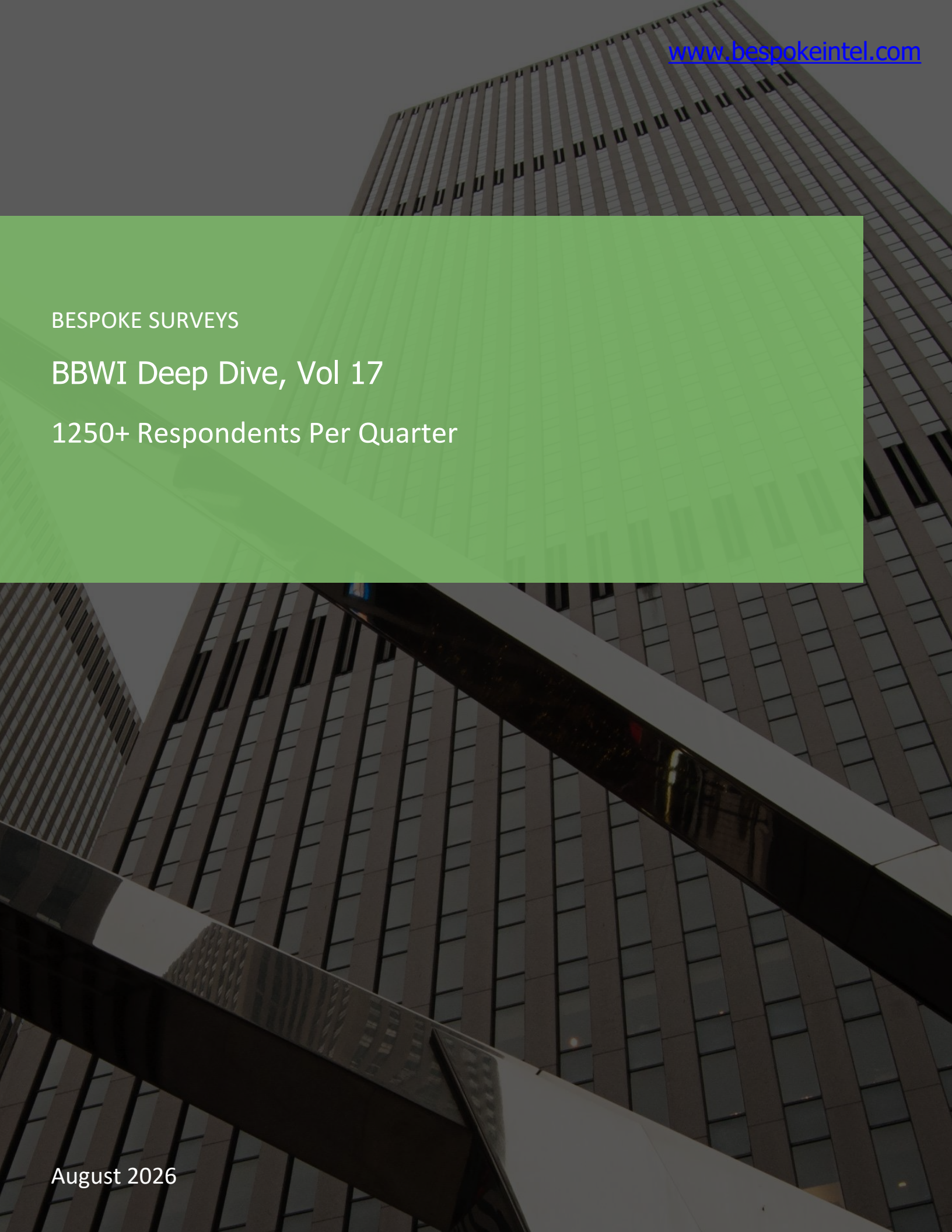


www.bespokeintel.com

BESPOKE SURVEYS

BBWI Deep Dive, Vol 17

1250+ Respondents Per Quarter

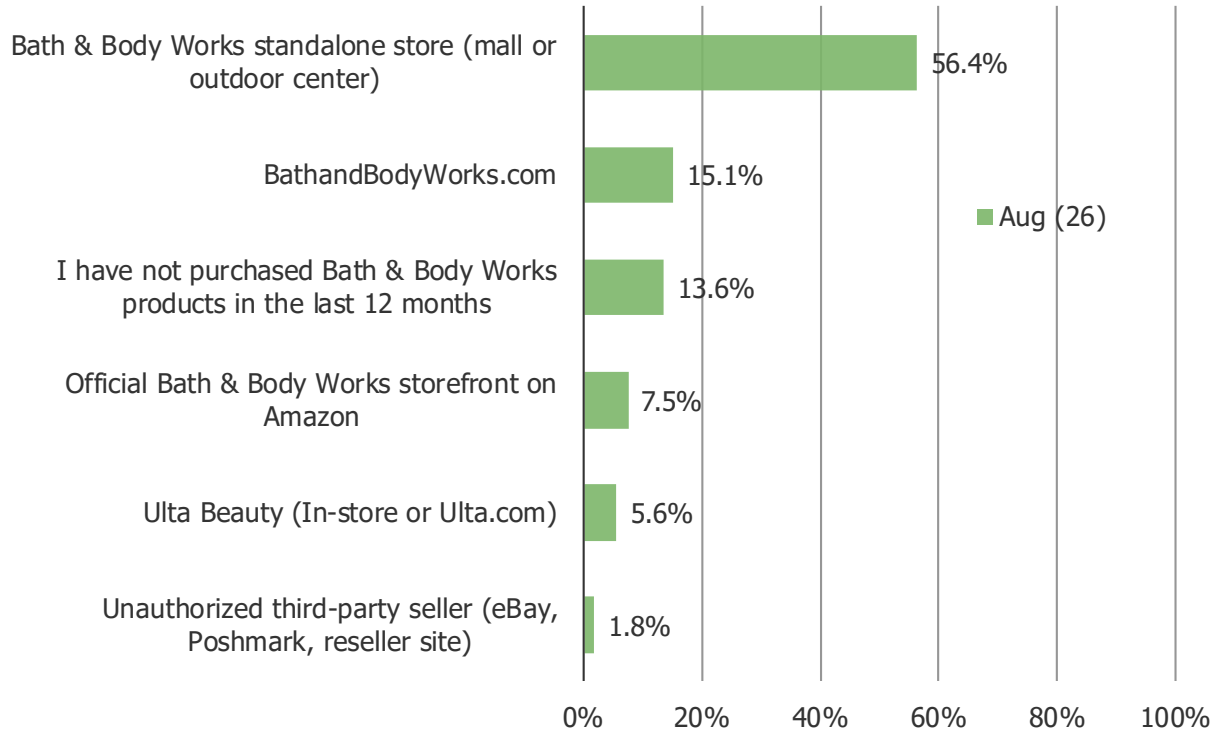
August 2026

NEW QUESTIONS

FOR PERSONAL USE ONLY—DO NOT FORWARD OR REDISTRIBUTE

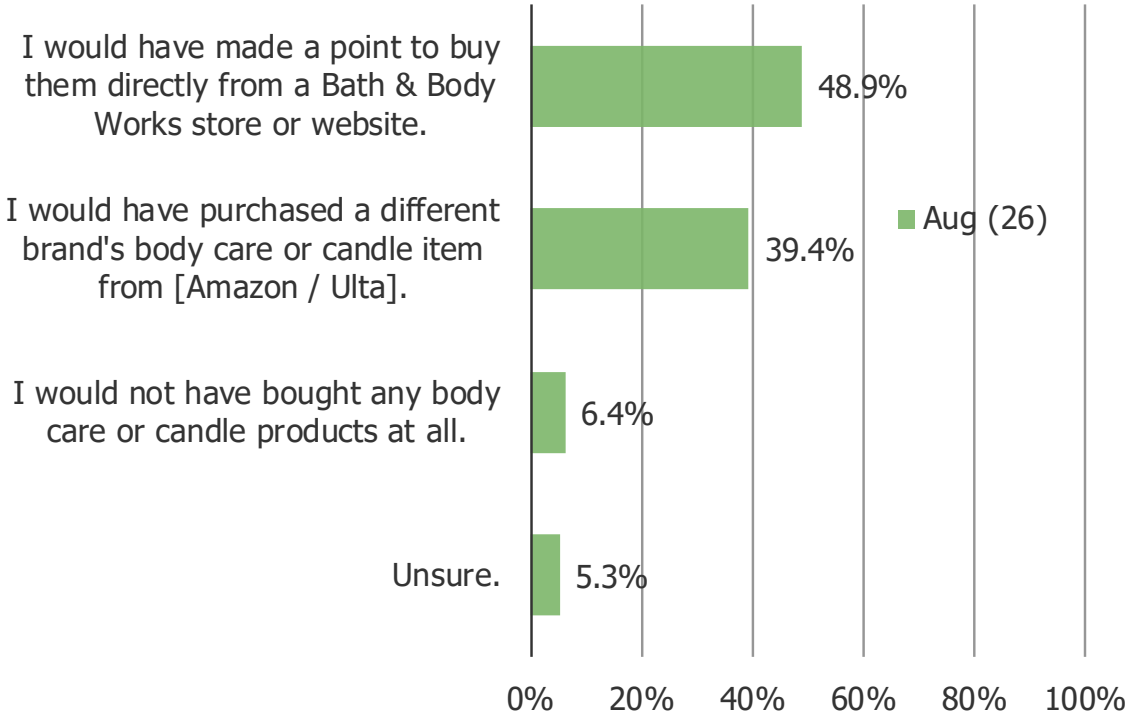
WHERE DID YOU MOST RECENTLY PURCHASE BATH & BODY WORKS PRODUCTS? (SELECT ONE)

Posed to Bath and Body Works customers.



