

OPE PARTS

WALK BEHIND MOWER

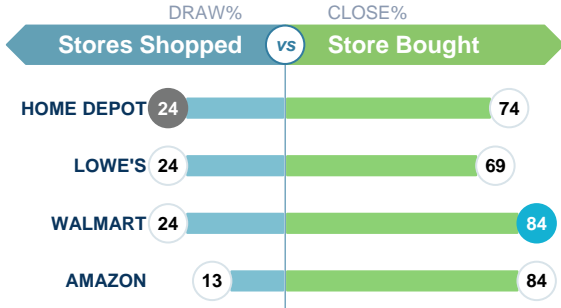
MONTHLY MARKETPLACE INFOGRAPHIC

12 MONTHS ENDING MARCH 2024



Which Stores Consumers Shopped & Bought

Draw: Home Depot decreased significantly YOY.
Close: Walmart increased significantly YOY.



Where Consumers Buy: Online vs In-Store



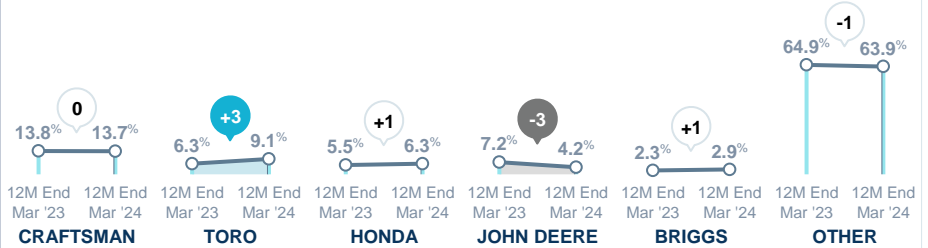
Change in online purchase - YOY

Who's Winning Consumer Dollars

STORES No significance for any Shares.

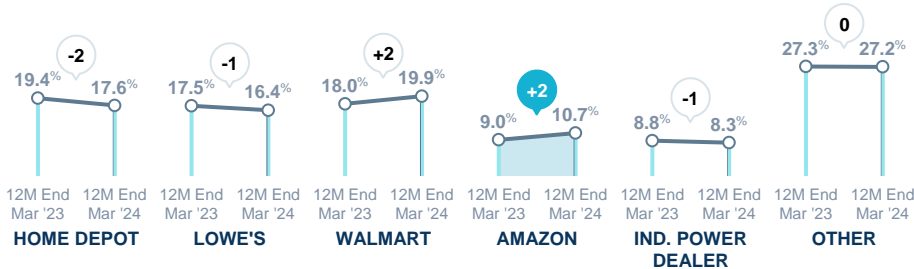


BRANDS Toro increased significantly YOY. John Deere decreased significantly YOY.

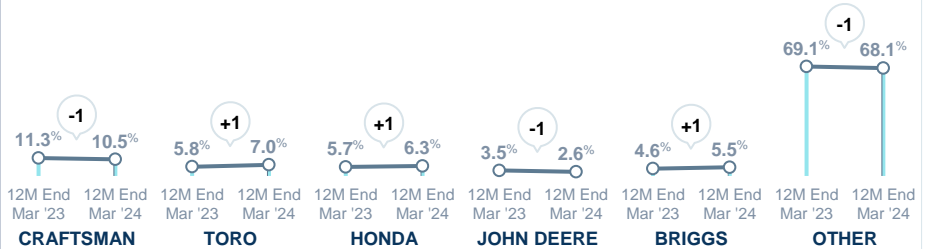


Who's Selling the Most Units

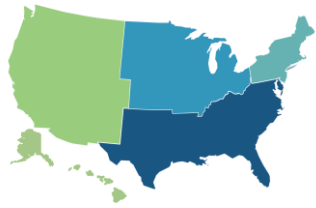
STORES Amazon increased significantly YOY.



BRANDS No significance for any Shares.



Census Region

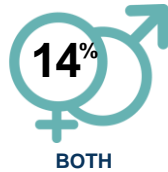


14% West
28% Midwest
16% Northeast
42% South

79%
Own Home

61%
Are Married

Shopper Gender

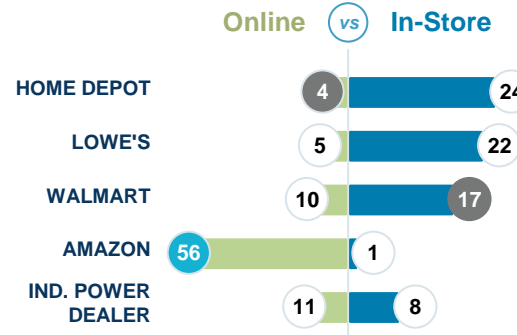


Why Behind the Buy?



Market Dollar Share

Amazon significantly increased market share Online.
Home Depot significantly decreased market share Online.
Walmart significantly decreased market share In-Store.



How Much is Being Paid?

The industry average price paid is \$22. The largest YOY gain for average price is Home Depot. On average, buyers pay \$8 less in-store vs online.

Total Average Price

