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BESPOKE SURVEYS

Beauty and Personal Care, Volume 6

1000+ Respondents Per Quarter

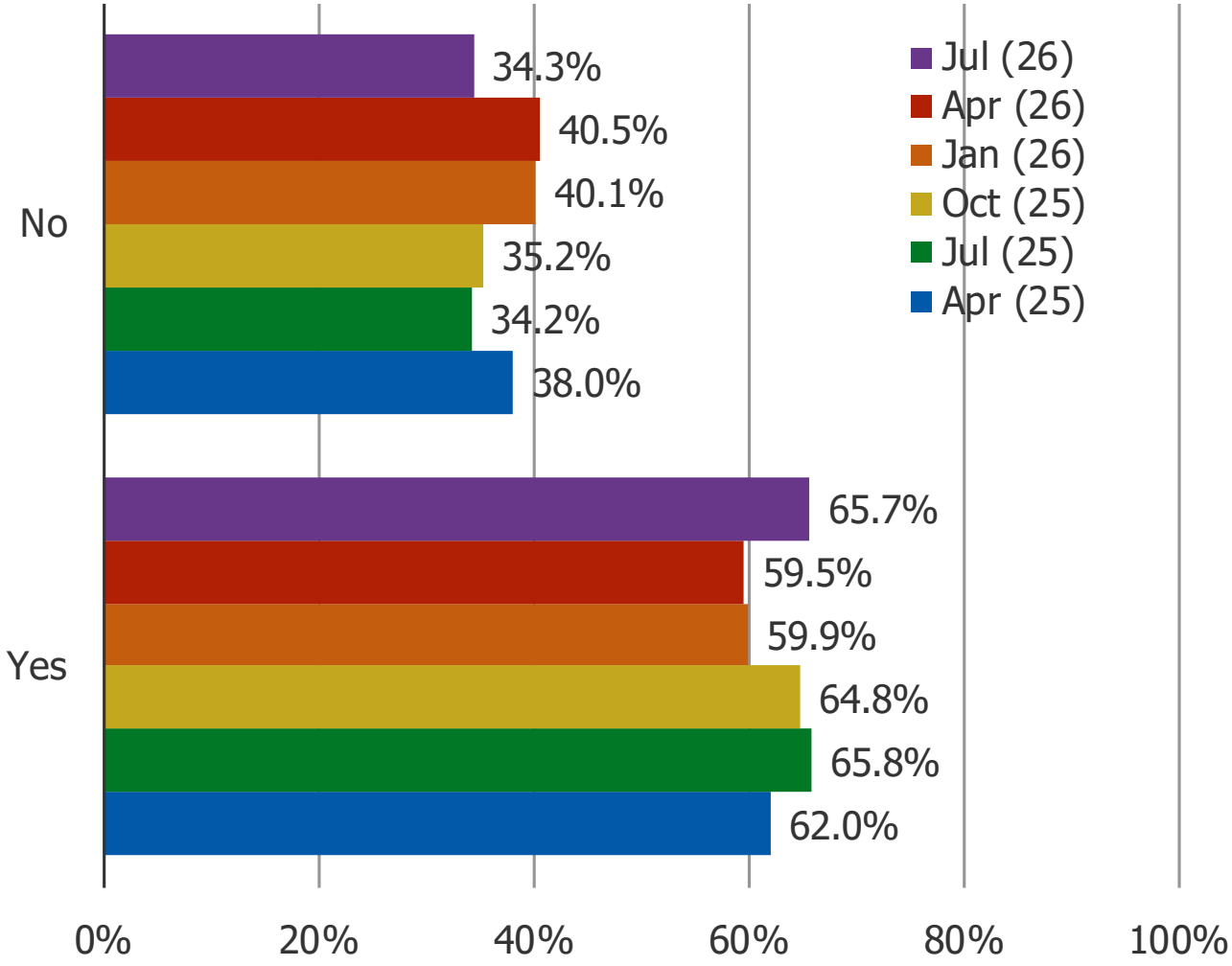
July 2026

ULTA

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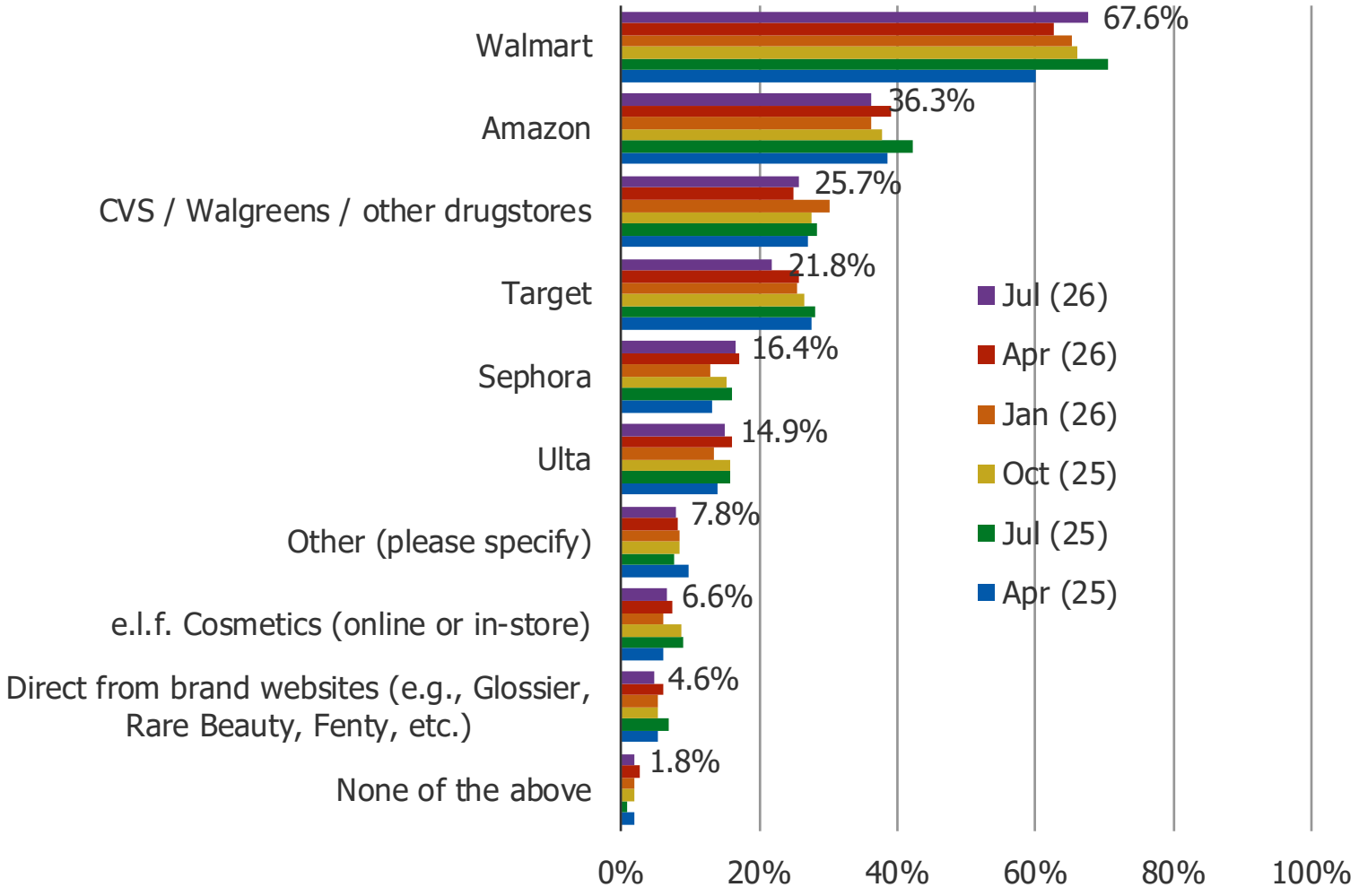
HAVE YOU PURCHASED BEAUTY OR PERSONAL CARE PRODUCTS IN THE PAST 6 MONTHS?

Posed to all respondents.



