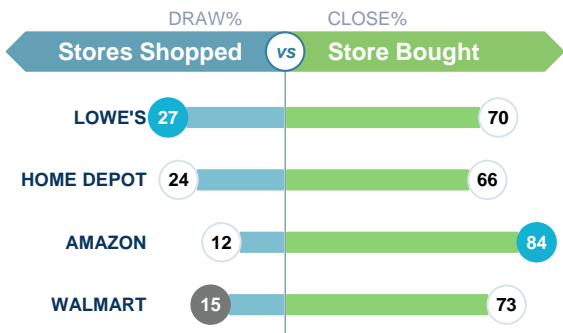
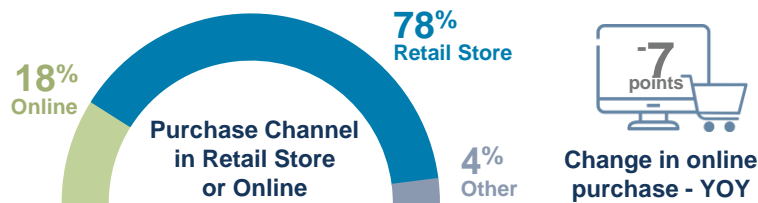


Which Stores Consumers Shopped & Bought

Draw: Lowe's increased while Walmart decreased significantly YOY.
Close: Amazon increased significantly YOY.

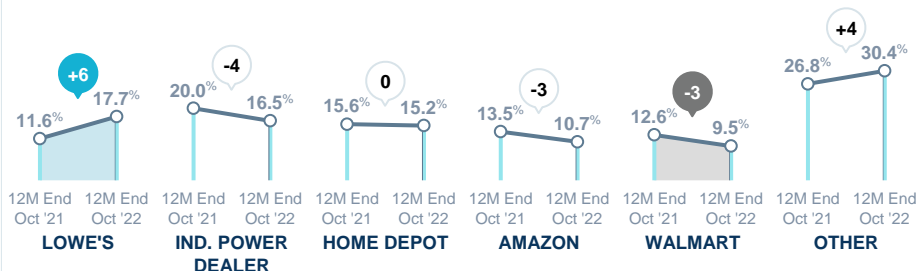


Where Consumers Buy: Online vs In-Store

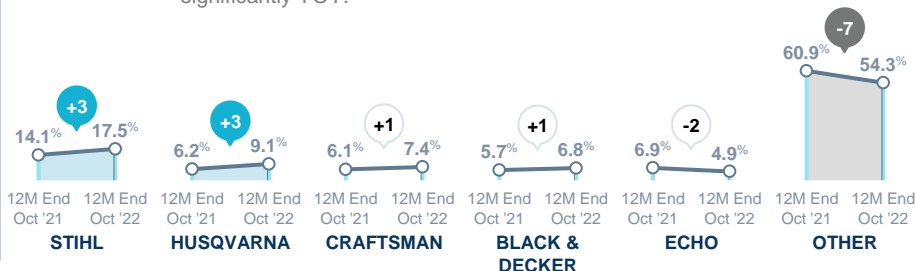


Who's Winning Consumer Dollars

STORES Lowe's increased significantly YOY. Walmart decreased significantly YOY.

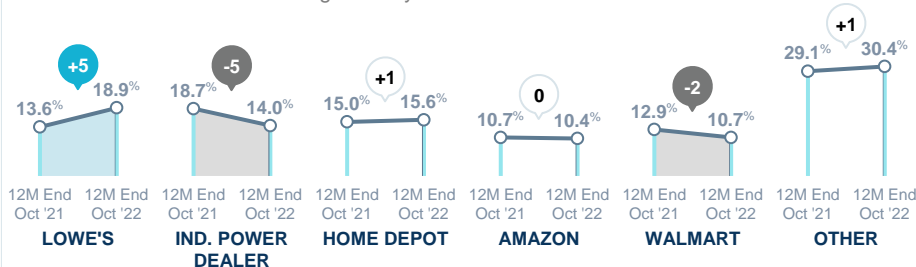


BRANDS Stihl and Husqvarna increased significantly YOY. Other decreased significantly YOY.

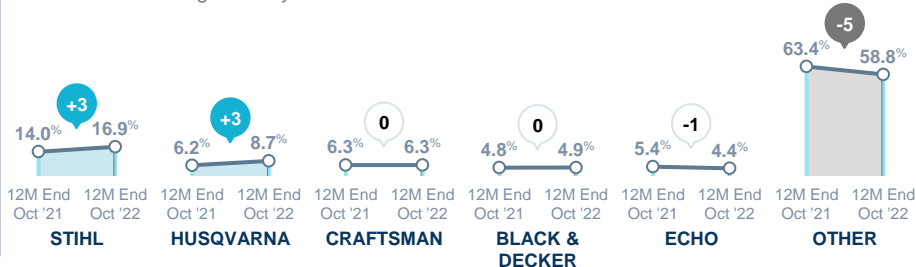


Who's Selling the Most Units

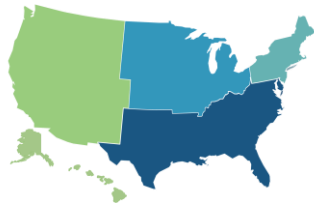
STORES Lowe's increased significantly YOY. Ind. Power Dealer and Walmart decreased significantly YOY.



BRANDS Stihl and Husqvarna increased significantly YOY. Other decreased significantly YOY.



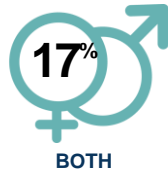
Census Region



79%
Own Home

65%
Are Married

Shopper Gender

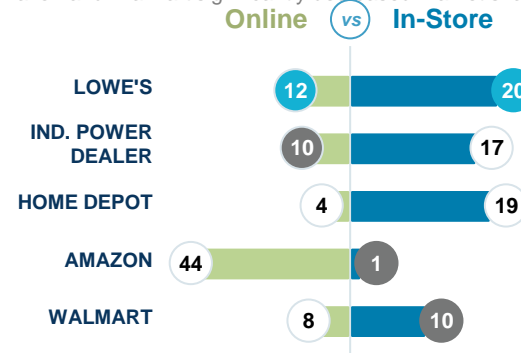


Why Behind the Buy?



Market Dollar Share

Lowe's significantly increased market share Online.
 Lowe's significantly increased market share In-Store.
 Ind. Power Dealer significantly decreased market share Online.
 Amazon and Walmart significantly decreased market share In-Store.



How Much is Being Paid?

The industry average price paid is \$26. The largest YOY gain for average price is Lowe's. On average, buyers pay \$7 less in-store vs online.

Total Average Price

