Haircare
Vertical Survey Results

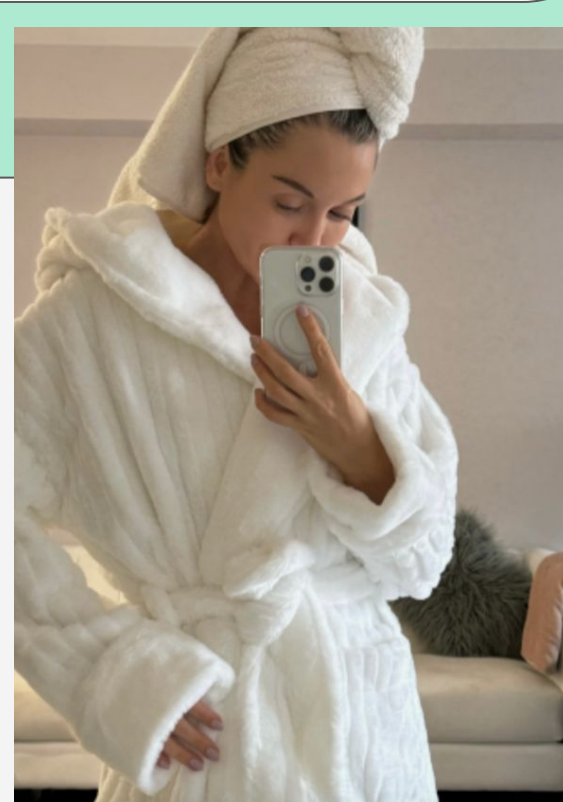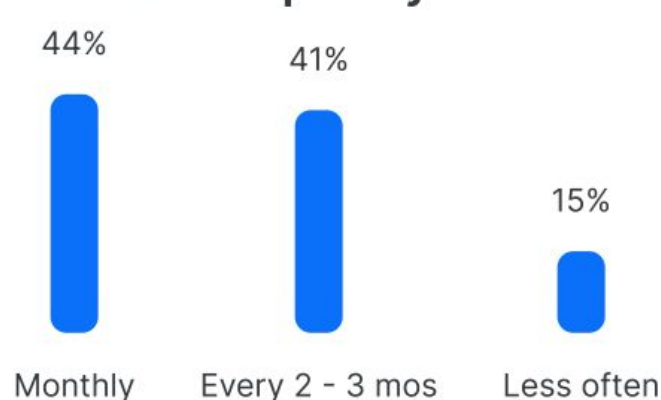|	amazon	Walmart	TARGET	ULTA	SEPHORA
Why Shops Here	Shop Any Time Day/Night Best Prices Fast Shipping	Best Prices Convenient Shopping Here for Other Items Anyway	Relaxed Don't Need Store Associate's Help Convenient	Best Loyalty Program Relaxed Easily Find Products	Luxurious Attractive Store Displays Sample Products
Discover New Products	Google Search	Ads YouTube Content	TikTok Content	Beauty Blogs	Store Site/Email Instagram Content
# Content Pieces to Buy	3	2	3	4	5
Products Buys	Mousse	Mousse	Dry Shampoo	Dyes, Treatments, Styling	Hairspray, Dyes, Protectant, Styling
Purchase Frequency	Every 4-6 Months	Monthly	Every 2-3 Months	Every 2-3 Months	Monthly
Benefits	Remove Grease Lightweight Feel	De-Frizz Remove Grease	De-Friz	Combat Breakage	Restores Protects Soft, Shine
Recommend	Familiar/ Friendly Tone — Content Aimed Around Shopping At Late Hours	Content In Style of Traditional TV Ads — YouTube Content — Highlight Attractive Pack Visuals	Offer Exciting New Benefit/ Promotion to Try New Product — Provide Tools To Make An Informed Decision	Convince Them A New Product Is Worth the Investment — Position Creator as an Expert/Authority — Instagram for Passive Discovery TikTok for Active Search	Needs LOTS of Social Media Content — Highlight Your Product's Added Benefits — Plug Into Retailer's Ecosystem

🛍️ Products

Top Products (50%+)
- Heat protectant sprays / creams / oils
- Styling products
- Hair protector spray, cream,oil
- Hair treatments

Purchase frequency
- 44% Monthly
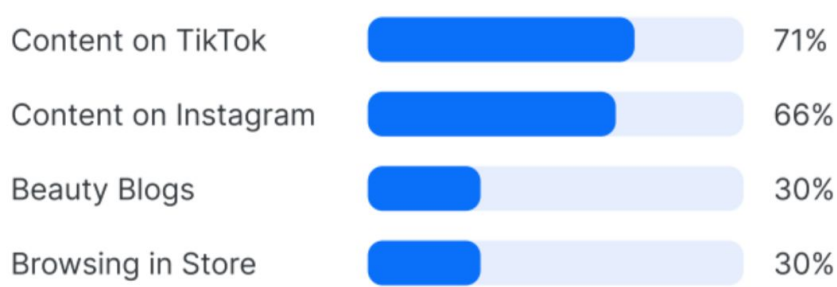- 41% Every 2 - 3 mos
- 15% Less often

