

Big Box Beauty Battle- Walmart vs. Target

Women still have lots of choices for brick-and-mortar beauty buying, including specialty beauty, department stores, and big box retailers. We asked women on Glimmer, our influencer network, about how and where they shop for beauty, and found that 51% learn about new beauty and personal care products while they're shopping in a physical store; and many women still turn to big box stores first. Here, we explore the appeal of Walmart and Target for beauty shoppers, and how Amazon may be competitive.



WALMART IS BRINGING IN THE BEAUTY BUCKS...

What stores do women purchase beauty products from?

WALMART 81%

DRUG STORES 72%

ULTA BEAUTY 69%

SEPHORA 66%

TARGET 61%

...AND THE RETURNING SHOPPERS



Walmart is the **#1** store that women purchase beauty products from most often.

WHY WALMART? ONE-STOP SHOP FOR SALES

Women cited the following five reasons for choosing to shop for beauty at Walmart:

1. Best **everyday prices** for beauty products
2. Best prices on **all products**
3. I can shop for **personal items**, too
4. Best **sale prices** for beauty products
5. **One-stop shop** for products beyond beauty

WHY TARGET? STOCKED & ORGANIZED

Women cited the following five reasons for choosing to shop for beauty at Target:

1. It's **easy to find** the products I want
2. Beauty section is **well organized**
3. It's easy to get **in and out** of quickly
4. Always has the beauty products I want **in stock**
5. Carries **my brand** of beauty products

IN-STORE EXPERIENCE: TARGET PRACTICE MAKES PERFECT (ISH)

When choosing between Target and Walmart, more women say...

Target is a fun place to **browse and try new things**

Shopping at Target is **relaxing**



DOT COM COMPETITION: THE AMAZON IN THE ROOM

When asked which of the following websites they buy beauty products from...

37%
of women said
Target.com

47%
of women said
Walmart.com

75%
of women said
Amazon.com