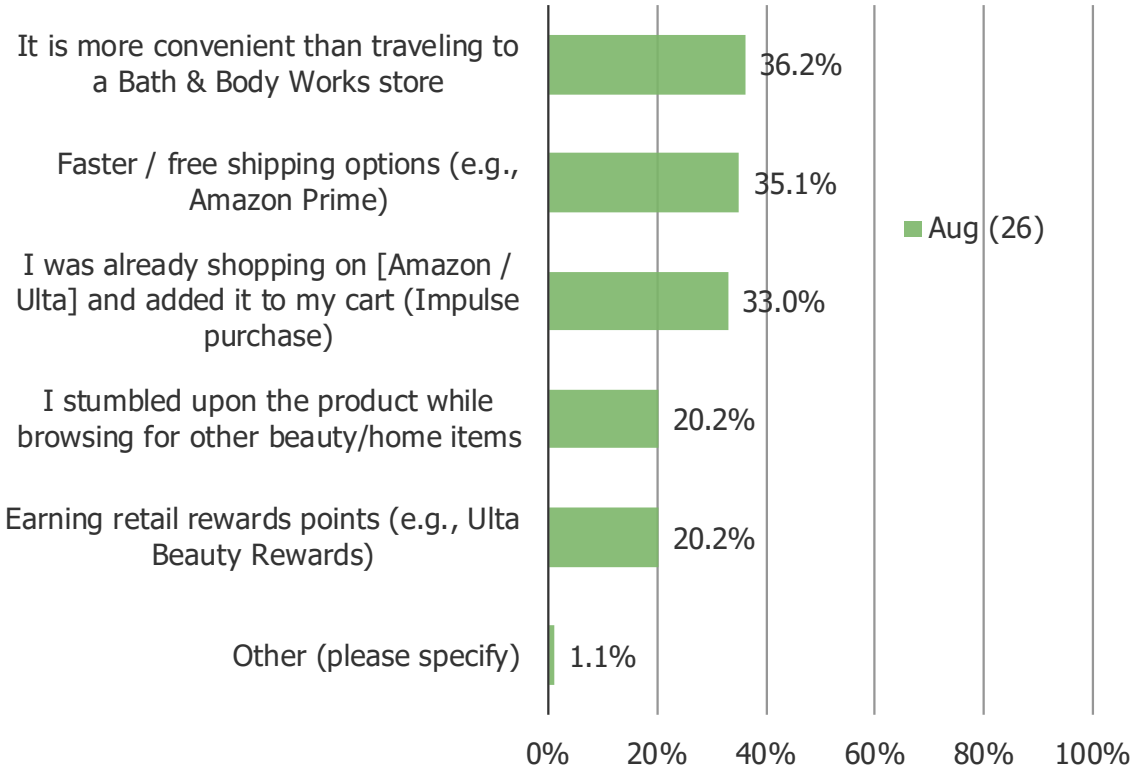
IF BATH & BODY WORKS PRODUCTS WERE NOT AVAILABLE ON AMAZON OR ULTA, WHAT WOULD YOU HAVE DONE?

Posed to Bath and Body Works customers who bought from Amazon or Ulta. (N=94)



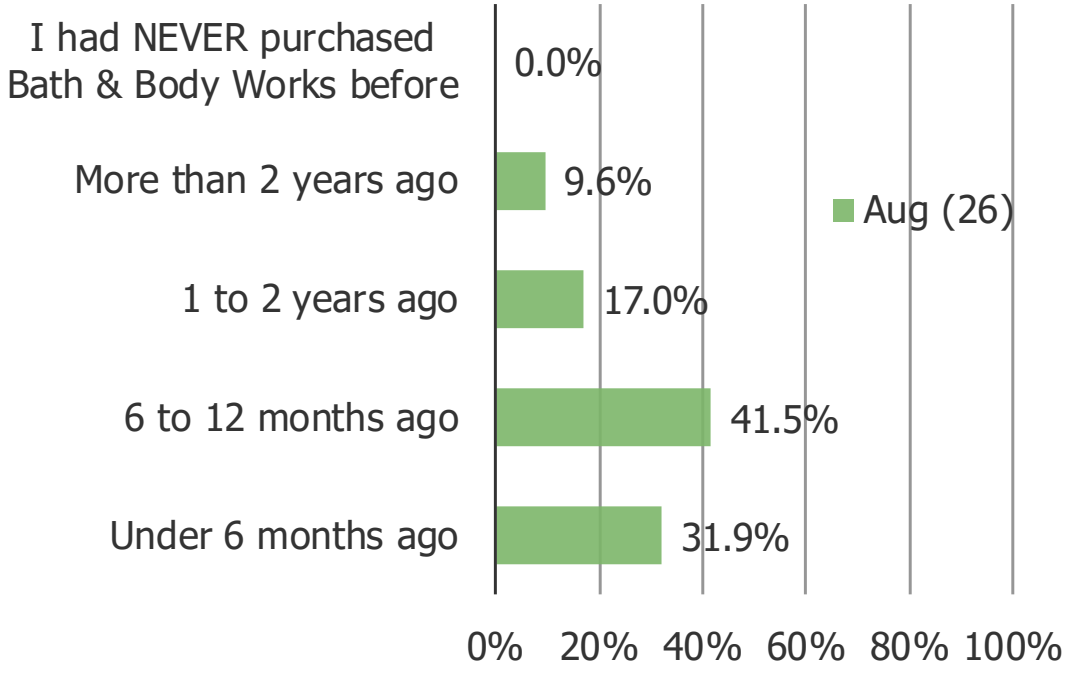
WHAT WAS THE MAIN REASON YOU BOUGHT BATH & BODY WORKS AT [AMAZON / ULTA] INSTEAD OF VISITING A BATH & BODY WORKS STORE OR WEBSITE? (SELECT UP TO 2)

Posed to Bath and Body Works customers who bought from Amazon or Ulta. (N=94)



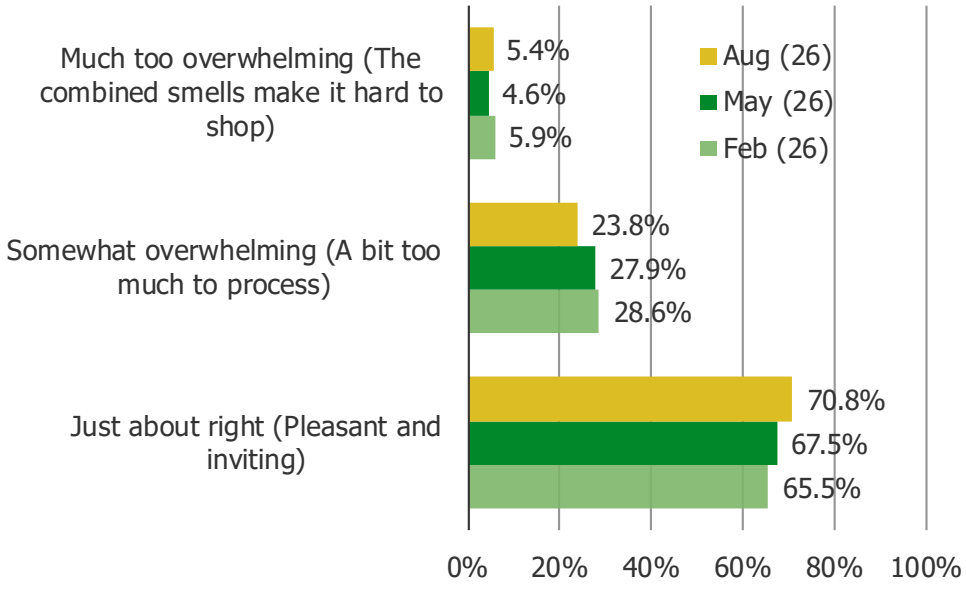
BEFORE THE MOST RECENT BATH & BODY WORKS PURCHASE THAT YOU MADE ON AMAZON / ULTA, WHEN DID YOU MOST RECENTLY BUY BATH & BODY PRODUCTS BEFORE THAT?

