



Retailer Series – Part 1: Her Ulta Beauty Obsession

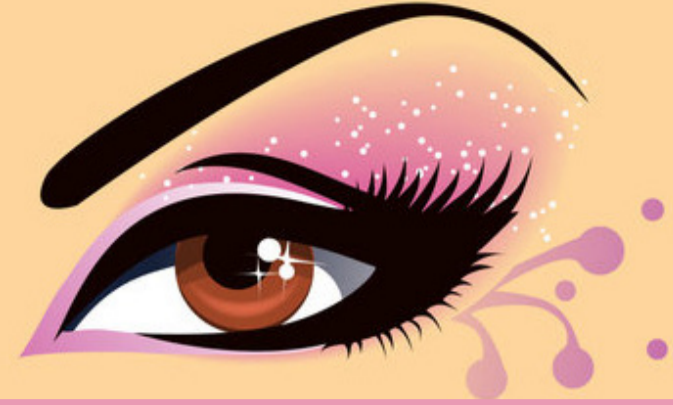
According to an August 2021 original primary study conducted by The Benchmarking Company, Ulta Beauty has surpassed Sephora as the US female consumer's top choice beauty retailer, with 59% shopping Ulta or Ulta.com in the past 6 months (at least once) compared to 47% having shopped Sephora or Sephora.com. Today's infographic takes a deep dive into her relationship with Ulta Beauty, how she shops, what she shops for and what she loves most about this growing beauty behemoth.

Why She Shops Ulta

- **55%** Brand names I know and trust
- **37%** Broad selection of products
- **35%** Best value for the price
- **31%** I can purchase high end and lower priced products all at once
- **24%** Good customer service/friendly
- **22%** Loyalty program

Top Ulta Purchase Influencers

- **75%** Product reviews and consumer claims
- **57%** Products are on sale
- **53%** Price



Her Top Go-to Product Buys at Ulta

- **64%** Eye makeup
- **59%** Facial makeup
- **58%** Hair care (shampoo, conditioner, styling products)
- **48%** Basic skincare

Products She's Likely to have in her Ulta Cart

- **36%** Mascara
- **33%** Anti-aging skincare
- **32%** Foundation
- **31%** Lipstick/gloss
- **23%** Concealer



Her Ulta Price Points

- **45%** Buy the combo: mass, masstige and prestige priced products
- **30%** Buy mass and masstige
- **9%** Buy masstige and prestige

Typical In-Store Habits

- **43%** Spend 21 to 40 minutes in store
- **17%** 41 minutes to an hour
- **9%** More than an hour in store each time
- **47%** say they spend the SAME amount of time in Ulta now vs. before the pandemic
- **42%** spend LESS time in Ulta now vs. before the pandemic