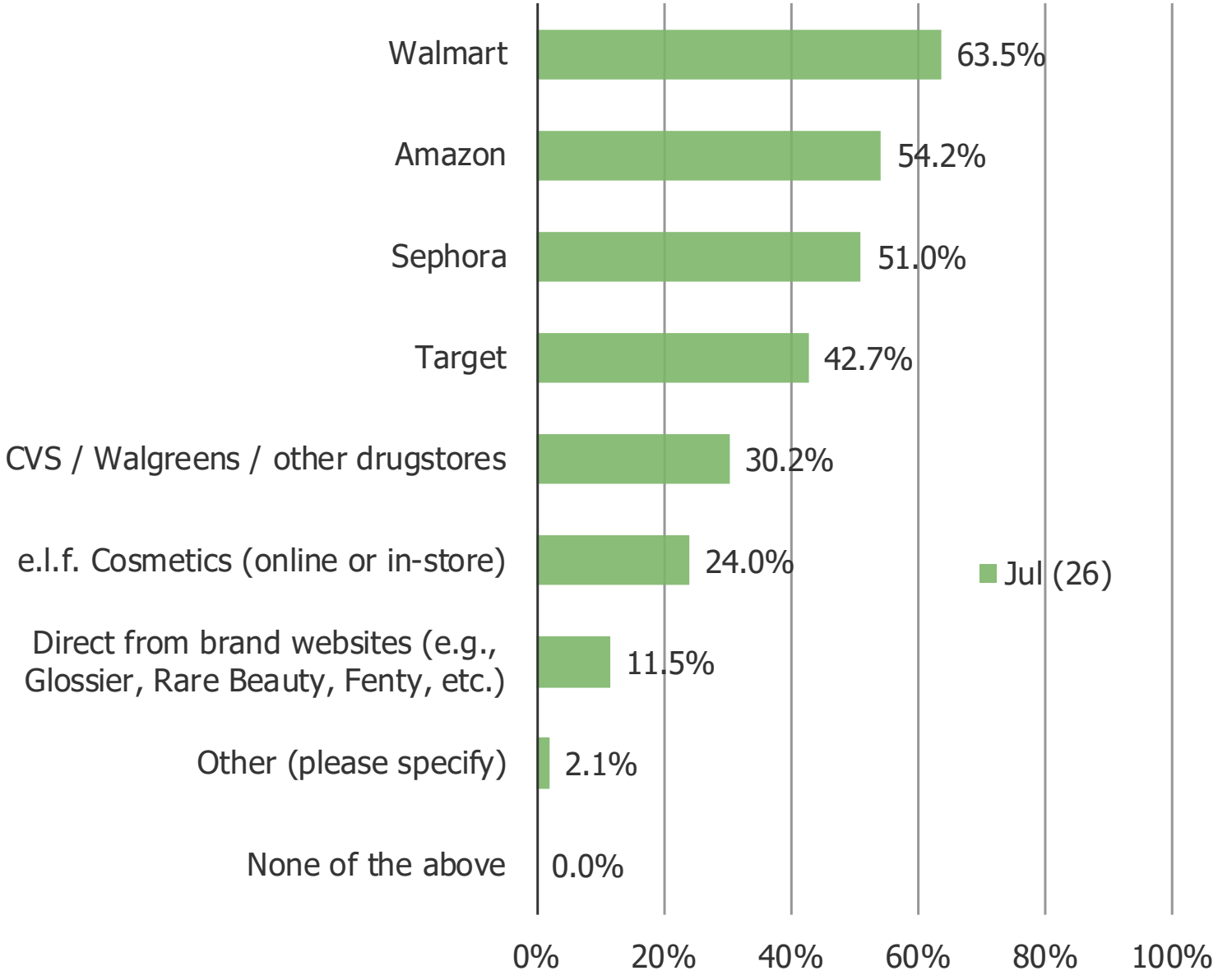
WHICH OF THE FOLLOWING PLACES HAVE YOU PURCHASED BEAUTY OR PERSONAL CARE PRODUCTS FROM IN THE PAST 6 MONTHS? (SELECT ALL THAT APPLY)

Posed to all respondents who have purchased beauty or personal care products in the past 6 months (N = 597).



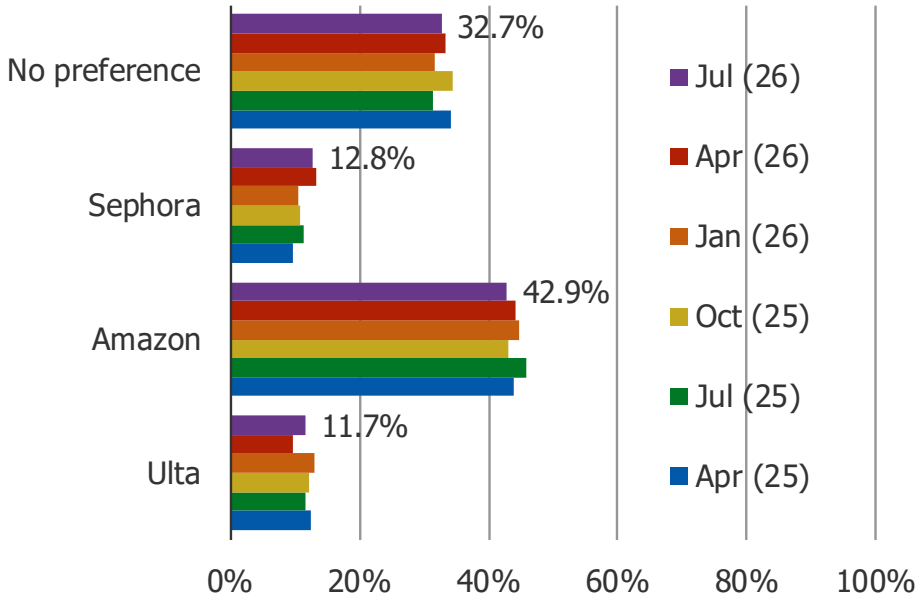
WHICH OF THE FOLLOWING PLACES HAVE YOU PURCHASED BEAUTY OR PERSONAL CARE PRODUCTS FROM IN THE PAST 6 MONTHS? (SELECT ALL THAT APPLY)

Posed to all respondents who purchased beauty or personal care items from Ulta in the past 6 months (N = 96).

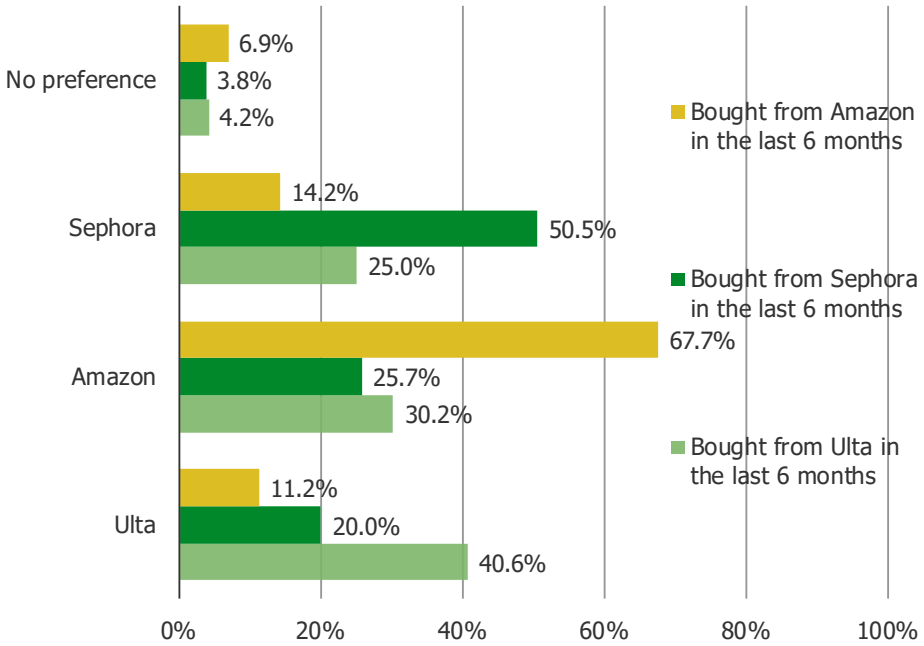


WHEN YOU SHOP FOR BEAUTY OR PERSONAL CARE PRODUCTS, WHICH RETAILER WOULD YOU GO TO FIRST MOST OFTEN?

Posed to all respondents who have purchased beauty or personal care products in the past 6 months (N = 597).

