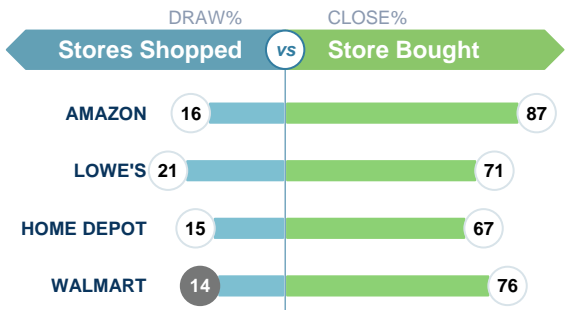


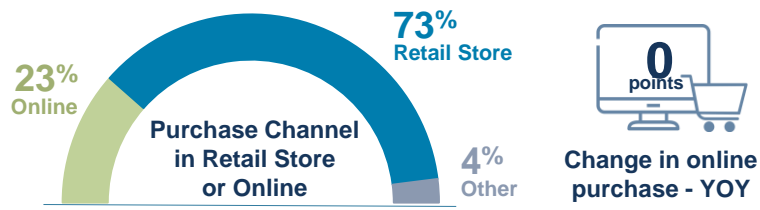
OPE PARTS RIDING/ ZERO TURN MOWER

Which Stores Consumers Shopped & Bought

Draw: Walmart decreased significantly YOY.
Close: No significance for any Close Rates.

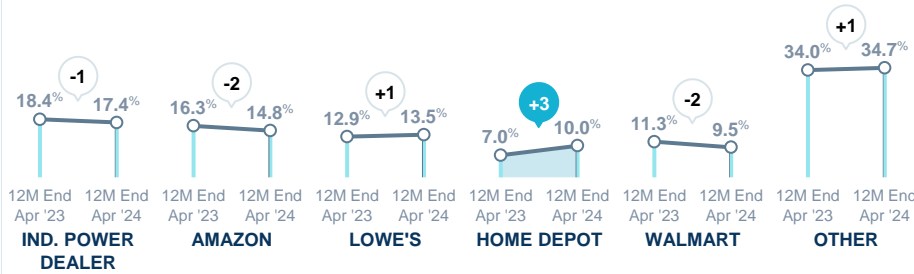


Where Consumers Buy: Online vs In-Store

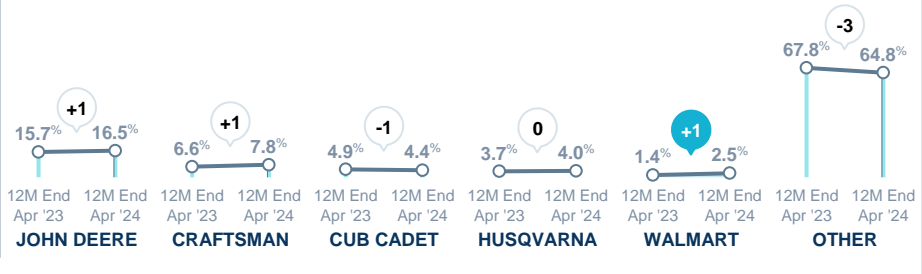


Who's Winning Consumer Dollars

STORES Home Depot increased significantly YOY.

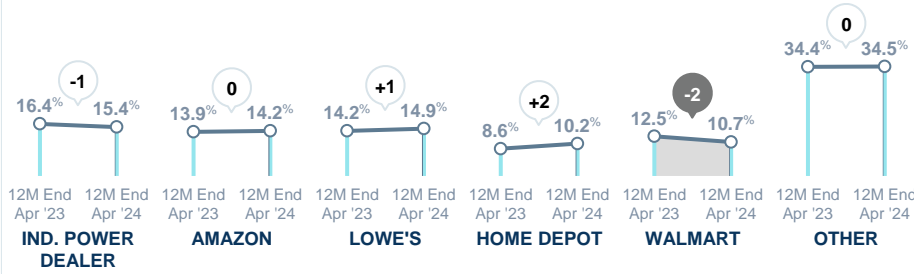


BRANDS Walmart increased significantly YOY.

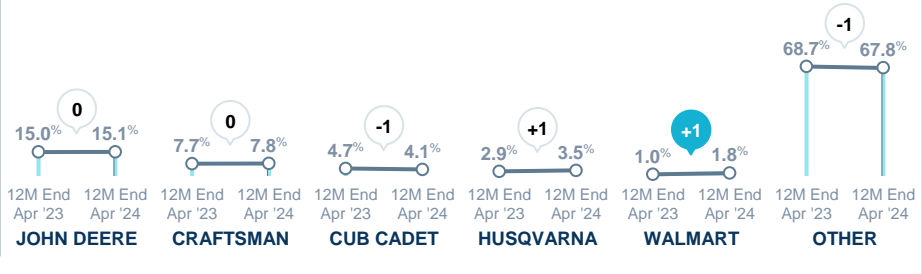


Who's Selling the Most Units

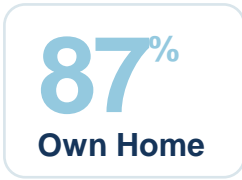
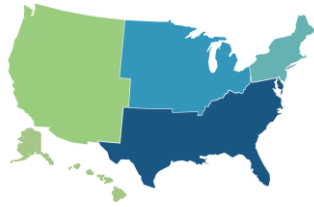
STORES Walmart decreased significantly YOY.



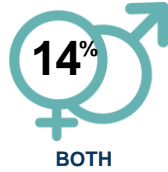
BRANDS Walmart increased significantly YOY.



Census Region



Shopper Gender

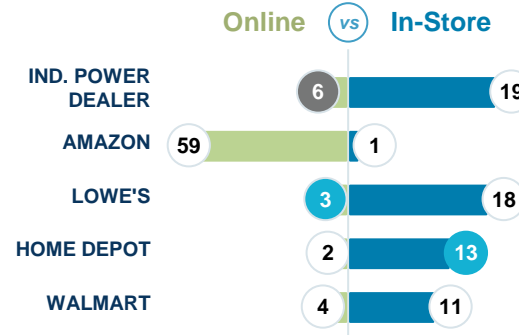


Why Behind the Buy?



Market Dollar Share

Low's 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 \$30. The largest YOY gain for average price is Home Depot. On average, buyers pay \$1 less in-store vs online.

Total Average Price

12M End Apr '23 | 12M End Apr '24



12M End Apr '24