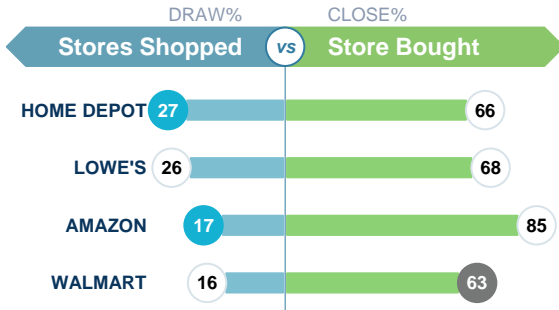


## Which Stores Consumers Shopped & Bought

**Draw:** Home Depot & Amazon increased significantly YOY.  
**Close:** Walmart decreased significantly YOY.



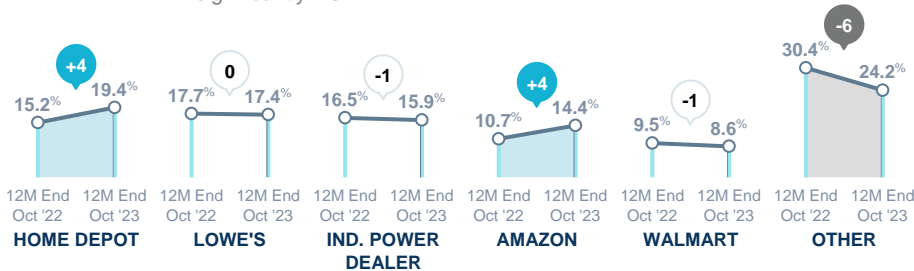
## Where Consumers Buy: Online vs In-Store



## Who's Winning Consumer Dollars

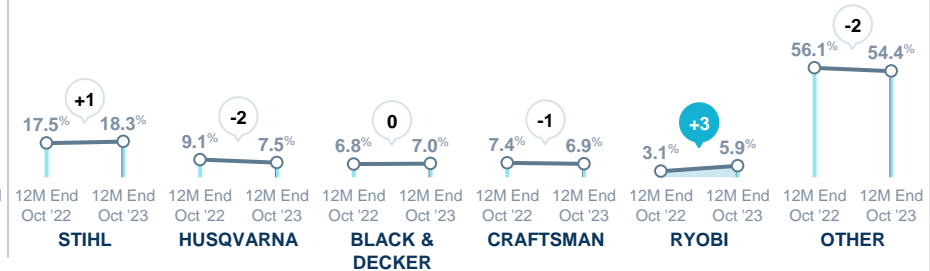
### STORES

Home Depot and Amazon increased significantly YOY. Other decreased significantly YOY.



### BRANDS

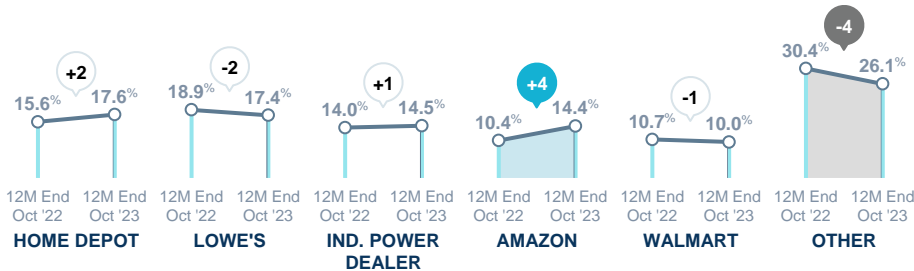
Ryobi increased significantly YOY.



## Who's Selling the Most Units

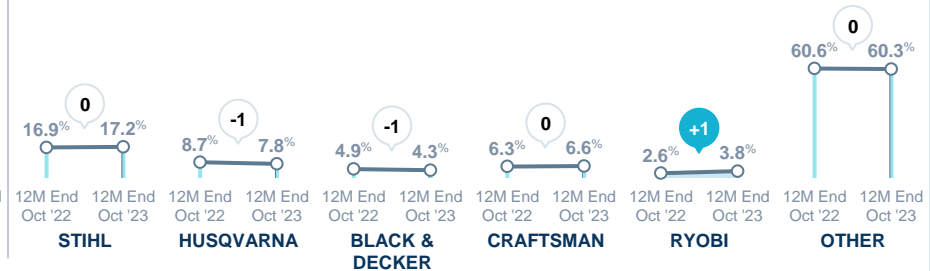
### STORES

Amazon increased significantly YOY. Other decreased significantly YOY.

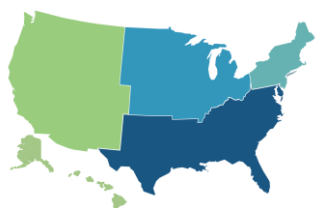


### BRANDS

Ryobi increased significantly YOY.



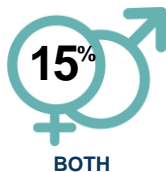
### Census Region



83%  
Own Home

64%  
Are Married

### Shopper Gender

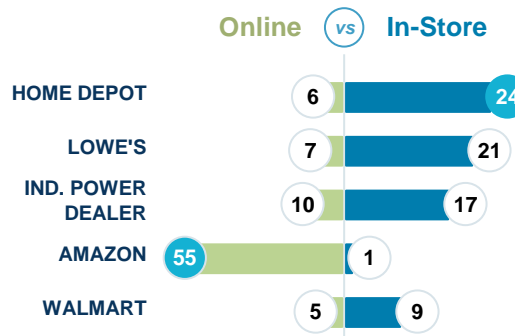


### Why Behind the Buy?



### Market Dollar Share

Amazon significantly increased market share Online.  
Home Depot significantly increased 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 \$4 less in-store vs online.

#### Total Average Price

