

OPE PARTS POWER LEAF BLOWER

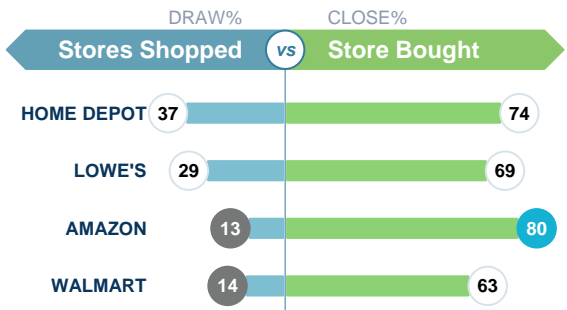
MONTHLY MARKETPLACE INFOGRAPHIC

12 MONTHS ENDING SEPTEMBER 2023



Which Stores Consumers Shopped & Bought

Draw: Amazon & Walmart decreased significantly YOY.
Close: Amazon increased significantly YOY.



Where Consumers Buy: Online vs In-Store



Change in online purchase - YOY

Who's Winning Consumer Dollars

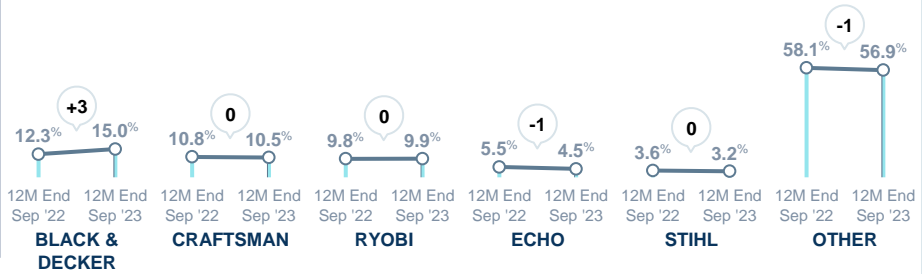
STORES

Ind. Power Dealer increased significantly YOY. Walmart and Other decreased significantly YOY.



BRANDS

No significance for any Shares.



Who's Selling the Most Units

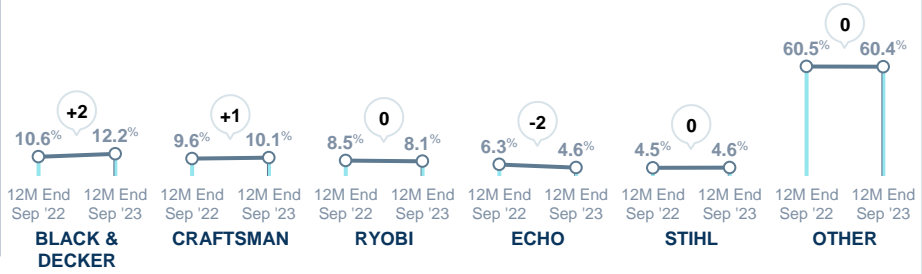
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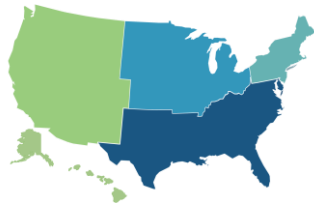
Top 5 brands & retailers (by dollar share) shown.

n = 1,375

● Significant Increase ● Significant Decrease (95% confidence)

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Census Region



73%
Own Home

55%
Are Married

Shopper Gender



MALE



FEMALE



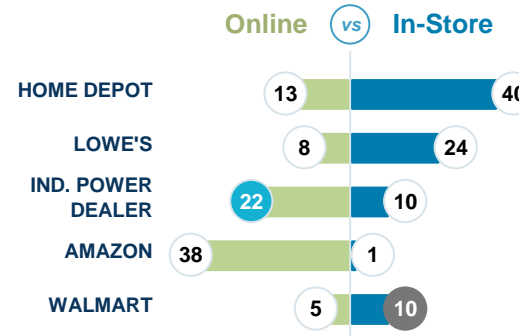
BOTH

Why Behind the Buy?



Market Dollar Share

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

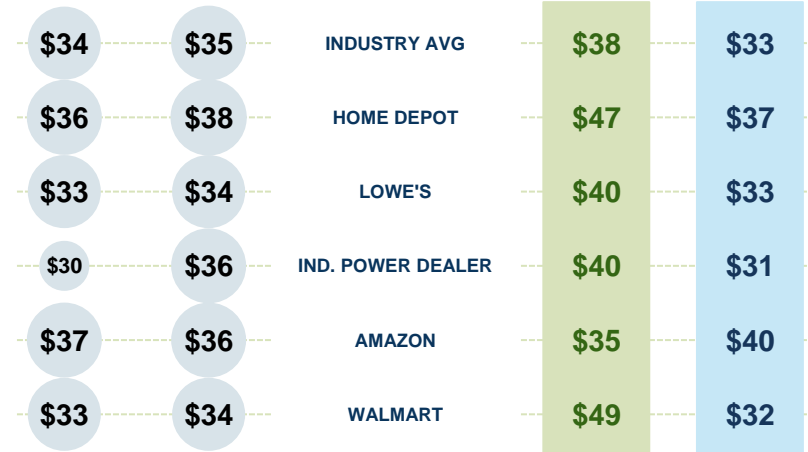


How Much is Being Paid?

The industry average price paid is \$35. The largest YOY gain for average price is Ind. Power Dealer. On average, buyers pay \$5 less in-store vs online.

Total Average Price

12M End Sep '22 | 12M End Sep '23



12M End Sep '23