Posed to Bath and Body Works customers who bought from Amazon or Ulta. (N=94)

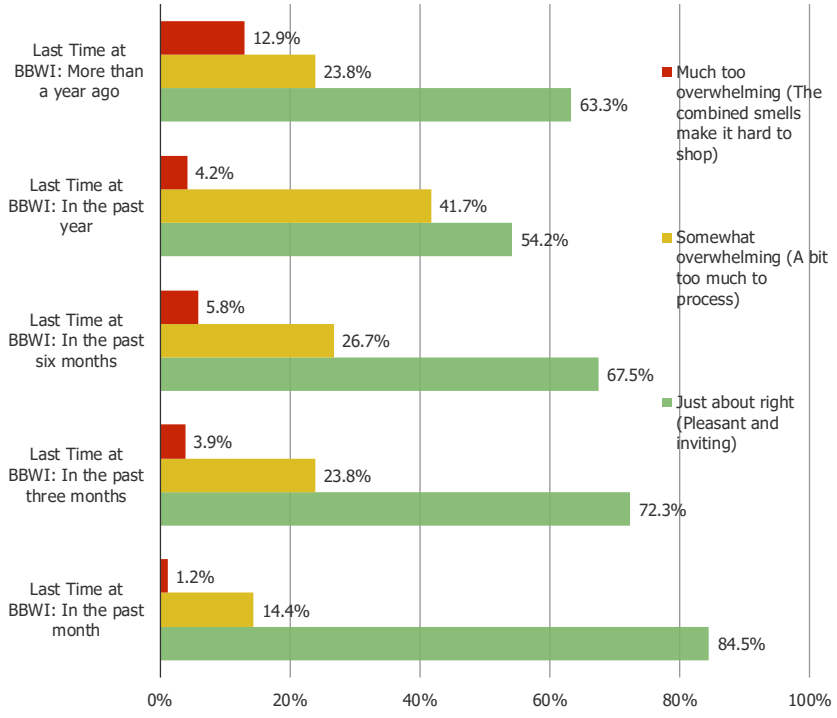


THINK ABOUT THE LAST TIME YOU WALKED INTO A BATH & BODY WORKS STORE. HOW WOULD YOU RATE THE INTENSITY OF THE COMBINED SCENTS IN THE AIR, COMPARED TO YOUR EXPERIENCE AT A STORE LIKE ULTA OR SEPHORA?"

Posed to Bath and Body Works customers.

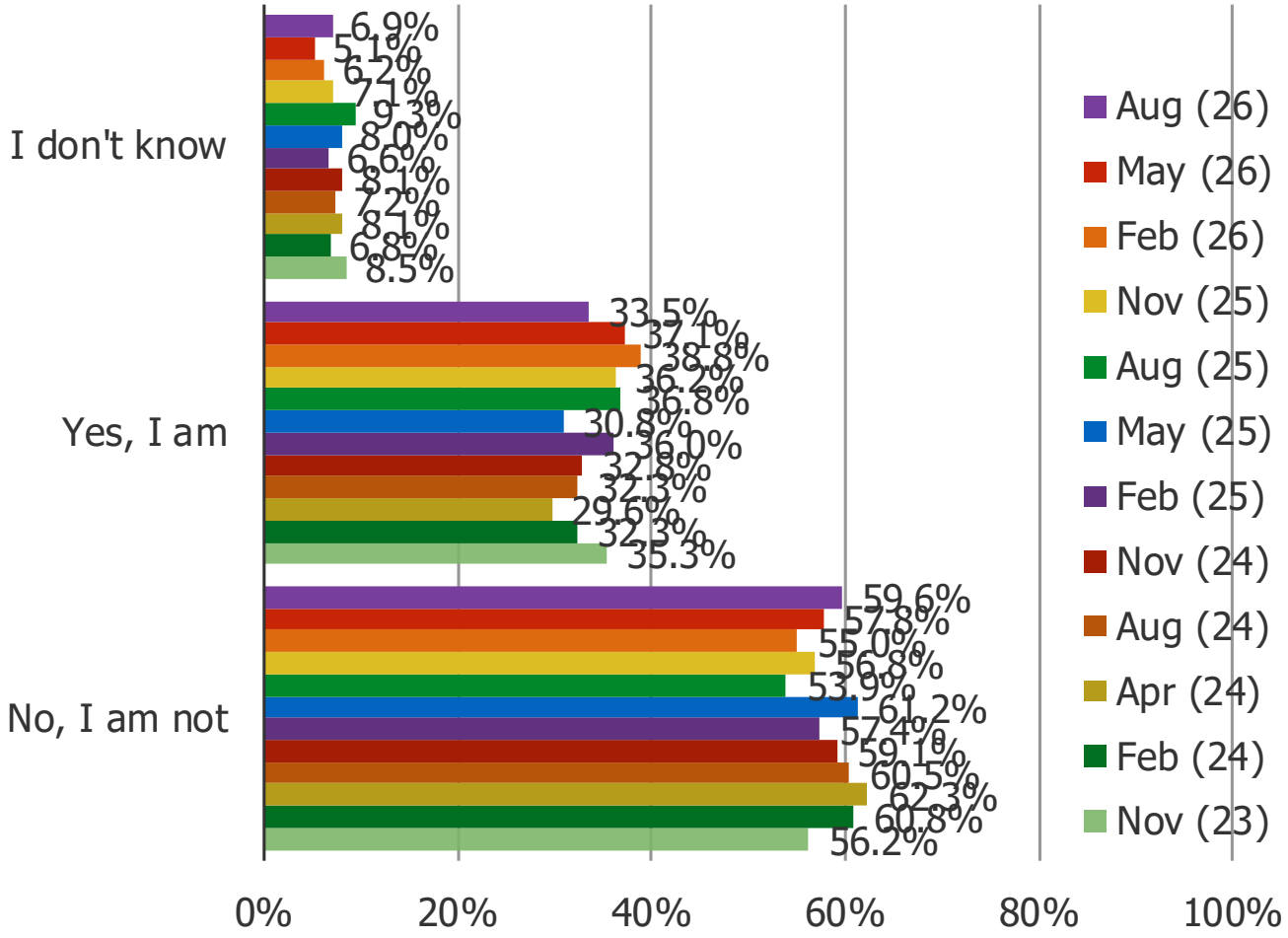


Cross-Tab: By their most recent visit…



ARE YOU A BATH AND BODY WORKS REWARDS PROGRAM MEMBER?

Posed to Bath and Body Works customers.

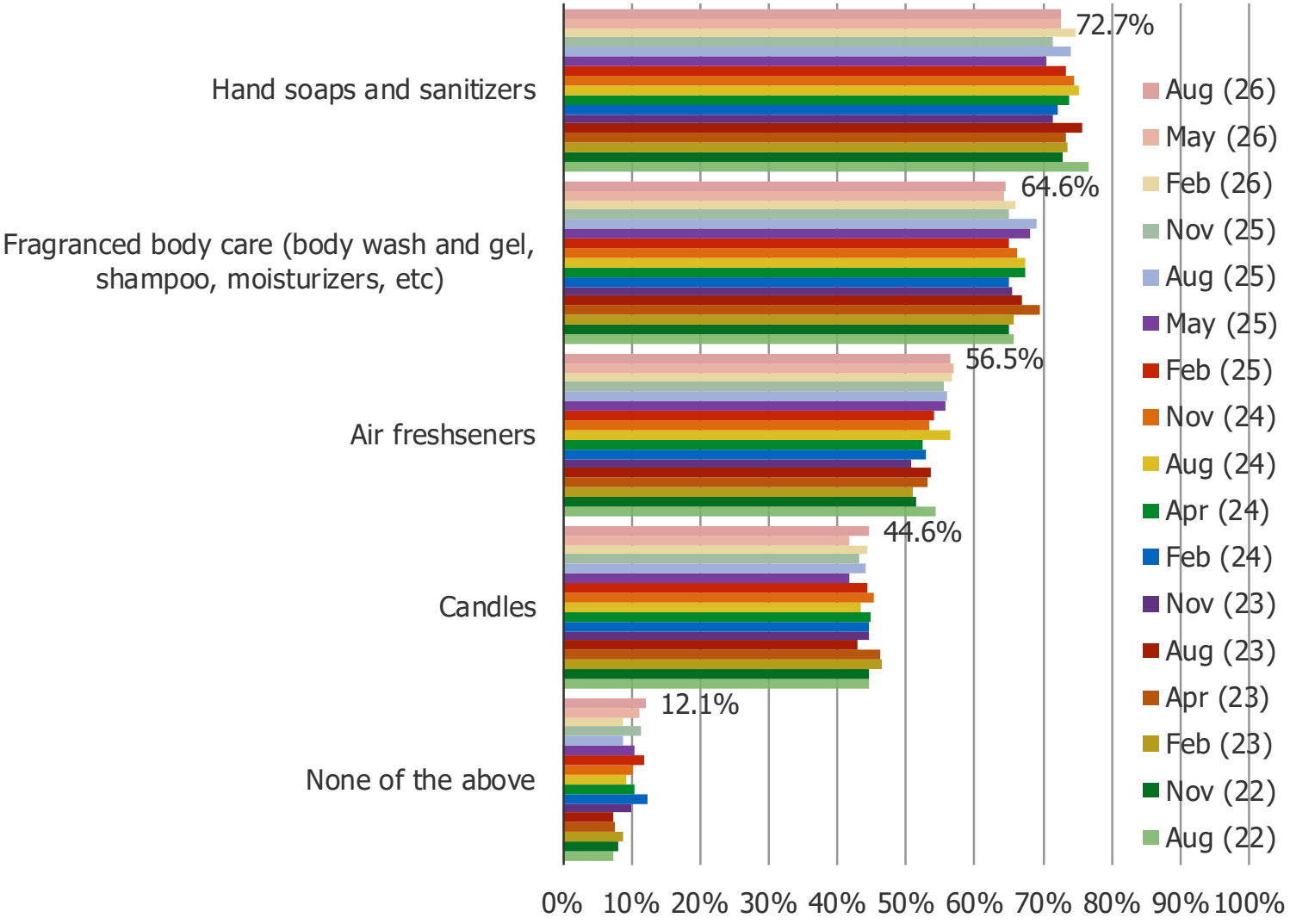


BATH AND BODY WORKS

FOR PERSONAL USE ONLY—DO NOT FORWARD OR REDISTRIBUTE

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. Top-of-mind (unaided) share; heat shaded within each category, sparkline shows the trend across the last 11 waves.

