

# OPEN PARTS SNOW THROWER

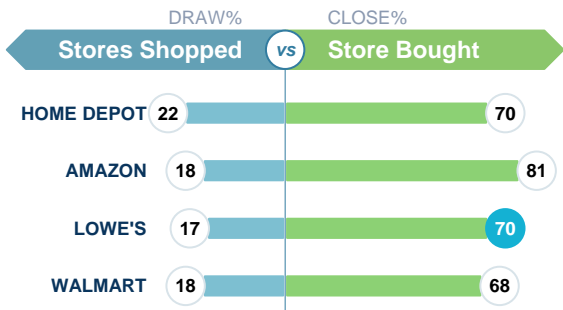
MONTHLY MARKETPLACE INFOGRAPHIC

12 MONTHS ENDING JANUARY 2024



## Which Stores Consumers Shopped & Bought

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



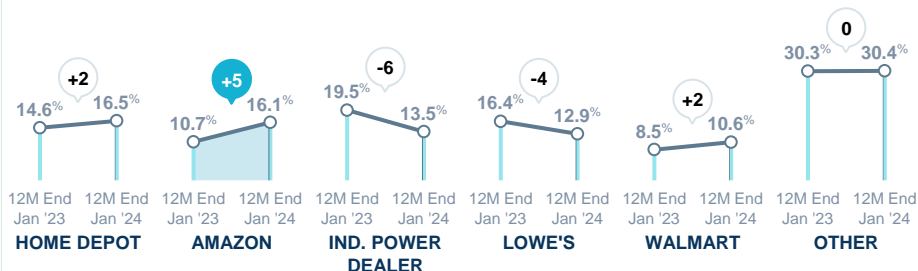
## Where Consumers Buy: Online vs In-Store



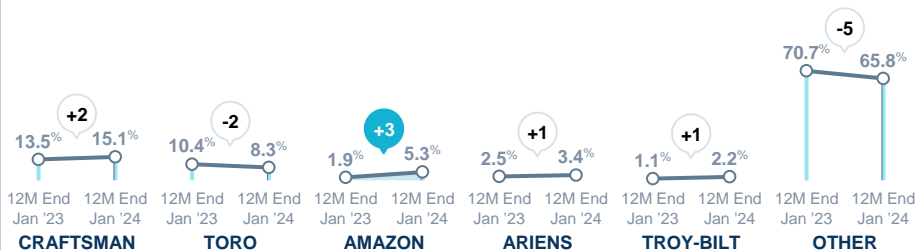
Change in online purchase - YOY

## Who's Winning Consumer Dollars

STORES Amazon increased significantly YOY.

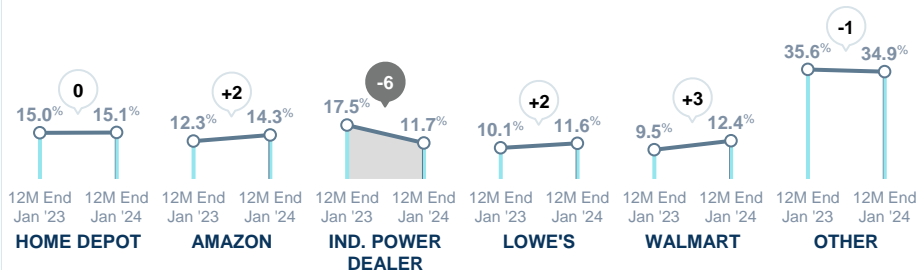


BRANDS Amazon increased significantly YOY.

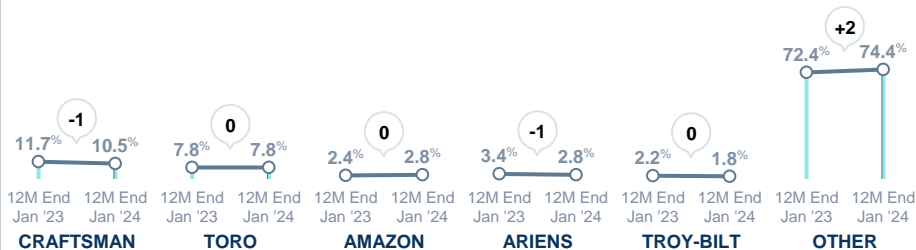


## Who's Selling the Most Units

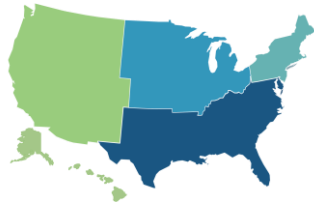
STORES Ind. Power Dealer decreased significantly YOY.



BRANDS No significance for any Shares.



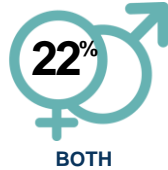
### Census Region



79%  
Own Home

63%  
Are Married

### Shopper Gender

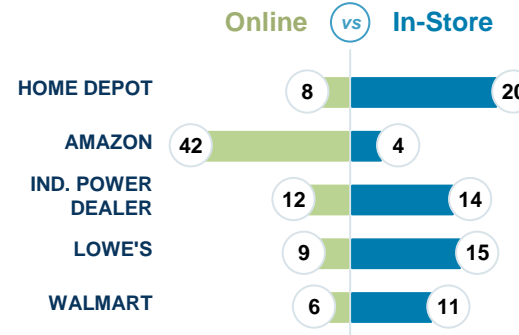


### Why Behind the Buy?



### Market Dollar Share

No significance for any Online or In-Store Market Share.

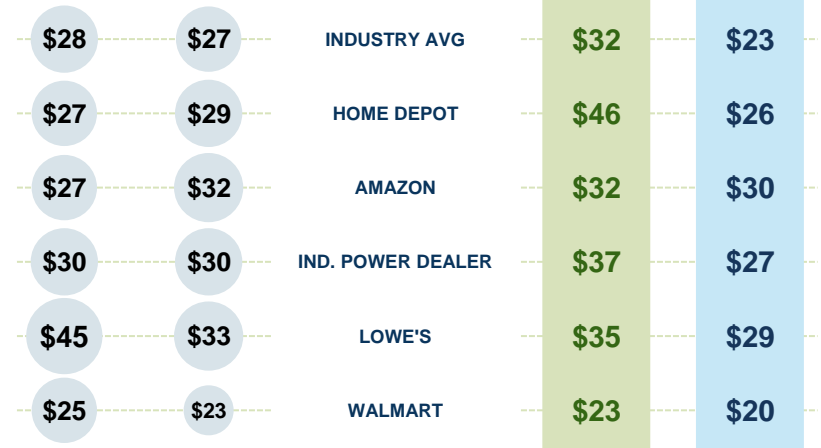


### How Much is Being Paid?

The industry average price paid is \$27. The largest YOY gain for average price is Amazon. On average, buyers pay \$9 less in-store vs online.

#### Total Average Price

12M End Jan '23 | 12M End Jan '24



12M End Jan '24