

# TOTAL MAJORS/ CORE APPLIANCE PRODUCTS

## Who's Winning Consumer Dollars

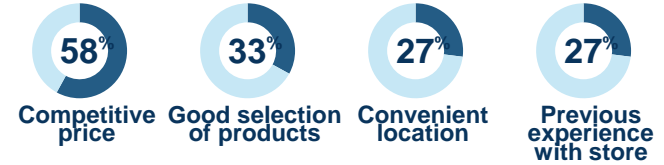
### STORES

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



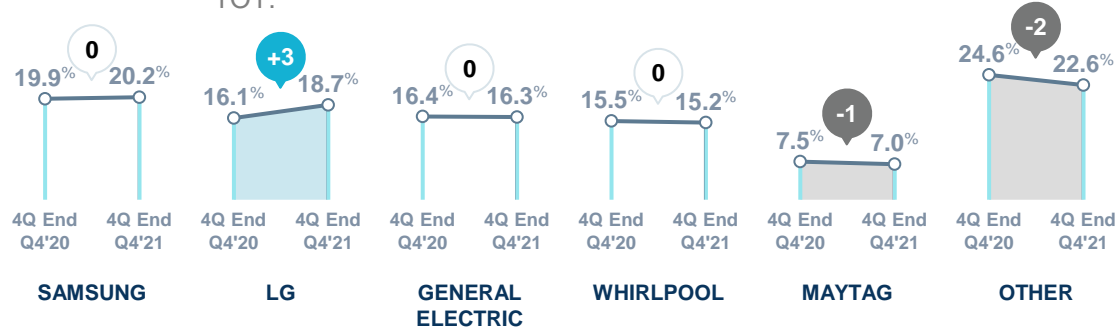
### Why Behind the Buy?

#### STORES



### BRANDS

LG increased significantly YOY. Maytag and Other decreased significantly YOY.



#### BRANDS



### Where Consumers Buy: Online vs In-Store



60% of consumers shop online. 26% buy online, which is a 1 point significant increase vs last year.

**+1 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.

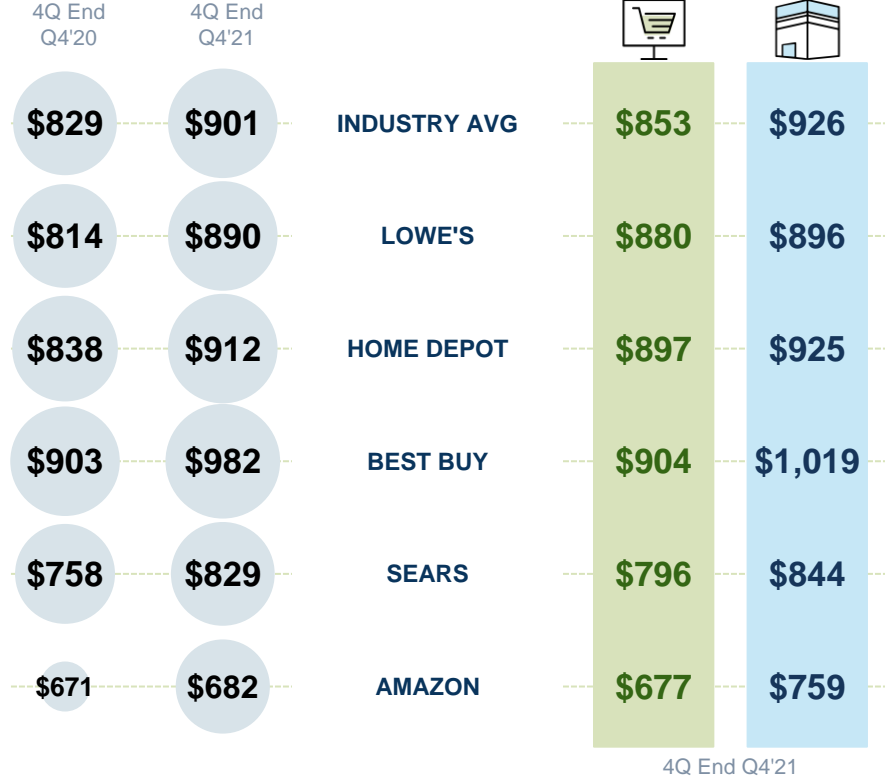
n = 93,004

© 2022 TraQline - Confidential

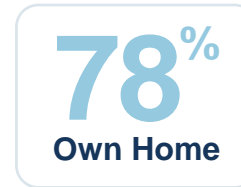
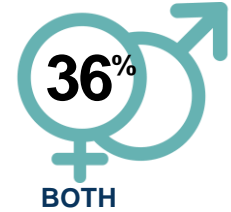
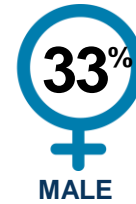
## How Much is Being Paid?

The industry average price paid is \$901. The largest YOY gain for average price is Best Buy. On average, buyers pay \$73 more in-store vs online.

### Total Average Price



## Shopper Gender



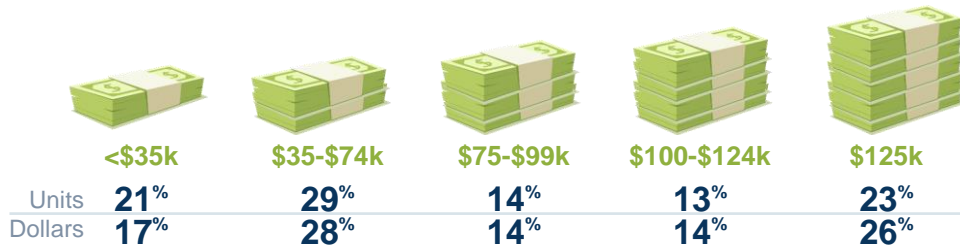
## Education



## Employment



## Household Average Income



## Why Buy Product?

