

# OUTDOOR NON-POWERED PRODUCTS

US MARKETPLACE INFOGRAPHIC  
4 QUARTERS ENDING Q2 2022

## Who's Winning Consumer Dollars

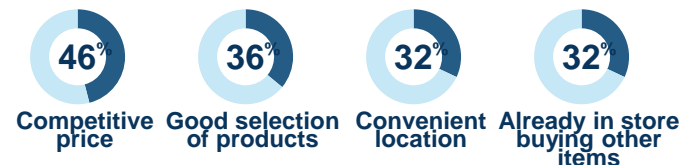
### STORES

No significance for any Shares.



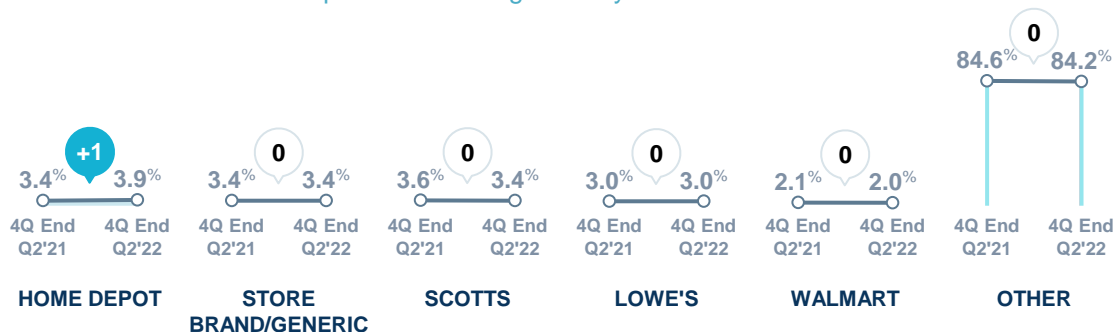
## Why Behind the Buy?

### STORES



### BRANDS

Home Depot increased significantly YOY.



### BRANDS

Brand data unavailable

## Where Consumers Buy: Online vs In-Store



24% of consumers shop online. 15% buy online, which is a 1 point significant decrease 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.

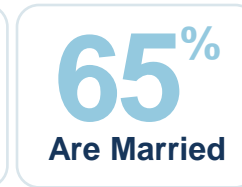
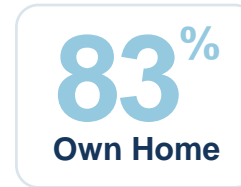
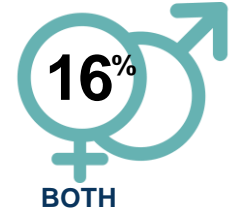
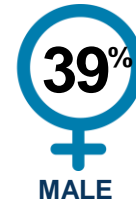
## How Much is Being Paid?

The industry average price paid is \$45. The largest YOY gain for average price is Lowe's. On average, buyers pay \$59 less in-store vs online.

### Total Average Price



## Shopper Gender



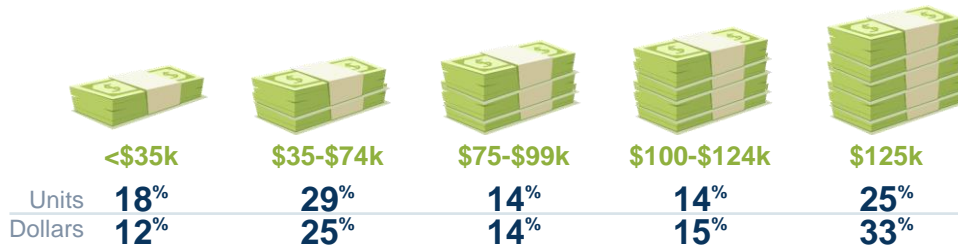
## Education



## Employment



## Household Average Income



## Why Buy Product?