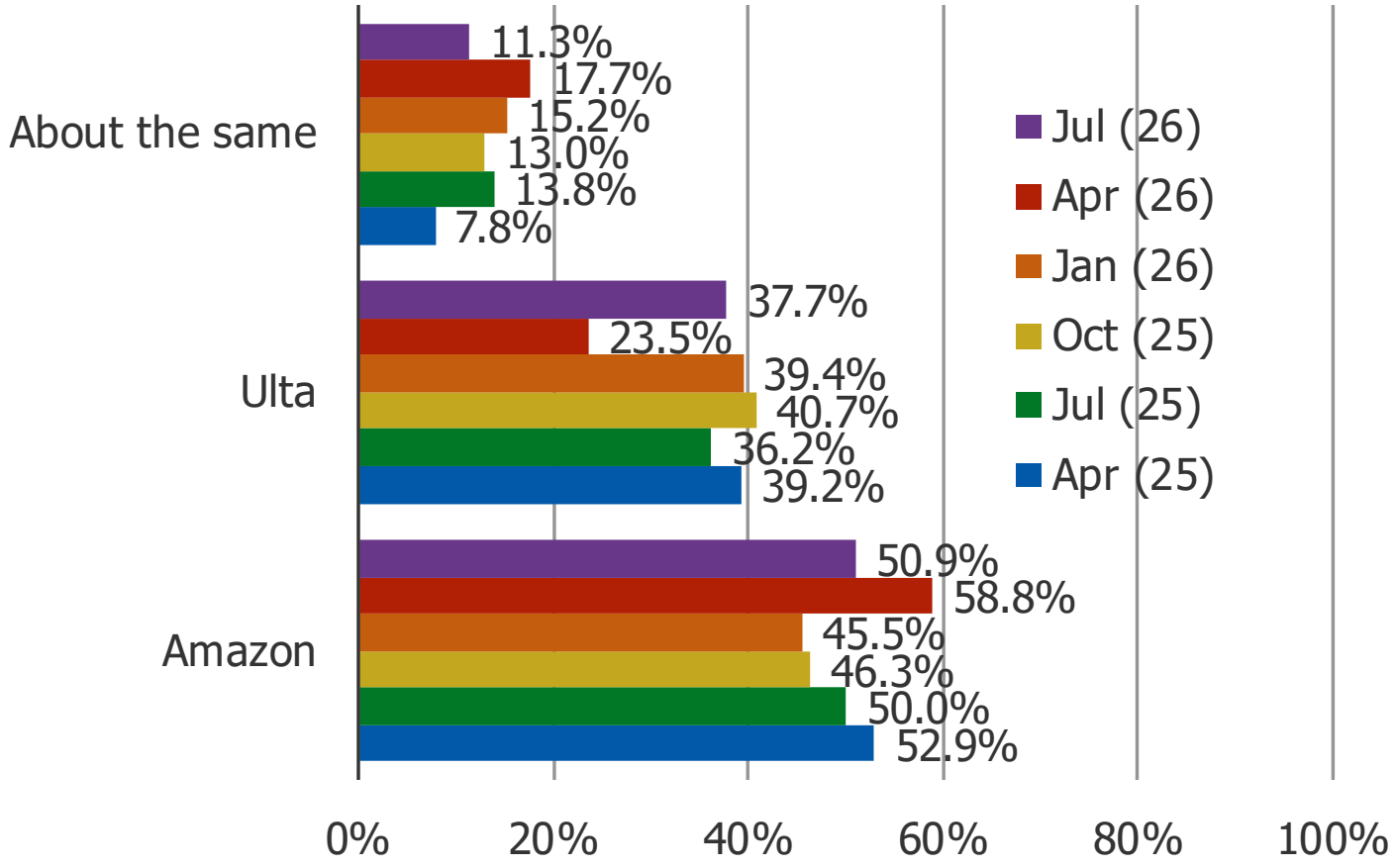


Cross-tabbing the data in the above chart…



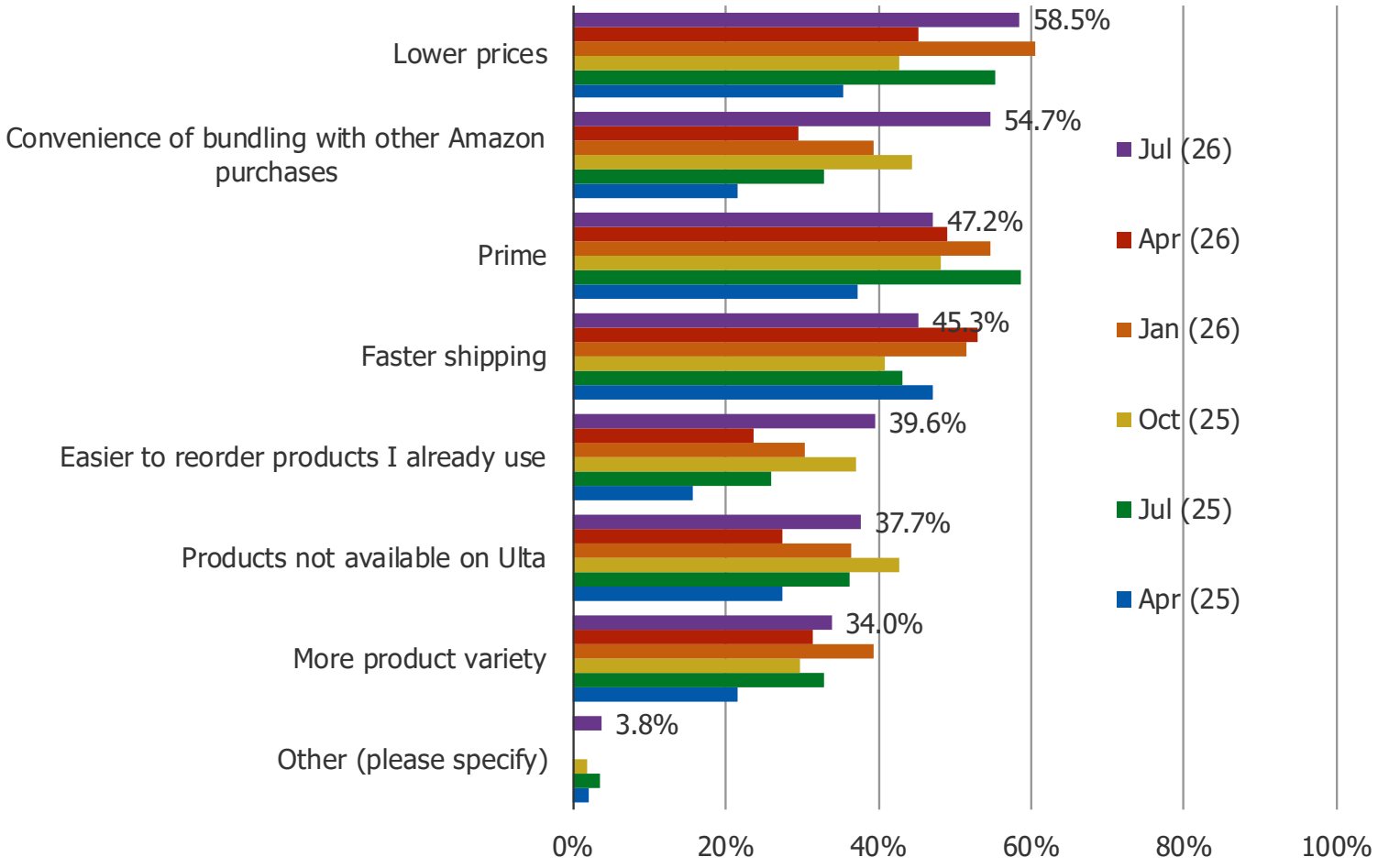
WHICH RETAILER HAVE YOU BOUGHT MORE BEAUTY AND PERSONAL CARE PRODUCTS FROM IN THE PAST 6 MONTHS?

Posed to all respondents who have bought beauty or personal care items from Amazon AND Ulta in the past 6 months (N = 33).



