

OPEN PARTS SNOW THROWER

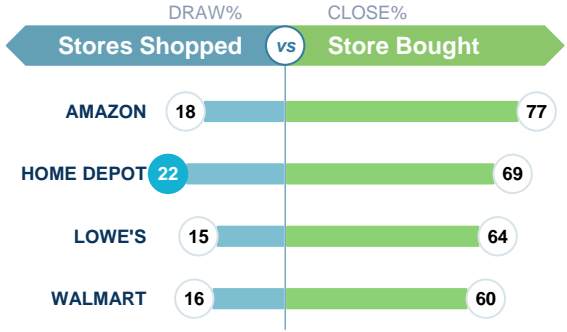
MONTHLY MARKETPLACE INFOGRAPHIC

12 MONTHS ENDING JANUARY 2022

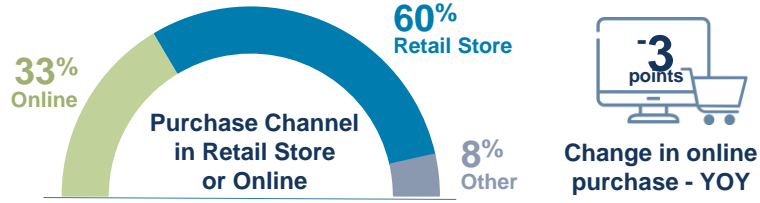


Which Stores Consumers Shopped & Bought

Draw: Home Depot increased significantly YOY.
Close: No significance for any Close Rates.



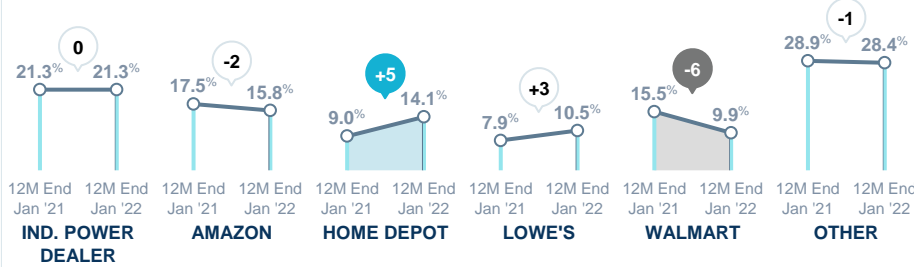
Where Consumers Buy: Online vs In-Store



Who's Winning Consumer Dollars

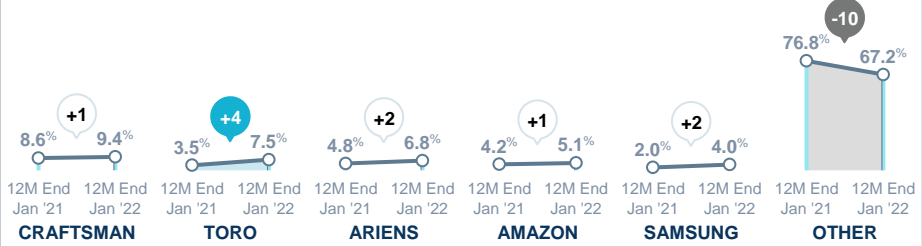
STORES

Home Depot increased significantly YOY. Walmart decreased significantly YOY.



BRANDS

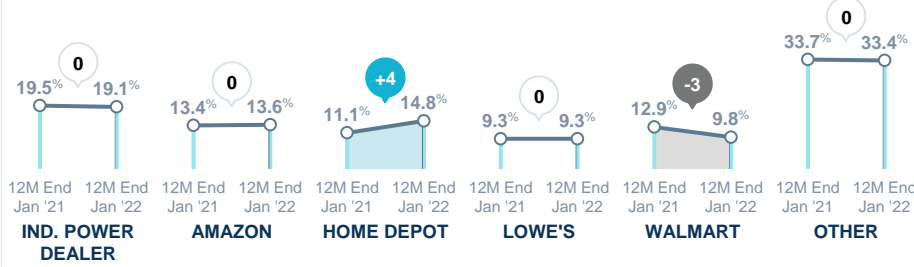
Toro increased significantly YOY. Other decreased significantly YOY.



