

# Consumers Look For Deals In Personal Care

90% of Personal Care shoppers use at least one deal tactic regularly. 21% use at least 6.

## Top 3 For Deals

Top 3 ways consumers regularly get value in Personal Care purchasing? EDLP (55%), Larger Sizes (38%) and Bonus Sizes (37%).



## Circulars Spiraling

For the first time in nine similar studies, Rewards Programs outpolls Circulars as a way to get deals in Personal Care: 32% vs. 30%.

## Deal Buyers Matter

Heavy Deal Buyers purchase Personal Care products 2.5 times more frequently than Light Deal Buyers.



## What's Driving Dollar?

44% of Dollar Channel shoppers say they regularly try to purchase Value Brands of Personal Care. The national average is 26%.



## Who's Buying?

Hispanic consumers are 50% more likely to be a Heavy Buyer of Personal Care: 33% vs. 21% for everyone else.



## Niche Stays Niche

Only 8% of US Adults purchase Organic Personal Care Products. That number shoots up to 16% among Heavy Personal Care buyers.

## Ecomm Purchasing

The Ecomm share for Personal Care products, while low, is still twice that of Ecomm Grocery: 3.2% vs. 1.6%

# TABS Analytics

For more information or custom studies, please contact us at:  
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Source: TABS Analytics 2017 Personal Care Study. 1,000 General Population Adults ages 18-75. "Personal Care" defined as the following categories: Haircare – shampoo & conditioner, hair styling/treatments, hair coloring; Deodorant; Personal wash – bar soap and body wash; Face Care – Razors & Cream/Gel; Mouthwash; Toothpaste – toothpaste, toothbrush; Feminine Care – feminine pads & liners, tampons; Adult Incontinence.