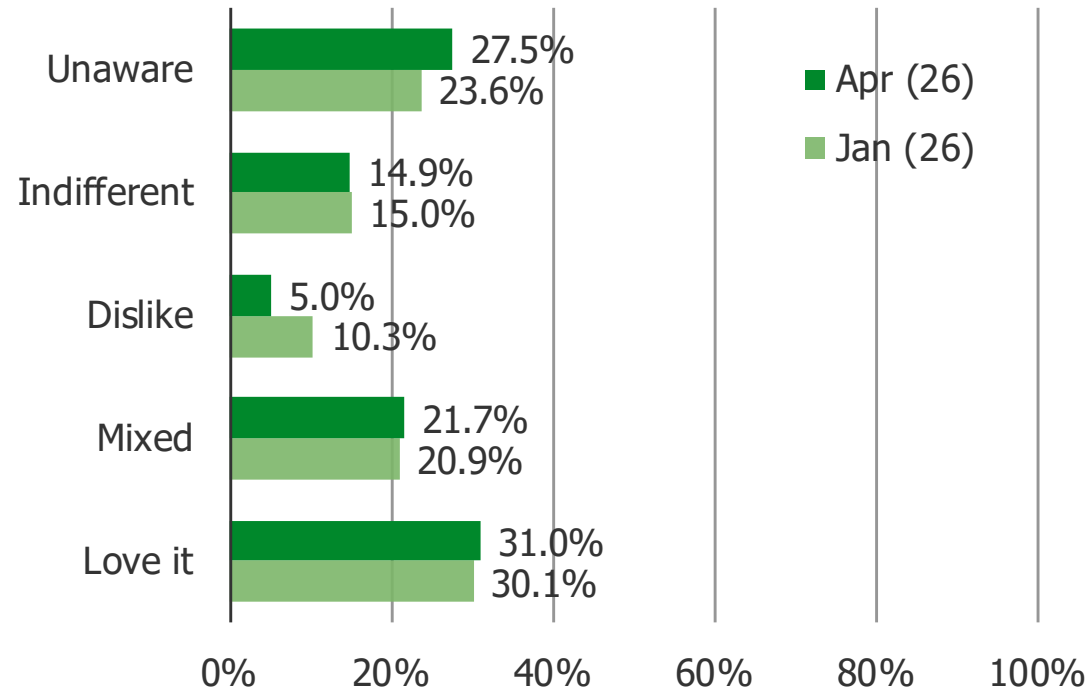
### Optional Comments: Why?

- **Expensive / Overpriced:** 31.18%
- **Positive Sentiment (Good Quality / Fit / Love):** 16.13%
- **Sizing / Poor Fit:** 10.75%
- **Style Preferences / Target Audience:** 8.60%
- **Don't Shop There / Unaware:** 7.53%
- **Noise / Unclassified:** 7.53%
- **Poor Quality:** 5.38%
- **Brand Morals / Social Issues:** 3.23%
- **General Negative / Dislike:** 3.23%
- **Overhyped / Lost Identity:** 3.23%
- **Unsure / Neutral:** 3.23%

