

Consumer demanding personalized touch: Crucial for brands in the ongoing quest for relevance

Greatest demand exists for personalization services

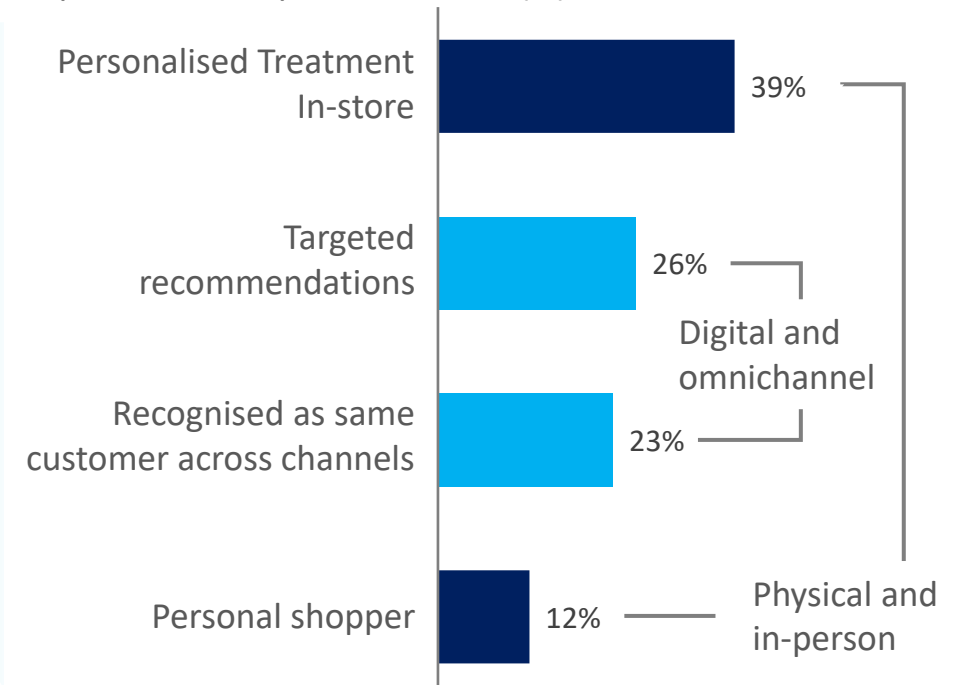
Responses (%)



▼ *Decreased vs last year*

Both digital and physical avenues

Responses within personalization (%)



Personalized in-store treatments are most popular with Baby Boomers