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

54% Describe their haircare routine as highly involved
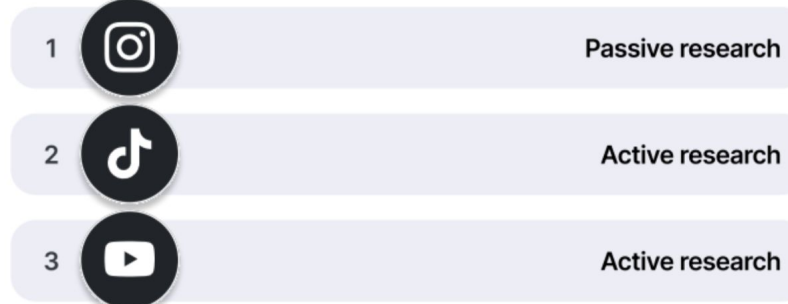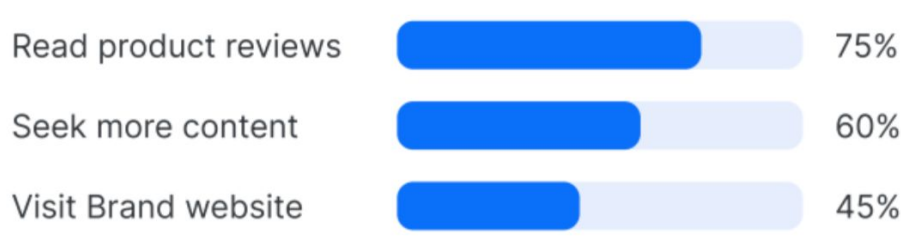
🔍 Discovery

Product discovery
- Content on TikTok — 71%
- Content on Instagram — 66%
- Beauty Blogs — 30%
- Browsing in Store — 30%

71% need to see 3+ pieces of content before purchasing
- 1 — 7%
- 2 — 18%
- 3 — 38%
- 4 — 8%
- 5+ — 24%

Social media content
1. Instagram — Passive research
2. TikTok — Active research
3. YouTube — Active research
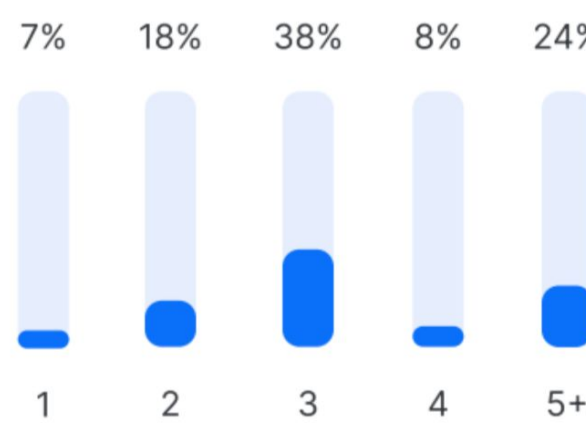
Next Steps Before Purchase
- Read product reviews — 75%
- Seek more content — 60%
- Visit Brand website — 45%

💲 Spending

38% Stick to products they know versus experimenting with new
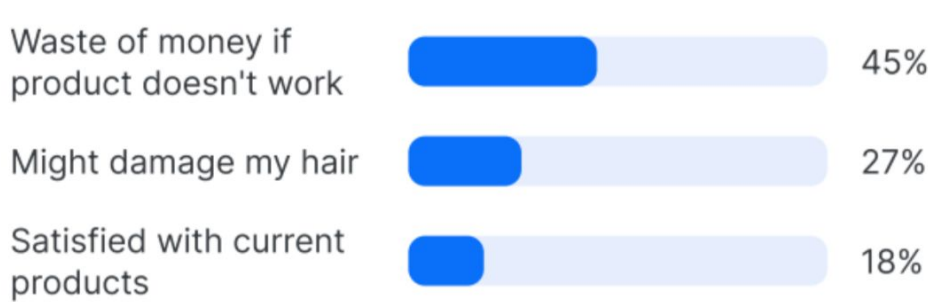
🛒 70% have adjusted spending in the past year

▥ Most looks for more coupons / deals

🛍️ 1 in 4 switched to less expensive Brand

Waste of money if new product doesn't work
- Waste of money if product doesn't work — 45%
- Might damage my hair — 27%
- Satisfied with current products — 18%

2 of 3 look for promotion when trying new product
- Yes/Always — 14%
- Yes/New Product — 65%
- No/Full Price — 20%