Fragranced Body Care

Brand	Oct '23	Jan '24	Apr '24	Aug '24	Oct '24	Jan '25	Apr '25	Aug '25	Nov '25	Feb '26	May '26	Trend	R^2	P
Dove	15.1	19.7	19.8	20.0	20.5	22.8	23.1	22.2	21.8	24.1	22.5		0.6839	0.0000
Bath & Body Works	15.8	16.6	15.1	16.8	17.1	15.4	14.7	15.0	13.7	14.2	12.0		0.6148	0.0002
Suave	5.1	7.1	8.9	7.1	5.5	7.5	5.4	5.8	5.2	5.2	5.5		0.2195	0.1116
Old Spice	2.9	4.7	6.3	4.0	5.5	3.9	3.3	4.4	3.2	4.0	3.8		0.0721	0.4031
Axe	3.3	3.5	3.6	3.6	3.5	5.6	3.8	4.1	2.4	4.7	3.5		0.0166	0.6964
Olay	2.8	4.4	2.8	4.0	3.6	3.5	2.8	2.9	4.1	5.3	3.5		0.0914	0.3415
Pantene	2.1	1.5	1.9	2.6	1.5	2.0	1.8	2.5	1.7	1.2	1.9		0.0377	0.5525
Dial	1.1	0.9	0.9	1.3	1.0	0.9	1.4	0.4	1.2	1.5	1.3		0.0799	0.3765
Nivea	1.8	0.7	0.5	0.3	0.9	1.2	1.3	1.4	0.8	0.9	1.7		0.0574	0.4591
Generic / Store Brand	3.2	1.6	0.6	1.2	1.4	1.4	0.8	0.6	2.0	0.7	1.3		0.1798	0.1601

Base (N answering): 819 888 932 934 917 898 944 958 902 847 875

Hand Soaps & Sanitizers

Brand	Oct '23	Jan '24	Apr '24	Aug '24	Oct '24	Jan '25	Apr '25	Aug '25	Nov '25	Feb '26	May '26	Trend	R^2	P
Dove	13.5	19.3	19.8	19.6	18.4	18.1	19.3	20.1	17.1	21.4	20.1		0.2565	0.0780
Dial	11.4	13.2	13.4	13.4	14.3	13.1	12.5	12.7	13.0	13.6	13.5		0.0987	0.3208
Bath & Body Works	13.7	12.7	11.4	10.3	11.3	11.7	10.2	11.9	10.0	9.5	9.0		0.6681	0.0000
Softsoap	7.7	10.7	9.8	10.1	9.1	9.9	10.2	12.5	10.2	11.1	10.9		0.3809	0.0186
Purell	4.5	5.6	4.2	4.8	4.4	5.6	5.8	4.8	4.2	4.5	5.2		0.0007	0.9385
Generic / Store Brand	4.6	3.6	2.4	2.9	3.1	4.6	3.7	3.0	3.9	3.0	3.3		0.0241	0.6372
Irish Spring	2.0	1.4	2.7	2.2	1.8	1.4	1.7	1.8	1.3	2.0	1.3		0.1862	0.1512
Suave	1.7	1.3	2.0	1.6	1.4	2.0	1.7	1.1	1.5	1.6	1.6		0.0281	0.6103
Dawn	0.6	0.9	1.2	1.5	0.8	1.5	0.4	1.6	1.0	1.0	0.2		0.0249	0.6316
Mrs. Meyer's	1.6	1.9	1.1	1.3	0.6	0.8	0.8	0.5	0.7	0.6	0.1		0.7798	0.0000

Base (N answering): 893 985 1022 1041 1034 1014 977 1027 989 960 992

Candles

Brand	Oct '23	Jan '24	Apr '24	Aug '24	Oct '24	Jan '25	Apr '25	Aug '25	Nov '25	Feb '26	May '26	Trend	R^2	P
Yankee Candle	30.0	36.0	32.3	32.0	31.5	32.2	31.0	32.0	31.1	33.7	31.2		0.0189	0.6771
Bath & Body Works	16.9	16.8	18.4	16.4	18.5	15.8	15.5	18.0	14.2	13.5	14.3		0.4544	0.0062
Glade	2.9	3.5	4.7	4.0	4.9	4.2	5.5	3.4	2.8	6.2	4.5		0.1254	0.2559
Air Wick	2.3	1.3	2.6	2.2	2.5	3.1	2.1	1.6	2.2	3.3	3.8		0.2763	0.0638
Generic / Store Brand	5.7	4.3	3.5	3.2	3.5	3.4	3.1	4.4	3.3	2.8	4.0		0.2340	0.0973
Wood Wick	0.2	0.8	0.3	0.7	0.5	0.8	0.9	1.0	0.5	0.4	0.5		0.0310	0.5916
Voluspa	0.0	0.0	0.3	0.2	0.3	0.2	0.7	0.2	0.5	0.2	0.0		0.0633	0.4355
Scentsy	0.2	0.2	0.5	0.3	0.2	0.2	0.0	0.0	0.2	0.4	0.0		0.1262	0.2542

Base (N answering): 557 608 620 603 628 614 580 612 598 569 573

Air Fresheners

Brand	Oct '23	Jan '24	Apr '24	Aug '24	Oct '24	Jan '25	Apr '25	Aug '25	Nov '25	Feb '26	May '26	Trend	R^2	P
Glade	22.2	23.4	23.7	24.0	22.4	21.6	21.9	22.8	23.3	25.4	24.5		0.1595	0.1913
Febreze	24.4	25.2	25.7	28.2	24.8	29.4	23.9	26.9	23.1	28.0	25.0		0.0019	0.8950
Air Wick	9.6	13.0	10.7	12.0	11.5	10.3	13.0	10.8	10.9	11.5	11.8		0.0179	0.6852
Lysol	2.8	2.8	2.6	1.8	2.0	4.0	2.6	3.4	3.4	1.8	3.7		0.0717	0.4043
Generic / Store Brand	2.4	2.5	1.9	1.9	1.5	2.0	3.1	2.6	2.3	1.4	1.5		0.0707	0.4079
Yankee Candle	2.0	0.6	0.8	1.3	1.5	1.3	1.4	0.6	0.8	0.7	0.8		0.2223	0.1088
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		0.4137	0.0117
Dove	0.8	1.1	1.0	0.3	0.5	0.7	1.7	1.0	1.2	1.1	1.2		0.1701	0.1745
Scentsy	0.0	0.3	0.7	0.1	0.1	0.3	0.0	0.0	0.1	0.1	0.1		0.1231	0.2611
Suave	0.2	0.0	0.0	0.3	0.1	0.3	0.1	0.0	0.0	0.1	0.0		0.0935	0.3353

Base (N answering): 635 723 727 783 741 749 771 776 769 728 780

Bespoke Market Intelligence · Fragrance & Personal Care Tracking · latest wave May '26 | Raw survey base (unweighted).

Bath and Body Works

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 an d air freshener products.

A. Fragranced Body Care

Brand	Percentage	Count
Blank / Unsure	38.08%	8,859
Other (Niche/Low freq)	23.36%	5,434
Dove	14.95%	3,478
Bath & Body Works	9.86%	2,293
Suave	4.38%	1,019
Axe	2.45%	570
Old Spice	2.39%	557

...

B. Hand Soaps and Sanitizers

Brand	Percentage	Count
Blank / Unsure	32.69%	7,605
Other	20.93%	4,870
Dove	14.13%	3,287
Dial	9.46%	2,200
Bath & Body Works	7.89%	1,836
Softsoap	7.02%	1,633
Purell	3.42%	796

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 an d air freshener products.

C. Candles

Brand	Percentage	Count
Blank / Unsure	61.25%	14,249
Other	14.49%	3,370
Yankee Candle	14.15%	3,291
Bath & Body Works	6.81%	1,585
Glade	1.84%	428
Air Wick	0.81%	189