## Victoria's Secret | Survey

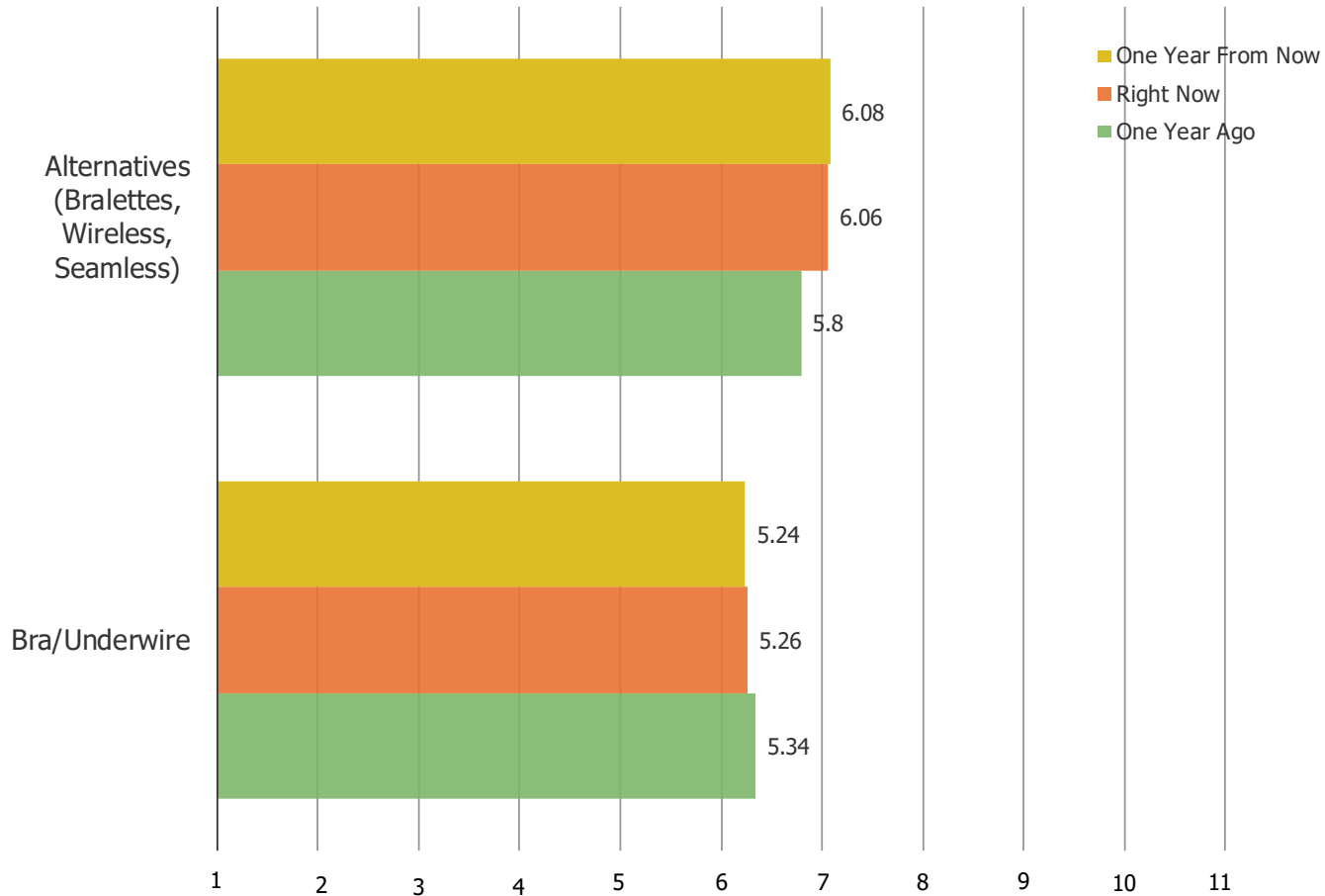
Victoria's Secret recently brought back its "Fashion Show" (e.g., the 2025 Brooklyn show) featuring a mix of iconic "Angels," diverse body types, and athletes. What was your opinion of this decision?

Posed to women who said they wear bras regularly or occasionally...



## Thinking about the bra's in your drawer right now, please estimate what percentage of your overall bra inventory is...

Posed to women who said they wear bras regularly or occasionally...

