FORDIS CONSULTING
Illuminating Market Research

Colorado Beauty & Personal Care

What draws shoppers in, and what brands should test next

Consumer insights from the Buy Colorado Day Evaluation. This report covers discovery, brand familiarity, product interest, and ways to build on the findings in 2027 and beyond.

42%

Category discovery

188 of 446 selected the category for discovering new brands.

61%

Offer consideration

114 of 188 category respondents selected at least one tested brand.

58%

First-purchase potential

109 of 188 selected a tested brand they had never bought.

5 tested brands. The offer was hypothetical: listed products at least 50% off on March 3. Use the results to guide research, not to forecast sales at regular price.

Learn more about Buy Colorado Day

Where the opportunity is

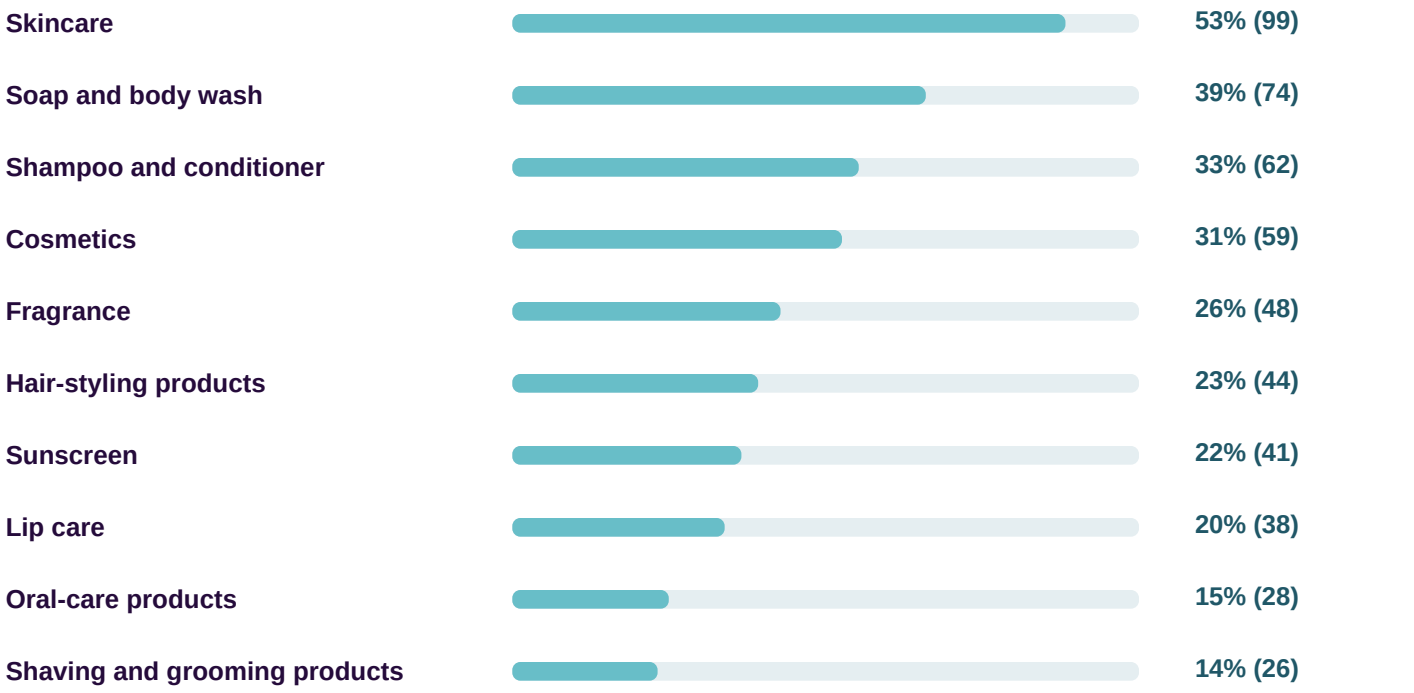
Use these findings to decide whom to study, which product to feature, and what to validate before investing.

Category interest is not brand awareness	188 of 446 respondents selected this category for discovery. In that group, 179 had never heard of at least one tested brand. Across all 940 brand ratings, 85% were unfamiliar. **Decision: Introduce the product and the brand rather than assuming category interest is enough.**
There are two ways to earn a first purchase	19% considered a familiar brand they had never bought, and 48% considered a brand they had never heard of. These groups overlap. **Decision: Test a straightforward product introduction separately from a reason-to-try message.**
The product shortlist	Skincare ranked first at 53%. Soap and body wash followed at 39%. Use that gap as context for shortlisting products, not as a prediction of revenue. **Decision to explore: entry product and routine clarity.**
Check what lasts beyond an offer	9% of selected respondent–brand pairs were past buyers. That is a different opportunity from introducing the brand to new shoppers. **Decision: Measure first-time and repeat orders separately in any subsequent pilot.**

Q4 n=446; Q14 and Q24 category base n=188; Q24 × Q29, matched at respondent level.

What shoppers wanted to see featured

Share of the 188 category respondents selecting each product type at 50% off or more. Multiple selections were allowed.



WHAT IT MEANS FOR A BRAND

Skincare can be a starting point if it fits the range. Test a product people can understand quickly. Test whether use instructions, product role, and transparent price improve confidence without unsupported claims.

Chart shows the ten most-selected named product types. 1 additional named types are not plotted.

Q14, category base n=188. “Other”: 2 selections, not plotted. Product-type interest is not a preference for individual products or prices.