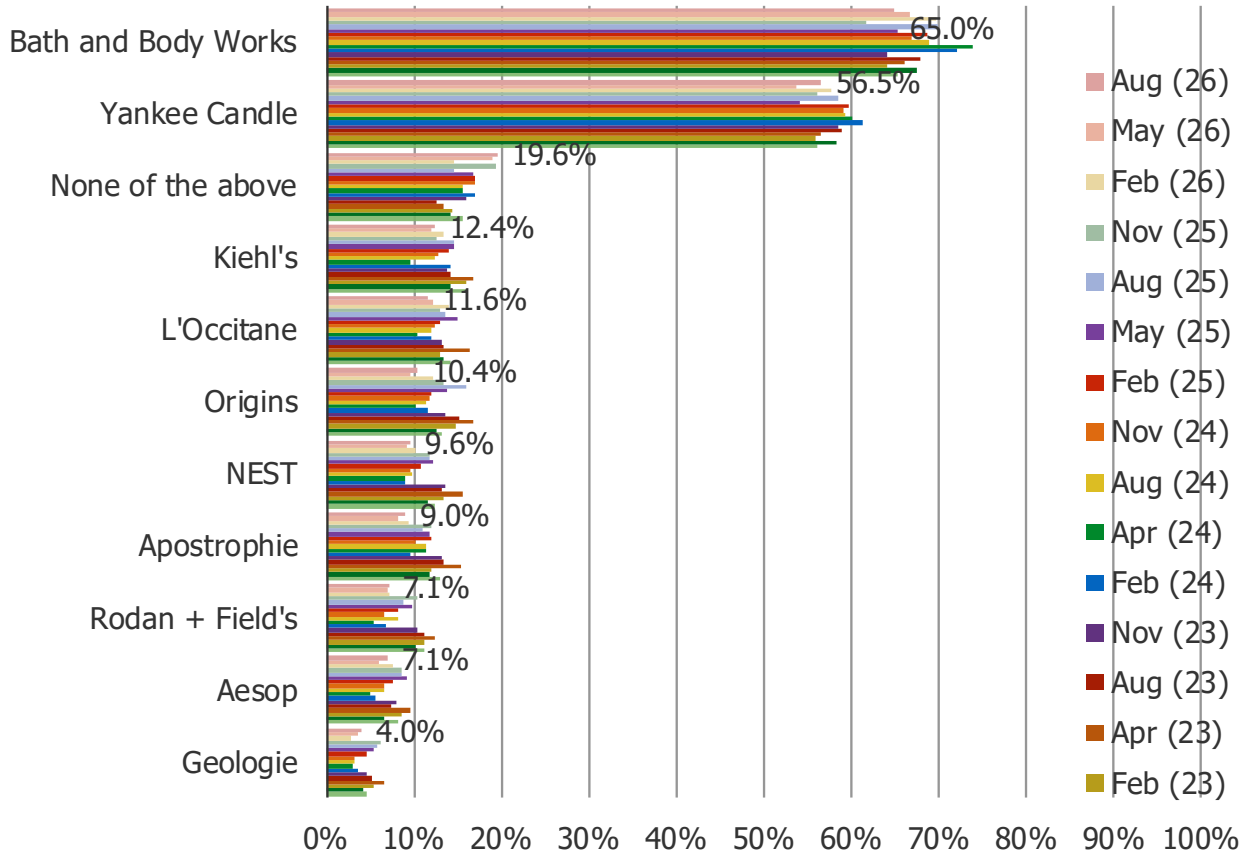
...

D. Air Fresheners

Brand	Percentage	Count
Blank / Unsure	50.38%	11,720
Other	13.72%	3,191
Febreze	12.86%	2,991
Glade	12.66%	2,945
Air Wick	5.48%	1,274
Bath & Body Works	2.09%	487

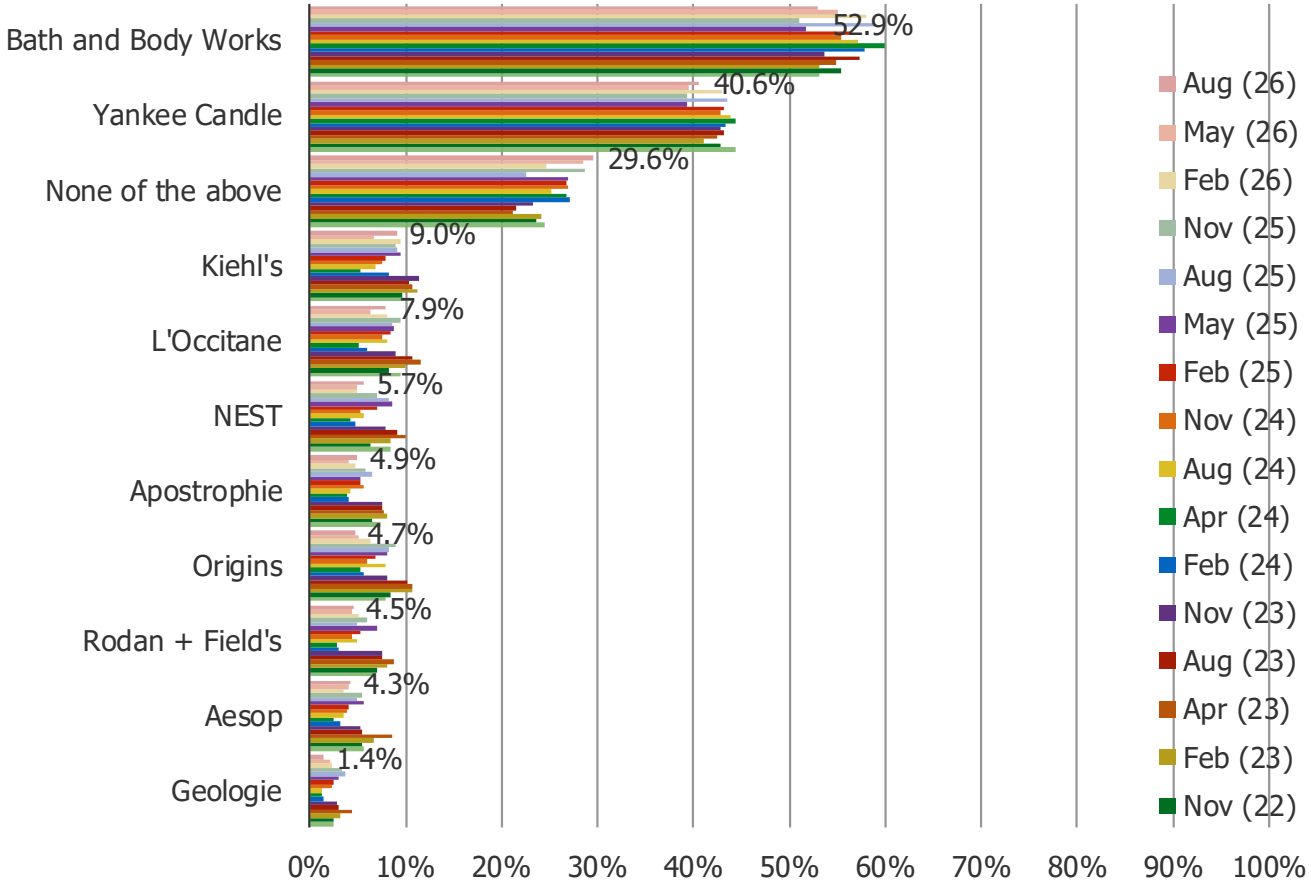
WHICH OF THE FOLLOWING BRANDS ARE YOU FAMILIAR WITH? SELECT ALL THAT APPLY

Posed to all respondents.



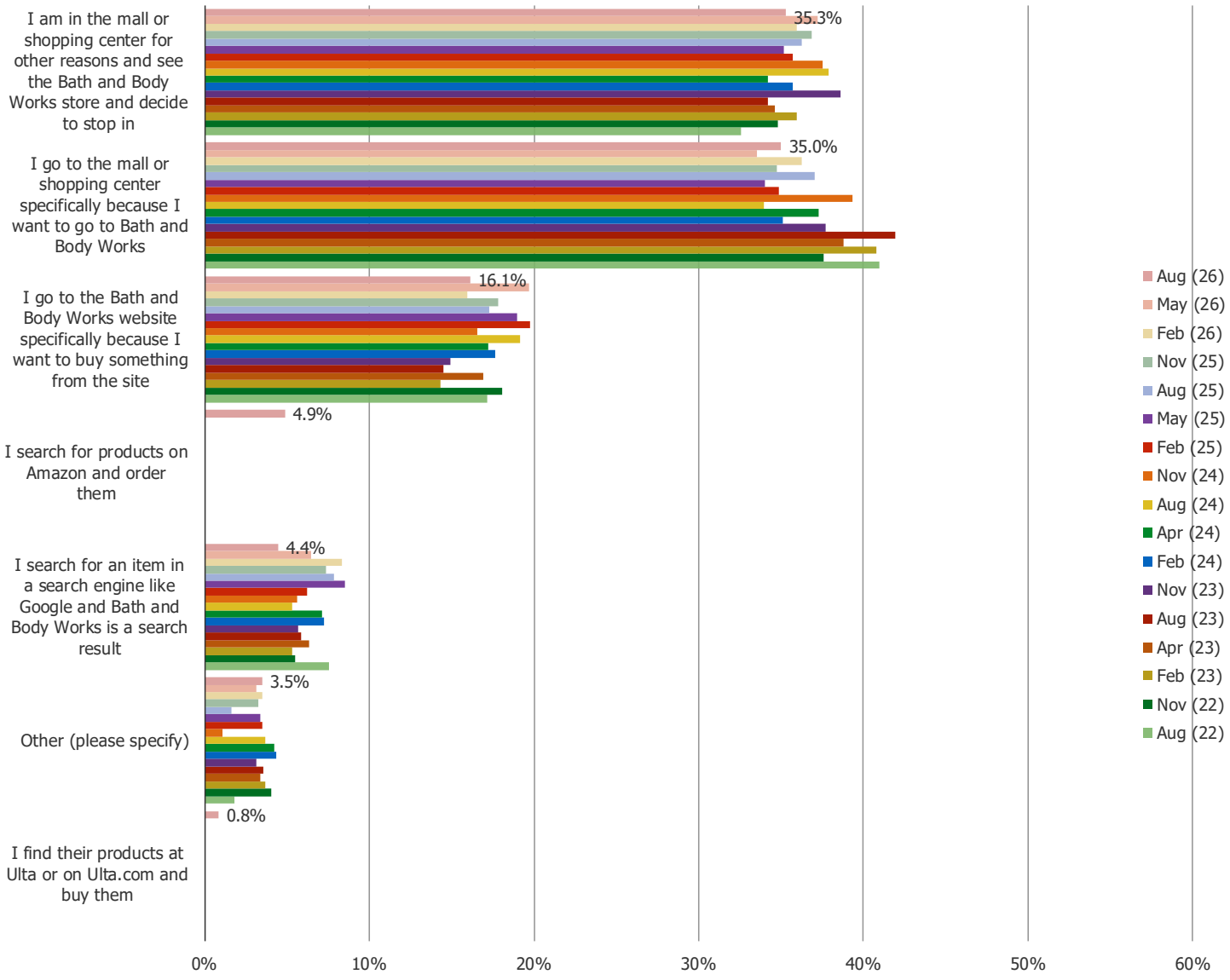
HAVE YOU EVER PURCHASED OR RECEIVED PRODUCTS FROM THE FOLLOWING?