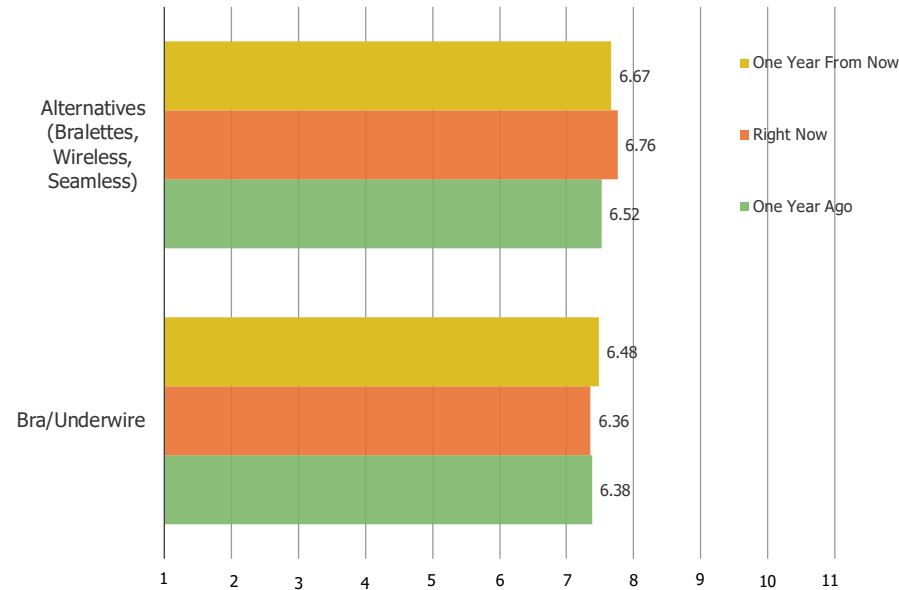


- 1 = 0%
- 2 = 10%
- 3 = 20%
- 4 = 30%
- 5 = 40%
- 6 = 50%
- 7 = 60%
- 8 = 70%
- 9 = 80%
- 10 = 90%
- 11 = 100%

## Thinking about the bra's in your drawer right now, please estimate what percentage of your overall bra inventory is...

Posed to women who said they wear bras regularly or occasionally...

Filter: Focusing on 18-34 Year-Olds



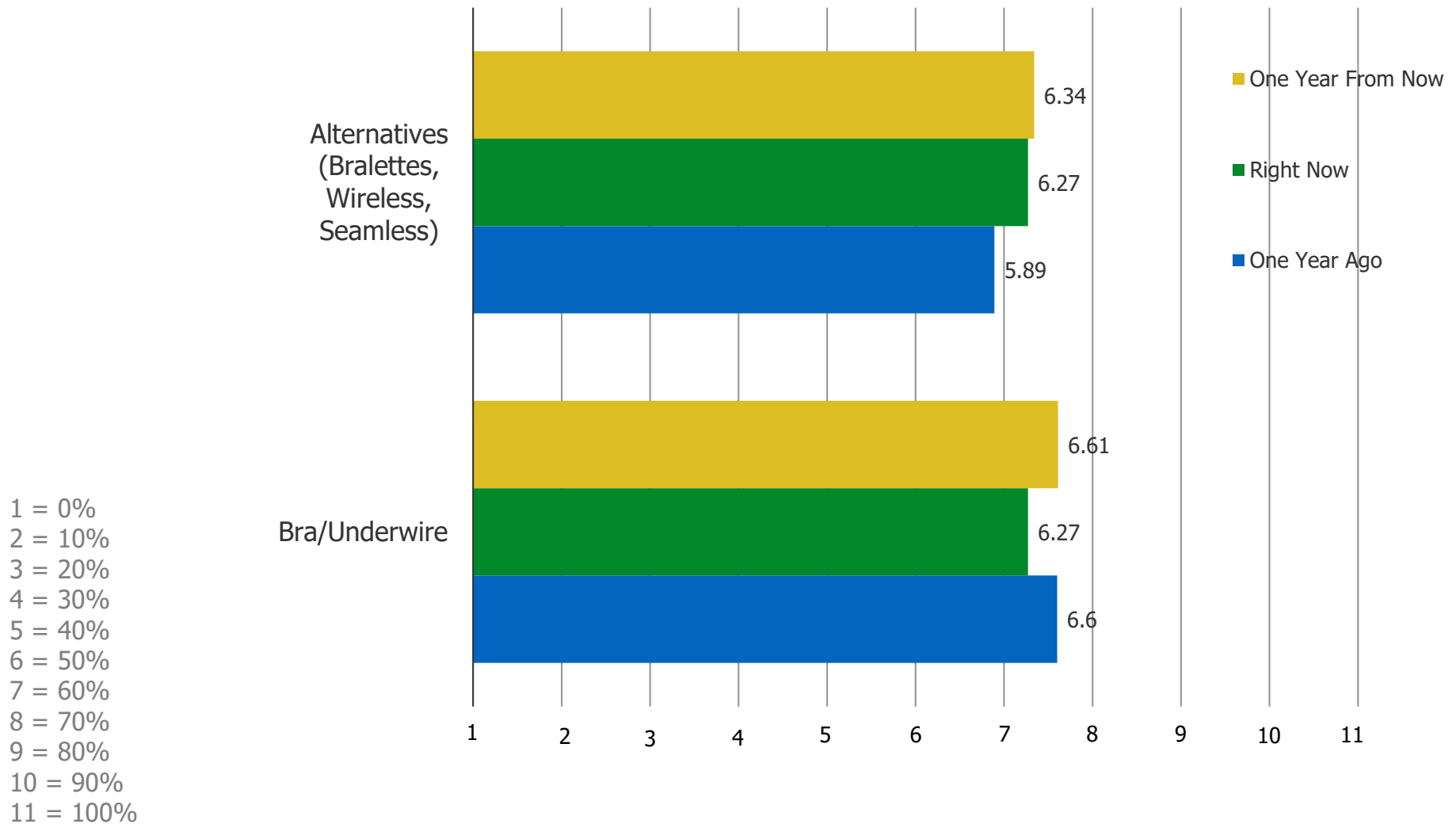
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## Victoria's Secret | Survey

