

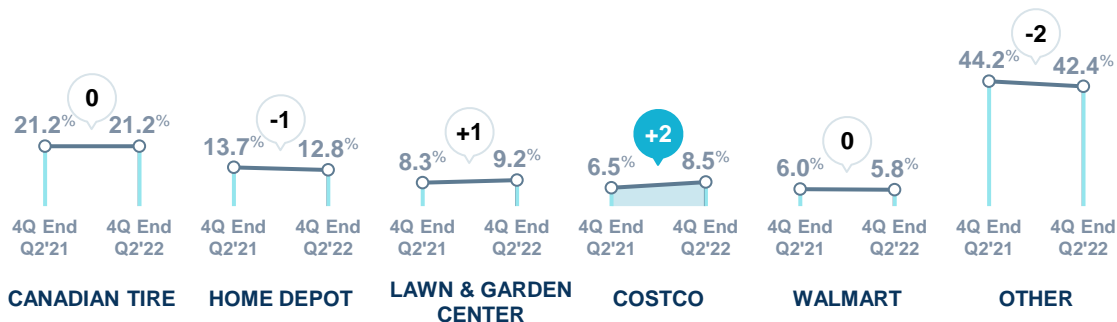
OUTDOOR NON-POWERED PRODUCTS

CANADA MARKETPLACE INFOGRAPHIC
4 QUARTERS ENDING Q2 2022

Who's Winning Consumer Dollars

STORES

Costco increased significantly YOY.



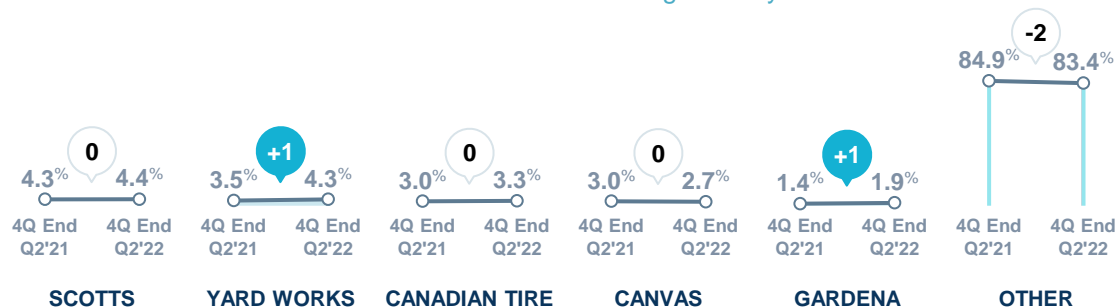
Why Behind the Buy?

STORES



BRANDS

Yard Works and Gardena increased significantly YOY.



BRANDS

Brand data unavailable

Where Consumers Buy: Online vs In-Store



22% of consumers shop online. 11% buy online, which is a 2 point significant decrease 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.

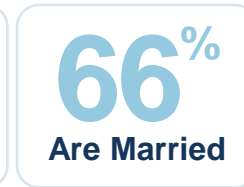
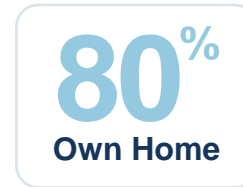
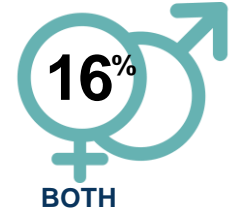
How Much is Being Paid?

The industry average price paid is \$64. The largest YOY gain for average price is Costco. On average, buyers pay \$77 less in-store vs online.

Total Average Price



Shopper Gender



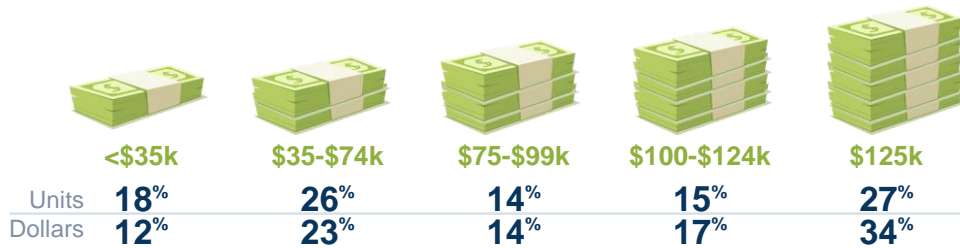
Education



Employment



Household Average Income



Why Buy Product?

