



## From beauty products to clothing, gift cards and technology, this year's holiday shopper plans to buy it all. \*3624

- 83%** expect to purchase **beauty products** for others and possibly even for themselves
- 79%** will purchase clothing for a loved one
- 72%** go the gift card route
- 51%** plan to hit the electronics aisle and give the gift of technology
- 45%** plan to purchase **personal care products** ranging from teeth whitening kits to men's grooming products

No Grinch here. Both men and women indicate they spend more than \$100 on their spouse for the holidays.

### Winter is coming, but online shopping is heating up.

Men and women both expect to purchase online:

- 57%** beauty products
- 22%** beauty products
- 45%** clothing
- 35%** electronics



### So many retailers to choose from but these are the favorites.

- Women:
- 76%** Amazon
  - 67%** Superstores (Target, Walmart)
  - 55%** Beauty Specialty store
- Men:
- 73%** Amazon or other online retailer

### Trust is a Must

- 63%** say family and friends are their most trusted beauty influencers
- 86%** say positive consumer claims significantly influence their decision to purchase beauty products.
- 69%** agree that reviews posted on reputable sites are one of the most important purchase
- 47%** would use more beauty products if those products had consumer claims

### Holiday shoppers plan to gift these brand favorites:

- Beauty:**  
Urban Decay (women gifters) and Clinique (men gifters)
- Personal Care:**  
Bath & Body Works (women gifters) and Dove (men gifters)

### Value is Key

When shopping for beauty and personal care, this year's holiday shopper expects to:

- 85%** buy products on sale
- 69%** look for/use coupons
- 63%** buy products in kits
- 56%** shop the Cyber Monday sales
- 54%** shop the Black Friday sales
- 67%** Superstores (Target, Walmart)
- 55%** Beauty Specialty store



### It's party time! Her favorite holiday makeup looks:

- 32%** lean and classic
- 27%** glammed up makeup
- 11%** shimmery shadow

### What did he/she put on Santa's list this year? Everything from beauty gifts to gift cards.



#### Top desired gifts by women:

- 79%** a beauty gift
  - 69%** gift cards
  - 59%** clothing
  - 49%** jewelry/timepieces
- Breaking down her "beauty" wish list, what she really, really wants!**
- 71%** cosmetics/makeup sets
  - 62%** fragrance
  - 54%** skincare products

*Brands she desires: Urban Decay, MAC, Two Faced and Tarte*



### From coiffing to cheek coloring, here are the top things she does to prep for a holiday party.

- 89%** applies her own makeup
- 85%** styles her own hair
- 62%** shop for a new outfit
- 37%** wax, thread, shave or pluck unwanted facial hair

#### Top desired gifts by men:

- 57%** gift cards
- 57%** personal care products
- 53%** electronics and tech gadgets
- 45%** clothing

#### Breaking down his wish list of personal care products.

- 83%** men's fragrance
- 82%** men's shaving kit
- 31%** teeth whitening kit

*Brands he desires: Jack Black, Axe and Dove*



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