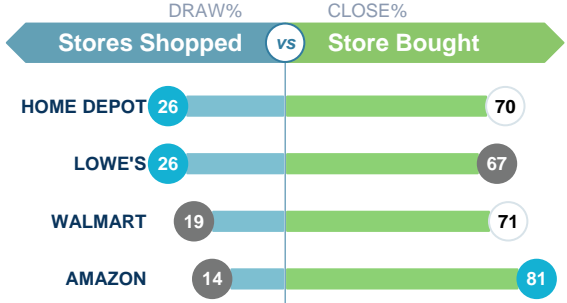


## Which Stores Consumers Shopped & Bought

**Draw:** Home Depot & Lowe's increased while Walmart & Amazon decreased significantly YOY.

**Close:** Amazon increased while Lowe's decreased significantly YOY.



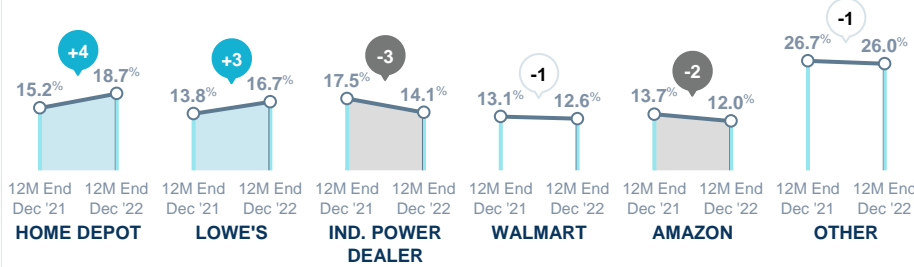
## Where Consumers Buy: Online vs In-Store



## Who's Winning Consumer Dollars

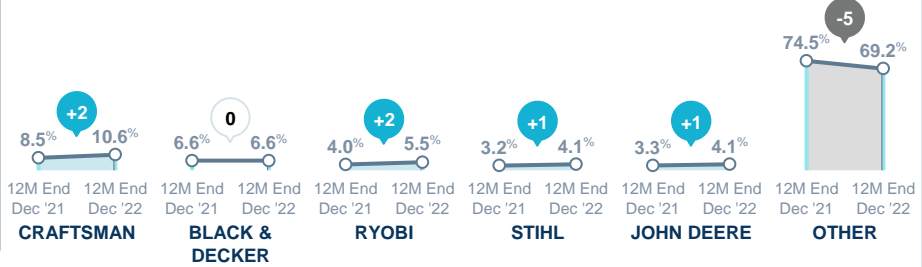
### STORES

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



### BRANDS

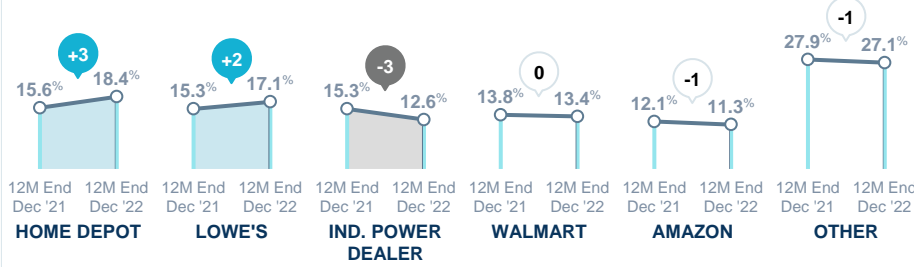
CRAFTSMAN, Ryobi, Stihl and John Deere increased significantly YOY. Other decreased significantly YOY.



## Who's Selling the Most Units

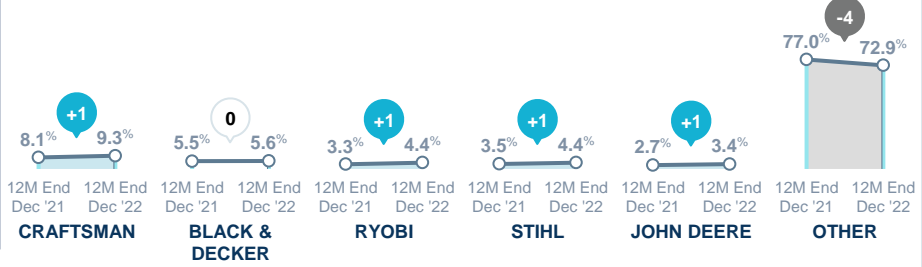
### STORES

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

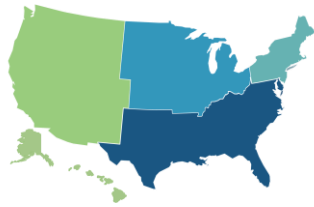


### BRANDS

CRAFTSMAN, Ryobi, Stihl and John Deere increased significantly YOY. Other decreased significantly YOY.



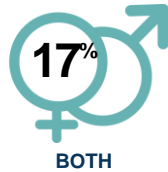
### Census Region



**78%**  
Own Home

**63%**  
Are Married

### Shopper Gender

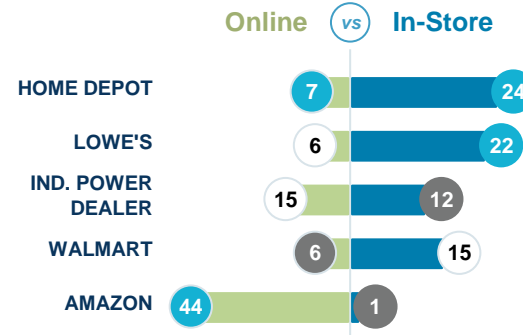


### Why Behind the Buy?



### Market Dollar Share

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



### How Much is Being Paid?

The industry average price paid is \$27. The largest YOY gain for average price is Lowe's. On average, buyers pay \$6 less in-store vs online.

#### Total Average Price

12M End Dec '21      12M End Dec '22



12M End Dec '22