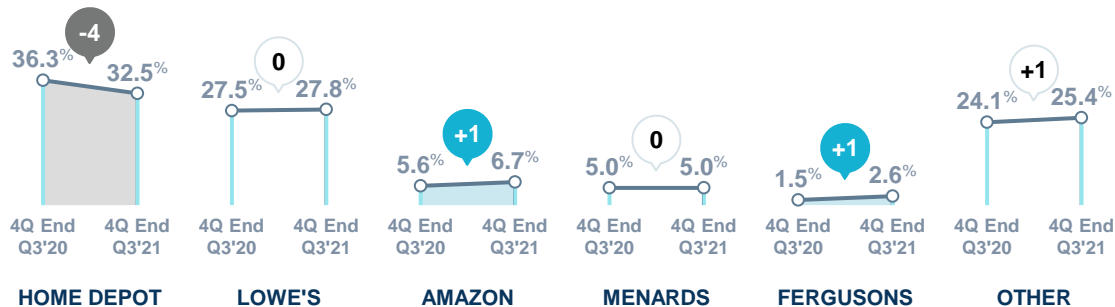


Who's Winning Consumer Dollars

STORES

Amazon and Fergusons increased significantly YOY. Home Depot decreased significantly YOY.



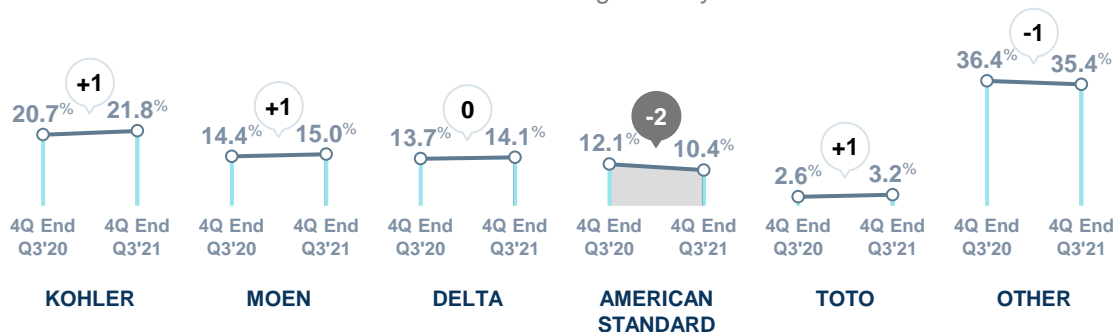
Why Behind the Buy?

STORES

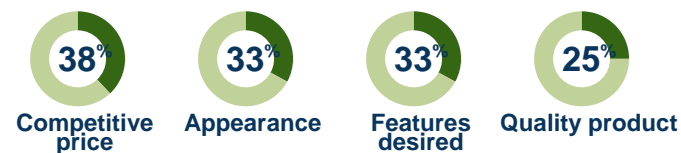


BRANDS

American Standard decreased significantly YOY.



BRANDS



Where Consumers Buy: Online vs In-Store

44% Shop Online

25% Online



44% of consumers shop online. 25% buy online, which is a 4 point significant increase vs last year.

+4 points Change in online purchase - YOY

Ship to Store (online buyers)