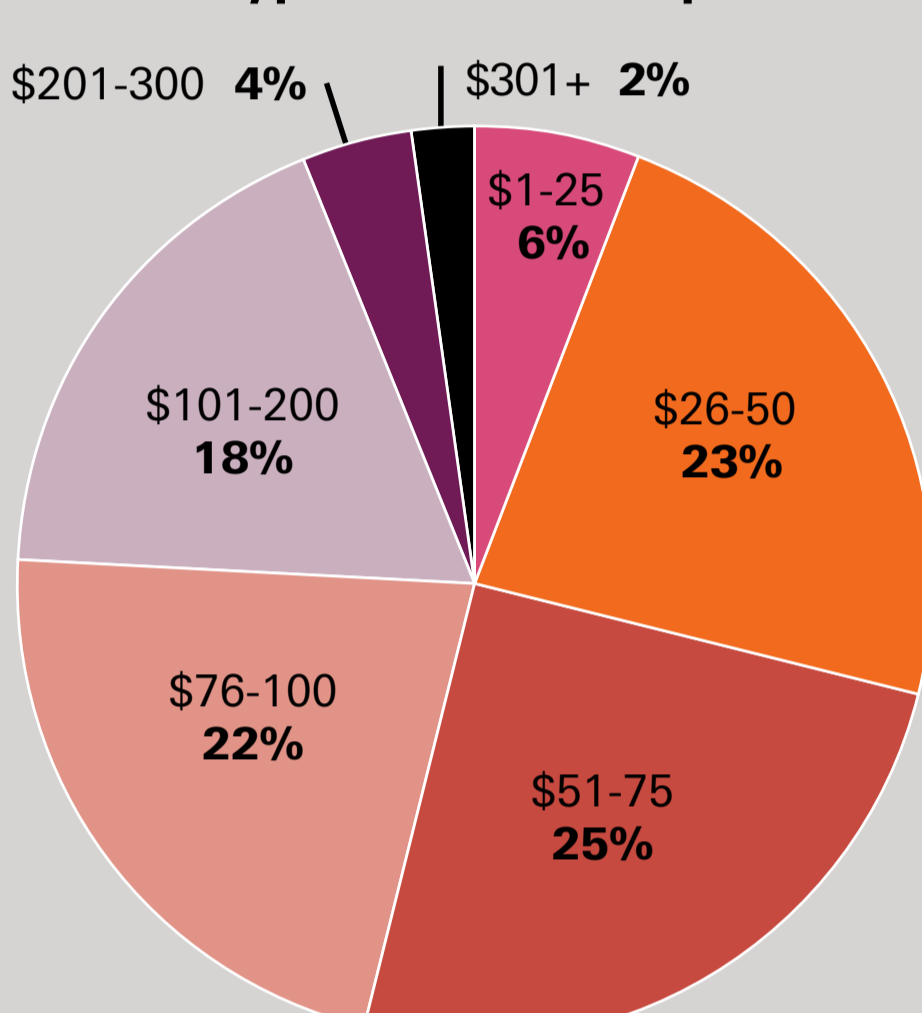
Her In-Store Browsing Strategy

43% browse the entire store and **42%** browse certain sections

Top areas she visits in-store

Color Cosmetics: Mass section	56%
Color Cosmetics: Prestige section	54%
Skincare: Prestige section	53%
Clearance section	53%
Skincare: Mass section	52%
Women's fragrance	50%
Haircare: Prestige	47%
Ulta Brand section	45%
Beauty Tools (i.e. tweezers, makeup sponges)	45%
Body Skincare (i.e. lotions, creams)	44%

Her Typical In-Store Spend



How often she shops Ulta, in-store

- **1%** daily
- **11%** weekly
- **38%** monthly
- **45%** every few months

How often she shops Ulta.com

- **2%** daily
- **15%** weekly
- **35%** monthly
- **41%** every few months

Her Online Shopping Habits

Time she spends on Ulta.com

- **15%** 11-20 minutes
- **36%** 21-40 minutes
- **18%** 41 minutes to 1 hour
- **8%** 1-2 hours

Her Ulta.com Online Activities

Check prices	63%
Browse products by category	56%
Make a purchase	55%
Read product reviews	55%
Browse by brand	53%
Access mobile offers	48%
Redeem rewards	30%
Read product claims	24%



1 in 4

One in four are looking for product claims!

Read specific product benefits	22%
Search for travel size products	15%
Read editor's picks	12%

Word Association

Ulta – In Store	Ulta – Online
Clean (45%)	Convenient (37%)
Appealing (39%)	Appealing (33%)
Convenient (24%)	Helpful Reviews (32%)
Loyalty Program (24%)	Easy to Navigate (28%)
Well Organized (21%)	Sales (26%)



74% Buy Ulta-Branded Products Now or in the Past

How She Views Ulta-Branded Products

- **84%** Ulta brand is a quality brand with quality products
- **53%** View the brand as generic

Why She Buys the Ulta Brand

- **66%** Lower price than others with same benefits/outcome
- **36%** Have colors/shades that work for me
- **32%** Products work for my skin/ cosmetic needs/concerns

Top Facial Skincare Brands She Buys at Ulta:

Ulta	35%
BareMinerals	29%
IT Cosmetics	27%
Clinique	26%
CeraVe	25%

Top Makeup Brands She Buys at Ulta:

Ulta	41%
NYX	39%
Urban Decay	39%
Tarte	38%
Too Faced	38%

Top Hair Care Brands She Buys at Ulta:

Redken	25%
Paul Mitchell	21%
Biologie	21%
It's a 10	18%
Bed Head	17%

Top Bath & Body Brands She Buys at Ulta:

Ulta	26%
CeraVe	22%
OPI	21%
Philosophy	21%
Neutrogena	20%

Hold the phone. . . Ulta is coming to Target and she is EXCITED

- **85%** Are very likely or likely to shop an Ulta pop-up store at Target
- **80%** Love that she'll be able to get her regular Ulta products while she is already at Target
- **47%** Can't wait to earn loyalty points from Target & Ulta at one-stop
- **38%** Have no intention of shopping Ulta stores or Ulta.com any less but still plans to shop Ulta pop-ups at Target



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