



PowerReviews Brand Health Index: Bath & Body Edition 2021

Brands ranked based on Ratings & Reviews captured across key retailers and marketplaces



What's in This Report?

Customer perception is critical when it comes to product success. This is especially true in the bath and body vertical, where word of mouth, customer reviews, and the opinions of social media influencers determine whether or not consumers choose to try a product.

In order to succeed, brands and retailers must not only understand customer perception around their own products, but also how they stack up against the competition. Despite being vastly underutilized in this context, ratings and reviews are often the earliest signal a brand has that customer perception is changing around their products — whether for the worse or the better.

The pandemic radically changed consumers' priorities when it came to their bath and body routine. Beauty and makeup sales [declined by 30%](#) in the first half of 2020, while body and skincare sales skyrocketed as a way to destress and focus on self-care.

COVID also accelerated the inroads the country's largest retailers — Amazon, Target, and Walmart — were making into the bath and beauty verticals. In 2020 alone, Amazon represented one-third of all beauty products purchased online, an [increase of 45% since 2019](#).

To help brands navigate this changing retail landscape, we set out to uncover how brands in the bath and body space compare to one another across the three largest retailers in the U.S. With data cultivated using [PowerReviews Benchmarking Sentiment Analytics](#), our proprietary Brand Health Score ranks brands based on insights around consumer product perception from ratings and reviews. We also evaluate the health of top brands in each product category (Haircare, Bath & Body, and Skincare) using our proprietary Brand Health Score.

In this report, you'll discover how consumers feel about today's top personal care brands in bath & body and unlock key insights you can use to maintain and grow your own market share through improved customer perception and brand positioning.

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Methodology

Analysis for this report is taken from ratings and reviews published on the websites of Amazon, Walmart and Target - widely considered to be the three biggest retailers in the U.S. Ratings and reviews are recognized as being essential to influencing and informing shoppers online. However, what is less known is that they also contain a wealth of consumer insight on brand perception and product experience.

Instead of analyzing the entire bath & body category where comparisons are challenging due to the variety of product types and accompanying brands, we focus on data collected across three categories indicative of the entire vertical: Haircare, Bath & Body, and Skincare (as defined on Amazon.com, Walmart.com, and Target.com).

The raw data used to complete this analysis included more than 3.8M individual reviews pulled from 50K product pages covering 12K brands on the 3 major US retail websites. The text of the review comments were processed by the PowerReviews NLP (Natural Language Processing) engine to derive sentiment and topics from this unstructured data."

For this report, our analysis focuses on brands with at least 10 products and 100 reviews. We make year-on-year comparisons for the 12-month period between September 1, 2020 and August, 31 2021 (This Year) and September 1, 2019 and August, 31 2020 (Last Year). It is important to note that these time frames pertain to the date that a review was written.

We base many of our findings on the PowerReviews Brand Health Score (which we refer to throughout), a proprietary measurement framework made up of six key quality indicators of Ratings & Reviews strategy. Each indicator is weighted according to its relative importance, as outlined in the table below. All performance KPIs are based on percentile rankings relative to all other brands in the category, retailer, and time period being analyzed. This means that a brand could maintain its star rating and still see its score fall if other brands in the category were to improve and raise the overall average.

Key Performance Indicator (KPI)	KPI Weight
Star Rating	25%
Review Volume	25%
Reviews Per Product	25%
Review Length	10%
Recency	10%
Sentiment	5%
Total	100%

Top Brands (All categories)

In this section, we examine the top performing brands across all three Bath & Body categories we researched (Haircare, Bath & Body, and Skincare).

Review Volumes: CeraVe, Neutrogena, & Garnier round out top 3

Overall, shoppers who see a product page with 1 to 10 reviews are [52.2% more likely to convert](#) than those who browse product pages without any reviews. Amass 31 to 50 reviews, and that conversion lift increases to 133.5%. At 101+ reviews, it reaches an astonishing 251.2%.

Clearly, review volumes are essential to ecommerce success. When customers interact with reviews, they are 120.3% more likely to convert.

When it comes to review generation, CeraVe is the top-performing brand according to our data. The dermatologist-backed skincare brand has an all-time total of 130,770 reviews across the three retailers we focused on for our research. On average, that works out to approximately 797 reviews per product. For comparison, the brand with the second all-time highest review volume is Neutrogena, with 114,519 reviews and 216 reviews per product, on average. Garnier rounds out the top 3, with 106,438 total reviews, and 260 reviews per product, on average.