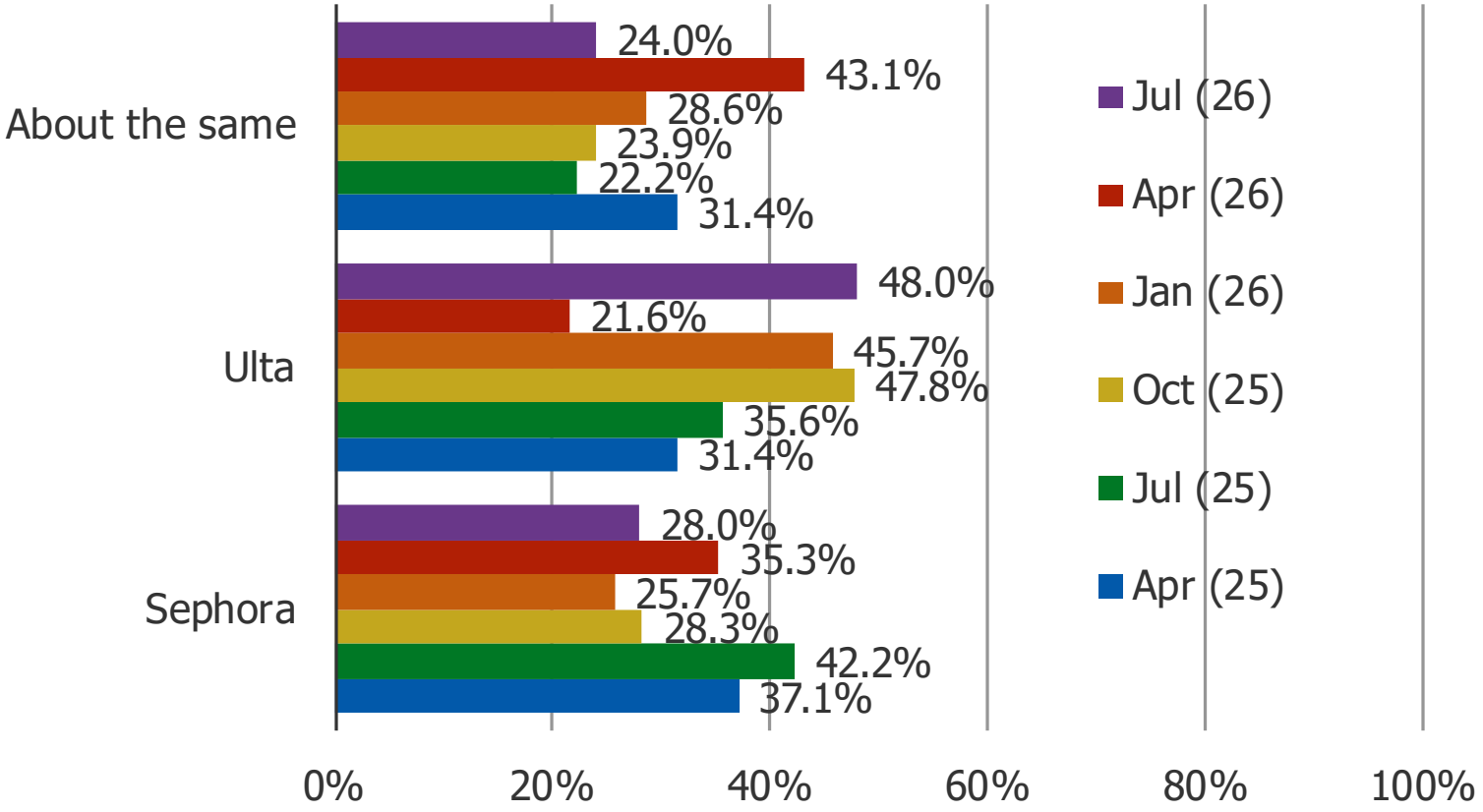
YOU MENTIONED THAT YOU SHOP FOR BEAUTY PRODUCTS ON ULTA, WHY DO YOU ALSO SHOP FOR BEAUTY PRODUCTS ON AMAZON?

Posed to all respondents who have bought beauty or personal care items from Amazon AND Ulta in the past 6 months (N = 33).



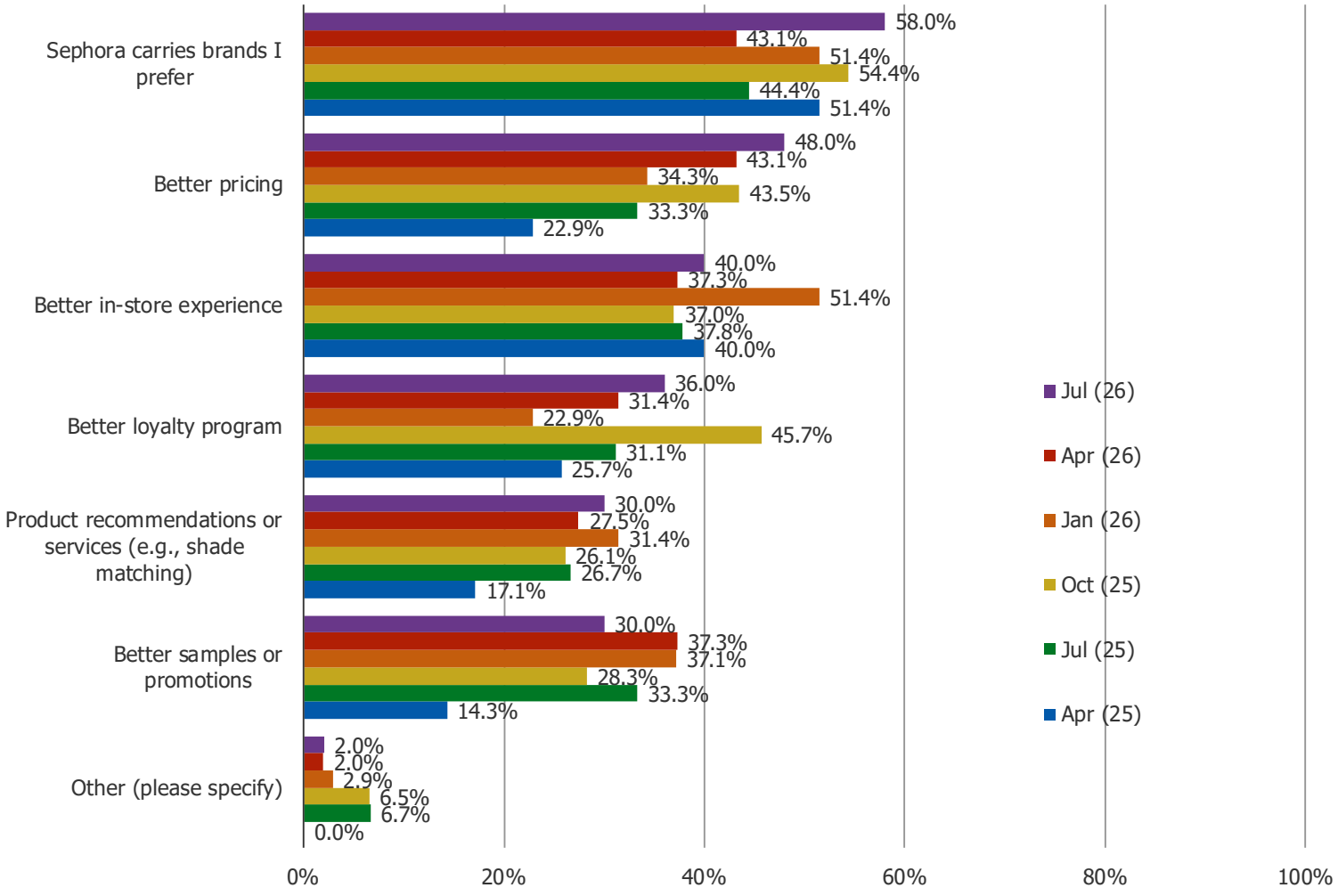
WHICH RETAILER HAVE YOU BOUGHT MORE BEAUTY AND PERSONAL CARE PRODUCTS FROM IN THE PAST 6 MONTHS?

Posed to all respondents who have bought beauty or personal care items from Sephora AND Ulta in the past 6 months (N = 35).



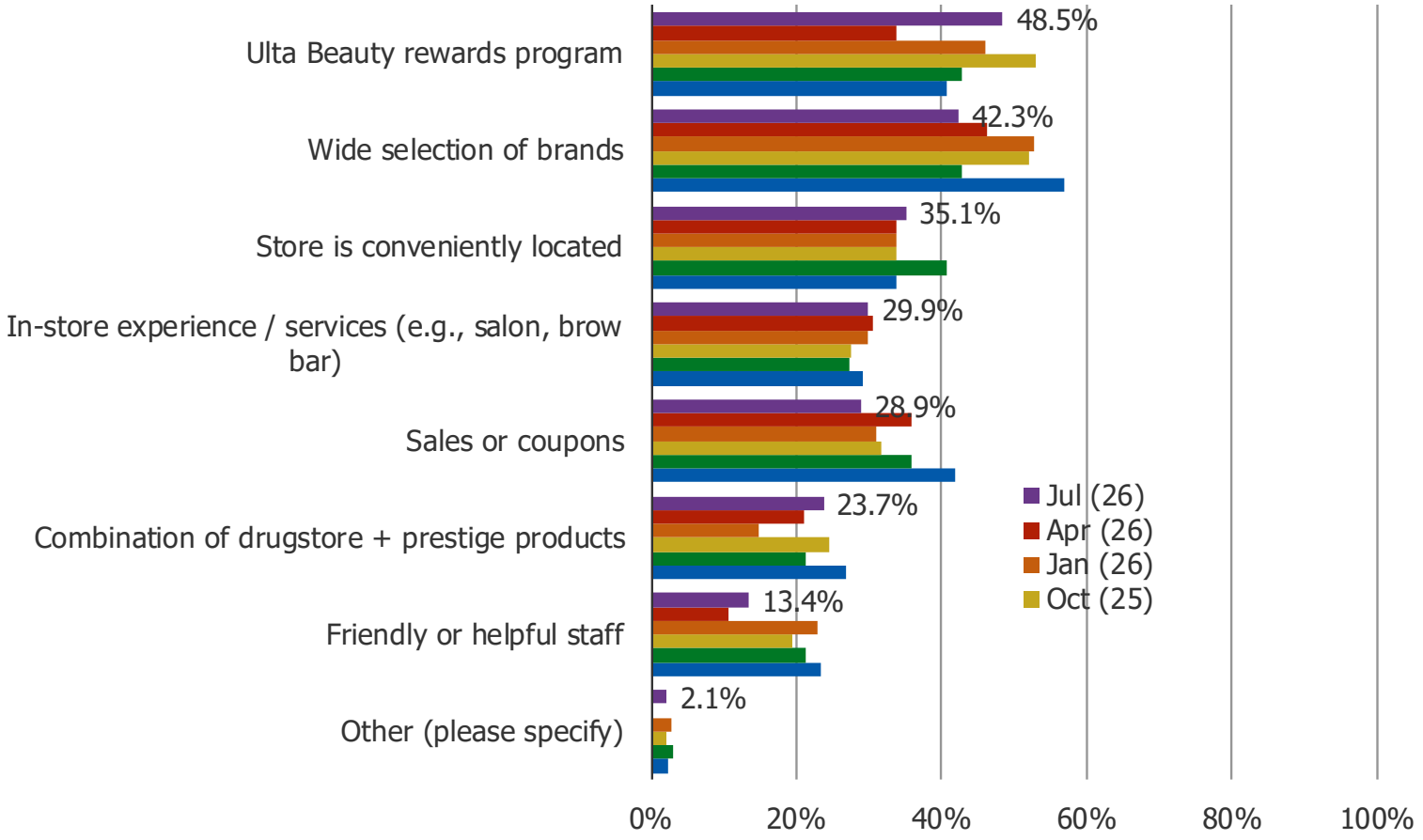
YOU MENTIONED THAT YOU SHOP FOR BEAUTY PRODUCTS ON ULTA, WHY DO YOU ALSO SHOP FOR BEAUTY PRODUCTS ON SEPHORA?

