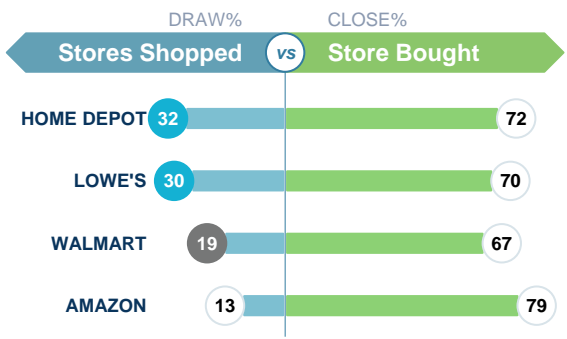


OPE PARTS LINE/ STRING TRIMMER

Which Stores Consumers Shopped & Bought

Draw: Home Depot & Lowe's increased while Walmart decreased significantly YOY.
Close: No significance for any Close Rates.



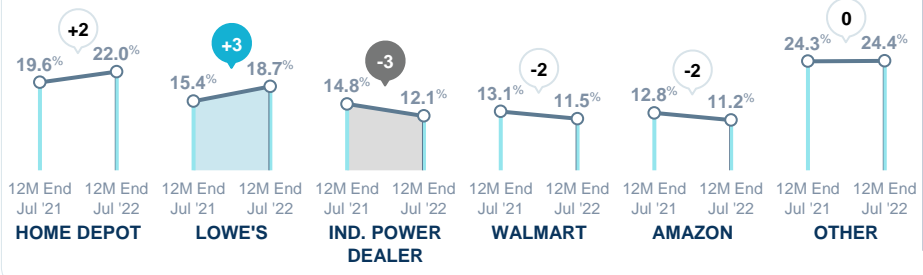
Where Consumers Buy: Online vs In-Store



Who's Winning Consumer Dollars

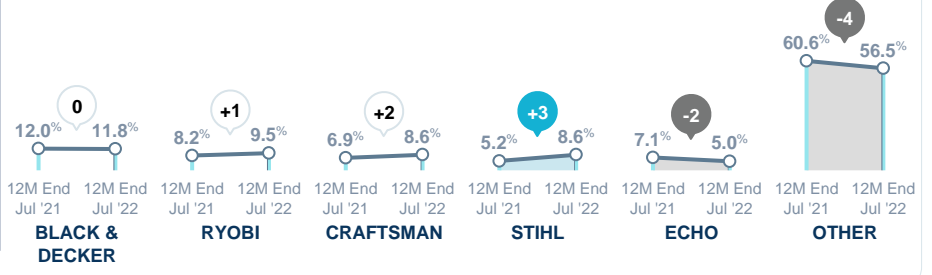
STORES

Lowe's increased significantly YOY. Ind. Power Dealer decreased significantly YOY.



BRANDS

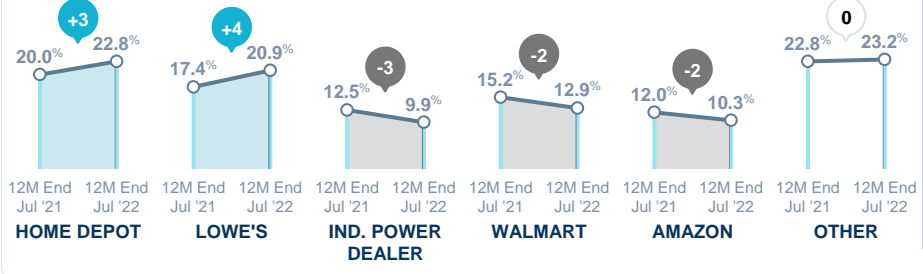
Stihl increased significantly YOY. Echo and Other decreased significantly YOY.