Top 25 Brand Rank by # of Reviews All-Time (All Categories and Retailers)

Qualifier: Brands with at least 100 reviews and 10 products

Brand	Review Count	Product Count	Reviews / Product
CeraVe	130,770	164	797
Neutrogena	114,519	529	216
Garnier	106,438	409	260
OGX	90,871	323	281
L'Oreal Paris	85,622	522	164
Batiste	79,383	40	1,985
TRESemmé	64,883	262	248
Olay	62,182	428	145
SheaMoisture	62,006	314	197
Dove	61,602	542	114
Head & Shoulders	59,039	210	281
Nexus	50,133	129	389
Aveeno	39,647	306	130
Cetaphil	38,962	133	293
Maple Holistics	38,599	62	623
Love Beauty and Planet	29,540	118	250
Burt's Bees	29,452	178	165
Palmer's	26,999	154	175
Pantene	24,413	389	63
NIVEA	24,353	182	134
Suave	23,595	394	60
Flawless. Younger. Perfect.	21,077	26	811
M3 Naturals	20,753	10	2,075
Aussie	20,368	134	152
Herbal Essences	20,063	265	76

Overall Brand Health Scores Top 25: Clean brands representing the majority, with LilyAna Naturals, Beloved, and Thayers Natural Remedies scoring top 3 spots

As important as review volume is, review rating is just as important, if not more so. This is particularly true in the bath and body industries. In our 2021 survey of over 10,646 beauty consumers, [79% told us that they focus on average star rating](#). For comparison, 58% care about the overall volume of reviews.

In the chart below, you'll find the top 25 bath and beauty brands ranked by their overall brand health score. The chart also includes their health score from the previous year, along with several key brand health indicators, including review count, review length, review rating, and review count per product. Brands were designated "clean" as defined by the brand themselves or if their products can be verified to be cruelty-free, non-toxic, all-natural/organic, etc.

Top Brands by Brand Health Score

Rank	Brand	Health Score (Curr)	Health Score (Prev)	Variance	Review Count	Review Count Percentile	Review Length	Review Length Percentile	Average Rating	Rating Percentile	Reviews per Product	Reviews per Product Percentile
1	LilyAna Naturals	89%	73%	22%	4,960	92%	167	43%	4.59	93%	496	99%
2	Beloved	88%	n/a	0%	2,216	83%	353	94%	4.64	96%	58.3	80%
3	Thayers	88%	46%	91%	1,795	79%	311	92%	4.57	92%	78	88%
4	Redken	87%	82%	6%	4,232	89%	231	79%	4.55	91%	62.2	82%
5	CeraVe	87%	85%	2%	61,947	100%	201	66%	4.46	81%	389.6	99%
6	AsaVe	86%	41%	110%	4,788	92%	92	6%	4.73	99%	368.3	99%
7	Maple Holistics	85%	90%	-6%	14,279	98%	191	60%	4.61	95%	230.3	97%
8	Old Spice	85%	66%	29%	7,569	96%	176	49%	4.6	93%	49.8	75%
9	Cliganic	84%	72%	17%	4,666	91%	152	32%	4.61	94%	388.8	99%
10	Soap & Glory	84%	85%	-1%	4,211	89%	261	84%	4.51	87%	63.8	83%
11	La Roche Posay	83%	79%	5%	4,991	93%	258	84%	4.38	71%	131.3	94%
12	M3 Naturals	83%	92%	-10%	7,524	96%	157	35%	4.58	92%	752.4	100%
13	MIZANI	82%	85%	-4%	6,349	94%	316	92%	4.44	78%	634.9	100%
14	Brickell Men's Products	81%	83%	-2%	3,394	87%	278	88%	4.45	80%	64	83%
15	Versed	81%	56%	45%	938	67%	280	89%	4.46	81%	85.3	89%
16	Degree	81%	70%	16%	14,083	98%	159	38%	4.68	98%	234.7	98%
17	Axe	80%	60%	33%	5,942	94%	120	14%	4.56	91%	84.9	89%
18	Flawless. Younger. Perfect.	80%	82%	-2%	7,498	96%	172	46%	4.45	80%	288.4	99%
19	Hero Cosmetics	80%	80%	0%	10,119	97%	200	66%	4.48	83%	778.4	100%
20	bliss	80%	82%	-2%	7,367	95%	326	93%	4.4	72%	263.1	98%
21	Nizoral	80%	73%	10%	2,504	84%	211	71%	4.46	82%	178.9	96%
22	Yeouth	79%	75%	5%	2,180	82%	207	69%	4.62	95%	109	91%
23	Odele	79%	73%	8%	1,626	77%	285	89%	4.27	56%	95.6	90%
24	Creme of Nature	79%	43%	84%	2,793	85%	270	87%	4.49	84%	155.2	96%
25	Naturium	79%	73%	8%	3,688	88%	236	80%	4.33	65%	119	92%

Brand Health Score: Walmart, Amazon, Target combined. 12 months ending 8/31/2021 (Minimum products/brand: 10, Minimum reviews / brand: 100). This Year = September 2020 to August 2021. Last Year = September 2019 to August 2020.

The top 3 brands with the best health scores are LilyAna Naturals, Beloved, and Thayers Natural Remedies. This is a win for Thayers Natural Remedies, which experienced a 91% improvement in Brand Health Score over the last year.

