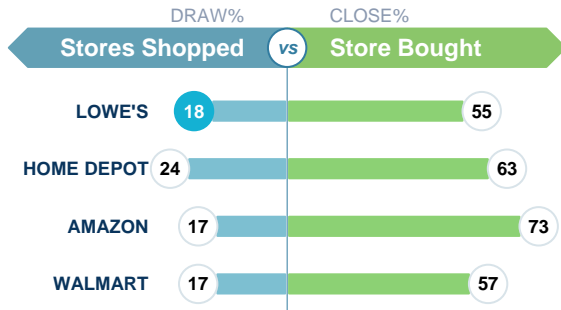


## Which Stores Consumers Shopped & Bought

**Draw:** Lowe's increased significantly YOY.  
**Close:** No significance for any Close Rates.



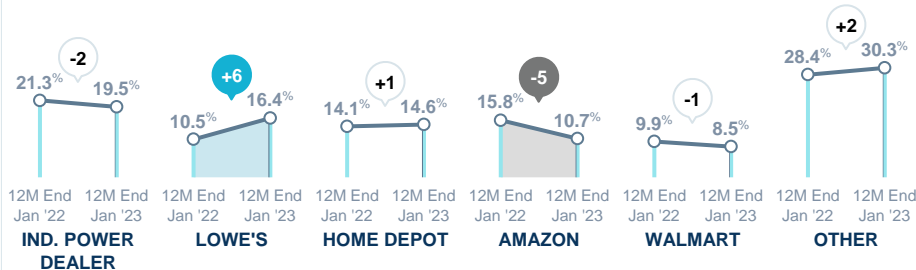
## Where Consumers Buy: Online vs In-Store



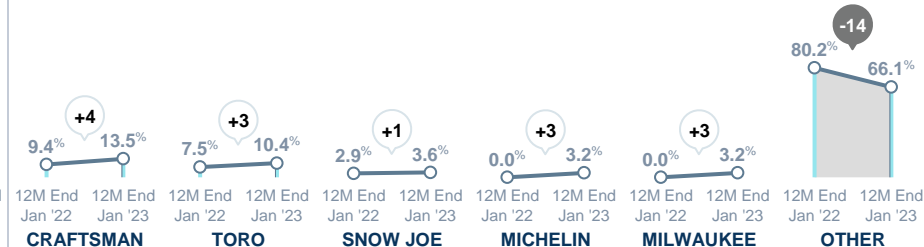
**Change in online purchase - YOY**

## Who's Winning Consumer Dollars

**STORES** Lowe's increased significantly YOY. Amazon decreased significantly YOY.

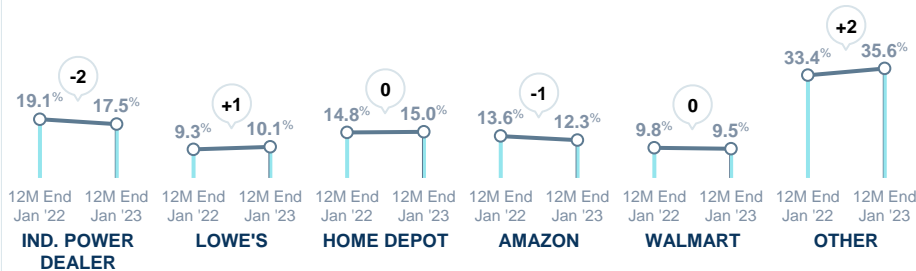


**BRANDS** Other decreased significantly YOY.

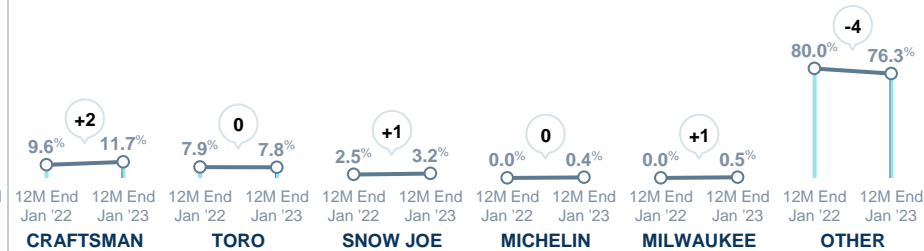


## Who's Selling the Most Units

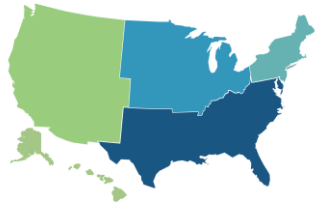
**STORES** No significance for any Shares.



**BRANDS** No significance for any Shares.



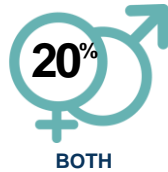
### Census Region



**83%**  
Own Home

**66%**  
Are Married

### Shopper Gender

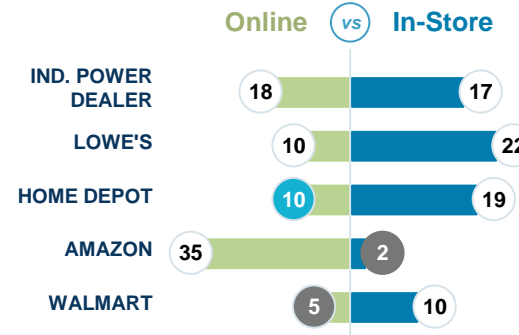


### Why Behind the Buy?



### Market Dollar Share

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

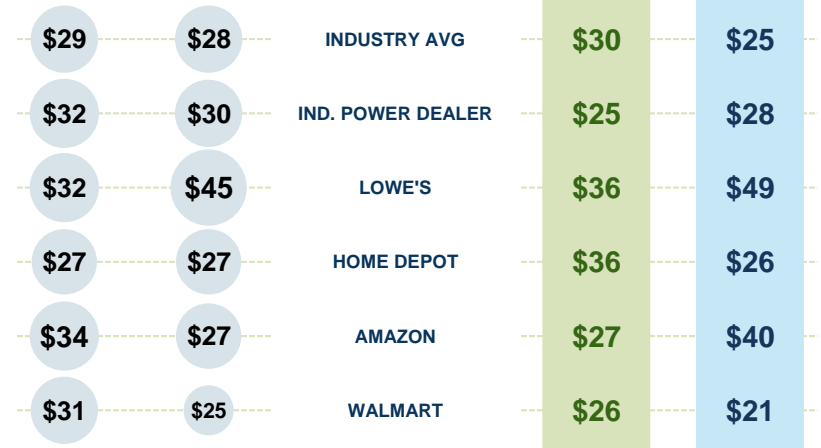


### How Much is Being Paid?

The industry average price paid is \$28. The largest YOY gain for average price is Lowe's. On average, buyers pay \$5 less in-store vs online.

#### Total Average Price

12M End Jan '22      12M End Jan '23



12M End Jan '23