### Thinking about the bra's in your drawer right now, please estimate what percentage of your overall bra inventory is...

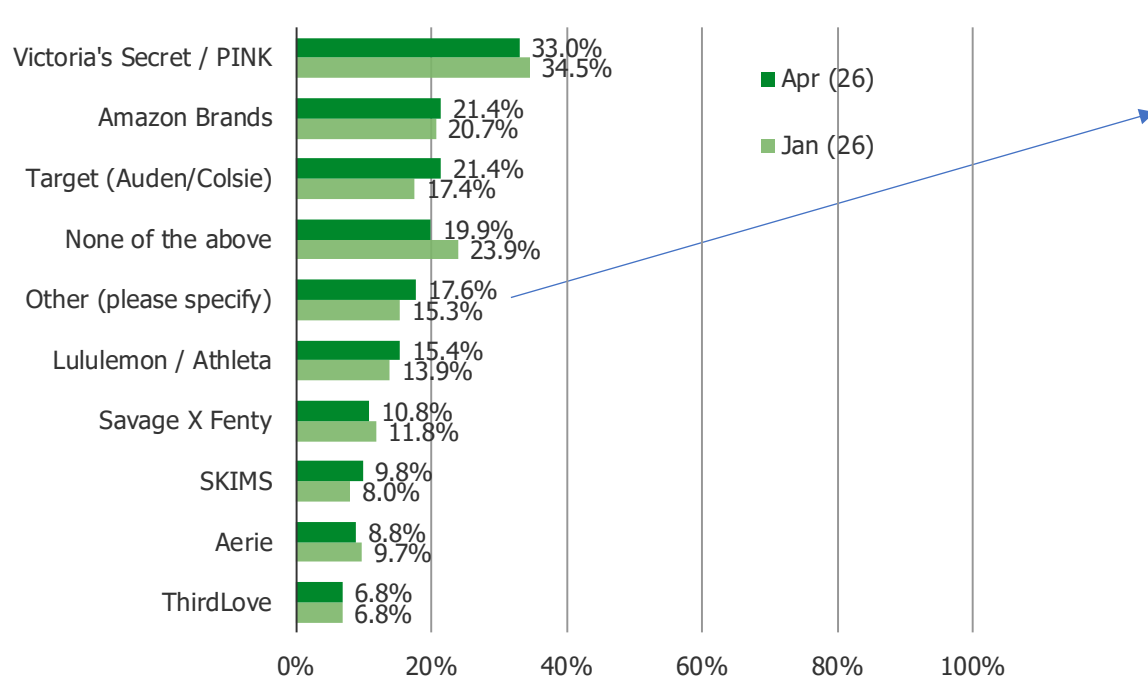
Posed to women who said they wear bras regularly or occasionally...