Looking at the top 25 brands, a clear trend emerged: a majority (64%) are clean, meaning that most of their products qualify for multiple “clean” designations, such as being all natural, organic, cruelty-free (no animal testing), vegan, etc.

This likely comes as no surprise to those in the industry. The demand for clean products has grown steadily in recent years, and our own research at PowerReviews shows that [76% of beauty shoppers](#) make it a point to purchase products that are sustainably made.

Retailers have also made strides to carry more clean brands and highlight these brands in their stores. For example, in mid-2019, Target added the Clean icon to their group of 14 Wellness icons that identify products that are cruelty-free, non-toxic, plant-based, vegan, dye-free, and more. The brand carries over 4,000 clean beauty and personal care products.

However, when we narrowed our analysis to only the brands carrying >50 products (i.e. the larger brands), the number of clean brands in the top 25 decreased to only 28%. This suggests that the drive for clean products is being filled by niche brands (or that consumers are turning to niche brands for their clean bath and body products).

The takeaway for brands?

The consumer demand for clean personal care products isn't going anywhere. Brands who don't currently offer these products can attract these clean-focused shoppers by expanding their product lines to include more clean products. Further, brands who offer some or mostly clean products can improve their brand perception by ensuring they're offering those products across all three retailers: Amazon, Target, and Walmart.



Top Brands by Retailer

While the analysis above provides overall rankings across categories and retailers, we also wanted to understand the differences across the various retailers we incorporated in our research.

Across the three retailers we looked at, Amazon has a huge lead in terms of review volume. In the 12 month period from September 2020-August 2021, on average, Amazon had 3.4X more reviews than Walmart, and 4.5X more reviews than Target. Overall, Amazon increased review volume by 11% year-over-year. It was the only retailer that achieved growth over the prior year in terms of review volume.

Amazon’s rise to prominence in the bath and beauty space is remarkable, to say the least. Along with Alibaba, JD.com, and Pinduoduo, the ecommerce giant is projected to represent [65% of the global health and beauty market by 2025](#).

Amazon’s gains in the personal care space were accelerated by the pandemic. With brick-and-mortars shuttered, shoppers who hadn’t previously used the platform for beauty and personal care products were forced to, and the habit appeared to stick. During COVID-19, the percentage of shoppers who began their product search on Amazon increased from 52% to 63%.

Amazon has also been quick to capitalize on the product discovery driven by social media. On TikTok, there are billions of views for hashtags like #AmazonFinds and #TikTokMadeMeBuyIt. Amazon even has an [“Internet Famous” section](#) on their website for viral social beauty products.

All this to say — it’s worth paying attention to your brand reputation on Amazon.

INTERNET FAMOUS
THE LATEST TO GO VIRAL

Product	Category	Reviews	Price	Discount	Shipping
Paula's Choice EXFOLIATE SKIN PERFECTING 2% BHA Liquid Exfoliant	Amazon's Choice	47,298	\$29.50 (\$7.38/Fl Oz)	None	FREE delivery today on qualifying orders over \$35
CeraVe Hydrating Facial Cleanser	Best Seller	65,067	\$14.99 (\$0.94/Ounce)	40% off your first subscription order	FREE delivery today on qualifying orders over \$35
Schick Hydro Silk Touch-Up Multipurpose Exfoliating Dermaplaning Tool	Holiday Gift Guide	137,395	\$4.99 (\$1.66/Count)	None	FREE delivery today on qualifying orders over \$35
REVLON Oil-Absorbing Volcanic Face Roller	Holiday Gift Guide	24,092	\$9.98 (\$9.98/Count)	25% off your first subscription order	FREE delivery today on qualifying orders over \$35

