

App Store complaint report

Sephora US: Makeup & Skincare · Sephora USA, Inc · current version 26.20.1

Generated 2026-10-24 from the 300 most recent public App Store reviews across 2 storefronts (2025-12-23 to 2026-10-16).

Metric	Value
Reviews analysed	300 (299 classified by AI)
Average stars (these reviews)	2.23
Reviews with a complaint	211 (70%)
Storefronts	US 212, CA 88
All-time App Store rating (US)	4.88 from 425,883 ratings

Complaint categories

Category	Reviews	Avg severity (0-3)	Most affected versions
Bugs	172	2.3	26.12.1 (31), 25.20.2 (20), 26.4 (17)
Performance	62	2.5	26.12.1 (25), 26.12 (7), 26.3 (5)
Crashes / freezes	56	2.7	26.12.1 (26), 25.20.2 (10), 26.12 (6)
Feature requests	54	1.9	26.4 (6), 25.20.2 (5), 26.16.1 (4)
UX / design	51	1.9	26.15 (6), 26.4 (6), 26.16 (5)
Pricing / subscription	13	2.2	26.18.1 (2), 25.20.2 (2), 26.18 (1)

Trend by version (newest first)

Version	Reviews	Avg stars	Complaint share
26.20	6	2.0	50%
26.19	8	1.4	100%
26.18.1	10	2.9	60%
26.18	3	1.0	67%
26.17.2	4	1.0	50%
26.17.1	3	2.7	67%
26.17	2	3.0	0%
26.16.1	8	2.0	88%

Representative quotes

Bugs

“Glitchy – Horrible app. These issues should already be fixed. Why is app still not working? Deleting!” (1★, v26.1.1, US, 2026-01-29)

“Worst App Ever – This app never works. Ever. I've had it for years and every time I login, it just sits and spins or comes back with an error message. Yes, I have the most up to date iOS and the most recent version of the app. The app just sucks. Fix it!” (1★, v25.20.2, US, 2026-01-08)

Performance

“Got worse over the years – These days you can’t see a list of your reviews; your purchase history only goes back a few months; the app is down a lot; the sales update so slowly; so many sections are not app-native (loads as a regular website); magnifying a pho” (1★, v26.6, US, 2026-03-31)

"Can't check out and doesn't load – I really wanted Sephora products, but the app is very glitchy. It says I need to sign in, but I already am. It won't verify my Apple Pay or my credit card. I had no problems on the Ulta app! Do better, Sephora!" (1★, v25.20.2, US, 2026-01-07)

Crashes / freezes

"Glitching – I'm extremely disappointed with this app. As a long-time Sephora customer, I expected a smooth shopping experience, but the app is practically unusable. Every time I go to my cart and try to check out, the app freezes completely. I can't tap any b" (1★, v26.12, CA, 2026-06-21)

"Your app SUCKS! – It keeps freezing and I can't even check out. So inconvenient. I ended up having to go to the store to get what I needed. Please update your app so shopping online can be more convenient for us people that don't live close to a nearby store." (1★, v26.12.1, US, 2026-06-28)

Feature requests

"...even when I've read every single notification in the app. Beyond that, my biggest issue lies in the fact that they don't give us an option to filter out of stock items. Literally every-time I go on this app I'll be looking and find something I want only to se" (1★, v26.12, CA, 2026-06-20)

"Please update the app to filter my country of origin – With all the stuff going on in the US I struggle to even support Sephora. Please add a feature so people can make informed decisions on the companies they support. I've been a rouge member for years but if" (1★, v26.19, CA, 2026-10-01)

UX / design

"terrible – interface is trash, no apple pay, rejected cards got my cards shutdown due to suspected fraud from using the app" (1★, v26.14, US, 2026-07-15)

"...reviews, it forces you back to the top of the page, so I have to scroll all the way back down to where I was reading. Super annoying to navigate" (1★, v26.4, US, 2026-03-07)

Pricing / subscription

"Helps me save money due to a bug – Once I go to the cart, the apps freezes and I am unable to finalize/pay. It's been saving me tons of money. I'm saving over 1k for the past 3 days. Thanks Sephora" (1★, v26.12.1, US, 2026-06-28)

"...previous orders. A supervisor couldn't even locate the alleged history and ultimately said the matter needed further review. Now my money is tied up, my daughter's boyfriend won't receive his birthday gift on time, and I'm left wondering whether I'll have to" (3★, v26.17.1, US, 2026-08-29)

The 10 most important fixes

1. Fix login / account access [Bugs · 51 reviews · avg severity 2.5/3 · versions 25.20.2, 26.15]

Audit the sign-in flow (SSO, password reset, verification emails) on the latest version; add clear error messages.

