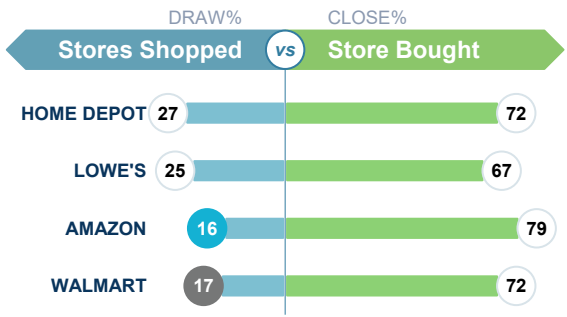
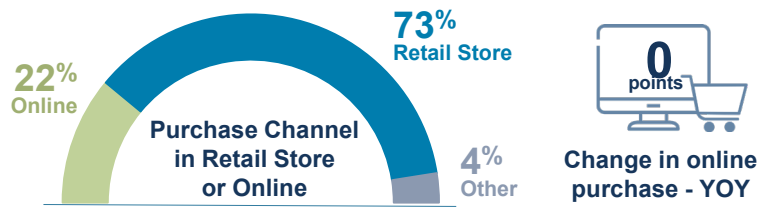


Which Stores Consumers Shopped & Bought

Draw: Amazon increased while Walmart decreased significantly YOY.
Close: No significance for any Close Rates.



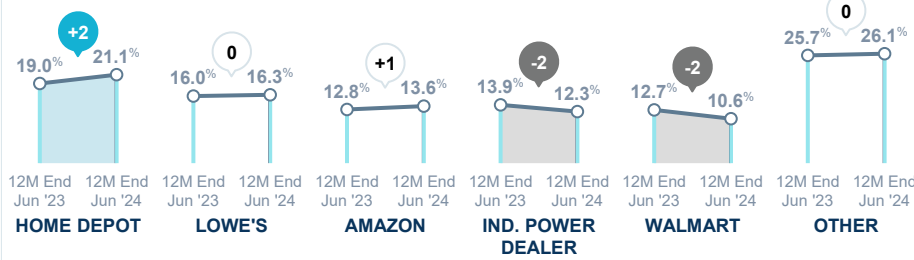
Where Consumers Buy: Online vs In-Store



Who's Winning Consumer Dollars

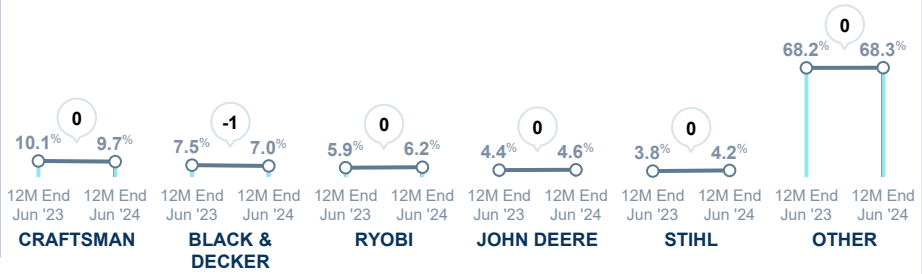
STORES

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



BRANDS

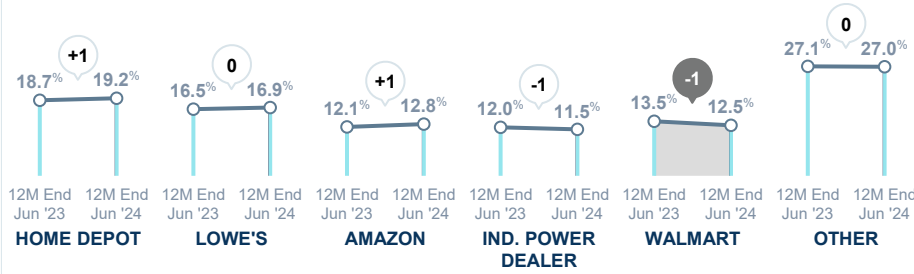
No significance for any Shares.



Who's Selling the Most Units

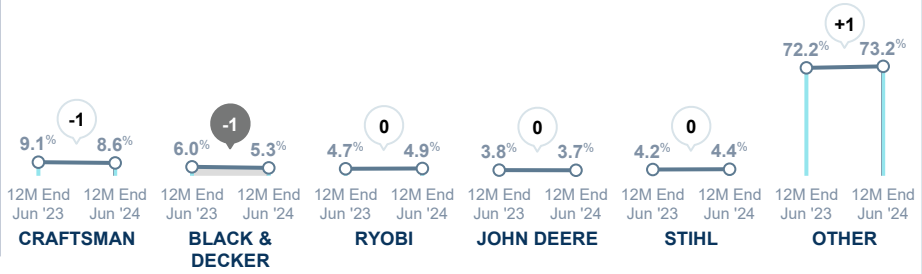
STORES

Walmart decreased significantly YOY.

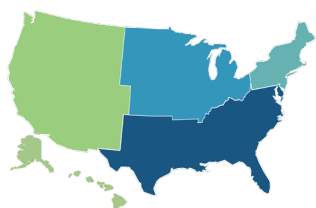


BRANDS

Black & Decker decreased significantly YOY.



Census Region



80%
Own Home

64%
Are Married

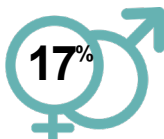
Shopper Gender



FEMALE



MALE



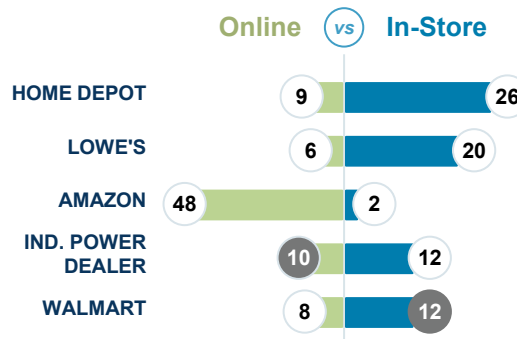
BOTH

Why Behind the Buy?



Market Dollar Share

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 Jun '23 12M End Jun '24



12M End Jun '24