Rank	Brand	Health Score (Curr)	Health Score (Prev)	Variance	Review Count	Review Count Percentile	Review Length	Review Length Percentile	Average Rating	Rating Percentile	Reviews per Product	Reviews per Product Percentile
1	LilyAna Naturals	91%	78%	17%	4,960	96%	167	41%	4.59	97%	496	100%
2	Cliganic	86%	76%	13%	4,666	96%	152	27%	4.61	98%	388.8	100%
3	Brickell Men's Products	84%	87%	-3%	3,394	91%	278	88%	4.45	86%	64	87%
4	Maple Holistics	84%	93%	-10%	10,282	99%	199	65%	4.51	92%	180.4	97%
5	M3 Naturals	83%	94%	-12%	7,524	98%	157	32%	4.58	96%	752.4	100%
6	Nizoral	82%	77%	6%	2,407	89%	211	72%	4.45	86%	185.2	98%
7	Yeouth	82%	80%	2%	2,180	88%	207	69%	4.62	98%	109	94%
8	Flawless. Younger. Perfect.	82%	86%	-5%	7,498	98%	172	44%	4.45	87%	288.4	99%
9	Aztec Secret	81%	86%	-6%	2,345	88%	212	73%	4.41	82%	234.5	98%
10	Tree to Tub	80%	83%	-4%	1,140	74%	204	68%	4.55	95%	51.8	82%
11	TreeActiv	79%	50%	58%	1,558	80%	361	93%	4.39	79%	77.9	91%
12	Tree Hut	77%	86%	-10%	4,282	94%	123	9%	4.52	93%	142.7	97%
13	Farmacy	76%	53%	43%	478	57%	416	96%	4.56	96%	29.9	64%
14	Eva Naturals	76%	87%	-13%	4,616	95%	224	78%	4.19	51%	148.9	97%
15	Meraz Pureauty Naturals	76%	48%	58%	560	61%	274	88%	4.48	88%	50.9	81%
16	InstaNatural	75%	82%	-9%	4,317	94%	169	42%	4.38	78%	119.9	95%
17	Naturium	75%	77%	-3%	1,909	85%	248	83%	4.2	52%	86.8	91%
18	PURA D'OR	75%	49%	53%	4,636	96%	201	67%	4.11	41%	201.6	98%
19	Aspen Kay Naturals	75%	83%	-10%	1,245	77%	190	59%	4.32	71%	88.9	92%
20	POP MODERN.C	74%	62%	19%	820	69%	179	52%	4.37	76%	74.5	89%
21	DONGINBI	74%	n/a	0%	661	64%	465	98%	4.58	97%	31.5	67%
22	Gold Bond	74%	72%	3%	3,441	92%	144	22%	4.3	69%	95.6	93%
23	Leven Rose	74%	84%	-12%	1,245	77%	170	42%	4.53	94%	77.8	91%
24	Dr Teal's	74%	67%	10%	1,933	85%	126	11%	4.38	78%	69	88%
25	Palmer's	74%	79%	-6%	5,243	96%	165	40%	4.26	63%	56.4	83%

Amazon: All categories on Amazon.com. 12 months ending 8/31/2021 (Minimum products/brand: 10, Minimum reviews / brand: 100). This Year = September 2020 to August 2021. Last Year = September 2019 to August 2020.

While LilyAna Naturals maintained its top spot for overall brand health score, Cliganic and Brickell Men's Products rose up to fill in spots #2 and #3, respectively. Notably, at 80%, an even larger majority of Amazon's top 25 brands by brand health score are clean. In fact, nine of Amazon's top 10 brands are clean, including LilyAna Naturals, Cliganic, Brickell Men's Products, Maple Holistics, M3 Naturals, Yeouth, Flawless. Younger. Perfect., Aztec Secret, and Tree to Tub.

Other honorable mentions include Maple Holistics, which, although it came in 4th for brand health score, outshone its competitors with the highest review count by far, at 10,282. For comparison, the brand with the second highest review volumes is Flawless. Younger. Perfect., at 7,498. Dongin and Farmacy had the longest reviews, at 465 and 416 respectively. Our research consistently shows that [longer reviews are more helpful to shoppers](#).

There's no denying that when it comes to the "big 3," Target is seen as the underdog. In 2021, Target will only represent [3% of the U.S. ecommerce market](#), compared with Amazon's 47% and Walmart's 8%. However, [Target outperformed Walmart](#) in sales and revenue growth in 2020, and reported that its [network of 1,900 stores](#) fulfilled 90% of online sales.

Also, Target has made perhaps the most noticeable investments in bath and beauty space. In 2019, they undertook [a complete overhaul of their beauty aisles](#) with a sleeker design, wider aisles and better lighting to encourage sampling. In August 2021, [Ulta Beauty at Target](#) launched in 100 stores and online, with plans to expand to 800 stores in total. The "shop in shop" concept is located alongside the existing Target beauty section, staffed by Ulta Beauty team members, and eligible for both Target and Ulta reward programs.