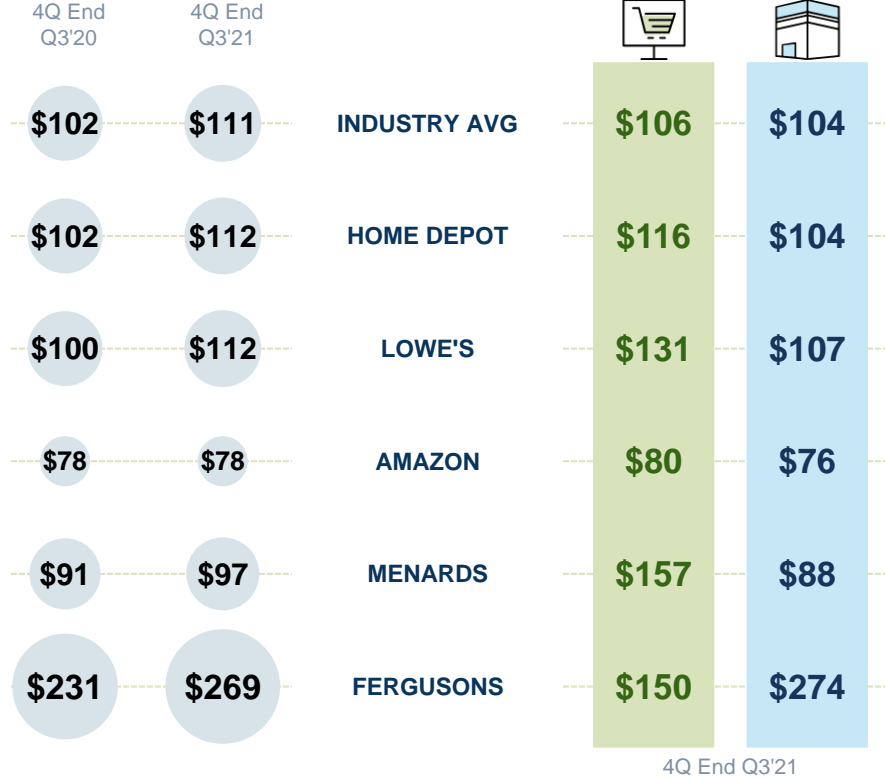


● Significant Increase ● Significant Decrease (95% Confidence Level)
Top 5 brands & retailers (by dollar share) shown.

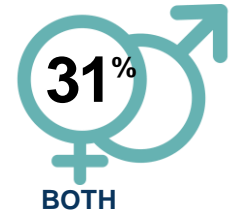
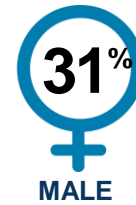
How Much is Being Paid?

The industry average price paid is \$111. The largest YOY gain for average price is Fergusons. On average, buyers pay \$2 less in-store vs online.

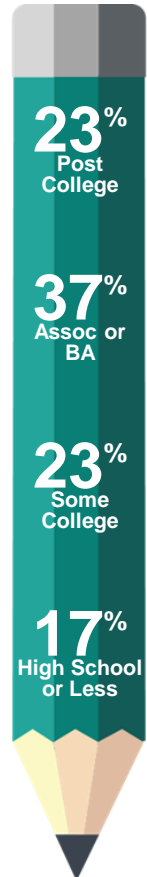
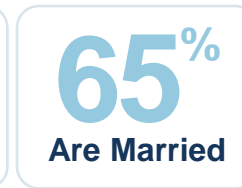
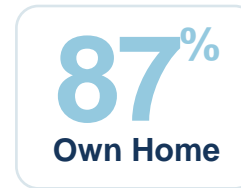
Total Average Price



Shopper Gender



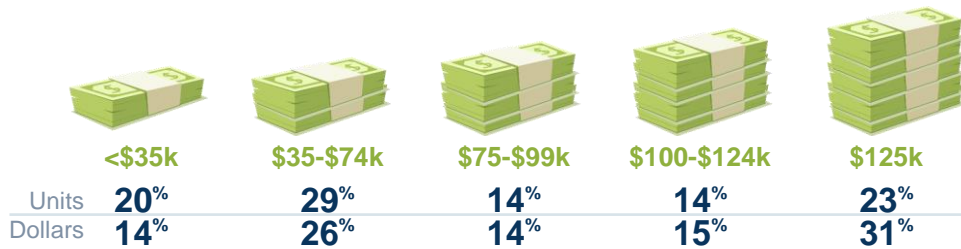
Education



Employment



Household Average Income



Why Buy Product?