"Annoying – Why am I required to sign in to my account in order to make a purchase? I don't have access to the email I used when I was like 13 for my 'beauty insider.' When you purchase in store they ask for your number for your points so I " (1★, US)

2. Fix in-use crashes and freezes [Crashes / freezes · 40 reviews · avg severity 2.6/3 · versions 26.12.1, 26.12]

Match quoted actions to crash reports; ship a hotfix for the top stack trace.

"Can't buy anything – The app is mediocre at best, I have constant issues with it. Namely when I want to checkout the entire app freezes and crashes anytime I'm in the cart. I can close and reopen the app but it continues to crash at checkou" (1★, CA)

3. Soften the redesign backlash [UX / design · 30 reviews · avg severity 1.9/3 · versions 25.20.2, 26.15]

Explain the change in-app, restore the most-missed option, or offer a setting for the old behaviour.

"The previous app was better – Since the app has changed, some features really scks, as the favorites list; it you look at an item and want to go back to the list, where you WERE, it will bring you instead, back at the beginning of the list." (3★, CA)

4. Ship the most requested feature [Feature requests · 31 reviews · avg severity 1.7/3 · versions 26.16, 26.16.1]

Read the quotes below for the exact request; consider a public roadmap.

"I want to delete in peace – Please make editing your "loves" list easier and more user friendly. I should be able to delete multiple items from my list at one time instead of one item at a time. It is also annoying that after each delete it" (3★, US)

5. Speed up loading [Performance · 21 reviews · avg severity 2.5/3 · versions 26.12.1, 26.3]

Profile cold start and the slowest screens on older devices; cache content.

“Can’t make purchase – Tired to take advantage of the 8/25 app day m, but after multiple attempts to select items and make a purchase I was unable to because of the app. Images not loading, list of color selections not loading, attempting to” (1★, US)

6. Fix features broken by the latest update [Bugs · 21 reviews · avg severity 2.0/3 · versions 26.12.1, 26.15]

Add regression tests for the features users name in these reviews before the next release.

“Used to be great.... – Used to use this app but two updates ago it started crashing every time I tried to view my cart. I can’t buy anything anymore. Bummer.” (2★, US)

7. Simplify navigation [UX / design · 23 reviews · avg severity 1.7/3 · versions 26.15, 26.4]

Run a quick usability test on the screens users mention; remove extra taps and pop-ups.

“Brand section gone – The brand section is now gone and it makes it harder to find products” (1★, CA)

8. Stop data / progress loss [Bugs · 14 reviews · avg severity 2.2/3 · versions 26.4, 26.12.1]

Reproduce sync and restore paths; add server-side backup and a visible "restore" option.

“...really weird. Bug my iPad’s not old anyway. it finally let me get out of the app, but the freeze glitch kept happening, so I deleted the app and redid it and it still wasn’t working correctly.idk what is happening but it’s a really bad and” (2★, US)

9. Fix crash on launch [Crashes / freezes · 10 reviews · avg severity 2.9/3 · versions 25.20.2, 26.12.1]

Check crash logs (Xcode Organizer / Crashlytics) for the affected version and device models first.

“app crashing with recent update – i cannot access my basket because the app immediately crashes and does not work, this did not happen before the update so i’m really sad i cannot do any shopping :/// edit: I’ve re-downloaded the app THREE” (1★, US)

10. Answer support requests [Bugs · 11 reviews · avg severity 2.3/3 · versions 25.20.2, 26.2.1]

Add an in-app contact option and reply to these App Store reviews; Apple lets developers respond publicly.

“Worst customer service – There’s literally no support regarding delivery. I ordered stuff and they said“weren’t able to” delivery and need “more specific instructions” with no further explanation on why they didn’t deliver it. No body calle” (1★, CA)

Method: the most recent public App Store reviews across up to 15 storefronts, from Apple’s public customer-reviews feed (a third-party scraper as backup), plus the iTunes Lookup API. Reviewer names are not included. Each review was classified by TypeSafe Jev AI (7 complaint categories, 18 specific issues, severity 0-3); fixes are the specific issues ranked by number of complaining reviews × average severity. Advice lines are generic starting points; the quotes are the evidence. AI can misclassify: check the quotes. Not affiliated with Apple. Reply within 7 days for one free clarification.