Rank	Brand	Health Score (Curr)	Health Score (Prev)	Variance	Review Count	Review Count Percentile	Review Length	Review Length Percentile	Average Rating	Rating Percentile	Reviews per Product	Reviews per Product Percentile
1	CeraVe	85%	76%	12%	21,418	98%	222	34%	4.53	86%	793.3	98%
2	bliss	75%	71%	6%	7,301	89%	326	89%	4.4	71%	280.8	94%
3	Garnier	75%	67%	12%	7,671	91%	306	85%	4.38	68%	102.3	75%
4	Beloved	75%	n/a	0%	2,216	62%	353	97%	4.64	97%	58.3	48%
5	Thayers	75%	28%	168%	1,788	57%	312	86%	4.57	92%	81.3	63%
6	Cetaphil	74%	77%	-4%	4,599	74%	216	28%	4.56	88%	153.3	89%
7	Carol's Daughter	74%	67%	10%	4,680	75%	347	94%	4.27	49%	334.3	95%
8	L'Oreal Paris	73%	58%	26%	5,469	83%	208	23%	4.5	78%	89.7	68%
9	La Roche Posay	72%	60%	20%	4,991	77%	258	63%	4.38	69%	131.3	83%
10	OGX	72%	75%	-4%	13,112	95%	240	49%	4.32	58%	215	92%
11	Burt's Bees	70%	55%	27%	5,920	86%	305	83%	4.19	37%	105.7	80%
12	Hero Cosmetics	70%	66%	6%	10,024	94%	201	15%	4.48	75%	1,002.40	100%
13	Batiste	70%	58%	21%	5,187	80%	224	37%	4.38	66%	399	97%
14	Soap & Glory	70%	66%	6%	4,037	69%	261	66%	4.51	82%	72.1	55%
15	Palmer's	69%	61%	13%	1,042	38%	255	58%	4.52	85%	104.2	77%
16	Axe	68%	31%	119%	1,177	43%	134	2%	4.67	98%	107	82%
17	No7	68%	46%	48%	4,289	72%	337	92%	4.49	77%	95.3	71%
18	Dove	67%	52%	29%	9,463	92%	235	45%	4.33	62%	84.5	65%
19	C'est Moi	65%	52%	25%	1,696	54%	348	95%	4.15	23%	154.2	91%
20	Urban Hydration	64%	40%	60%	1,090	42%	364	100%	4.6	95%	90.8	69%
21	Neutrogena	64%	62%	3%	13,236	97%	270	68%	4.22	40%	147.1	88%
22	TRESemmé	64%	57%	12%	5,750	85%	289	77%	4.3	54%	95.8	74%
23	Dr Teal's	64%	54%	19%	2,588	65%	203	18%	4.6	94%	57.5	45%
24	Olay	63%	72%	-13%	6,799	88%	295	78%	4.31	55%	60.2	51%
25	Old Spice	63%	49%	29%	1,266	45%	286	75%	4.56	89%	50.6	37%

Target: All categories on Target.com. 12 months ending 8/31/2021 (Minimum products/brand: 10, Minimum reviews / brand: 100). This Year = September 2020 to August 2021. Last Year = September 2019 to August 2020.

Among the three retailers we reviewed, Target has the longest average review length, at 248 characters. Among the top 25 brands, the reviews are slightly longer, at 272 characters on average.

At Target, we see a mix of established and emerging brands representing the top 25 by brand health score, with CeraVe, bliss, and Garnier taking the top three spots. Interestingly, only 48% of Target's top 25 brands (by brand health score) are clean. It's surprising to see Target come in second place here, behind Amazon, given their public emphasis on clean products. It will be interesting to see how this changes in the coming years, after their investments in beauty have had time to mature and be adopted by customers.

Walmart is [the second biggest retailer in the U.S.](#) by market share behind Amazon. It's a critical channel for any brand, but especially brands in the bath and body space, given Walmart's expansion of their beauty business in recent years. In fall 2021, [Walmart welcomed 40 new brands](#), including heritage brands, indie brands for trending products, and Black- and BIPOC-owned brands. It's a smart move, considering [50% of shoppers](#) actively seek out products from Black-owned beauty brands.

Rank	Brand	Health Score (Curr)	Health Score (Prev)	Variance	Review Count	Review Count Percentile	Review Length	Review Length Percentile	Average Rating	Rating Percentile	Reviews per Product	Reviews per Product Percentile
1	CeraVe	92%	84%	10%	24,425	99%	200	87%	4.68	80%	531	100%
2	Degree	79%	54%	46%	14,083	94%	159	69%	4.68	82%	234.7	98%
3	Redken	78%	75%	4%	4,167	82%	226	93%	4.56	63%	70.6	73%
4	Old Spice	78%	46%	70%	5,227	86%	144	65%	4.65	77%	57.4	67%
5	Axe	77%	45%	71%	4,291	84%	119	56%	4.53	57%	112.9	88%
6	Dr Teal's	76%	66%	15%	4,247	83%	75	32%	4.7	90%	81.7	78%
7	Cetaphil	75%	70%	7%	2,685	70%	183	80%	4.68	83%	95.9	84%
8	Gold Bond	75%	77%	-3%	3,648	76%	114	54%	4.69	85%	114	89%
9	NIVEA	73%	71%	3%	4,121	81%	192	83%	4.53	53%	85.9	81%
10	Garnier	72%	69%	4%	15,249	97%	169	76%	4.53	54%	157.2	94%
11	Dove	72%	63%	14%	20,383	98%	111	53%	4.58	68%	88.2	82%
12	Neutrogena	72%	66%	9%	14,589	95%	135	63%	4.51	49%	104.2	86%
13	Palmer's	70%	67%	4%	5,885	87%	165	73%	4.44	31%	115.4	90%
14	OGX	70%	82%	-15%	14,909	96%	189	82%	4.39	24%	213	97%
15	Creme of Nature	68%	37%	84%	2,755	71%	271	96%	4.49	45%	211.9	96%
16	Dial	67%	58%	16%	2,482	68%	33	1%	4.69	84%	82.7	79%
17	TRESemmé	66%	65%	2%	6,232	88%	152	66%	4.44	30%	111.3	87%
18	Suave	65%	52%	25%	7,411	91%	130	62%	4.48	39%	72	74%
19	Eucerin	65%	57%	14%	1,624	62%	126	61%	4.7	88%	60.1	69%
20	Find Your Happy Place	65%	n/a	0%	1,332	55%	265	95%	4.6	70%	74	76%
21	Cantu	65%	53%	23%	2,021	64%	89	43%	4.55	62%	84.2	80%
22	Aussie	65%	59%	10%	2,291	66%	37	3%	4.7	89%	76.4	77%
23	Head & Shoulders	65%	63%	3%	7,672	93%	160	71%	4.35	16%	103.7	85%
24	L'Oreal Paris	64%	64%	0%	7,389	90%	212	89%	4.5	46%	67.8	72%
25	Aveeno	64%	58%	10%	4,481	85%	106	52%	4.62	72%	48.2	56%

