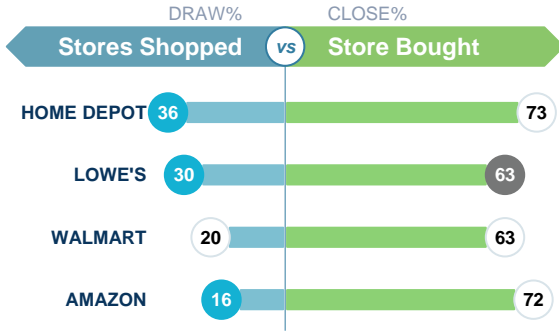


Which Stores Consumers Shopped & Bought

Draw: Home Depot, Lowe's & Amazon increased significantly YOY.
Close: Lowe's decreased significantly YOY.



Where Consumers Buy: Online vs In-Store



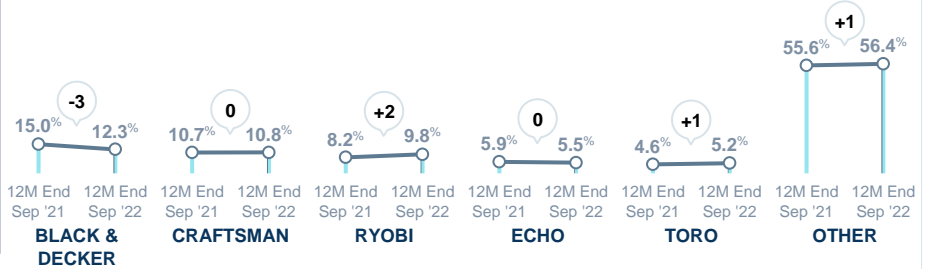
Change in online purchase - YOY

Who's Winning Consumer Dollars

STORES Ind. Power Dealer decreased significantly YOY.



BRANDS No significance for any Shares.

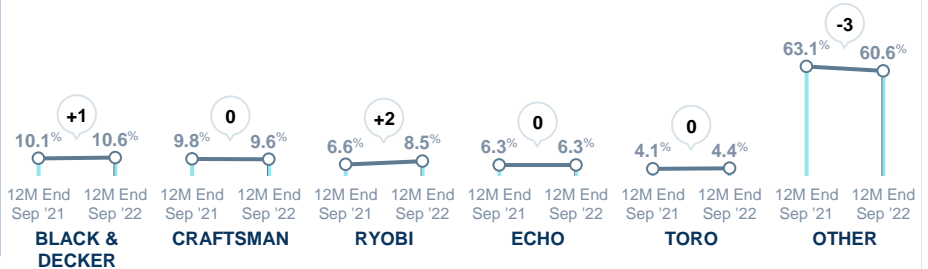


Who's Selling the Most Units

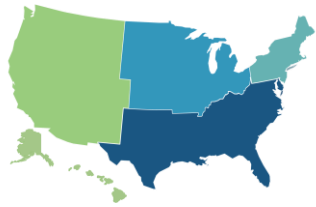
STORES Home Depot increased significantly YOY. Ind. Power Dealer and Other decreased significantly YOY.



BRANDS No significance for any Shares.



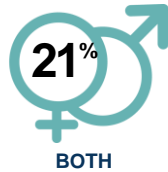
Census Region



71%
Own Home

56%
Are Married

Shopper Gender

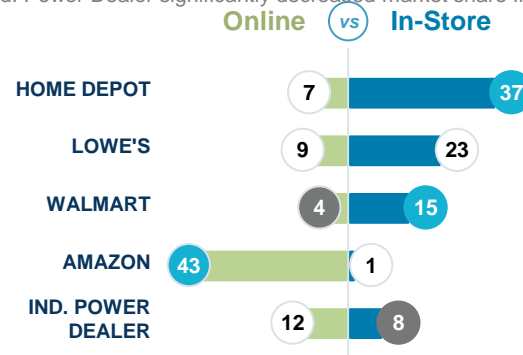


Why Behind the Buy?



Market Dollar Share

Amazon significantly increased market share Online.
Home Depot and Walmart significantly increased market share In-Store.
Walmart significantly decreased market share Online.
Ind. Power Dealer significantly decreased market share In-Store.



How Much is Being Paid?

The industry average price paid is \$34. The largest YOY gain for average price is Amazon. On average, buyers pay \$6 less in-store vs online.

Total Average Price

12M End Sep '21 | 12M End Sep '22