Discovery and first purchase are different jobs

The first table counts individual people. The second counts respondent–brand ratings, so one person can contribute multiple ratings.

Among category respondents	People	Share
Considered at least one tested brand	114 / 188	61%
Considered at least one tested brand never bought	109 / 188	58%
Considered a familiar brand never bought	36 / 188	19%
Considered an unfamiliar brand	90 / 188	48%

The last two groups overlap: 17 respondents did both.

Prior brand relationship	Ratings	Selected	Rate
Unfamiliar	800	195	24%
Aware nonbuyer	109	41	38%
Past buyer	31	23	74%

WHAT IT MEANS FOR A BRAND

Keep brand discovery, first purchase, and retention separate when setting objectives. The same shopper can be new to one brand and already buy another. A single combined rate hides that difference.

Q24 × Q29. The lower table pools 940 ratings across 5 brands. Rates use the relationship group as the denominator.

Compare starting points, not just ranks

Overall consideration uses all 446 survey respondents. The other columns use the category or relationship group shown.

Brand	Overall	Unfamiliar share	Unfamiliar rate	Aware nonbuyer rate	Past buyer rate
Sanitas Skincare	13.0% (58)	82%	25% (38/154)	50% (13/26)	88% (7/8) *
Osmia Skincare	12.8% (57)	88%	30% (49/165)	28% (5/18) *	60% (3/5) *
Alpine Provisions	12.3% (55)	79%	25% (37/148)	39% (12/31)	67% (6/9) *
MyChelle Dermaceuticals	10.1% (45)	86%	19% (31/161)	45% (9/20)	71% (5/7) *
Coral Isles	9.9% (44)	91%	23% (40/172)	14% (2/14) *	100% (2/2) *

* A subgroup smaller than 20; use as directional only. Unfamiliar share is the share of the category base that had not heard of the brand.

Discovery example

Osmia Skincare: 49 of 165 respondents unfamiliar with the brand considered it. This is a research lead, not a sales forecast.

First-purchase example

Sanitas Skincare: 13 of 26 respondents who knew it but hadn’t bought it considered it. This is a research lead, not a sales forecast.

Q24_1–Q24_5 and Q29. Multiple brands could be selected. Small differences are not treated as meaningful rankings.

Use audience patterns to design tests

Age comparisons are descriptive. Brand overlap can generate ideas, but selecting two brands did not mean a shopper would buy them together.

Age group	Discovery interest[1]	Any brand offer[2]	Top product type in group[2]
18–34	47% (37/78)	70% (26/37)	Skincare 54% (20/37)
35–54	42% (93/219)	55% (51/93)	Skincare 55% (51/93)
55+	39% (58/149)	64% (37/58)	Soap and body wash 53% (31/58)

[1] Among all respondents in the age group. [2] Among category respondents in the age group.

Brands considered by some of the same people

Pair selected by the same respondent	Count
Osmia Skincare + Sanitas Skincare	35
Alpine Provisions + Osmia Skincare	34
Alpine Provisions + Sanitas Skincare	34

WHAT IT MEANS FOR A BRAND

Use overlap to decide which alternative to include in a follow-up study. Ask what shoppers buy today and why. A shared audience does not establish a competitive switch, bundle opportunity, or joint purchase.

Q1 × Q4, Q14, Q29. Co-selection uses the full n=446 base. Group-level observations are not population estimates.

Entry product and routine clarity

Here are three ways to build on the survey. They can inform decisions even if a brand does not participate in Buy Colorado Day.

1. Identify what matters	Compare one featured product with a simple starter routine among new-to-brand shoppers. **Outcome: a clearer hypothesis about what shoppers need to see or understand.**
2. Test before investing	Test whether use instructions, product role, and transparent price improve confidence without unsupported claims. **Outcome: a focused recommendation on which version merits a larger test.**
3. Validate with your own data	Separate first-time brand orders from replenishment and measure subsequent purchase. **Outcome: an evidence-based decision on what to expand, revise, or stop.**

KEEP THE SURVEY AND THE TEST DISTINCT

Compare alternatives with the audience, product, and price defined in advance. For any live pilot, separate stated interest from observed outcomes and track the measure that matches the decision.

Lara Fordis | Fordis Consulting

Book 20 minutes to discuss how existing and new research could support your growth decisions.

Email Lara Fordis to book 20 minutes

How to read the numbers

Buy Colorado Day Evaluation: 446 respondents. The Beauty & Personal Care analysis focuses on the 188 respondents who selected this category in Q4.

Q4 | Category discovery	In which of the following categories are you most interested in discovering new brands? (Select 3-6)
Q14 | Product types	Which types of products within the Beauty & Personal Care category would you most want to see listed on Buy Colorado Day at 50% off or more? (Select up to 3)
Q24 | Brand relationship	Which of the following best describes your experience with the following brands in the Beauty & Personal Care category? (Select one answer per brand)
Q29 | Consideration	Suppose each brand below participated in Buy Colorado Day and every product it listed on Buy Colorado Day was at least 50% off on March 3. Which, if any, brands would you consider purchasing from?
How we calculated the shares	Overall brand rates use all 446 respondents. Category and product counts use 188; relationship rates use the stated subgroup. Brand ratings and selections were joined by respondent. Multi-select percentages can sum to more than 100%.
What the survey did not measure	These results describe the sample. It did not measure actual purchases, discount lift, product-level preferences, or purchase intent at regular price, and does not establish a representative statewide estimate.

Additional inputs: Q1 for age bands. All percentages are unweighted and rounded.