

OPE PARTS LINE/ STRING TRIMMER

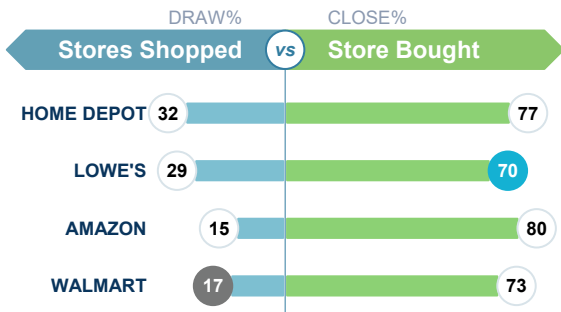
MONTHLY MARKETPLACE INFOGRAPHIC

12 MONTHS ENDING JULY 2024

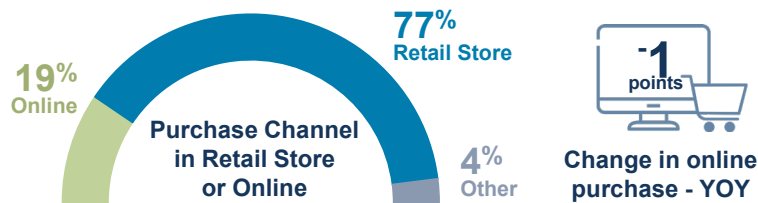


Which Stores Consumers Shopped & Bought

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



Where Consumers Buy: Online vs In-Store

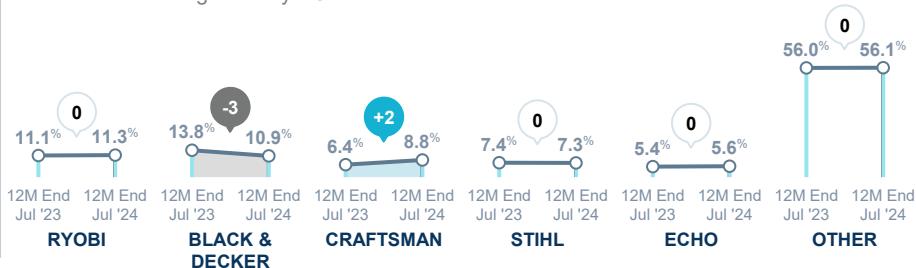


Who's Winning Consumer Dollars

STORES Ind. Power Dealer increased significantly YOY.



BRANDS CRAFTSMAN increased significantly YOY. Black & Decker decreased significantly YOY.

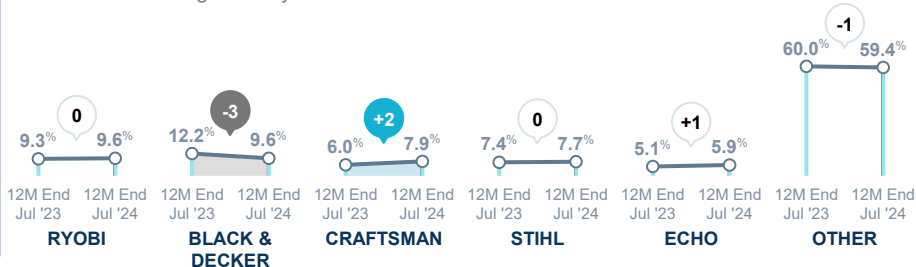


Who's Selling the Most Units

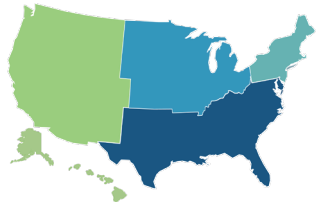
STORES No significance for any Shares.



BRANDS CRAFTSMAN increased significantly YOY. Black & Decker decreased significantly YOY.



Census Region



81%
Own Home

67%
Are Married

Shopper Gender



FEMALE



MALE



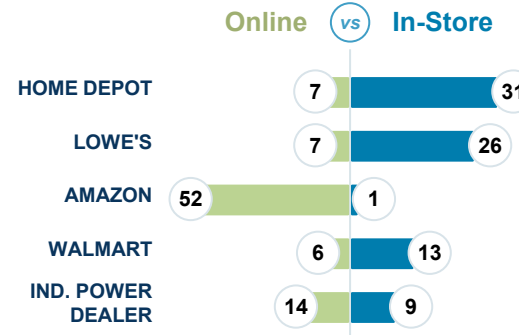
BOTH

Why Behind the Buy?



Market Dollar Share

No significance for any Online or In-Store Market Share.

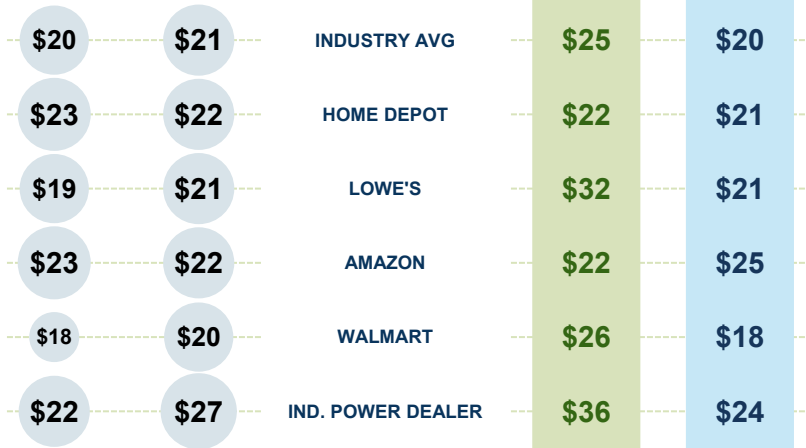


How Much is Being Paid?

The industry average price paid is \$21. The largest YOY gain for average price is Ind. Power Dealer. On average, buyers pay \$5 less in-store vs online.

Total Average Price

12M End Jul '23 | 12M End Jul '24



12M End Jul '24