Who's Selling the Most Units

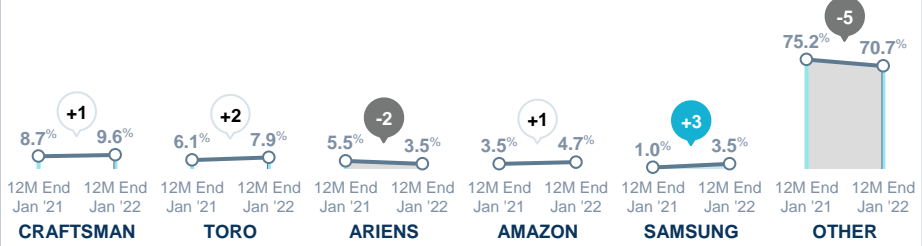
STORES

Home Depot increased significantly YOY. Walmart decreased significantly YOY.



BRANDS

Samsung increased significantly YOY. Ariens and Other decreased significantly YOY.



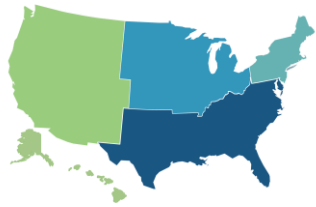
Top 5 brands & retailers (by dollar share) shown.

n = 1,022

● Significant Increase ● Significant Decrease (95% confidence)

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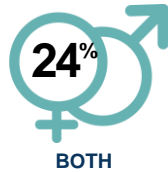
Census Region



84%
Own Home

74%
Are Married

Shopper Gender

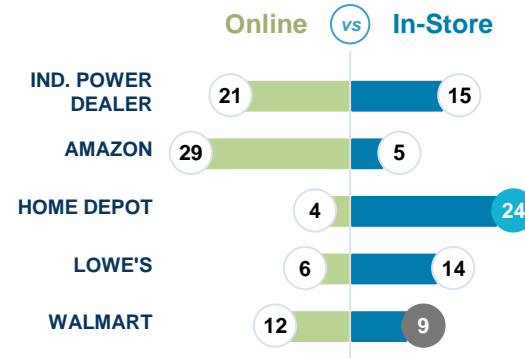


Why Behind the Buy?



Market Dollar Share

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

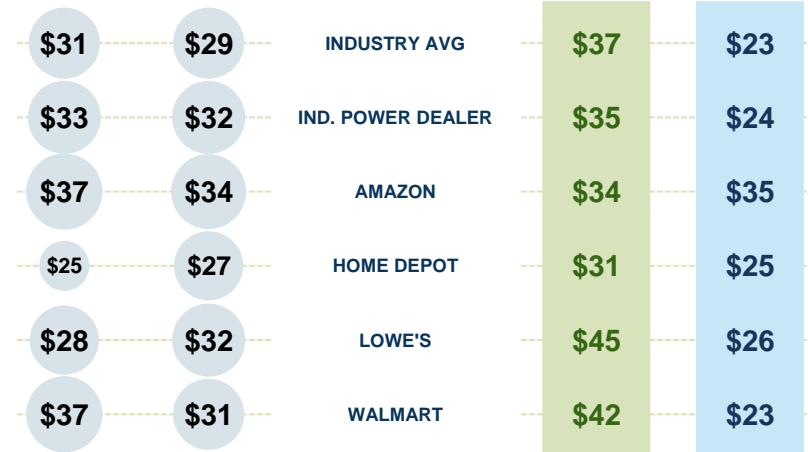


How Much is Being Paid?

The industry average price paid is \$29. The largest YOY gain for average price is Lowe's. On average, buyers pay \$14 less in-store vs online.

Total Average Price

12M End Jan '21 12M End Jan '22



12M End Jan '22