

Haircare Vertical Survey Results

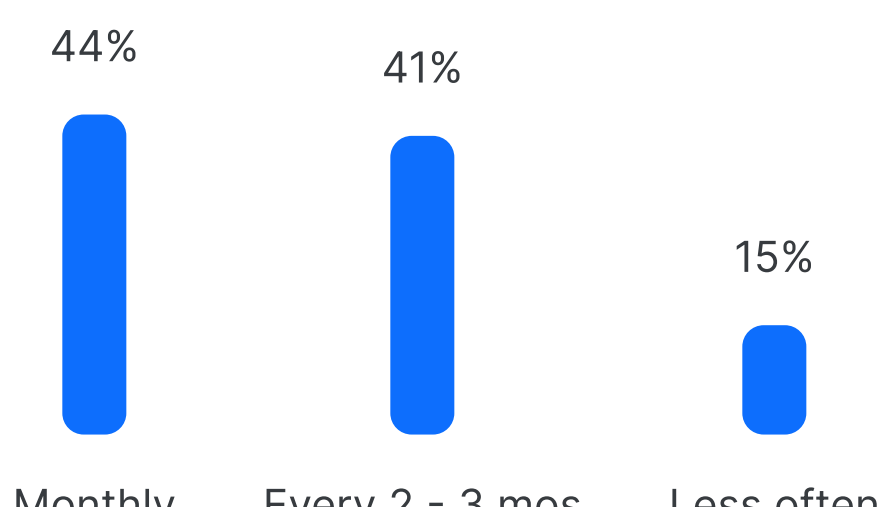
	amazon	Walmart	target	ULTA BEAUTY	SEPHORA
Why Shops Here	Shop any time day/night, best prices, fast shipping	Best prices, convenient, shop here anyway	Relaxed, don't need associate's help, convenient	Best loyalty program, find products, relaxed	Luxurious, attractive display, sample products
Discover New Products	Google search	Ads, YouTube content	TikTok content	Beauty Blogs	Store Site/Email, Instagram Content
# Pieces of Content	3	2	3	4	5
Products	Mousse	Mousse	Dry Shampoo	Dye, Treatments, Styling	Hairspray, Dyes, Protectant, Styling
Pur Freq	Every 4-6 months	Monthly	Every 2-3 months	Every 2-3 months	Monthly
Benefits	Remove Grease, Lightweight Feel	De-Frizz, Remove Grease	De-Frizz	Combat Breakage	Restores, Protects, Soft, Shine, Lightweight
Rec	Familiar/Friendly Tone, Content Aimed at Shopping Late Hours, Multi Platform	Content in style of traditional TV ads, YouTube content. Highlight attractive pack visuals	Offer exciting new benefit + promotion to try new product. Give tools to make informed decision	Convince new prod is worth investment. Expert authority. IG Discovery, TikTok Search	Need lots of content. Highlight added benefits. Plug into retailer's ecosystem

Products

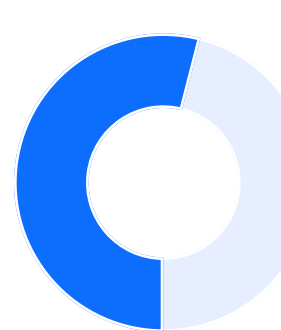
Top Products (50%+)



Purchase frequency



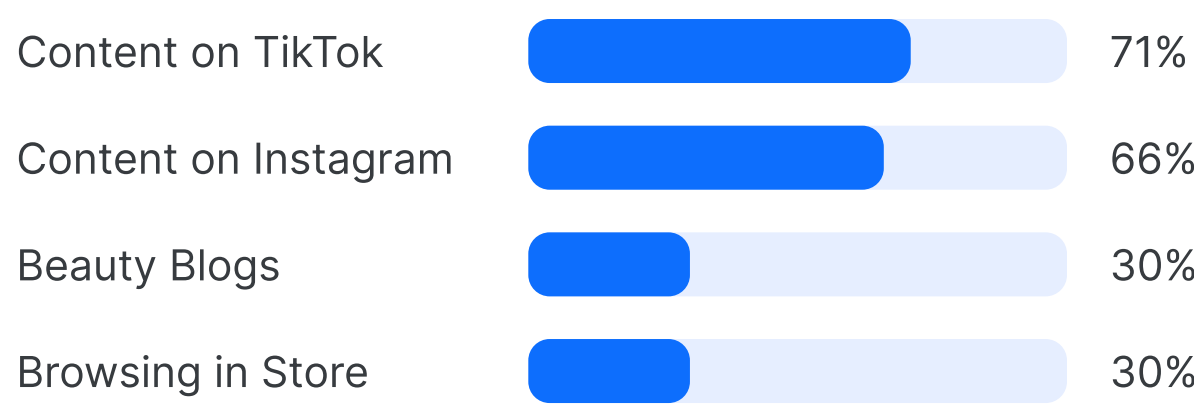
3 of 4 are very interested in adding a new haircare product to their routine



