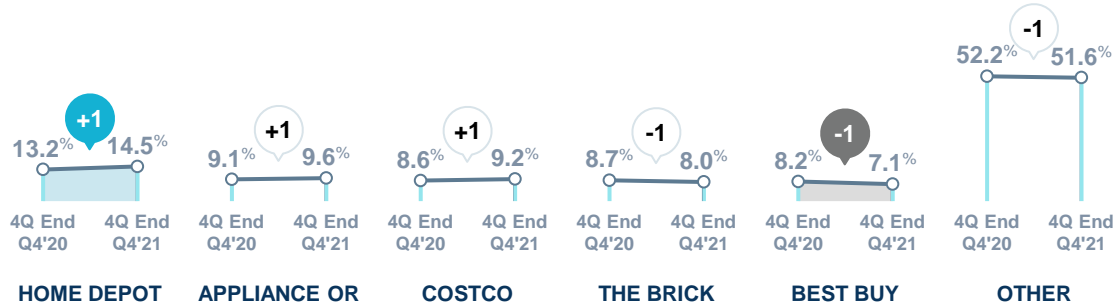


TOTAL MAJORS/ CORE APPLIANCE PRODUCTS

Who's Winning Consumer Dollars

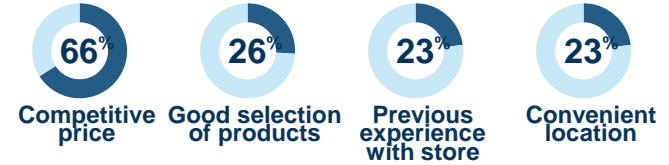
STORES

Home Depot increased significantly YOY. Best Buy decreased significantly YOY.



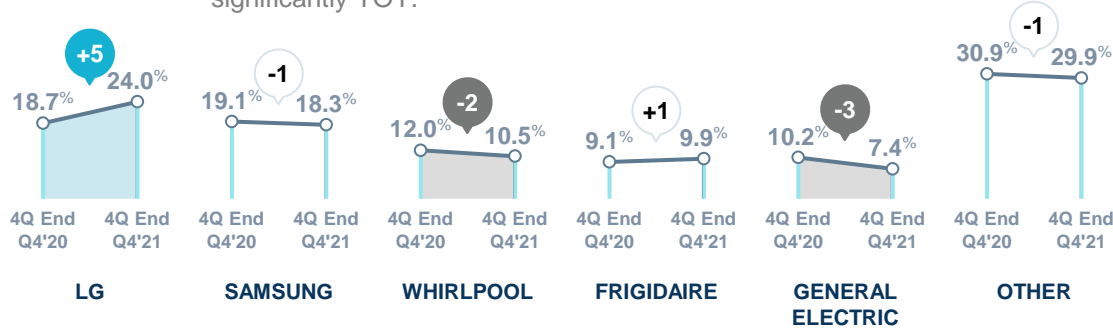
Why Behind the Buy?

STORES



BRANDS

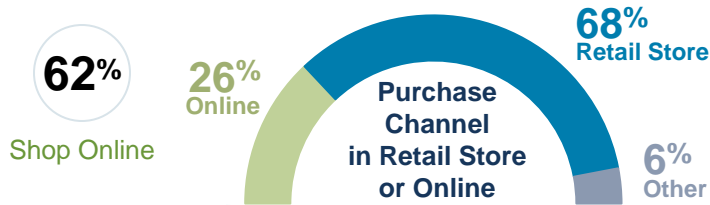
LG increased significantly YOY. Whirlpool and General Electric decreased significantly YOY.



BRANDS



Where Consumers Buy: Online vs In-Store



62% of consumers shop online. 26% buy online, which is a 2 point significant increase vs last year.