Posed to all respondents.



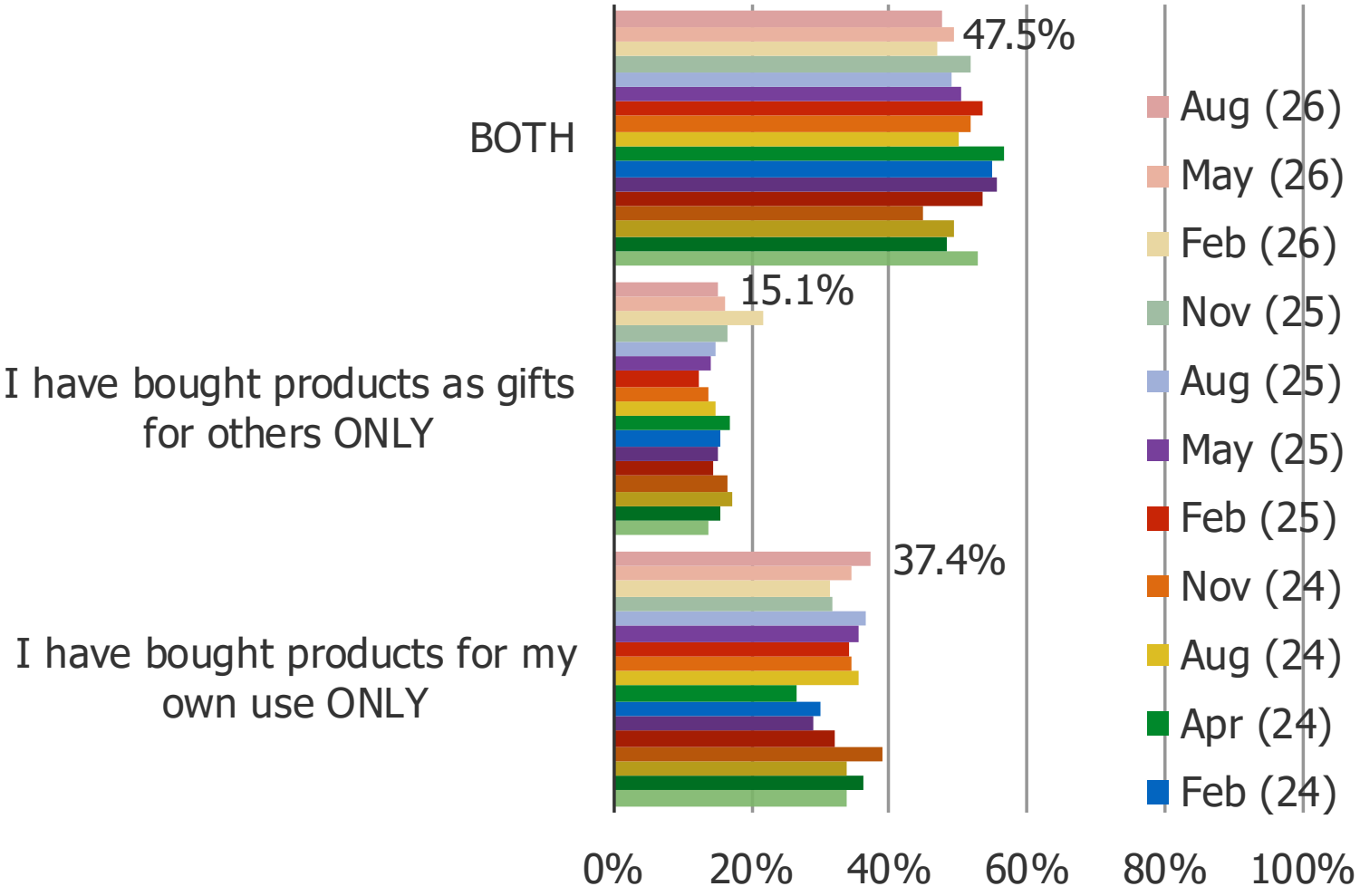
HOW DO YOU TYPICALLY WIND UP SHOPPING BATH AND BODY WORKS?

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



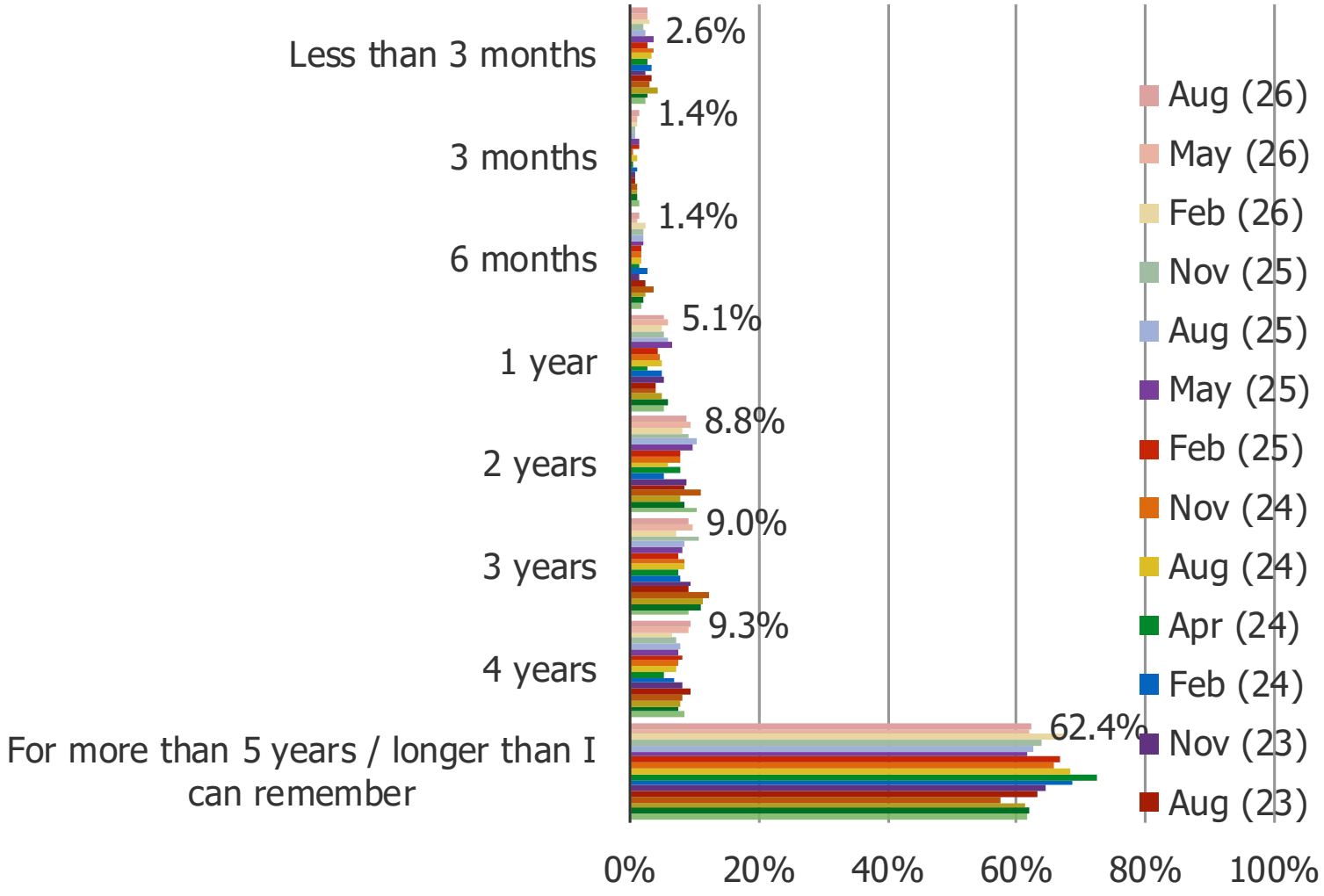
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR EXPERIENCE WITH BATH AND BODY WORKS?

