

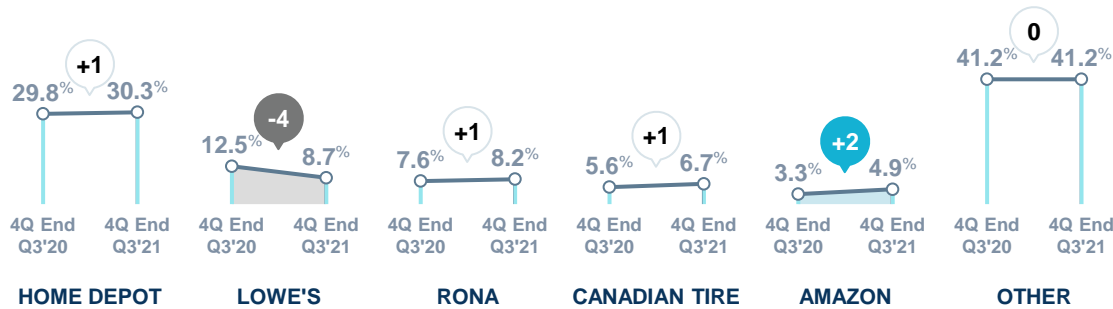
BATHROOM FIXTURES COMPOSITE - 22

CANADA MARKETPLACE INFOGRAPHIC
4 QUARTERS ENDING Q3 2021

Who's Winning Consumer Dollars

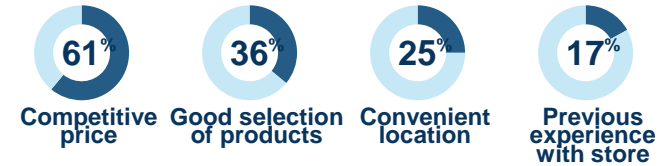
STORES

Amazon increased significantly YOY. Lowe's decreased significantly YOY.



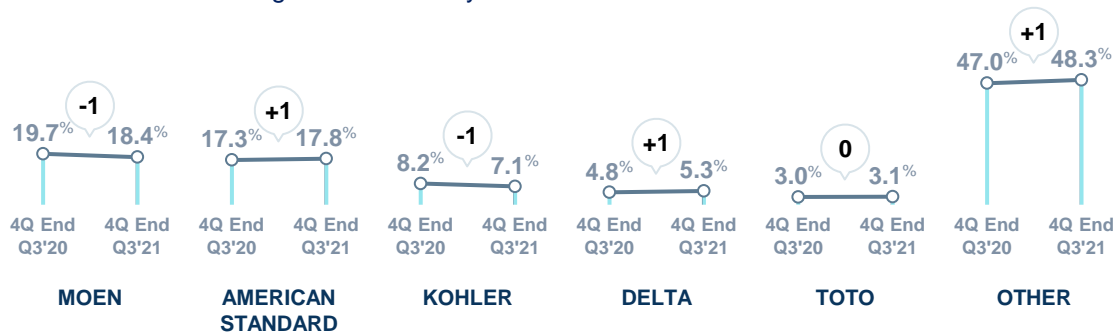
Why Behind the Buy?

STORES

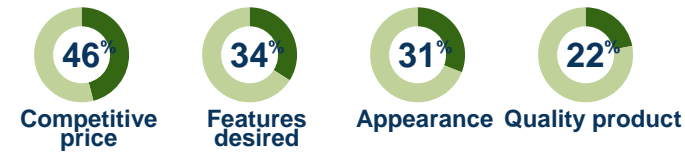


BRANDS

No significance for any Shares.



BRANDS



Where Consumers Buy: Online vs In-Store

39%
Shop Online

16%
Online



77%
Retail Store

7%
Other

39% of consumers shop online. 16% buy online, which is a 3 point increase vs last year.

+3
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.

n = 2,336

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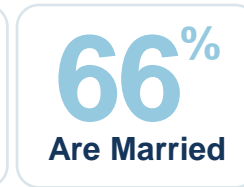
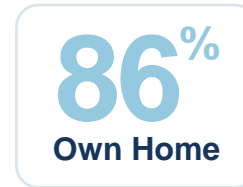
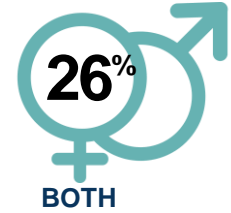
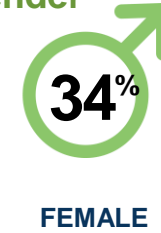
How Much is Being Paid?

The industry average price paid is \$143. The largest YOY gain for average price is Amazon. On average, buyers pay \$1 more in-store vs online.

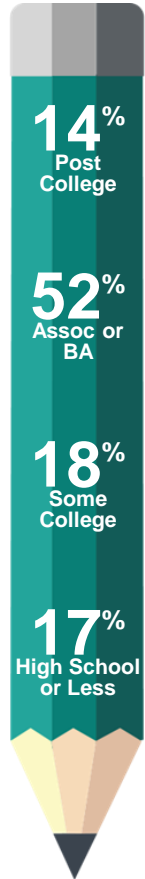
Total Average Price



Shopper Gender



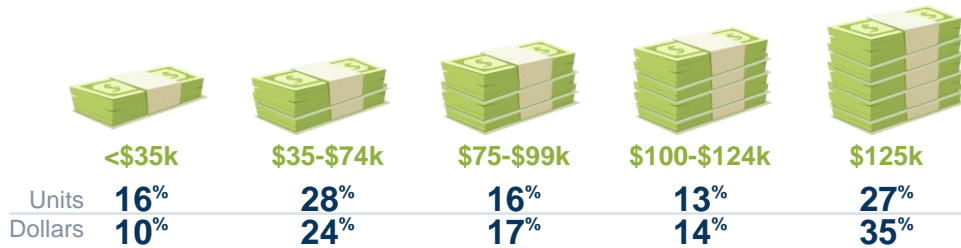
Education



Employment



Household Average Income



Why Buy Product?