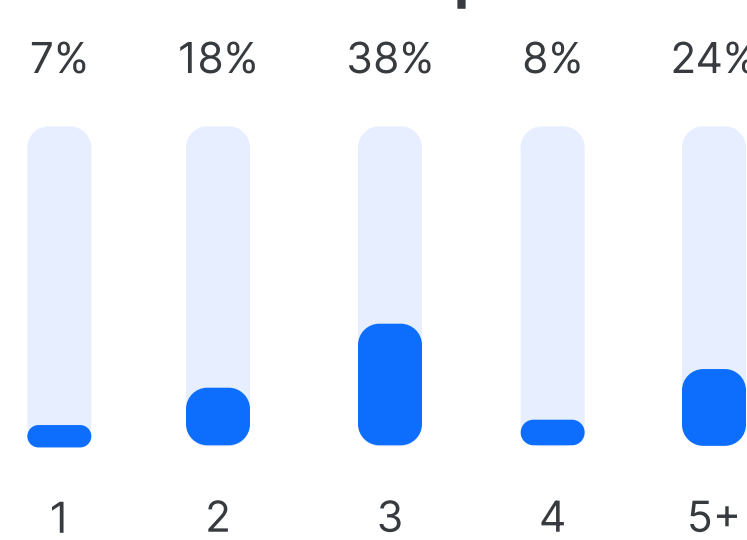
54% Describe their haircare routine as highly involved

Discovery

Product discovery



71% need to see 3+ pieces of content before purchasing



Social media content

- 1 Passive research
- 2 Active research
- 3 Active research

Next Steps Before Purchase



Spending



38% Stick to products they know versus experimenting with new



70% have adjusted spending in the past year

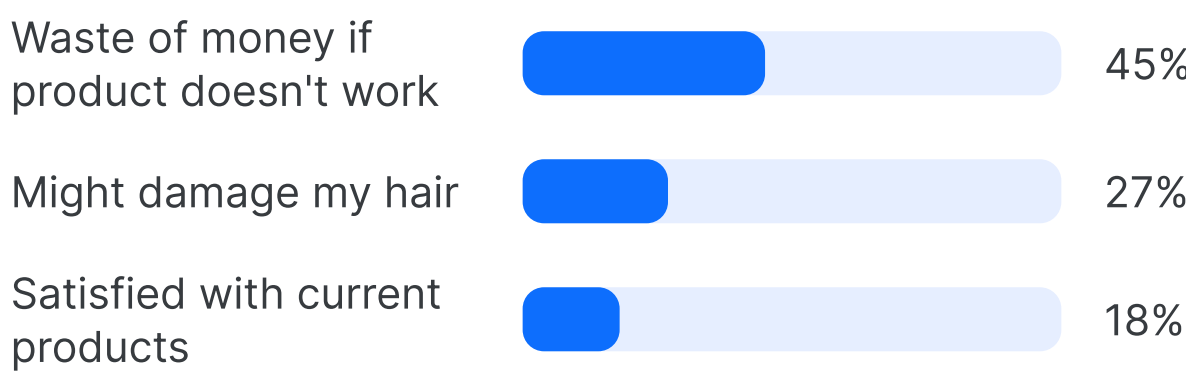


Most looks for more coupons / deals



1 in 4 switched to less expensive Brand

Waste of money if new product doesn't work



2 of 3 look for promotion when trying new product