+2 points Change in online purchase - YOY

Ship to Store (online buyers)

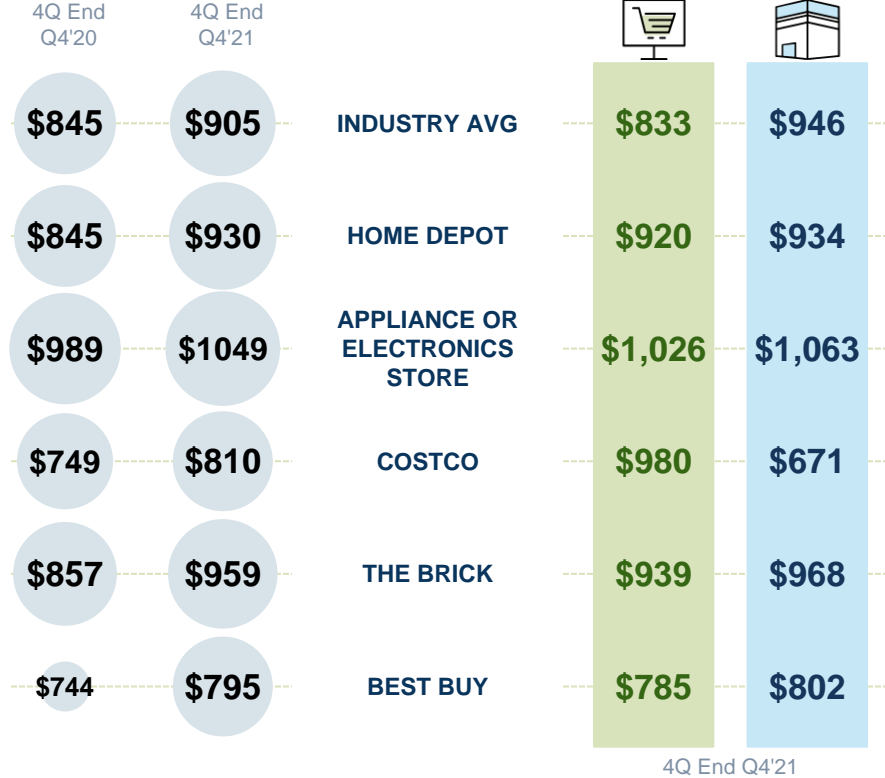


● Significant Increase ● Significant Decrease (95% Confidence Level)
Top 5 brands & retailers (by dollar share) shown.

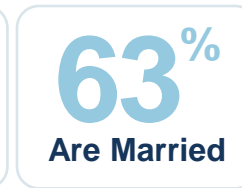
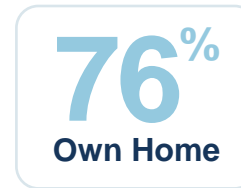
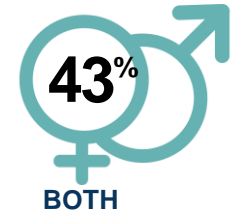
How Much is Being Paid?

The industry average price paid is \$905. The largest YOY gain for average price is The Brick. On average, buyers pay \$113 more in-store vs online.

Total Average Price



Shopper Gender



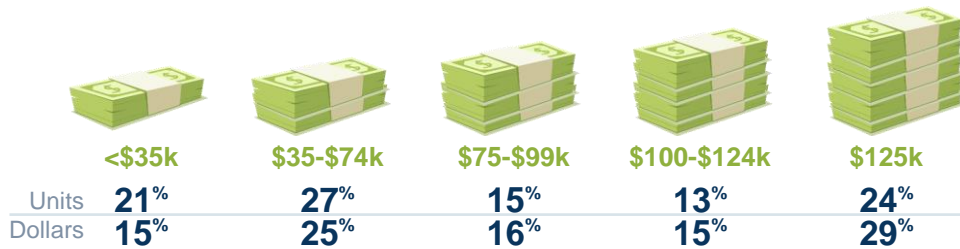
Education



Employment



Household Average Income



Why Buy Product?

