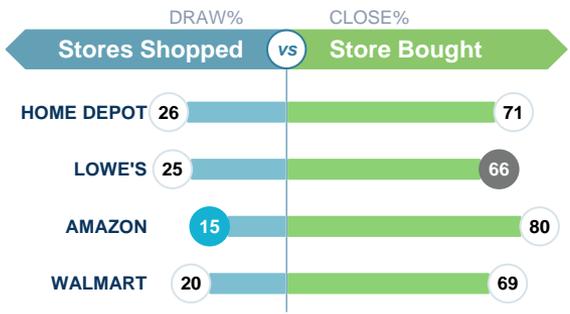
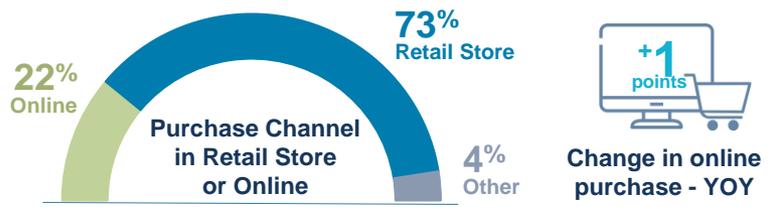


Which Stores Consumers Shopped & Bought

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



Where Consumers Buy: Online vs In-Store

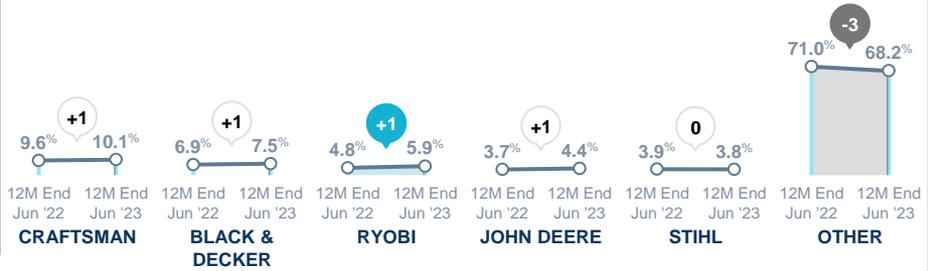


Who's Winning Consumer Dollars

STORES No significance for any Shares.



BRANDS Ryobi increased significantly YOY. Other decreased significantly YOY.

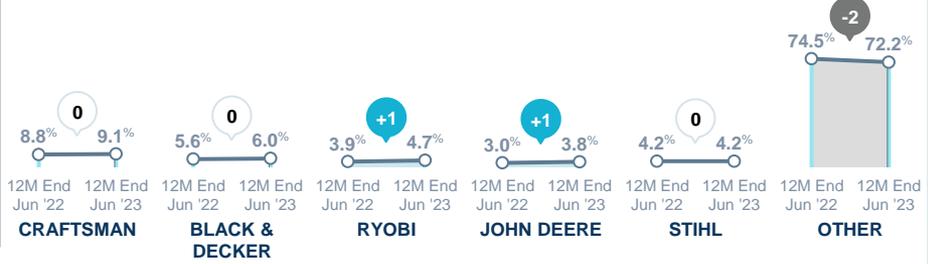


Who's Selling the Most Units

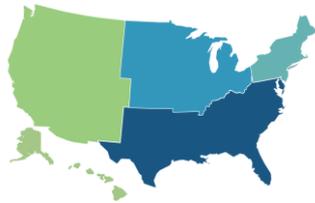
STORES Amazon increased significantly YOY. Lowe's and Ind. Power Dealer decreased significantly YOY.



BRANDS Ryobi and John Deere increased significantly YOY. Other decreased significantly YOY.



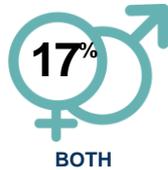
Census Region



80%
Own Home

64%
Are Married

Shopper Gender

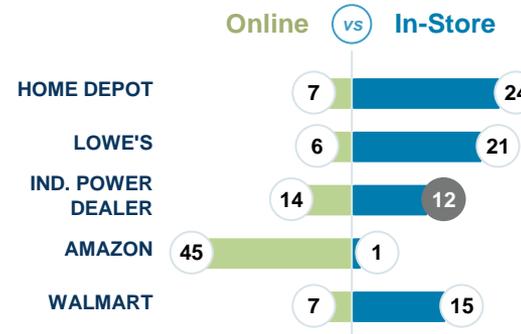


Why Behind the Buy?



Market Dollar Share

Ind. Power Dealer significantly decreased market share In-Store.



How Much is Being Paid?

The industry average price paid is \$27. The largest YOY gain for average price is Lowe's. On average, buyers pay \$7 less in-store vs online.

Total Average Price

12M End Jun '22 12M End Jun '23



12M End Jun '23