Posed to all respondents who have bought beauty or personal care items from Sephora AND Ulta in the past 6 months (N = 35).



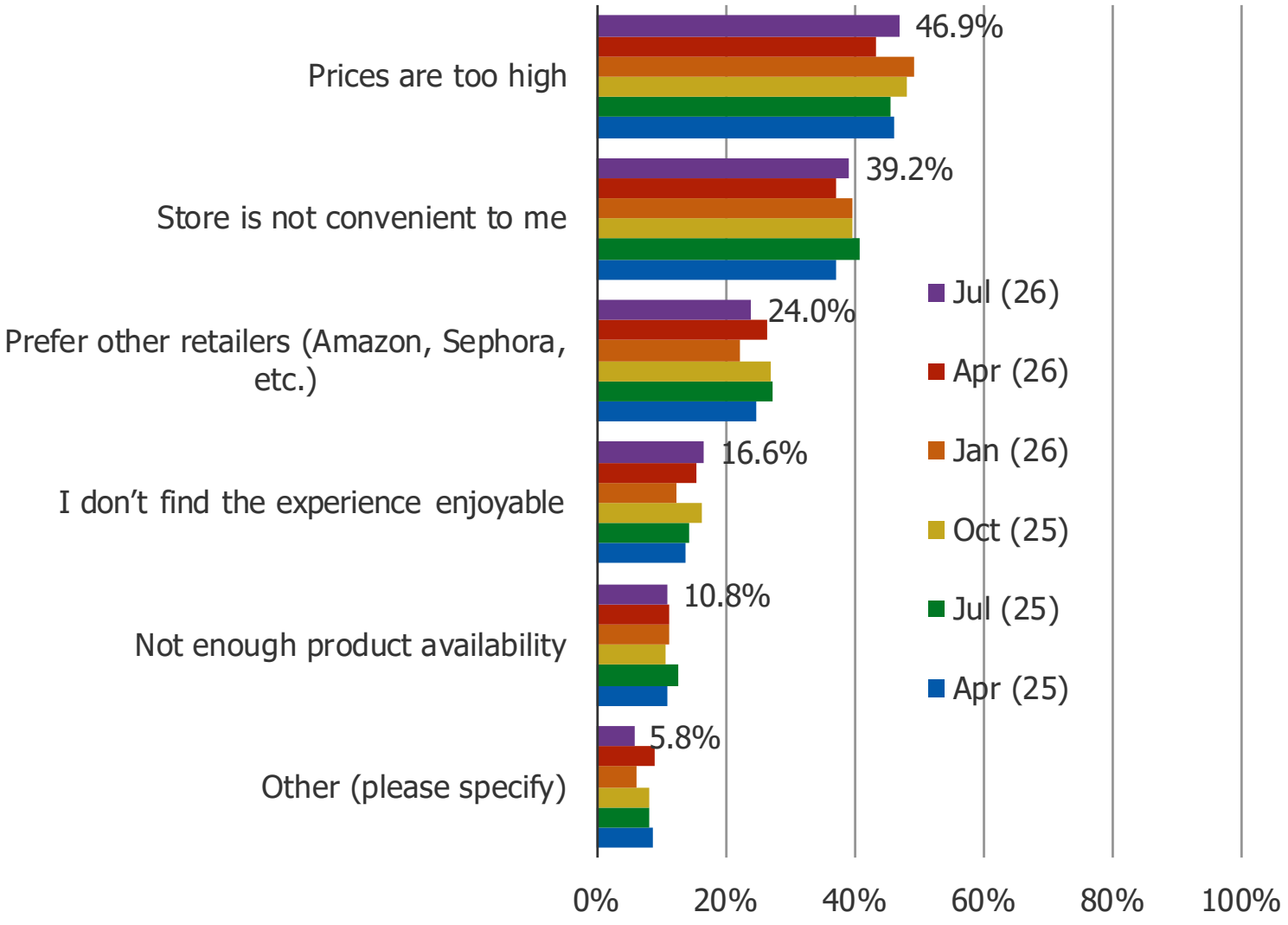
WHAT ARE THE MAIN REASONS YOU SHOP AT ULTA? (SELECT UP TO 3 CHOICES)

Posed to all respondents who have purchased beauty or personal care items from Ulta in the past 6 months.



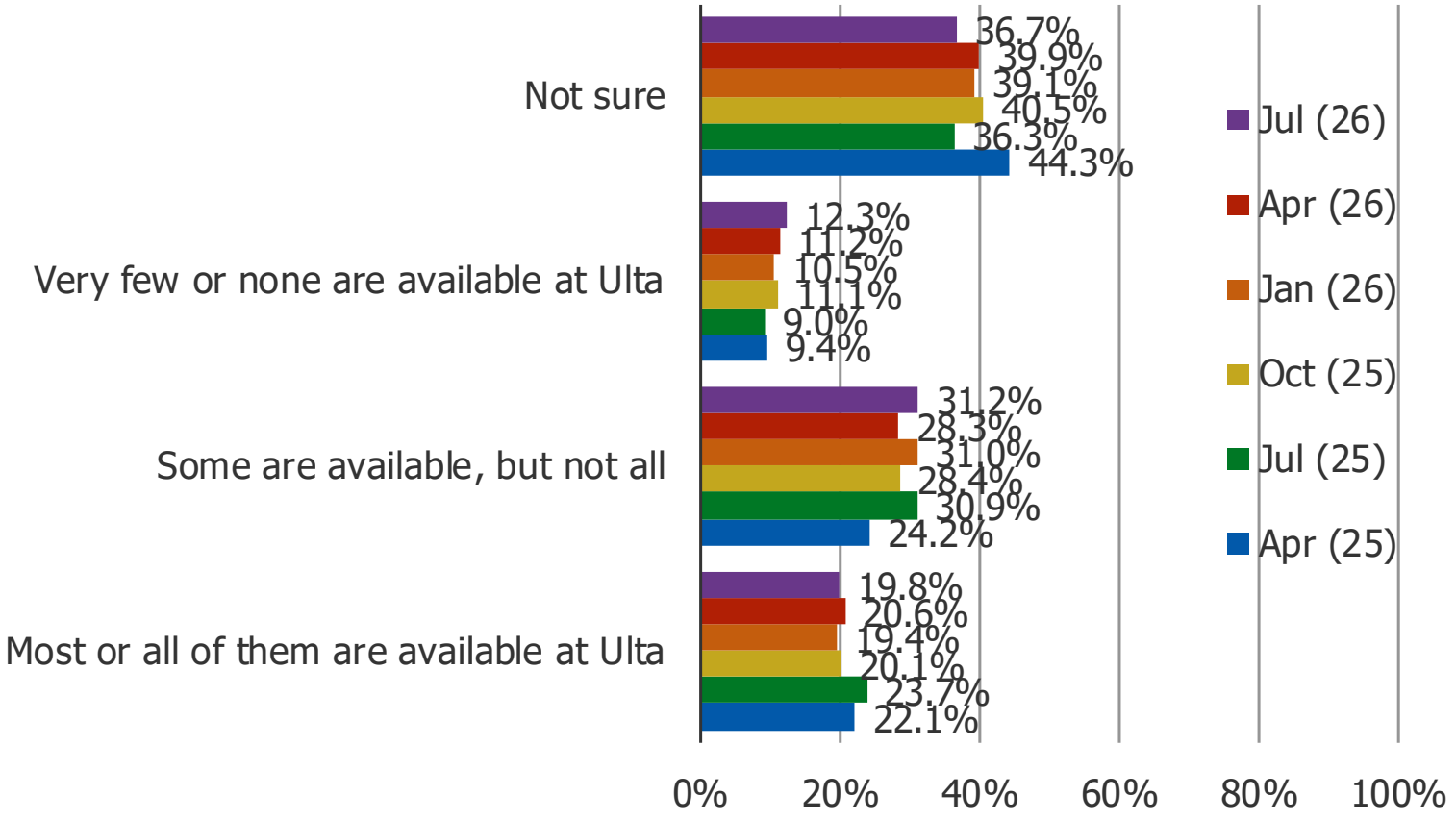
WHAT ARE THE MAIN REASONS YOU DON'T SHOP AT ULTA MORE OFTEN? (SELECT UP TO 3)

