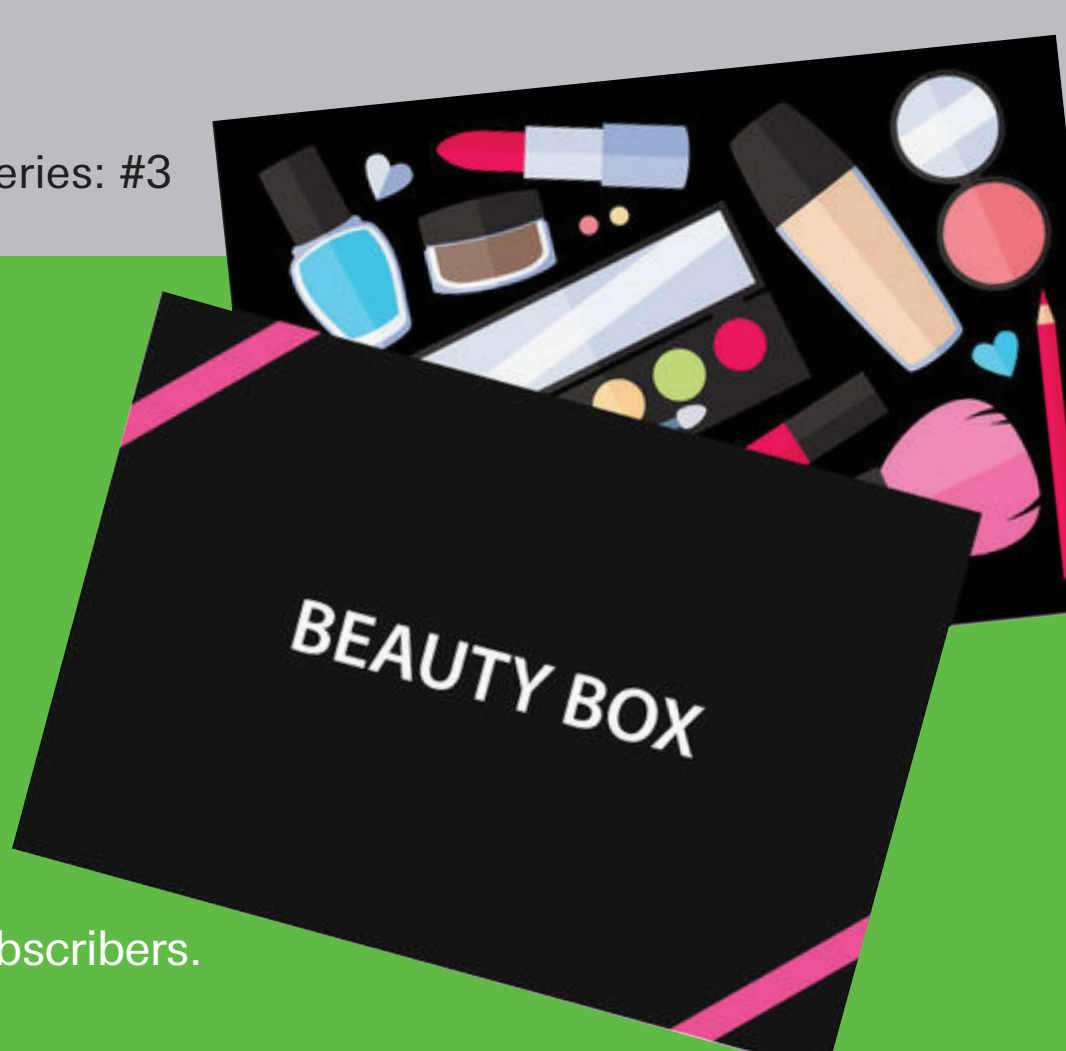


Subscription for Beauty

Fancy a handful of new beauty samples every month? Well take heed—today, there's a subscription box for that, and it turns out, consumers can't get enough. Whether it's the allure of luxury beauty products or a blend of beauty, lifestyle, and food—consumers are digging what beauty boxes deliver to their mailboxes each month. Read on to find out just how important these subscriptions are to consumers, and why, from more than 6,400 subscribers.



Beauty Boxes are a Long-term Favorite:

- **34%** subscribe to a beauty box
- **72%** like to receive their boxes monthly—the more products the better
- **75%** intend to keep getting their fav boxes long-term



She's Aware of These Boxes...

- **82%** BirchBox
- **62%** etsy
- **60%** Allure Beauty Box
- **53%** Target Beauty Box
- **34%** Glossybox/Julep Maven
- **32%** Amazon Luxury Beauty Box

Up & Comers are Catching Her Attention:

- **28%** (are aware of) Play by Sephora
- **24%** Boxy Charm
- **20%** Honest Beauty Box
- **19%** ScentBird
- **13%** elf Play Beautifully Box/Essence Beauty Box

Each month, the average woman spends:

- **50%** are spending \$15 or less on their beauty box
- **23%** are spending \$16 - \$25
- And **18%** are spending \$26 - \$50



If a box came along that fit her lifestyle and offered products tailored to her interests, would she spend more?

- **52%** would possibly spend more depending on price and contents of the box
- **25%** would absolutely spend more—it's an affordable way to try new products
- Only **11%** say sadly no—they are on a budget and can't spend a penny more!

Other subscription boxes she loves?

- **38%** foodie boxes
- **24%** lifestyle boxes
- **20%** clothing boxes



Her Engagement is Growing:

- **47%** belong to at least one subscription box program
- **27%** subscribe to two boxes
- **25%** subscribe to three or more boxes

69% say the ideal beauty box is a mixture of full-sized and luxury sample products

- **37%** would prefer all full-sized products
- **32%** prefer luxury samples



She Subscribes To These Boxes:

- **46%** etsy
- **38%** Walmart Beauty Box
- **22%** BirchBox
- **20%** Play by Sephora/Target Beauty Box

And Here's Why!

- She wants high-end skincare products
- She trusts the brands/products in the boxes
- She's on a budget but still wants to try better quality products
- She likes the convenience



Here's What's Hot About her Fav Boxes:

- Convenience: **87%** like the convenience of having products mailed right to her door
- Newness: **80%** like being introduced to new brands they've never heard of
- Affordability: **79%** like being able to try a lot of products without breaking the bank
- Ease: **71%** like trying without committing to a full-sized product
- It's fun! **67%** like the surprise of not knowing what will arrive in each box
- Personalization: **46%** like having products curated specifically to her interests
- Rewards: **44%** like earning free products or points by posting reviews of boxes/products

And...What's Not So Hot:

- **54%** don't like that they can't pick colors of their products
- **44%** that they can't pick the products they will receive
- **29%** can't pick the size of products they will receive
- **28%** don't like paying for shipping (in addition to the box)
- **25%** don't like that boxes are repetitive, and same products/brands are often sent repeatedly

When it comes to her subscription box and beauty regimen:

- **81%** of women have re-purchased products they first tried in a beauty box
- **80%** of women say products she discovers in beauty boxes have become permanent parts of her beauty regimen

Why Hasn't She Subscribed Yet?

- **57%** boxes are too expensive
- **41%** don't want to pay a monthly shipping fee
- **22%** they aren't offered a choice of products
- **14%** samples are limited to certain brands/products

Why Did She Stop Subscribing?

- **58%** stopped subscribing to save money
- **38%** say they never used all the products (and it felt wasteful)
- **23%** say products didn't meet her specific beauty concerns



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