Walmart: All categories on Walmart.com. 12 months ending 8/31/2021 (Minimum products/brand: 10, Minimum reviews / brand: 100). This Year = September 2020 to August 2021. Last Year = September 2019 to August 2020.

Walmart has the largest number of established brands in its top 25, and the lowest percentage of clean brands. Only 24% of Walmart's top 25 brands are clean, including none in the top 5, and only one in the top 10. Among the three retailers, Walmart has the highest average review rating, at 4.50 stars. We also see some significant shifts in brand health score. For example, at Walmart, both Dr. Teal's (#6) and Palmer's (#13) perform much better than they do at Amazon (spots #24 and #25, respectively). Likewise, brands like Old Spice (#4) and Neutrogena (#12) rank significantly better than they do at Target (spots #25 and #21, respectively).

For other brands, like CeraVe, the shifts are even more seismic. The brand ranks #1 at both Walmart and Target, but doesn't even make the top 25 at Amazon. Brands in a similar position may want to consider their product mix when evaluating their review strategy. Since brands have more control over their reviews on Target and Walmart than they do at Amazon, one approach may be to see what top-rated products you offer on Target and Walmart can be transitioned to Amazon.

Top Brands by Category

In this section, we dig deeper into the three categories that feature in our analysis (Haircare, Bath & Body, and Skincare). All analysis here is across all three retailers we analyzed (i.e. Amazon, Target, and Walmart). As a reminder, each category is as defined by the retailers in question.

Haircare

Redken wins the number one spot for the Haircare category, followed by Maple Holistics and Mizani. Among products in the top 25, the average review length was 221 characters, an increase of 23% above the average for all products in the category. Haircare brands in the top 25 also had 6.3X more reviews overall, and 4.4X more reviews per product, on average, when compared to their category.

Rank	Brand	Health Score (Curr)	Health Score (Prev)	Variance	Review Count	Review Count Percentile	Review Length	Review Length Percentile	Average Rating	Rating Percentile	Reviews per Product	Reviews per Product Percentile
1	Redken	88%	82%	7%	4,217	93%	229	84%	4.56	86%	64.9	88%
2	Maple Holistics	84%	90%	-7%	7,728	96%	190	67%	4.72	93%	220.8	98%
3	MIZANI	83%	88%	-6%	6,339	95%	316	95%	4.44	76%	905.6	100%
4	Odele	82%	80%	2%	1,591	87%	287	93%	4.25	56%	113.6	94%
5	Creme of Nature	81%	54%	50%	2,793	91%	270	91%	4.49	82%	155.2	96%
6	Pure Biology	80%	71%	13%	1,236	84%	115	19%	4.49	83%	412	100%
7	Nizoral	80%	76%	5%	2,497	90%	211	77%	4.46	77%	192.1	98%
8	Carol's Daughter	80%	81%	-1%	7,181	96%	283	93%	4.23	54%	159.6	97%
9	Batiste	80%	75%	7%	8,202	97%	220	81%	4.38	68%	215.8	98%
10	Neutrogena	78%	72%	8%	6,863	96%	195	70%	4.35	64%	83.7	92%
11	Dr Teal's	78%	57%	37%	531	73%	205	75%	4.49	82%	24.1	68%
12	Palmer's	77%	77%	0%	1,377	85%	215	78%	4.46	78%	27	71%
13	Brickell Men's Products	77%	78%	-1%	482	71%	257	90%	4.44	75%	96.4	94%
14	Ethique	77%	81%	-5%	2,641	90%	313	94%	4.2	52%	264.1	99%
15	Garnier	77%	78%	-1%	20,949	99%	194	68%	4.43	74%	74.8	91%
16	Old Spice	76%	73%	4%	1,154	84%	273	92%	4.46	78%	46.2	82%
17	Hask	76%	80%	-5%	2,627	90%	166	48%	4.48	81%	54.7	85%
18	Hairitage	75%	68%	10%	2,324	89%	217	80%	4.31	59%	129.1	95%
19	TRESemmé	75%	75%	0%	13,779	98%	222	82%	4.36	66%	57.7	87%
20	Maui Moisture	75%	77%	-3%	5,586	95%	201	73%	4.04	33%	87.3	93%
21	OGX	74%	85%	-13%	36,006	100%	201	74%	4.18	49%	134.4	95%
22	HONEYDEW	73%	79%	-8%	342	66%	198	71%	4.52	85%	48.9	82%
23	Dove	73%	76%	-4%	13,932	98%	174	56%	4.36	65%	57.3	86%
24	Head & Shoulders	73%	76%	-4%	14,899	99%	195	69%	4.27	57%	73.8	90%
25	Suave	73%	70%	4%	8,737	97%	177	58%	4.42	73%	29.6	73%

