



How Does One Describe Amazon.com?

Omnipresent? Online giant? How about beautiful? Last month, TBC spent some time delving into the statistics behind online shopping, and what drives women to forgo brick and mortar purchases in favor of a one-click offering. In particular, we asked women all over the country to talk to us about Amazon, and how their beauty spending habits are influenced by the online behemoth (if at all), how often they shop for beauty there and why. Knowing how she buys on Amazon can help you tailor a similar approach to buying on your own brand's website.

98% of women surveyed buy products online

46% of her entire online shopping spend is done on Amazon.com

66% are Amazon Prime members, or someone is in their household

96% of Prime Members say it is important that her purchases are Amazon Prime eligible

She purchases beauty/personal care products from Amazon:

- **5%** at least once per week
- **9%** bi-weekly
- **22%** once a month
- **18%** once every 2 months
- **12%** every quarter
- **11%** every 4-6 months
- **4%** once a year
- **Only 19% say they rarely (14%) or never (5%) buy beauty/personal care on Amazon.com**



% of her beauty purchases at Amazon

- **68%** About 1 in 4 women purchase between 31-50% of all beauty purchases on Amazon
- **33%** 11-30% of all beauty purchases
- **29%** 10% of all beauty purchases



Other types of beauty/personal care products she purchases at Amazon:

- **52%** mass/affordable beauty products
- **45%** natural and organic products
- **34%** masstige/affordable luxury
- **25%** go for the mystery of new/unknown brands!

She's been purchasing beauty/personal care at Amazon for:

- 17%** less than a year
- 43%** 1-3 years
- 27%** 4-6 years
- 11%** 7-10 years
- 3%** 10+ years

Is Amazon her go-to for *Luxury* beauty and personal care?

- 36%** yes!
- 41%** no
- 23%** are unaware Amazon sells luxury beauty and personal care

What women rate as most important* when shopping for beauty/personal care at Amazon:

- Free shipping (**83%**)
- Better prices (**81%**)
- Competitive prices relative to brick-and-mortar stores (**80%**)
- Access to favorite, well-known brands (**77%**)
- Guarantee of product authenticity (**77%**)
- Ability to get wide range of beauty from one place (**74%**)
- Consumer/product reviews (**72%**)
- Products are on sale (**68%**)
- Consumer claims (**50%**)

*Top two box

Her (self-reported) overall yearly beauty spend at Amazon.com is:

- 48%** up to \$100
- 34%** \$101 – \$300
- 11%** \$301 – \$500
- 5%** \$501 – \$1,000

Free Shipping Deep Dive: A Deal Maker or Breaker!

When shopping online for easily found, everyday items, shipping must be free or...

- **51%** will search for another site that offers free shipping
- **39%** will reconsider the purchase
- **36%** will buy up to the amount needed to get free shipping
- **26%** will leave the site and shop at an actual store



And for hard to find items, free shipping is also important...so if it's not offered...

- **50%** will search for an alternate website that offers free shipping
- **35%** will buy up to the amount needed to get free shipping
- **31%** will buy the product anyway and pay shipping
- **28%** will reconsider the purchase
- But only **12%** will leave site and go shop at a store

What would make her shop more for beauty/personal care at Amazon?

- **70%** free samples with every order
- **55%** better method of matching shades/tones
- **53%** an Amazon loyalty shopping program
- **45%** weekly sales on beauty/personal care/wellness
- **43%** I could use manufacturer's coupons on my order
- **41%** more competitive prices



Women all agree that...

- Shopping for beauty/personal care at Amazon saves me time (**84%**)
- I trust the products Amazon sells (**79%**)
- I expect to make more frequent beauty/personal care purchases at Amazon in the next five years (**76%**)
- Enjoy shopping for beauty at Amazon because I never know what I'll find (**75%**)
- Amazon offers a better range of prices for beauty/personal care products (**73%**)
- Amazon is the future of how people will shop for beauty/personal care (**68%**)

And if she's shopping a website that is not Amazon, but can click through a link to be redirected to Amazon for purchase, women agree* that:

- I trust Amazon to deliver (**86%**)
- I love it because that means all my shopping is done at one place (**80%**)
- I love it because shipping is usually faster with Amazon than other retail sites (**74%**)
- I love that option because it means one thing: free shipping via Prime (**70%**)
- I'm more likely to buy the products (**66%**)



*Top two box

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