



Hot For Home Shopping!

Boasting a diverse, ever-growing array of products and the starting point for some of today's hottest brands, home shopping is a \$13B a year (and growing) powerhouse. Beauty products represent about 15 to 17% of all products sold at QVC, HSN, and EVINE, that's more than \$2B in sales per year. To find out about today's home shopping beauty consumer and how she interacts with and uses this mega-force, we asked 1,200 home shoppers to talk all things QVC, HSN, EVINE (and more!) with us.

Her main reasons for home shopping?

- 58%** has the best *value* for the price
- 57%** *convenient*
- 49%** sells brands I *know and trust*
- 46%** offers great prices on *prestige* products

Home shopping consumers span all ages...

- **QVC's** most engaged consumer is married and between 40-60 years old
- **HSN:** 25-54
- **EVINE:** 35+

What compels her to purchase via home shopping?

84% the product was a customer "top rated" pick

67% exclusive offers or special deals

52% of women made their very first home shopping beauty purchase because price and payment plans were attractive

Special OFFER

In the past 6 months, home shopping beauty buyers have:

- Looked for deals (**56%**)
- Surfed for 'new arrivals' (**45%**)
- Been swayed to purchase by a daily deal (**40%**)

Show and tell! She regularly tunes-in to her favorite home shopping network to:

- See/hear how product work/what they do (**67%**)
- See the product demonstrated (**64%**)
- Learn about new brands/products on the market, and to see/hear about product offerings (**59%**)



She demands proof!

95% look for positive online product reviews before purchasing a beauty product

93% of women look for efficacy claims

78% say consumer claims are the most compelling (from women with similar skin concerns)

In fact, 58% of women chose products based on consumer claims!

She shops home shopping online:

70% of women shop via QVC.com, 60% at HSN.com

41% visit home shopping websites weekly

81% use a home-computer when shopping home shopping websites

51% a smart phone and 39% an iPad or tablet

34% stay on your site between 21-40 minutes



When she finds a new product on a home shopping site, she's...:

- Checking out product reviews (**89%**)
- Price shopping by checking competing retailer websites (**78%**)
- Reading product reviews on the home shopping website (**66%**)
- Searching online for coupons or for in-store specials (**56%**)

Color cosmetics are her #1 home shopping beauty purchase!

- **73%** of consumer purchases are color cosmetics
- **38%** of women purchase eye makeup
- **31%** foundation/bronzer/concealer
- **23%** lipstick/gloss and beauty tools

Other products she is purchasing include:

- **65%** are bath and body products
- **55%** are skincare, chiefly anti-aging products
- **38%** fragrance and shampoo/conditioner
- **35%** hair tools
- **33%** skin devices
- And **27%** nail products

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