Brand Health Score: Includes shampoo and conditioner products. Walmart, Amazon, Target combined. 12 months ending 8/31/2021 (Minimum products/brand: 10, Minimum reviews / brand: 100). This Year = September 2020 to August 2021. Last Year = September 2019 to August 2020.

Bath & Body

M3 Naturals, Beloved, and AsaVeA earned the top three spots for the Bath & Body category this year. Fourth place PURA D'Or enjoyed the largest improvement in brand health, with a 51% increase year-over-year. Old Spice (#6), Axe (#10), and Live Clean (#21) also enjoyed sizable improvements, at 30%, 38%, and 42%, respectively.

There was less variation among some of the key performance indicators in the Bath & Body category compared with Haircare, with the average review length and rating for the top 25 being only marginally higher than for the category as a whole. The Bath & Body brands that saw the strongest performance this year from a review strategy perspective were those that focused on review volume. Brands in the top 25, on average, had 5.3X higher review volumes overall, and 4.7X more reviews per product. With [four in ten shoppers saying they rely on reviews more than they did pre-pandemic](#), this was a smart move.

Rank	Brand	Health Score (Curr)	Health Score (Prev)	Variance	Review Count	Review Count Percentile	Review Length	Review Length Percentile	Average Rating	Rating Percentile	Reviews per Product	Reviews per Product Percentile
1	M3 Naturals	87%	92%	-5%	4,779	95%	170	66%	4.57	79%	1,194.8	100%
2	Beloved	86%	n/a	0%	2,216	90%	353	96%	4.64	85%	58.3	75%
3	AsaVeA	84%	n/a	0%	3,423	92%	86	14%	4.74	91%	1,711.50	100%
4	PURA D'OR	83%	55%	51%	773	79%	160	60%	4.61	83%	154.6	95%
5	CeraVe	83%	79%	5%	11,000	99%	147	48%	4.54	76%	255.8	97%
6	Old Spice	82%	63%	30%	6,415	97%	159	57%	4.62	84%	50.5	71%
7	Maple Holistics	81%	80%	1%	5,225	96%	175	68%	4.44	64%	307.4	98%
8	Cliganic	81%	74%	9%	1,703	88%	145	46%	4.54	76%	567.7	99%
9	Degree	80%	67%	19%	14,083	99%	159	57%	4.68	89%	234.7	97%
10	Axe	80%	58%	38%	5,719	96%	122	27%	4.55	77%	95.3	87%
11	Soap & Glory	80%	84%	-5%	2,514	90%	240	89%	4.57	80%	62.9	77%
12	Dr Teal's	77%	73%	5%	8,231	98%	119	25%	4.61	83%	80.7	83%
13	Tree Hut	77%	81%	-5%	5,281	96%	125	31%	4.55	78%	128.8	93%
14	Aquaphor	76%	73%	4%	1,768	88%	121	26%	4.68	88%	147.3	95%
15	OGX	76%	79%	-4%	3,827	93%	139	41%	4.42	60%	191.4	96%
16	Dr. Bronner's	75%	71%	6%	4,185	94%	142	43%	4.58	80%	97.3	88%
17	Find Your Happy Place	75%	n/a	0%	1,243	84%	267	91%	4.6	82%	73.1	79%
18	NIVEA	75%	74%	1%	11,352	99%	168	65%	4.37	53%	84.7	84%
19	Palmer's	75%	80%	-6%	6,714	97%	154	52%	4.45	65%	106.6	90%
20	Gold Bond	75%	79%	-5%	7,007	98%	128	33%	4.51	71%	106.2	90%
21	Live Clean	75%	53%	42%	287	64%	194	77%	4.49	69%	71.8	78%
22	Cetaphil	74%	73%	1%	3,906	93%	174	68%	4.45	64%	79.7	82%
23	Tree to Tub	74%	81%	-9%	515	72%	213	84%	4.62	83%	73.6	80%
24	New York Biology	73%	79%	-8%	1,316	85%	150	50%	4.28	46%	438.7	99%
25	Advanced Clinicals	73%	73%	0%	2,078	89%	129	33%	4.5	69%	122.2	93%

Brand Health Score: Includes shower gel, bar soap, body oil, exfoliators, and other products categorized as Body, Bath & Body, or Body SkinCare. Walmart, Amazon, Target combined. 12 months ending 8/31/2021 (Minimum products/brand: 10, Minimum reviews / brand: 100). This Year = September 2020 to August 2021. Last Year = September 2019 to August 2020.