Posed to all respondents who have purchased beauty or personal care items in the past 6 months, but didn't buy from Ulta in the past 6 months (N = 478)



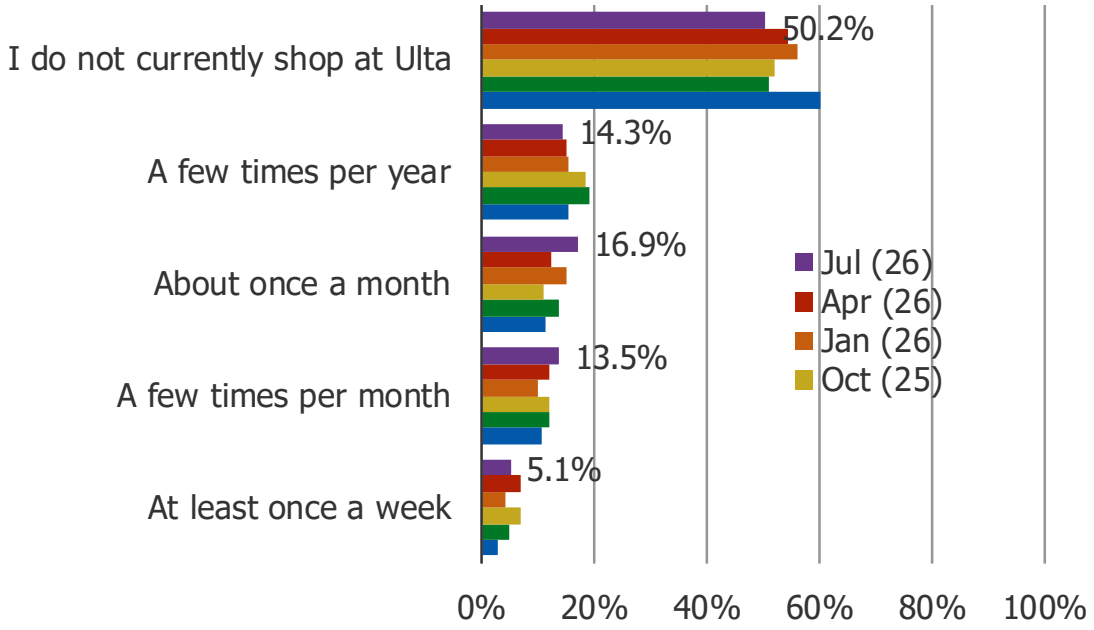
TO WHAT EXTENT ARE THE BRANDS YOU CARE MOST ABOUT AVAILABLE AT ULTA?

Posed to all respondents who have purchased beauty or personal care products in the past 6 months.

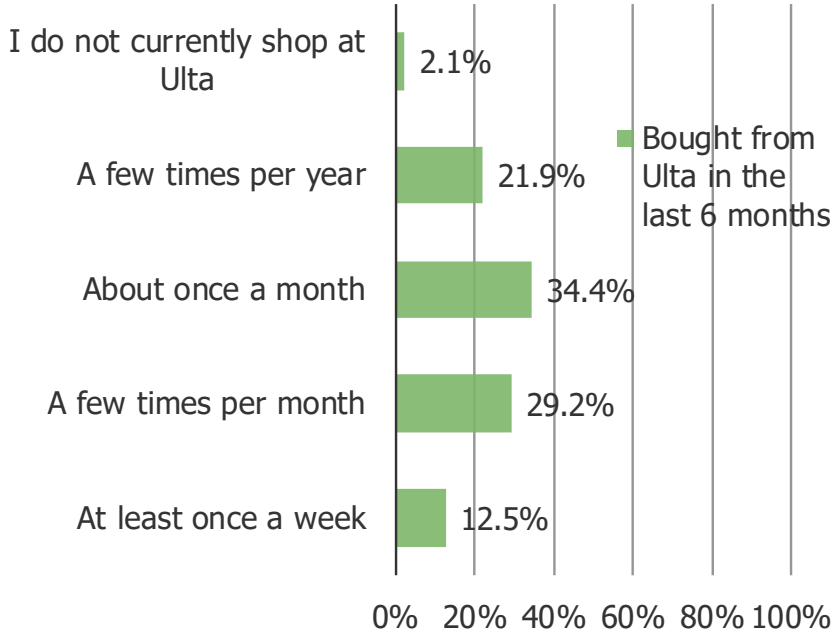


HOW OFTEN DO YOU USE OR SHOP FROM ULTA (ONLINE OR IN-STORE)?

Posed to all respondents who have purchased beauty or personal care products in the past 6 months.

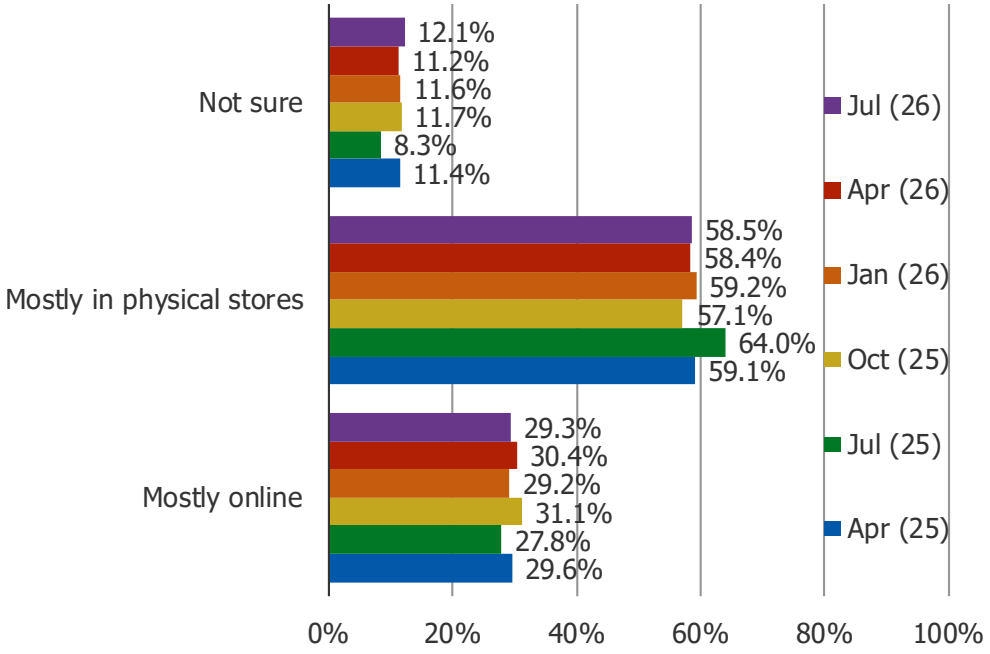


Data filter: Respondents who purchased from Ulta in the past 6 months (N = 96)

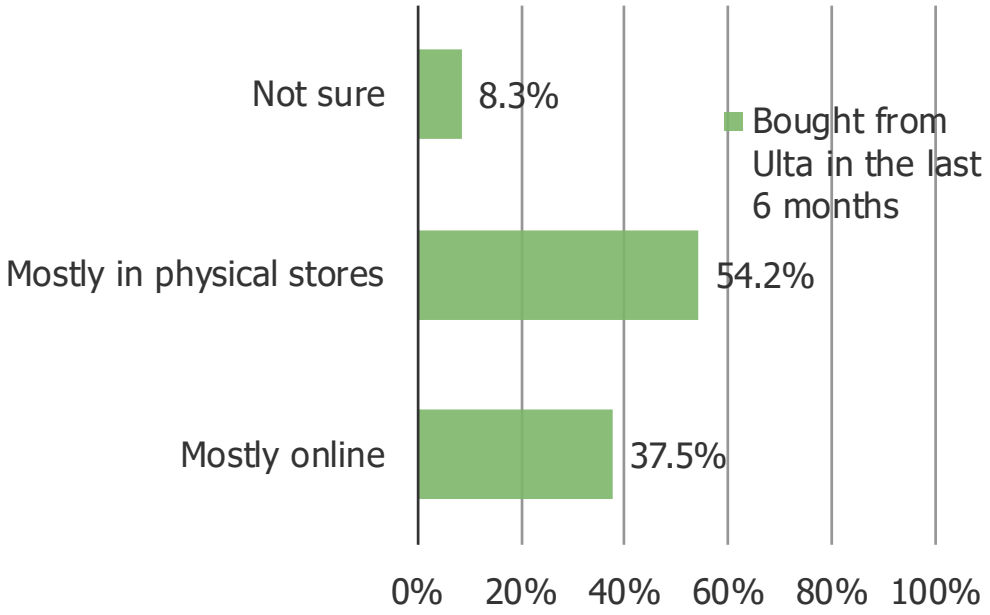


WHEN BUYING MAKEUP OR PERSONAL CARE PRODUCTS, DO YOU PREFER TO SHOP:

Posed to all respondents who have purchased beauty or personal care products in the past 6 months.

