

BEAUTY TAKES A HOLIDAY – Her Gift Giving Outlook

The Benchmarking Company unveils its annual look at the beauty products the U.S. female consumer plans to buy for herself and her loved ones this 2015 holiday season, how much she'll spend, and where she'll be shopping! Whether naughty or nice, most everyone in her inner circle can expect something beautiful under the tree.

93% of consumers have purchased a beauty item as a gift for someone.

72% anticipate purchasing a beauty item during the 2015 holiday season.



She'll buy her beauty gifts at:

- 67%** Beauty specialty store
- 58%** Superstore
- 51%** Department store
- 48%** Online general retailer
- 28%** Directly from a beauty brand's website

The lucky recipients of beauty gifts will be:

- Friends **(55%)**
- Siblings **(44%)**
- Parents **(42%)**
- Children **(40%)**
- Spouse **(24%)**
- Colleague/co-worker **(16%)**



45% of people expect they will buy themselves a beauty item for a treat!

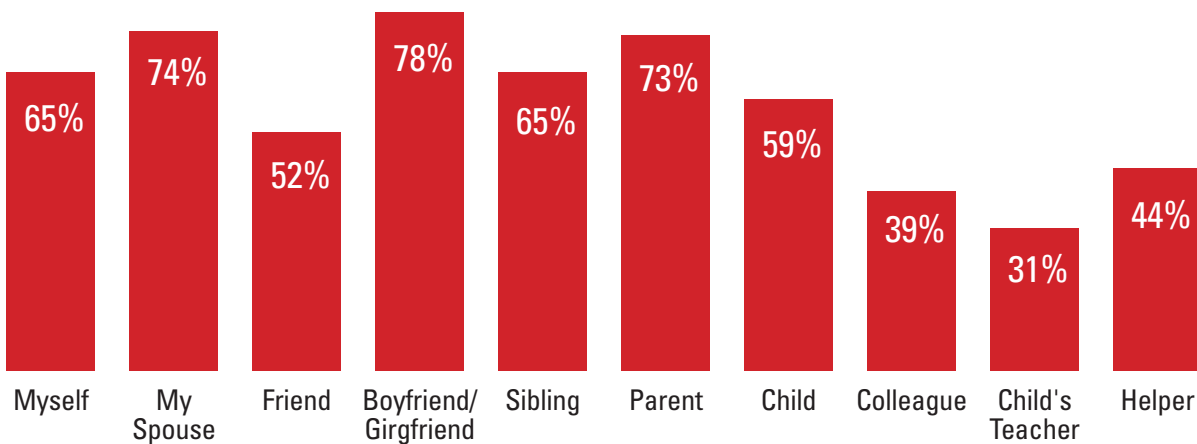
BEAUTY SPEND

Approximately 3 out of 4 women will spend more than \$30 on a beauty product for their boyfriend or girlfriend, spouse or parent.

More than half of women surveyed will spend more than \$30 on their child(ren) and friends.

Approximately one-third of women will spend more than \$30 on a colleague or child's teacher.

Percentage of women planning to spend at least \$30 on a beauty gift for...



The beauty gift she plans to give:

- 36%** Beauty gift sets
- 29%** Fragrance/cologne
- 16%** Makeup
- 69%** have purchased a beauty-related gift card either for themselves or someone else

The one beauty gift she would like to RECEIVE this holiday season:

- #1** Perfume/fragrance/cologne
- #2** Makeup sets/palettes
- #3** Beauty store gift card
- #4** Spa/Massage

The one beauty gift she'd be most excited about GIVING to a MALE:

- #1** Cologne/fragrance
- #2** Shaving kit
- #3** Spa/massage
- #4** Body wash



Of beauty gift card buyers...

- 86%** have bought a Sephora.com or Ulta.com card
- 80%** have bought a massage/spa/salon service card
- 64%** have bought a specific beauty brand gift card

Likelihood of buying beauty gifts if presented:

As a gift set:
61% extremely likely
35% somewhat likely

With an added incentive (gift with purchase):
69% extremely likely
28% somewhat likely



Call 703.871.5300 or visit beautyproducttesting.com or info@benchmarkingcompany.com for information on Beauty Product Testing and specialized beauty consumer research.