

Who's Winning Consumer Dollars

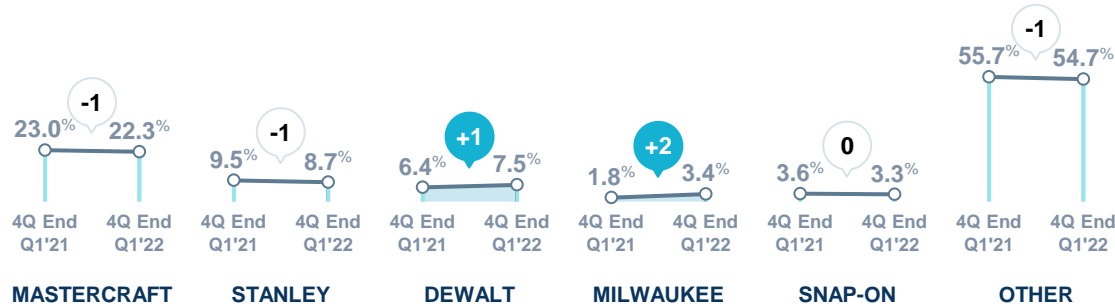
STORES

Amazon increased significantly YOY. Home Depot decreased significantly YOY.



BRANDS

DEWALT and Milwaukee increased significantly YOY.



Where Consumers Buy: Online vs In-Store

27%
Shop Online

13%
Online



81%
Retail Store

5%
Other

27% of consumers shop online. 13% buy online, which is no different vs last year.

0
points
Change in online purchase - YOY

Why Behind the Buy?

STORES



BRANDS



Ship to Store (online buyers)



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

n = 17,537

© 2022 TraQline - Confidential

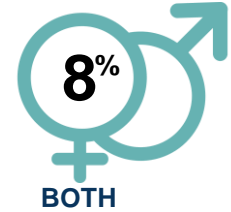
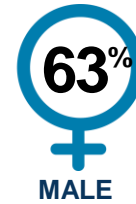
How Much is Being Paid?

The industry average price paid is \$31. The largest YOY gain for average price is Home Hardware. On average, buyers pay \$8 less in-store vs online.

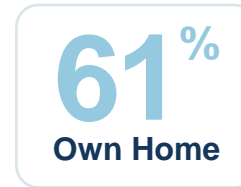
Total Average Price



Shopper Gender



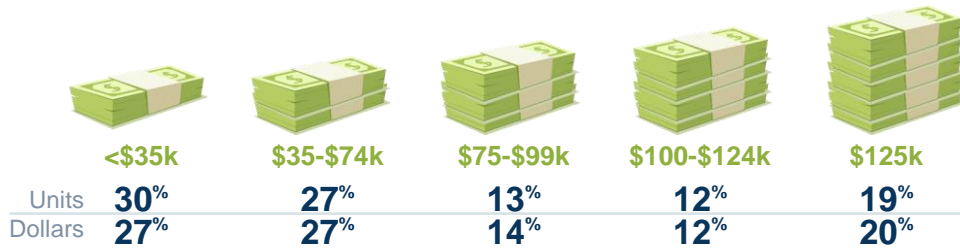
Education



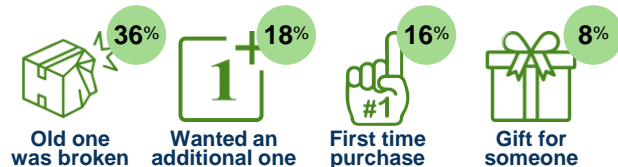
Employment



Household Average Income



Why Buy Product?



n = 17,537

This specialized infographic provides HIRI members with a basic overview of the purchasing trends within the marketplace.

More information is available online at www.traqline.com/HIRI

© 2022 TraQline - Confidential