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



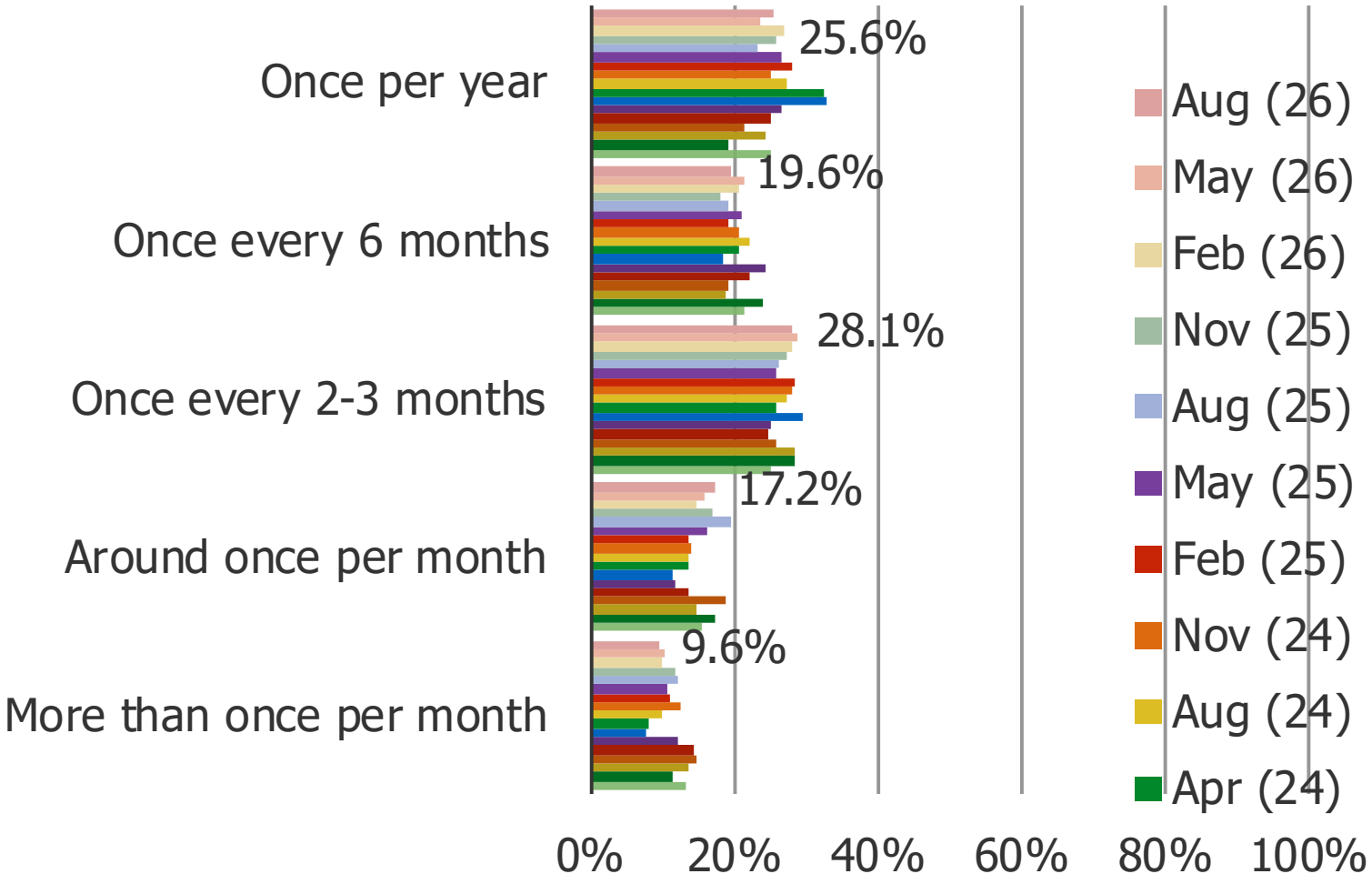
FOR HOW LONG HAVE YOU BEEN A CUSTOMER OF BATH AND BODY WORKS?

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



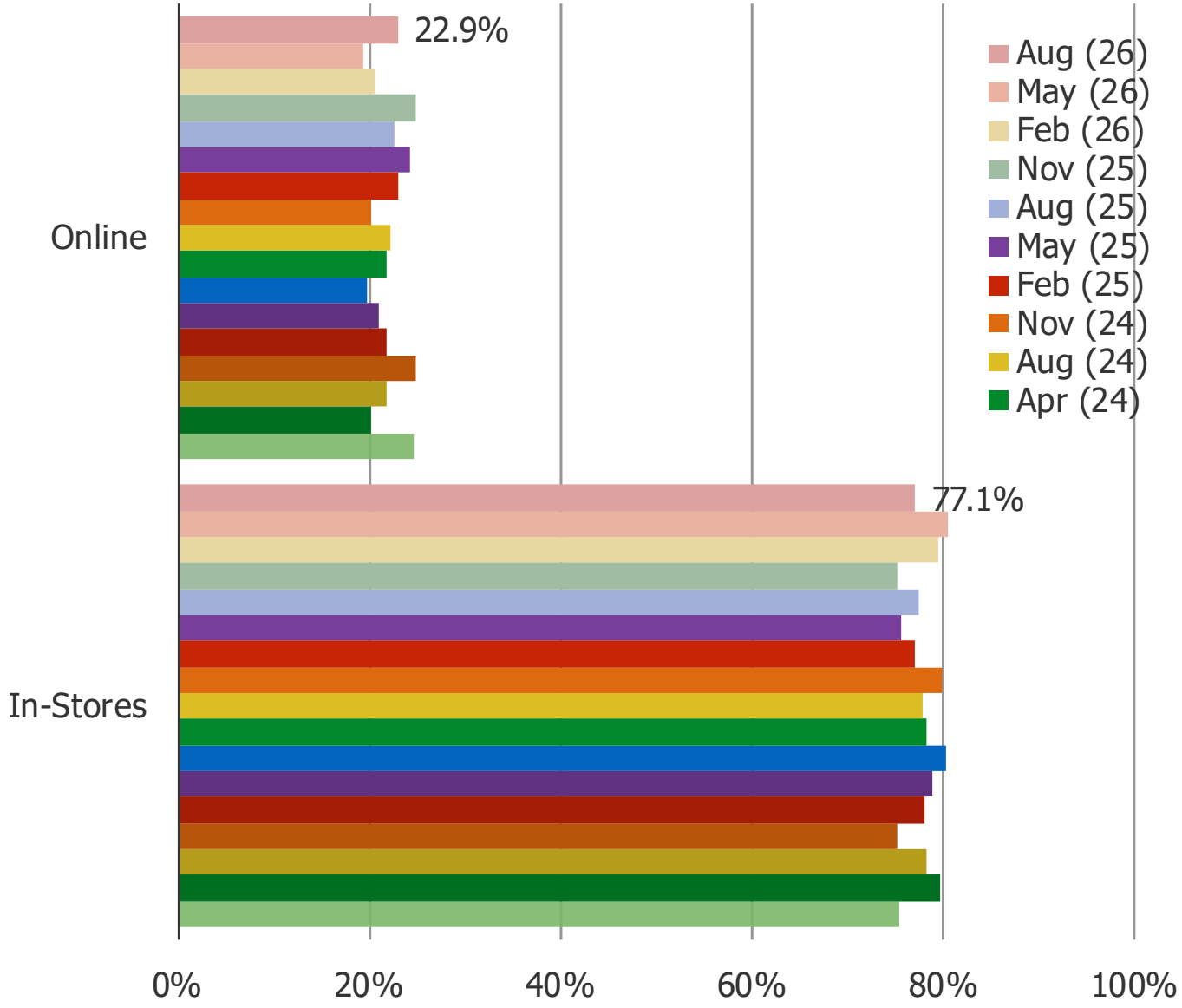
HOW OFTEN DO YOU SHOP BATH AND BODY WORKS?

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



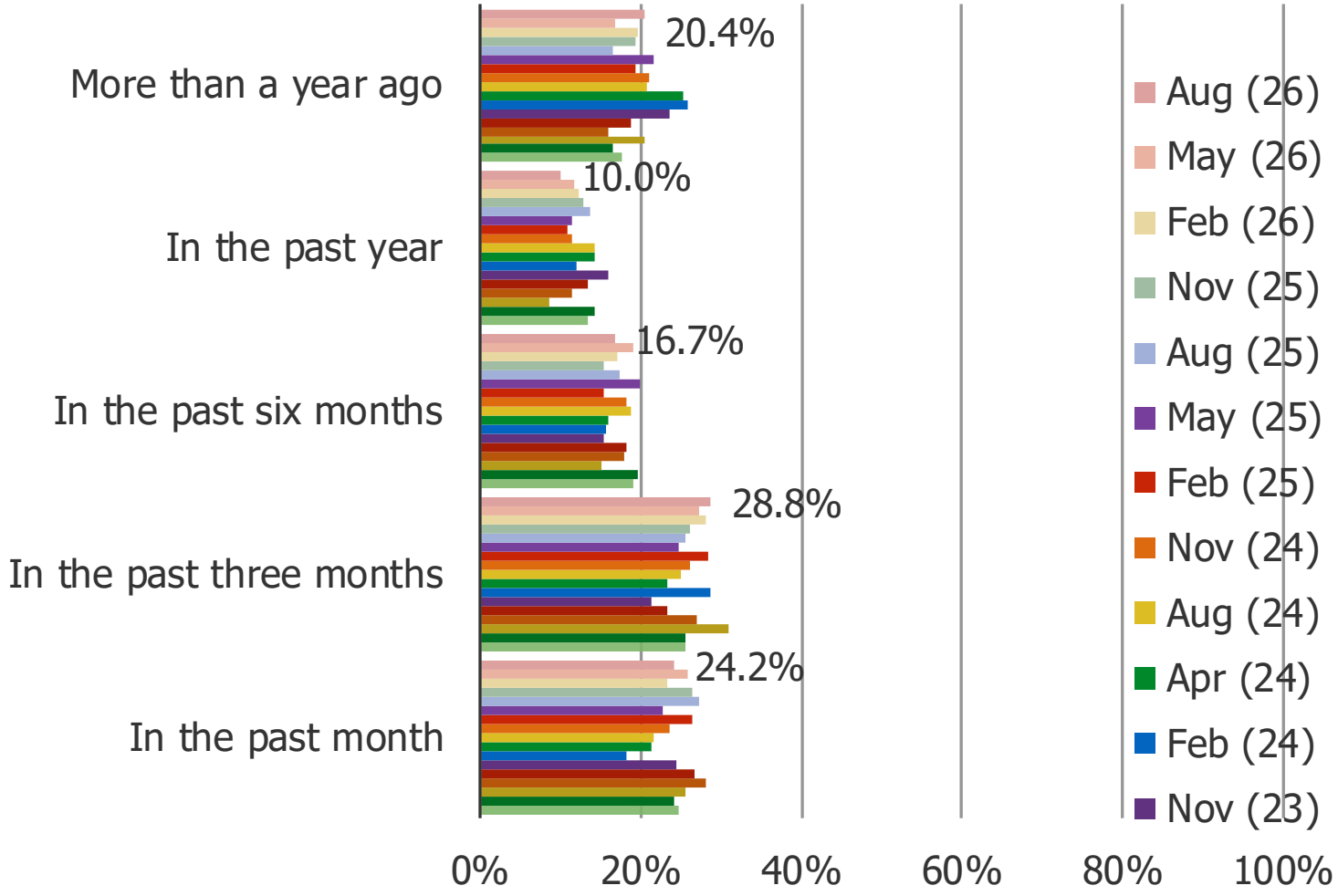
HOW DO YOU PREFER TO SHOP BATH AND BODY WORKS?

