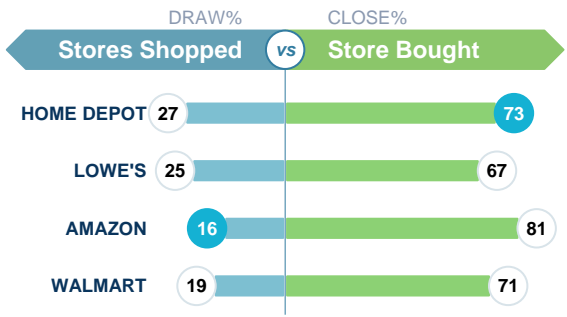
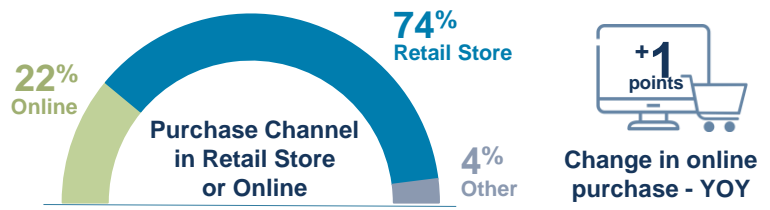


Which Stores Consumers Shopped & Bought

Draw: Amazon increased significantly YOY.
Close: Home Depot increased significantly YOY.



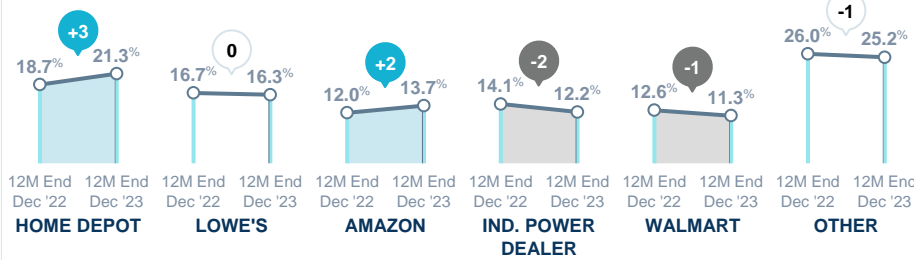
Where Consumers Buy: Online vs In-Store



Who's Winning Consumer Dollars

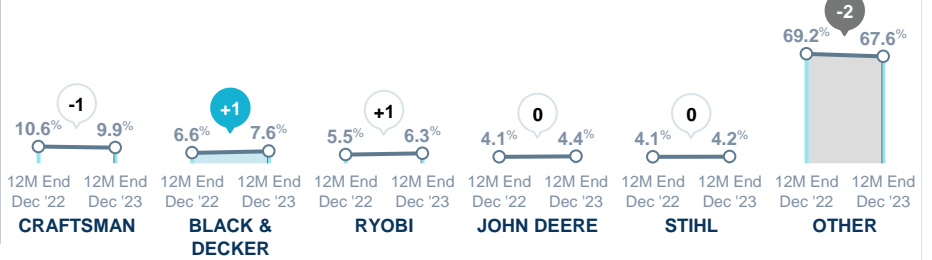
STORES

Home Depot and Amazon increased significantly YOY. Ind. Power Dealer and Walmart decreased significantly YOY.



BRANDS

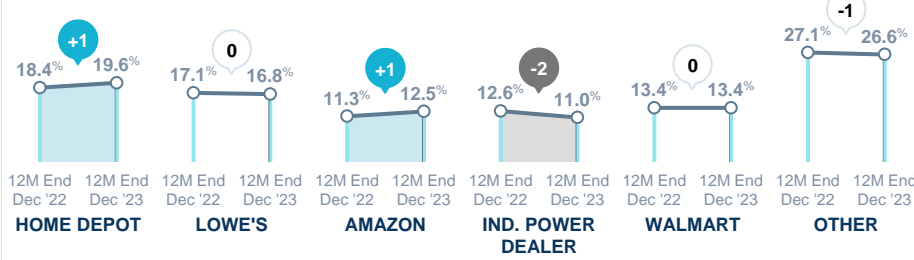
Black & Decker increased significantly YOY. Other decreased significantly YOY.