Skincare

Thayers Natural Remedies, Maple Holistics, and LilyAna Naturals swept the top 3 spots for the Skincare category. Thayers Natural Remedies in particular deserves kudos for their breakout year. The brand's health score increase 71% year-over-year to earn them the #1 spot. Other brands that saw big improvements included AsaVea, at 73%, and TreeActiv, at 49%.

On average, Skincare brands in the top 25 had 5.1X more reviews overall, and 4.8X more reviews per product, than the average brand in their category. Top 25 brands also had an average review length of 249 characters, which is 17.5% higher than the category average.

Clean brands were most prominent in the Skincare category, and represented a clear majority at 68%. By comparison, only 52% of Bath & Body brands and 48% of Haircare were clean.

Rank	Brand	Health Score (Curr)	Health Score (Prev)	Variance	Review Count	Review Count Percentile	Review Length	Review Length Percentile	Average Rating	Rating Percentile	Reviews per Product	Reviews per Product Percentile
1	Thayers Natural Remedies	89%	52%	71%	1,795	88%	311	88%	4.57	90%	78	88%
2	Maple Holistics	88%	73%	21%	1,303	83%	253	79%	4.7	96%	162.9	97%
3	LilyAna Naturals	87%	75%	16%	4,960	96%	167	32%	4.59	91%	496	100%
4	CeraVe	85%	85%	0%	50,947	100%	213	65%	4.44	79%	439.2	99%
5	Cliganic	83%	71%	17%	2,963	92%	157	26%	4.66	95%	329.2	99%
6	Versed	83%	61%	36%	938	78%	280	85%	4.46	82%	85.3	90%
7	Brickell Men's Products	83%	84%	-1%	2,701	92%	284	85%	4.46	81%	65.9	85%
8	La Roche Posay	83%	81%	2%	4,991	97%	258	80%	4.38	73%	131.3	95%
9	Soap & Glory	82%	78%	5%	1,697	87%	291	86%	4.4	76%	65.3	85%
10	bliss	81%	84%	-4%	7,367	98%	326	90%	4.4	75%	263.1	98%
11	Yeouth	80%	76%	5%	2,180	91%	207	60%	4.62	93%	109	93%
12	Hero Cosmetics	80%	81%	-1%	10,119	99%	200	55%	4.48	82%	778.4	100%
13	Flawless. Younger. Perfect.	79%	82%	-4%	7,462	98%	172	36%	4.45	81%	298.5	98%
14	Naturium	79%	77%	3%	3,688	94%	236	74%	4.33	66%	119	93%
15	C'est Moi	79%	73%	8%	1,696	87%	348	91%	4.15	43%	154.2	96%
16	Aztec Secret	79%	84%	-6%	2,126	90%	215	66%	4.4	75%	212.6	97%
17	Urban Hydration	78%	60%	30%	1,006	79%	366	92%	4.6	92%	77.4	87%
18	AsaVea	78%	45%	73%	1,365	84%	109	9%	4.7	96%	124.1	94%
19	Australian Gold	78%	76%	3%	1,924	89%	276	84%	4.21	48%	128.3	95%
20	Clarins	77%	68%	13%	3,327	93%	305	88%	4.28	59%	58.4	81%
21	M3 Naturals	77%	86%	-10%	2,618	92%	135	17%	4.59	91%	523.6	100%
22	No7	77%	66%	17%	6,573	97%	284	85%	4.44	79%	51.8	79%
23	TreeActiv	76%	51%	49%	1,474	84%	358	92%	4.37	71%	77.6	88%
24	Pacifica	76%	85%	-11%	4,696	96%	234	73%	4.39	74%	59.4	82%
25	Garnier	76%	70%	9%	8,064	98%	243	77%	4.36	70%	79.1	88%

Brand Health Score: Includes products categorized as Skincare, Skin Care, Eye Treatment Products, Face Skincare, and Facial Skin Care. Walmart, Amazon, Target combined. 12 months ending 8/31/2021 (Minimum products/brand: 10, Minimum reviews / brand: 100). This Year = September 2020 to August 2021. Last Year = September 2019 to August 2020.

Is Your Brand Prepared to Face Today's Online Shopper?

87% of beauty shoppers spend as much or more online than they did pre-pandemic, and over half said a quarter of the beauty products they bought online were first-time purchases. In today's retail environment, having a wealth of online reviews and positive brand perception are more critical than ever.

The factors we analyzed above have a huge impact on online sales likelihood. So how do you improve your ranking and show up better online? It all comes down to collecting more and better review content, ensuring you display it for maximum impact and then iterate through constant analysis. All these factors are explored in detail in our [Complete Guide to Ratings and Reviews](#).

If you're interested in deeper benchmarking comparisons, [reach out to us today](#).



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