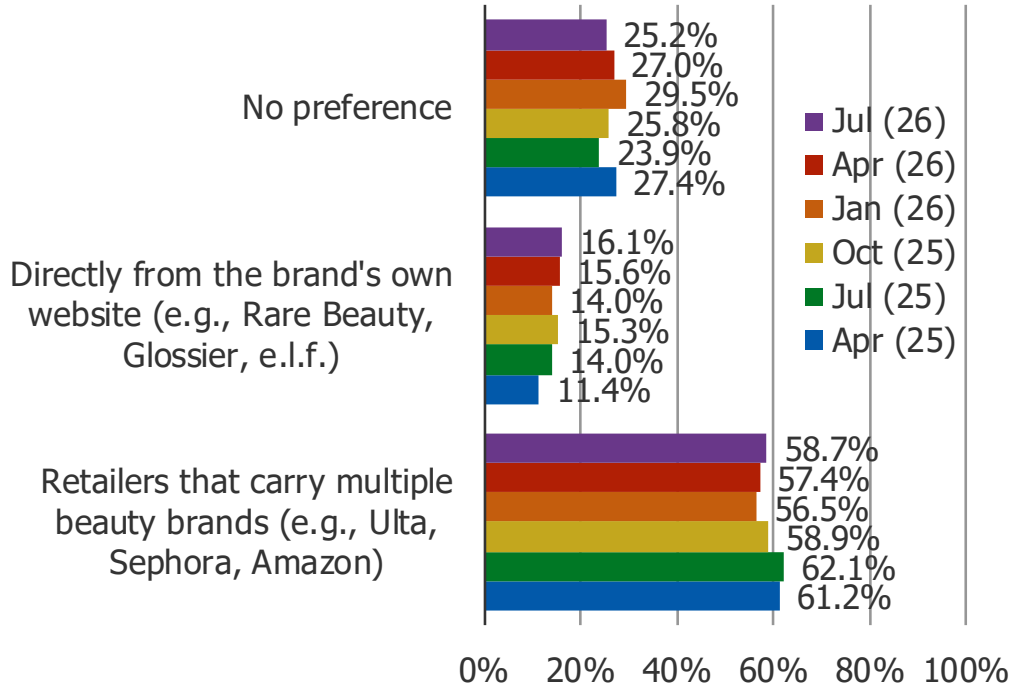


Data filter: Respondents who purchased from Ulta in the past 6 months (N = 96)

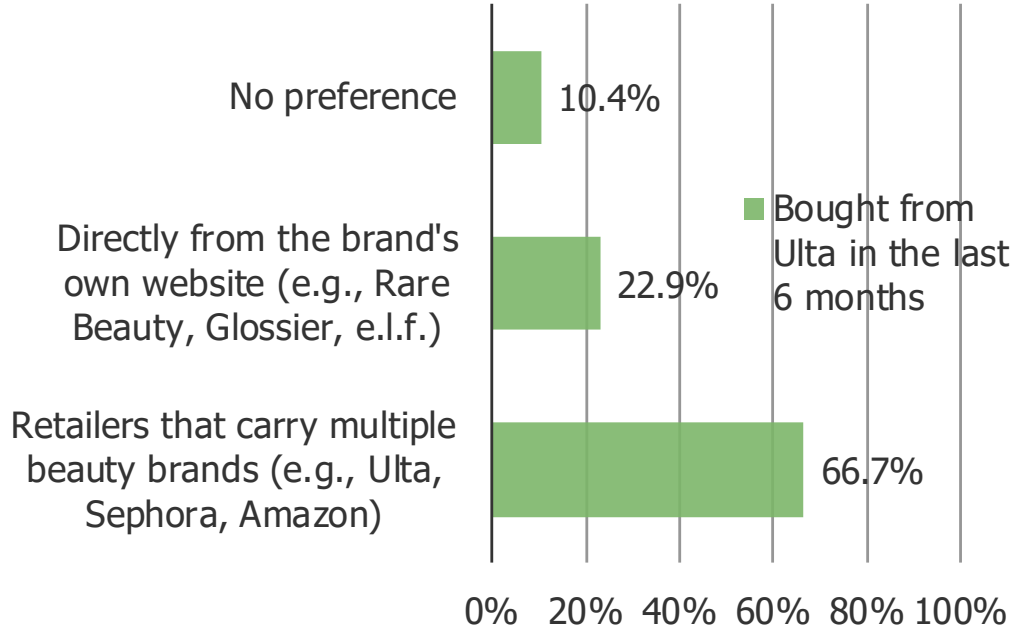


DO YOU PREFER TO BUY FROM:

Posed to all respondents who have purchased beauty or personal care products in the past 6 months.

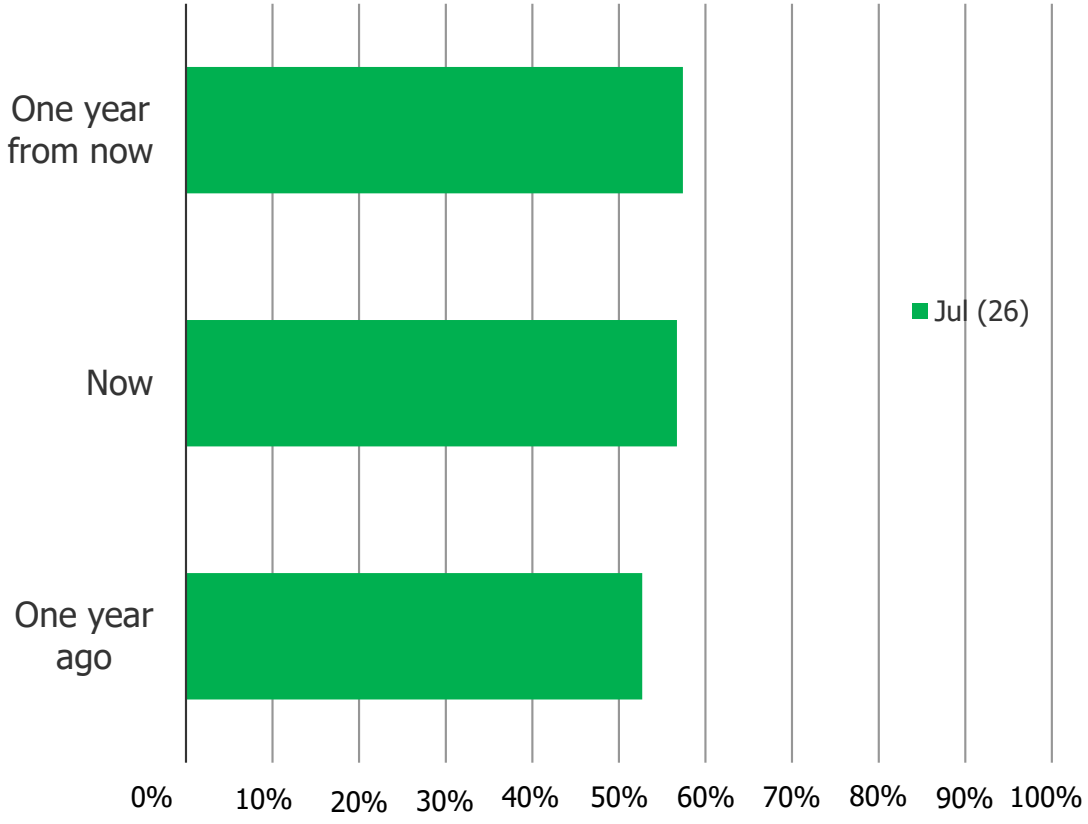


Data filter: Respondents who purchased from Ulta in the past 6 months (N = 96)



WHAT PERCENTAGE OF YOUR PERSONAL CARE, BEAUTY, AND MAKEUP PURCHASES WILL GO THROUGH ULTA DURING THE FOLLOWING PERIODS:

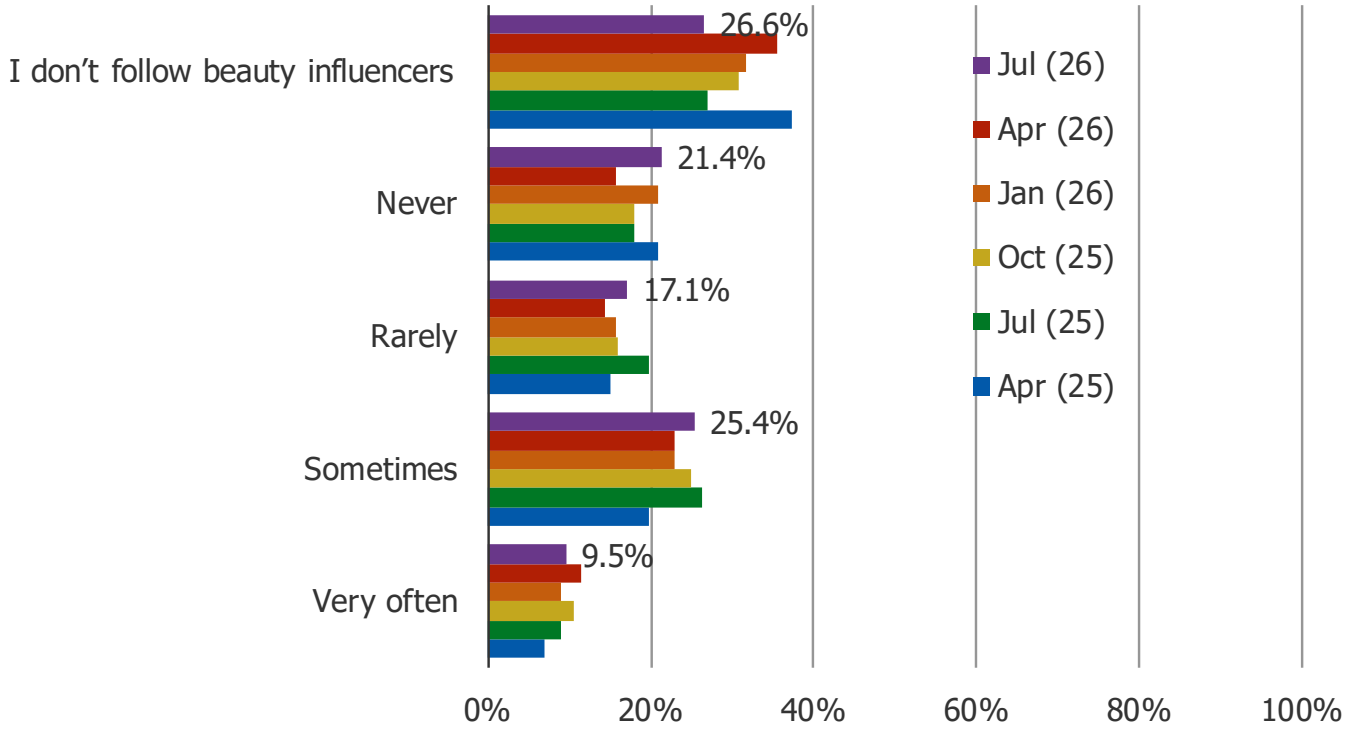
Data filter: Respondents who purchased from Ulta in the past 6 months (N = 96)



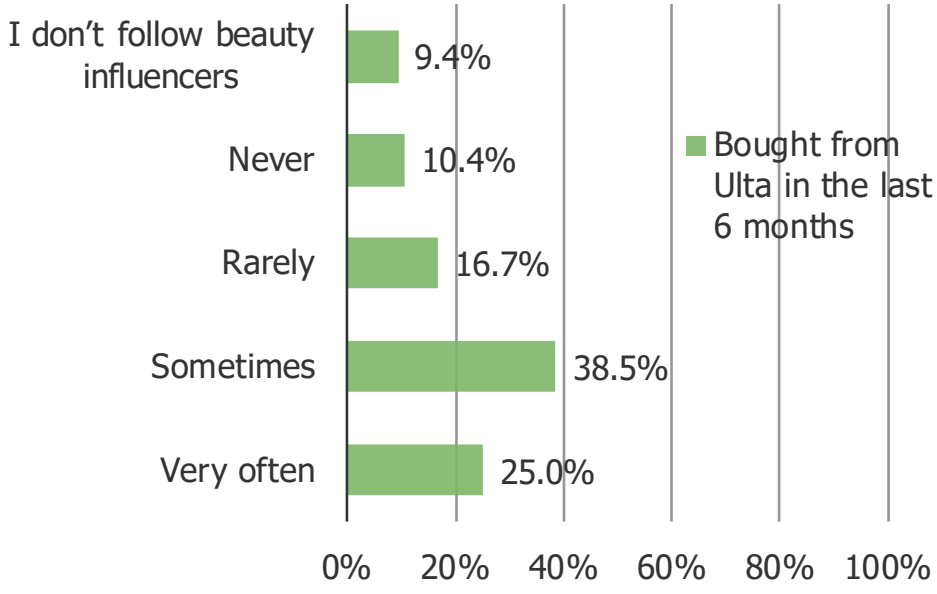
Weighted average above representing the average selected by respondents.

HOW OFTEN DO YOU BUY BEAUTY OR PERSONAL CARE PRODUCTS BECAUSE OF CONTENT FROM SOCIAL MEDIA INFLUENCERS YOU FOLLOW (E.G., ON TIKTOK, INSTAGRAM, YOUTUBE)?

Posed to all respondents who have purchased beauty or personal care products in the past 6 months.

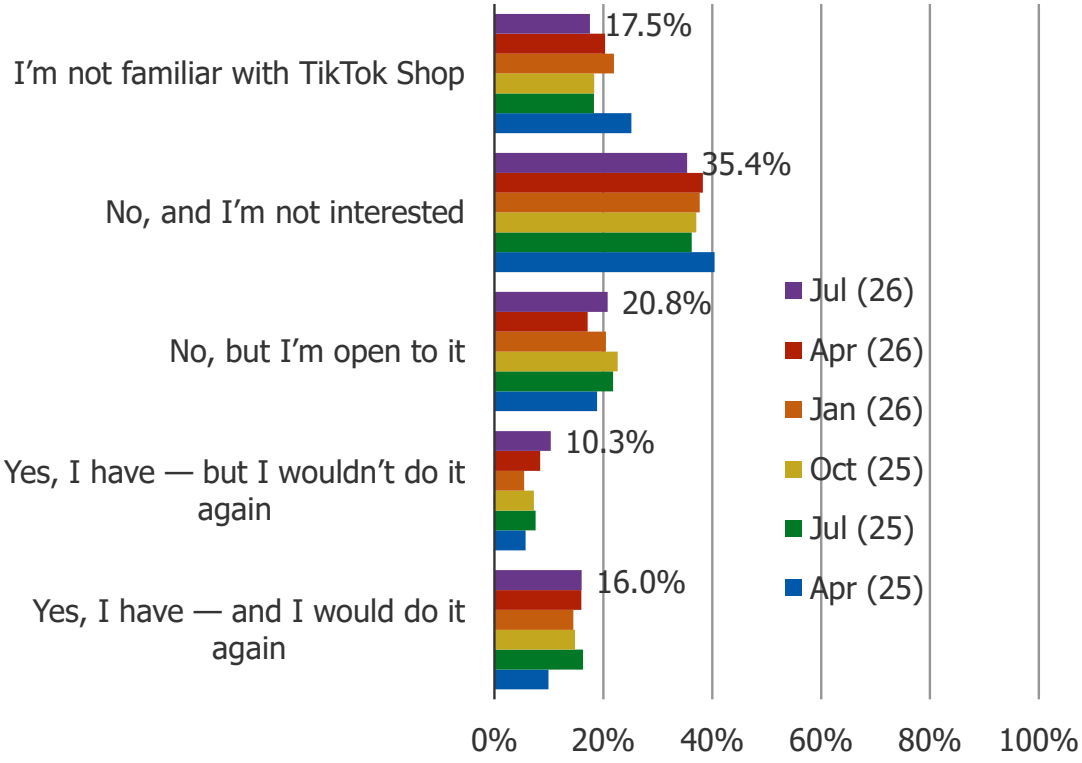


Data filter: Respondents who purchased from Ulta in the past 6 months (N = 96)



HAVE YOU EVER PURCHASED A BEAUTY OR PERSONAL CARE PRODUCT THROUGH TIKTOK SHOP?

Posed to all respondents who have purchased beauty or personal care products in the past 6 months.



Data filter: Respondents who purchased from Ulta in the past 6 months (N = 96)