Who's Selling the Most Units

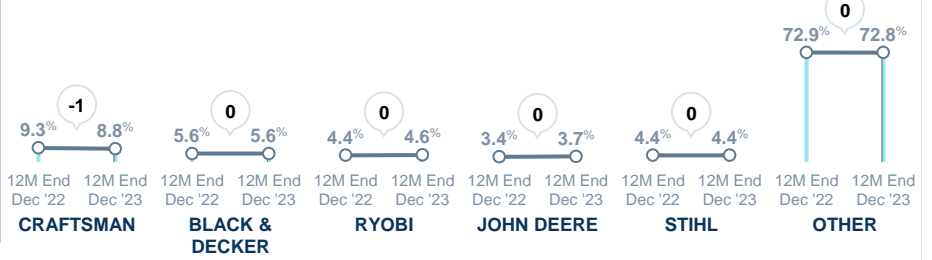
STORES

Home Depot and Amazon increased significantly YOY. Ind. Power Dealer decreased significantly YOY.

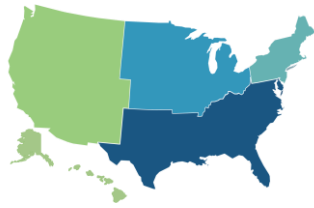


BRANDS

No significance for any Shares.



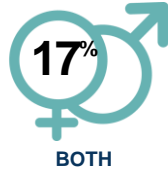
Census Region



80%
Own Home

64%
Are Married

Shopper Gender

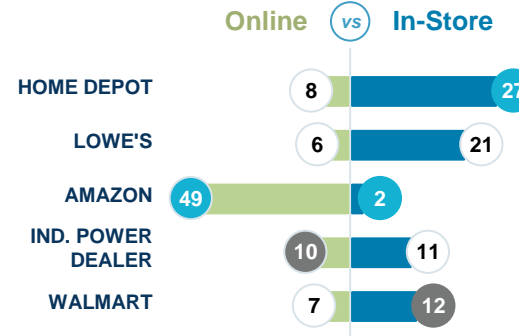


Why Behind the Buy?



Market Dollar Share

Amazon significantly increased market share Online.
Home Depot and Amazon significantly increased market share In-Store.
Ind. Power Dealer significantly decreased market share Online.
Walmart significantly decreased market share In-Store.

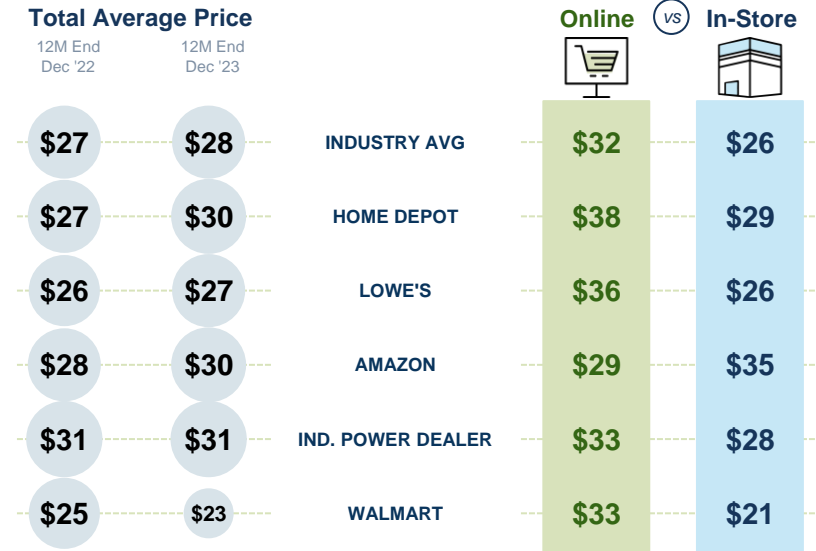


How Much is Being Paid?

The industry average price paid is \$28. The largest YOY gain for average price is Home Depot. On average, buyers pay \$6 less in-store vs online.

Total Average Price

12M End Dec '22 12M End Dec '23



12M End Dec '23