Filter: Focusing on Victoria's Secret customers



## Which of the following brands are currently in your "closet" (bras you wear at least once a month)? (Select all that apply)

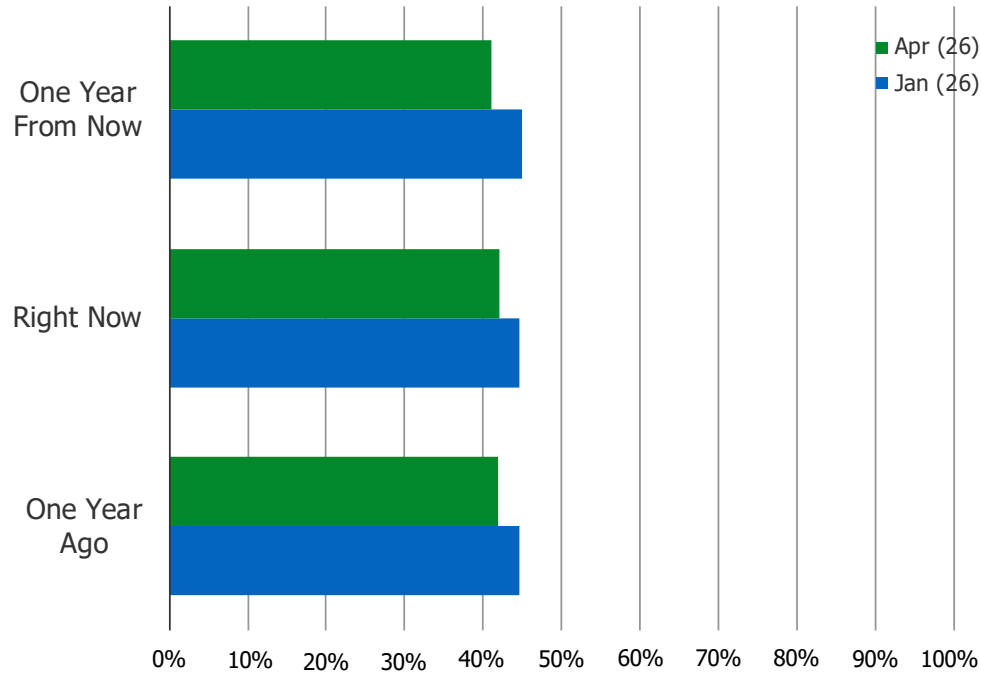
Posed to women who said they wear bras regularly or occasionally...



- Walmart Brands (Joyspun, No Boundaries, etc.): 16.26%
- Playtex: 8.94%
- Hanes: 8.94%
- Bali: 7.32%
- Maidenform: 6.50%
- Warner's: 6.50%
- Vanity Fair: 4.07%
- Calvin Klein: 4.07%
- Soma: 3.25%
- Olga: 2.44%
- Just My Size: 2.44%
- Champion: 1.63%
- General / Store Brand: 1.63%
- Glamorise: 1.63%
- Lane Bryant: 1.63%
- Marshall's: 1.63%
- Natori: 1.63%
- Nike: 1.63%
- SHEIN: 1.63%
- Torrid: 1.63%
- Wacoal: 1.63%
- ARQ: 0.81%
- Beall's: 0.81%
- Curvy Couture: 0.81%

## Please estimate what percentage of your total bra collection is from Victoria's Secret (including PINK) at each of these time points.