Who's Selling the Most Units

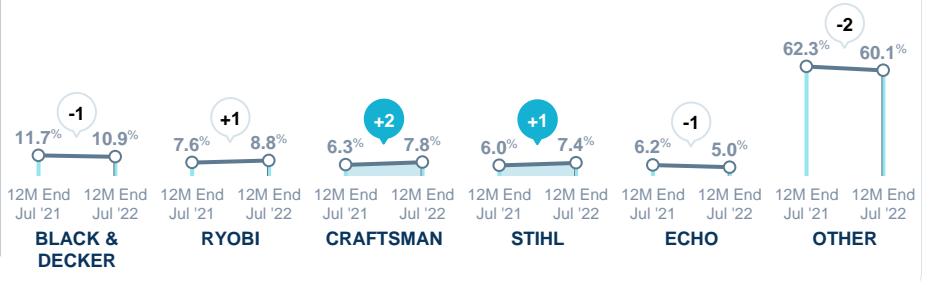
STORES

Home Depot and Lowe's increased significantly YOY. Ind. Power Dealer, Walmart and Amazon decreased significantly YOY.

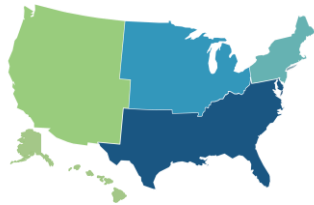


BRANDS

CRAFTSMAN and Stihl increased significantly YOY.



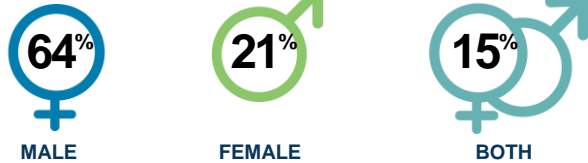
Census Region



79%
Own Home

68%
Are Married

Shopper Gender

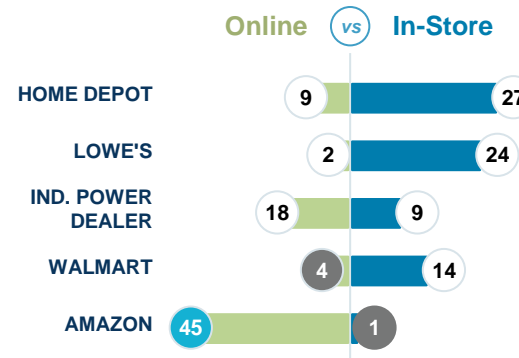


Why Behind the Buy?



Market Dollar Share

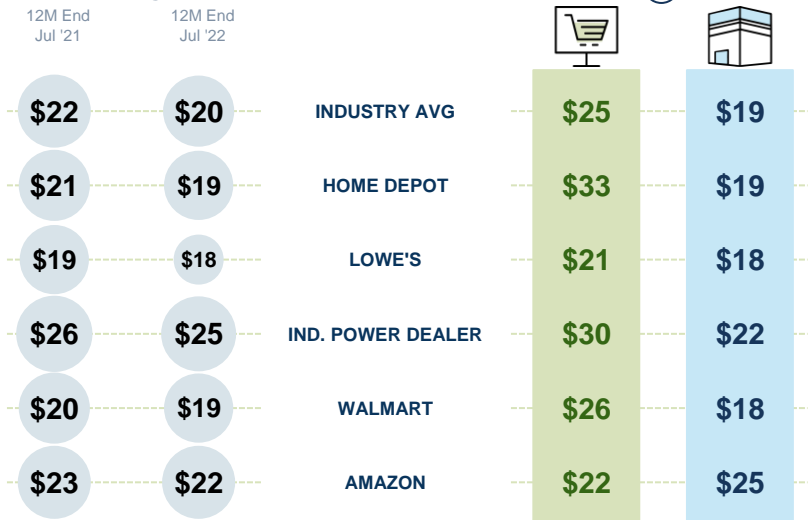
Amazon significantly increased market share Online.
Walmart significantly decreased market share Online.
Amazon significantly decreased market share In-Store.



How Much is Being Paid?

The industry average price paid is \$20. The largest YOY gain for average price is . On average, buyers pay \$6 less in-store vs online.

Total Average Price



12M End Jul '22