

Who's Winning Consumer Dollars

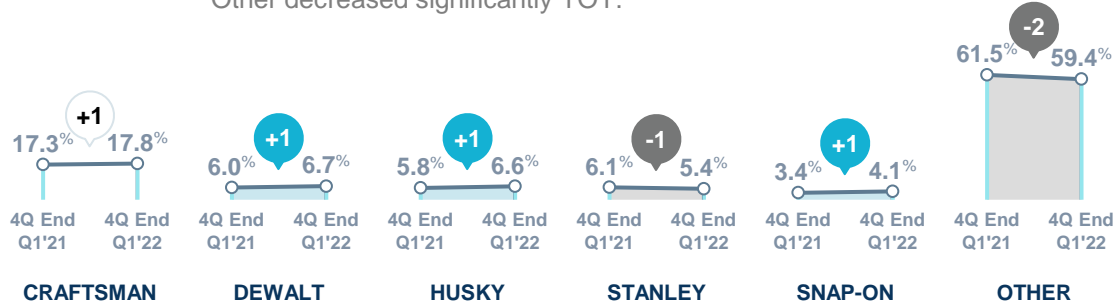
STORES

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



BRANDS

DEWALT, Husky and Snap-On increased significantly YOY. Stanley and Other decreased significantly YOY.



Where Consumers Buy: Online vs In-Store

27%
Shop Online



27% of consumers shop online. 16% buy online, which is a 1 point significant decrease vs last year.

-1 points
Change in online purchase - YOY

Why Behind the Buy?

STORES



BRANDS

Brand data unavailable

Ship to Store (online buyers)



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

n = 151,358

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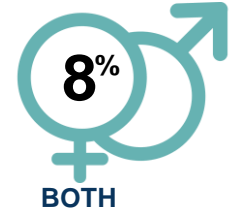
How Much is Being Paid?

The industry average price paid is \$34. The largest YOY gain for average price is Sears. On average, buyers pay \$16 less in-store vs online.

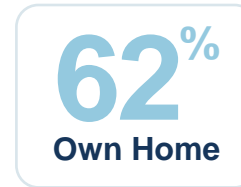
Total Average Price



Shopper Gender



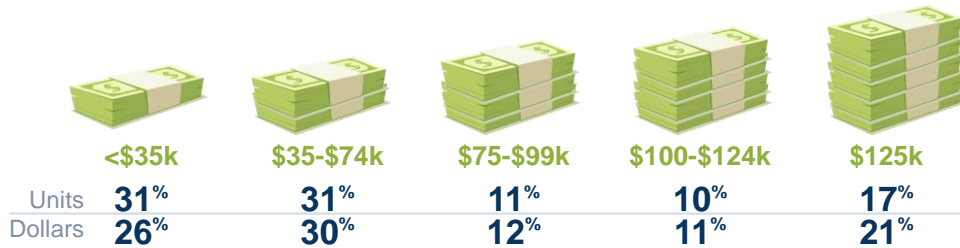
Education



Employment



Household Average Income



Why Buy Product?

