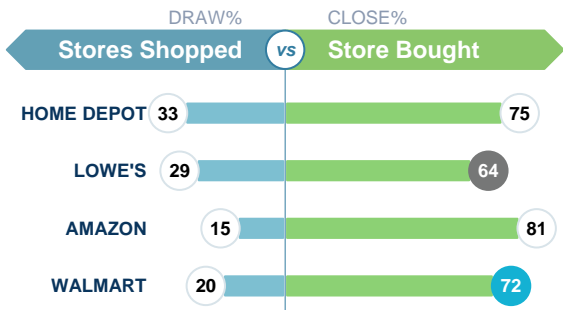


OPE PARTS LINE/ STRING TRIMMER

Which Stores Consumers Shopped & Bought

Draw: No significance for any Draw Rates.

Close: Walmart increased while Lowe's decreased significantly YOY.



Where Consumers Buy: Online vs In-Store



Change in online purchase - YOY

Who's Winning Consumer Dollars

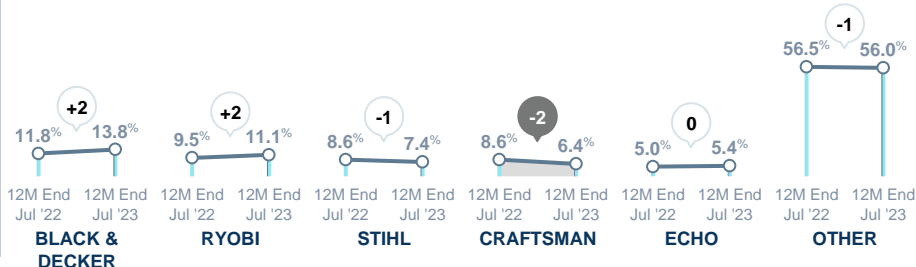
STORES

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



BRANDS

CRAFTSMAN decreased significantly YOY.



Who's Selling the Most Units

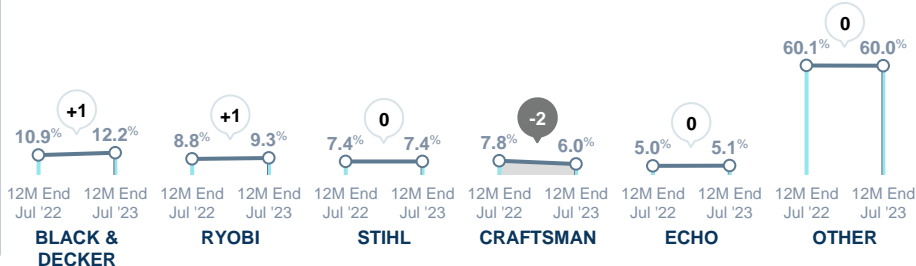
STORES

Ind. Power Dealer decreased significantly YOY.

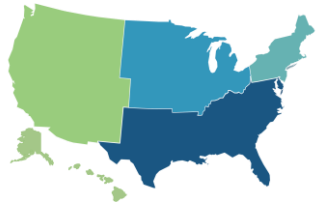


BRANDS

CRAFTSMAN decreased significantly YOY.



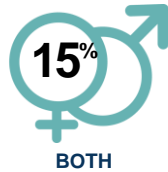
Census Region



81%
Own Home

68%
Are Married

Shopper Gender

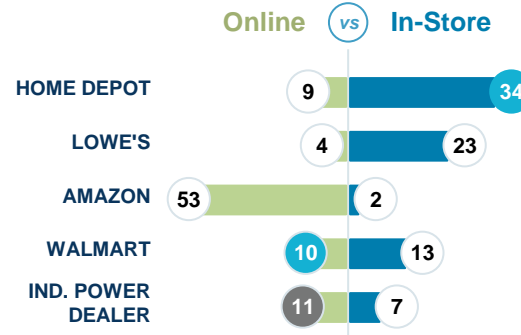


Why Behind the Buy?



Market Dollar Share

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

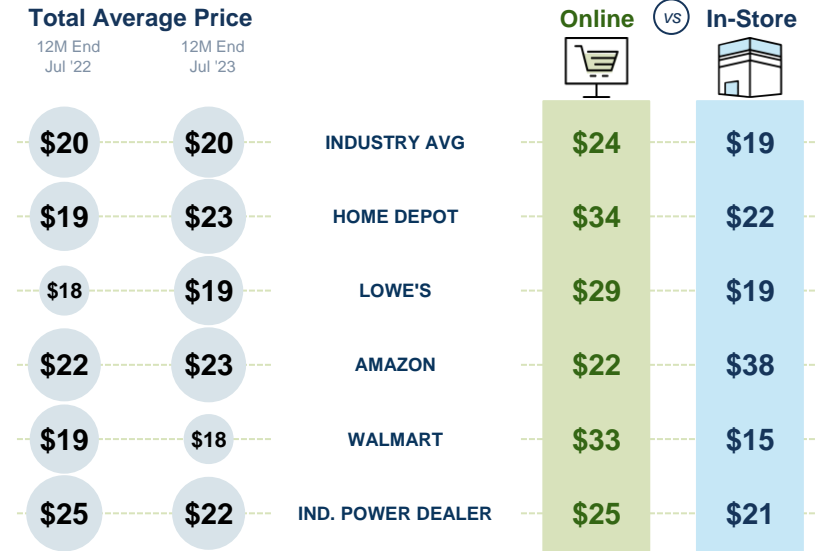


How Much is Being Paid?

The industry average price paid is \$20. The largest YOY gain for average price is Home Depot. On average, buyers pay \$5 less in-store vs online.

Total Average Price

12M End Jul '22 12M End Jul '23



12M End Jul '23