

PRESENTS, PURCHASES & PURGING

Beauty & personal care (BPC) gifting is nearly universal. Ninety-six percent (96%) have gifted a BPC item in the past, with 89% planning to do so now. Whether she’s part of the 33% of consumers planning to use generative AI for holiday shopping* this year, or if she’s braving the malls for a personal touch-and-feel before buying that glam gift for a special someone, your brand and your products are likely on her spend list. The Benchmarking Company surveyed 3,300+ women in November 2025 about their gifting plans this holiday season—as well as their beauty purging and replacement habits post-holiday. Get a jump on next year’s holiday season by understanding what puts your brand on the naughty or nice list in 2025.



Who’s She Spoiling Most

- **72%** friend
- **70%** family member (not spouse/child)
- **66%** spouse/significant other
- **52%** child
- **30%** co-worker

Occasions That Spark BPC Gifting

- **85%** holidays
- **82%** birthdays
- **48%** “just because”
- **43%** appreciation



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Beauty is no longer just a holiday moment—it’s an everyday “I’m thinking of you” category. Forward-thinking brands position products for spontaneous treats and everyday celebrations.

Why Beauty Wins: Her Gifting Mindset

- **63%** choose items they would love to receive
- **61%** love the self-care/pampering feel
- **61%** believe everyone loves BPC gifts
- **59%** say they’re practical and enjoyable

HER BEAUTY GIFT SHOPPING LIST

What She’s Buying for Others

- **66%** beauty gift sets
- **63%** fragranced bath & body
- **59%** full-sized fragrance/cologne
- **49%** skincare
- **47%** men’s grooming sets
- **41%** luxury/limited-edition holiday sets

What She Wants to Receive

- **74%** beauty gift set
- **66%** Ulta gift card
- **65%** full-sized fragrance
- **62%** skincare bundle / Sephora gift card
- **54%** aromatherapy
- **49%** beauty device
- **48%** hair care device



Gift Cards She’s Buying

- **74%** Ulta
- **36%** Sephora
- **35%** Bath & Body Works
- **22%** massage/spa/salon

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Gift sets and fragrance dominate both purchase and desire—an ongoing chance to expand bundling, seasonal exclusives, and loyalty-driven gifting.



Top Purchase Influencers

- **76%** product is on sale
- **61%** price
- **59%** scent
- **57%** reviews/consumer claims



Innovation She’s Seeking

- **59%** multi-functional products
- **51%** proactive/age-prevention
- **30%** scented hair products
- **29%** new K-beauty
- **27%** hair-growth devices/supplements

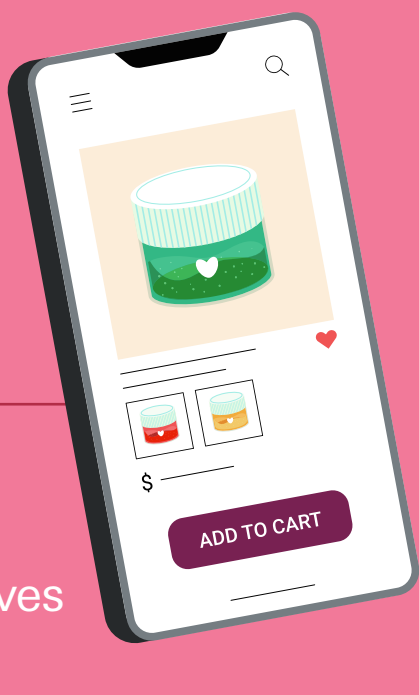
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Value + scent + proof = conversion. Reviews, claims, and sampling opportunities are essential.



Where She Shops for BPC Gifts

- **68%** Amazon
- **65%** Target/Walmart
- **65%** Ulta
- **59%** Sephora
- **42%** Brand website



She Shops the Deal Days

- **55%** Black Friday
- **44%** Cyber Monday
- **40%** on her birthday
- **39%** post-holiday



Top Holiday Brands

- Fragrance:** Chanel, Dior, Dolce & Gabbana
- Skincare:** Olay, Clinique, Estée Lauder
- Cosmetics:** e.l.f., MAC, Maybelline
- Bath & Body:** Bath & Body Works, Burt’s Bees, Sol de Janeiro
- Men’s Grooming:** Dove Men+, Old Spice, Axe

Why She’s Treating Herself

- **89%** sale pricing
- **60%** discovery
- **40%** seasonal scents



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Holiday = peak discovery season. Limited editions, seasonal scents, deluxe minis, and luxe kits can create strong trial and loyalty lift.



Purging: The Great Purge

- **64%** purge yearly
- **63%** sometimes
- **56%** know how to check expiration
- **23%** toss expired products regularly

How She Knows It’s Time to Toss

- **68%** replace when empty
- **64%** appearance/scent changes
- **51%** expiration symbol
- **32%** gets tired of product

Freshness Habits – Replacement Frequency

- MASCARA**
- **62%** annually
- **44%** every 6 months
- ANNUAL REPLACEMENT**
- **47%** foundation
- **43%** sunscreen
- **42%** moisturizer
- **39%** eye cream



What Prevents More Purging

- **58%** feel wasteful
- **53%** “just in case I need it”
- **43%** guilt

Top Reasons for Purging

- **63%** found a better product
- **57%** sour smell
- **52%** irritation
- **46%** no longer needed
- **41%** underperforms

How Purging Makes Her Feel

- **62%** organized
- **40%** refreshed
- **37%** accomplished



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Replacement marketing, education, and “fresh start” positioning can turn purging into a purchase-triggering moment.

Ready for Great Claims Like These in 2026? You Need Them!

Contact The Benchmarking Company to learn about consumer in-home use testing (IHUT) for marketing claims and risk mitigation.

“94% of users saw visible improvement in the appearance of their cellulite in just 14 days.”

Results

- 91% said treatments removed unwanted brassiness
- 86% said hair looks brighter and more vibrant
- 85% said hair looks visibly healthier
- 80% said hair feels less brittle and looks less damaged

“87% of women noticed a reduction in fine lines and wrinkles in 28 days.”

Interested in customized beauty consumer research for your brand? Call 703.871.5300 or visit [benchmarkingcompany.com](https://www.benchmarkingcompany.com) or info@benchmarkingcompany.com for information on Beauty/Personal Care Product Testing and specialized consumer research.