



## Insider's Sneak Peak! 2015 PinkReport™: The Sephora Shopper

Welcome TBC insiders! Each year, TBC's annual deep-dive PinkReport™ gets to the heart of what makes the beauty consumer tick. This year, we've prepared a generational analysis of the U.S. female consumers' purchase influencers, shopping behaviors and buying patterns at the extraordinary beauty giant, Sephora. Your personal tour of some of the juiciest bits from this year's PinkReport™ is just a brushstroke away. Happy reading, beautiful!

Download the whole 114-page report at [benchmarkingcompany.com/shop/](http://benchmarkingcompany.com/shop/)

**90% of women surveyed say visiting Sephora is a highly anticipated event**

### Budget Begone!

**84%** sometimes/always have a budget when shopping in-store or online

**29%** of these women say they are not always successful in keeping purchases within budget at Sephora

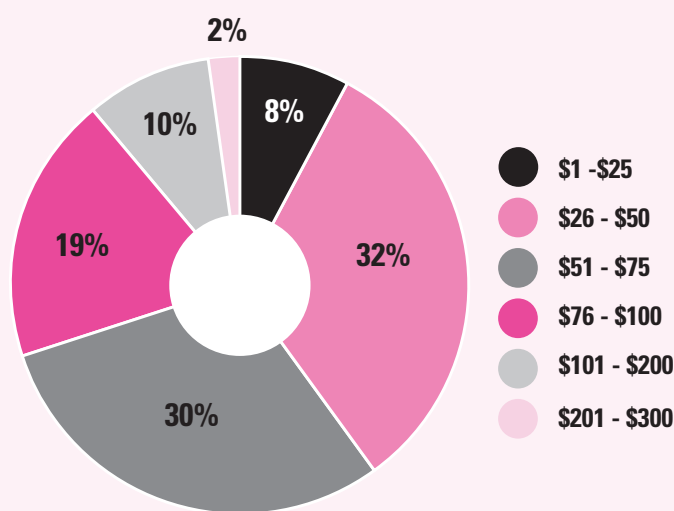
### Madly in Love with Sephora

**90%** of women surveyed shop at Sephora, Sephora.com, or both occasionally or regularly

**85%** Sephora.com is her first online destination to browse beauty

**79%** Sephora.com is the first site she visits to buy beauty

**69%** of Millennials shop both in-store and online, compared to 59% of Gen-Xers and 49% Boomers



### She Spends at Sephora

**62%** of in-store/56% of online shoppers spend \$26-\$75 each time they shop

**28%** spend >\$76 each visit; 34% of Gen-Xers spend \$76-\$300 each time

### Claims matter!

**57%** of all women surveyed check product reviews online before shopping at Sephora stores

**66%** of Millennials make product review checking a habit

**35%** of Millennials read consumer claims on packaging

**32%** of Gen-Xers read consumer claims on in-store displays

### Her Personal Sephora Beauty Expert

**35%** say a salesperson's knowledge of the brand/product is influential in her purchasing decision

**31%** have been swayed by a salesperson to buy a product that was not on her radar

**40%** spend >20 minutes with a salesperson learning about products

### Meet the Sephora Shopper

#### Maddie (18-24) and Megan (25-34) Millennial

- Spends the most time at Sephora/most tech-savvy
- 95% tell her friends about beauty
- 54% believes the store she buys beauty products from is a reflection of her
- Twice as likely to bring friends with her to Sephora than Boomers

#### Jessie Gen-Xer (35-49)

- Spends the most money at Sephora
- 94% say they are confident
- 85% are inspired by pictures of beautiful women to look their best
- 74% buy beauty products even if they don't need them

#### Barbie Boomer (50+)

- Disposable income and still buying big
- 47% spend \$150-\$500 annual on beauty
- 96% enjoy shopping for beauty products
- 99% say they're open to trying new beauty products

### Loyalty and Trust

**75%** are Beauty Insider loyalty card holders

**90%** open their Beauty Insider emails

**Nearly 1 in 3** women have shopped Sephora for 5-10 years

**40%** note the loyalty program is a key reason why they shop Sephora



### Top Makeup Brands She Buys at Sephora (full list=99 brands)

NARS • Sephora Collection • Too Faced • Urban Decay • Benefit Cosmetics • Bare Minerals/Escentuals • MAKEUP FOREVER • Smashbox • Tarte • Stila • Clinique.\*

### Top Skincare Brands She Buys at Sephora (full list=109 brands)

Murad • GLAMGLOW • bareMinerals • Benefit Cosmetics • Sephora Collection • Laura Mercier • Urban Decay • Clinique • Clarisonic • Bobbi Brown • Origins • L'Occitane • Tarte • Smashbox.\*

### Top Hair Care Brands She Buys at Sephora (full list=45 brands)

Sephora Collection • philosophy • WEN by Chaz Dean • Bumble and Bumble • ALTERNA • Ojon.\*



\*Just a sampling, in no specific order. Full rankings available in the complete PinkReport.

### The First 5 Areas She Peruses in Sephora stores

- #1 Makeup
- #2 Lip Bar
- #3 Women's Fragrances
- #4 Tools & Makeup Brushes
- #5 Bath & Body

Call 703.871.5300 or visit [beautyproducttesting.com](http://beautyproducttesting.com) or [info@benchmarkingcompany.com](mailto:info@benchmarkingcompany.com) for information on Beauty Product Testing and specialized beauty consumer research.

\*Based on a study conducted of U.S. female beauty consumers from November 2014-May 2015 with 3,133 respondents and 2,197 respondents respectively. The 2015 PinkReport is an independent analysis of the Sephora shopper and was not commissioned or requested by the company. All analyses and investigations are independent and unbiased.