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



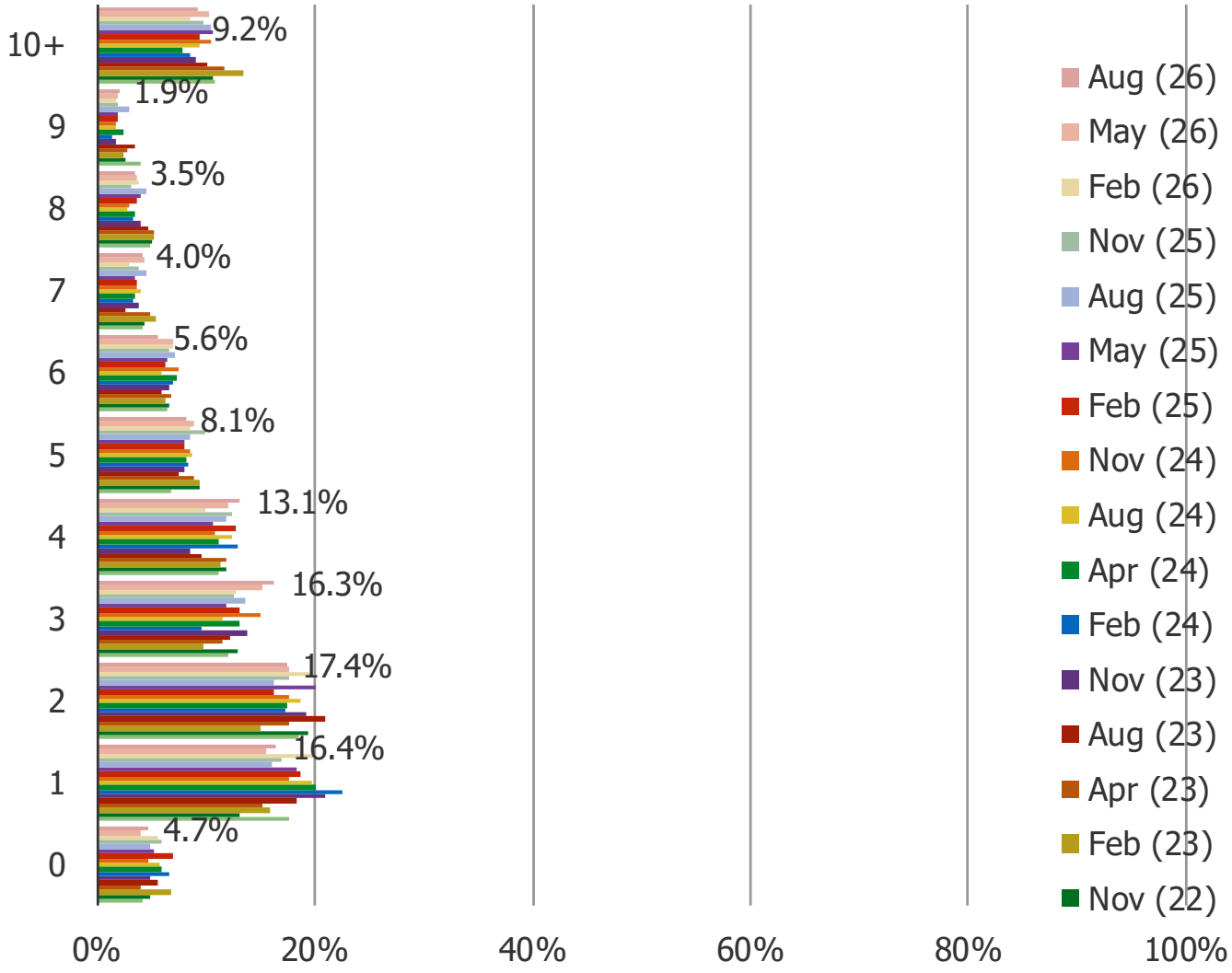
WHEN DID YOU MOST RECENTLY BUY PRODUCTS FROM BATH AND BODY WORKS?

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



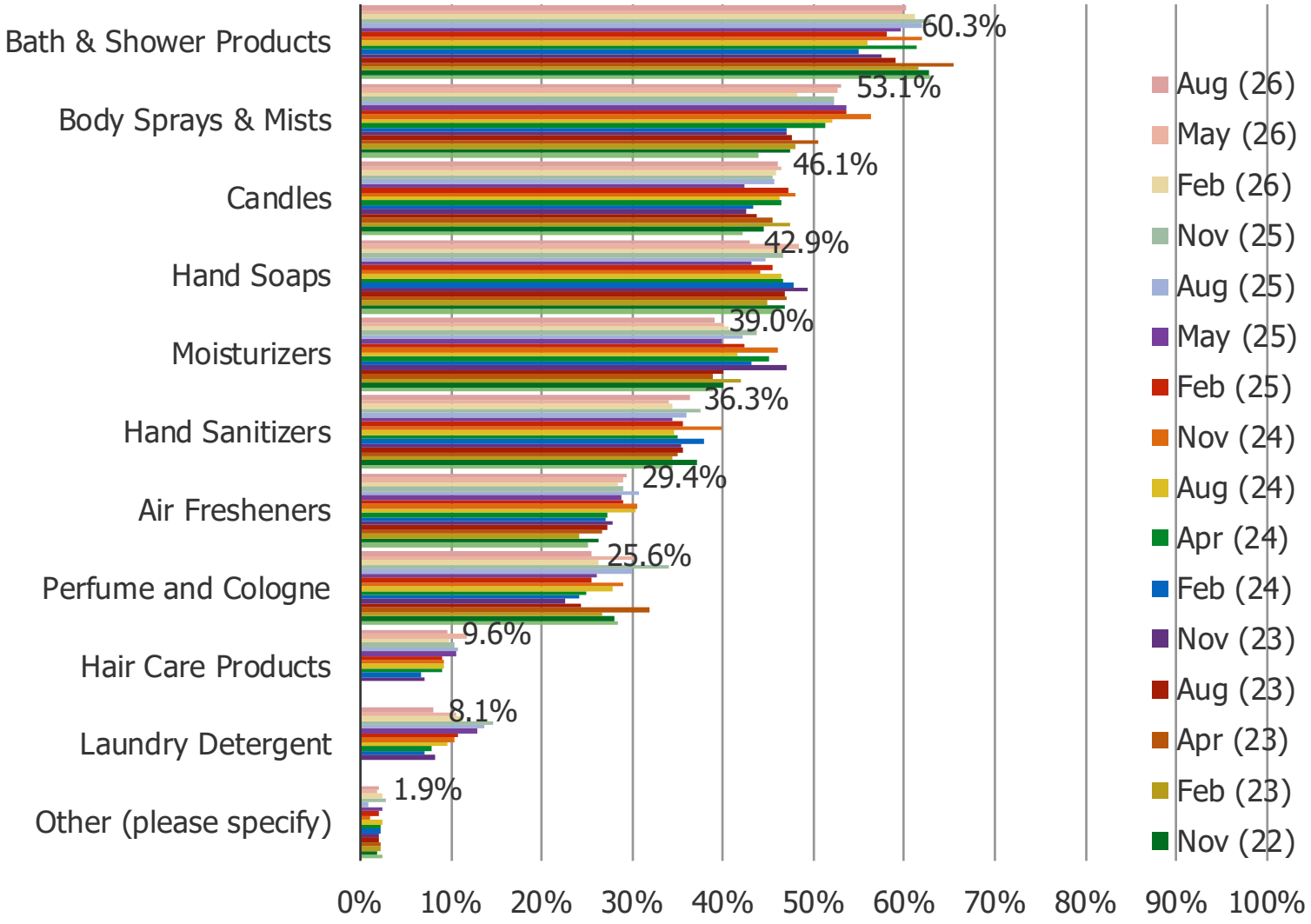
HOW MANY TIMES PER YEAR WOULD YOU ESTIMATE THAT YOU BUY PRODUCTS FROM BATH AND BODY WORKS?

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



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.