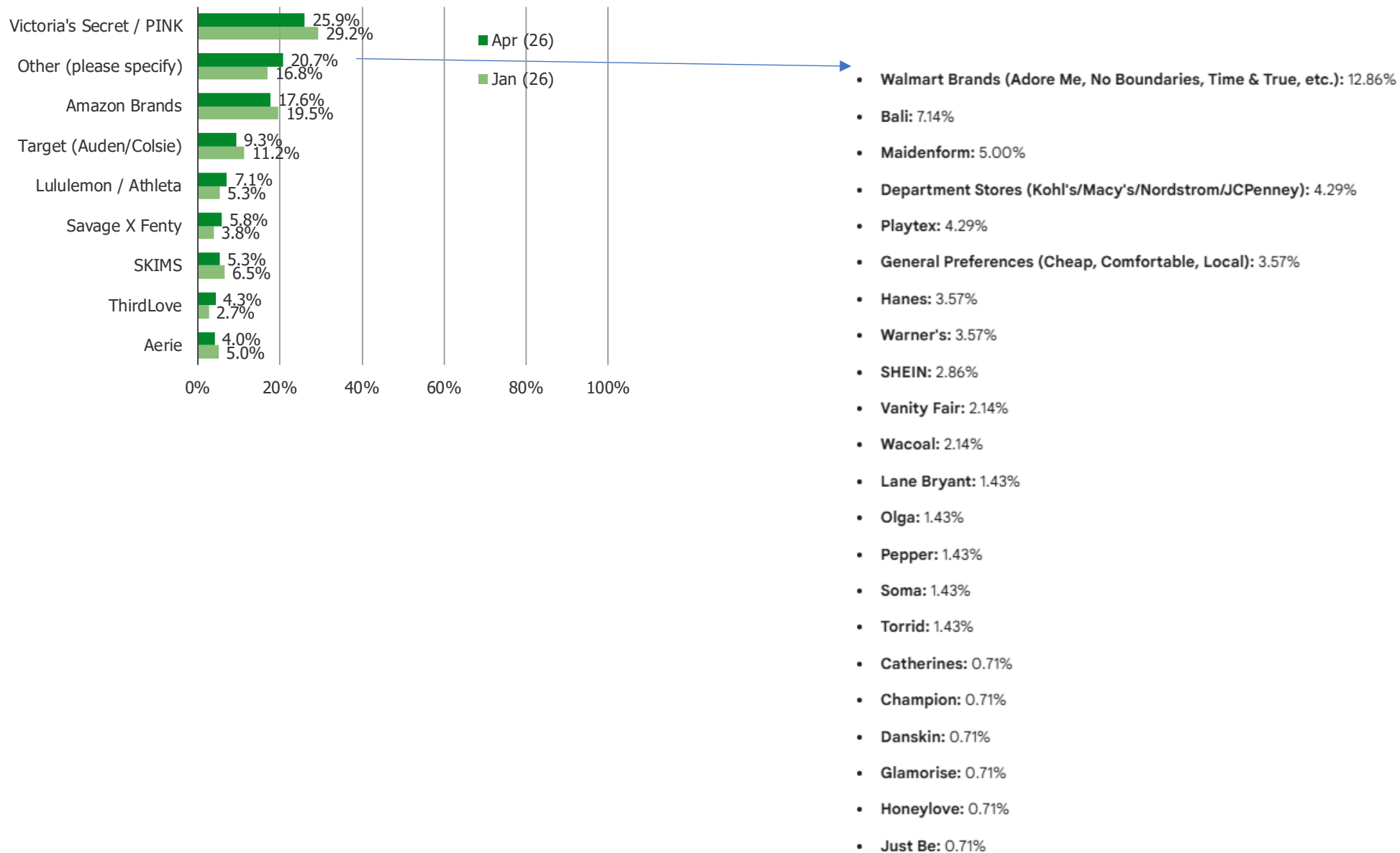
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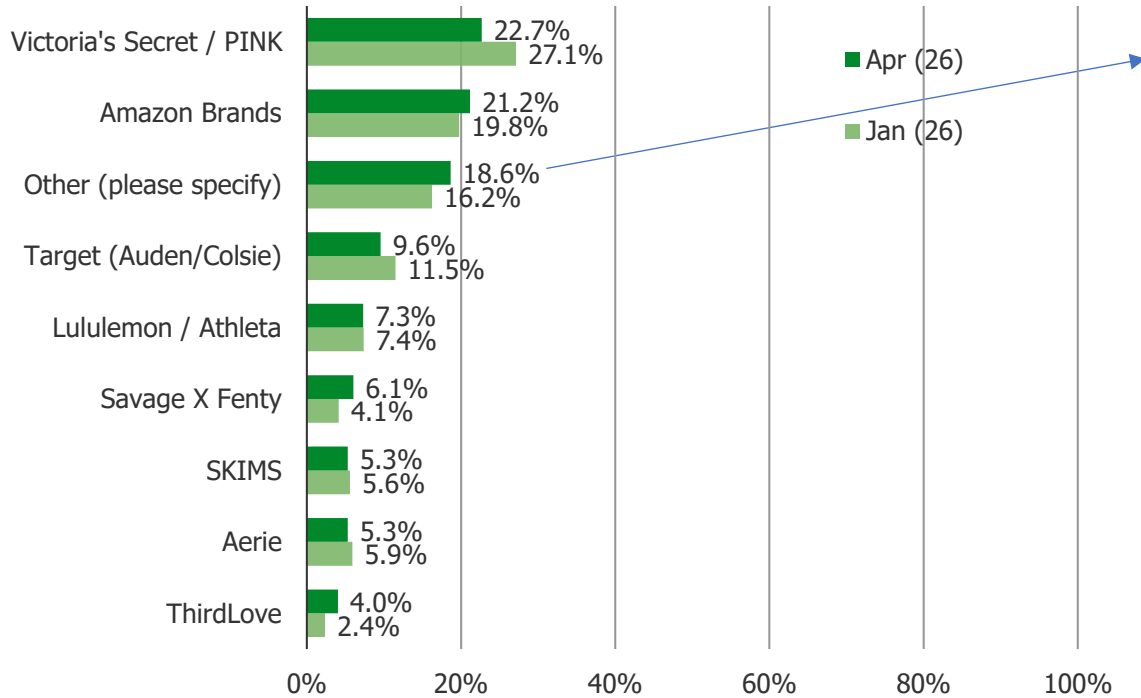
## If you were looking for a new [Traditional Underwire] bra today, which brand would be your "First Choice"?

Posed to women who said they wear bras regularly or occasionally...



## If you were looking for a new [Wireless/Bralette] today, which brand would be your "First Choice"?

Posed to women who said they wear bras regularly or occasionally...



- Walmart Brands (Adore Me, No Boundaries, etc.): 12.40%
- Bali: 6.20%
- General Preferences (Cheap, Store Brand, Local): 5.43%
- Hanes: 4.65%
- Maidenform: 4.65%
- Department Stores (Kohl's/Macy's/JCPenney): 3.88%
- Playtex: 3.88%
- SHEIN: 3.10%
- Soma: 2.33%
- Warner's: 2.33%
- Calvin Klein: 1.55%
- Glamorise: 1.55%
- Lane Bryant: 1.55%
- Torrid: 1.55%
- Vanity Fair: 1.55%
- Wacoal: 1.55%
- ARQ: 0.78%
- Catherines: 0.78%
- Champion: 0.78%
- Danskin: 0.78%
- Honeylove: 0.78%
- Jockey: 0.78%
- Just Be: 0.78%