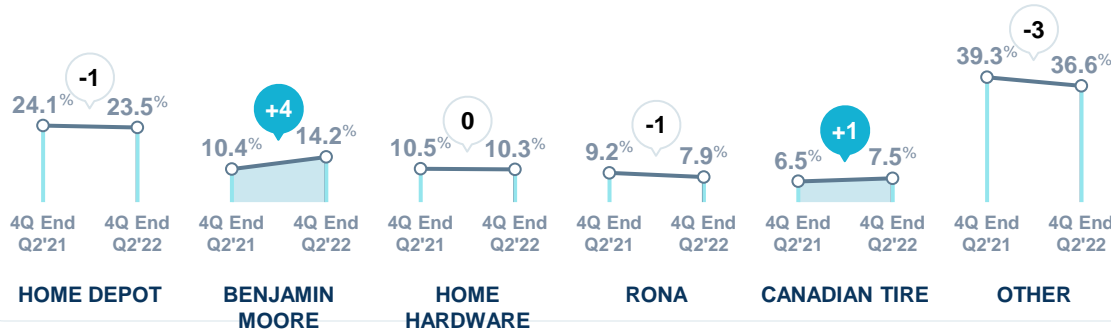


Who's Winning Consumer Dollars

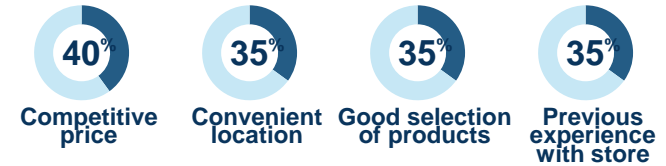
STORES

Benjamin Moore and Canadian Tire increased significantly YOY.



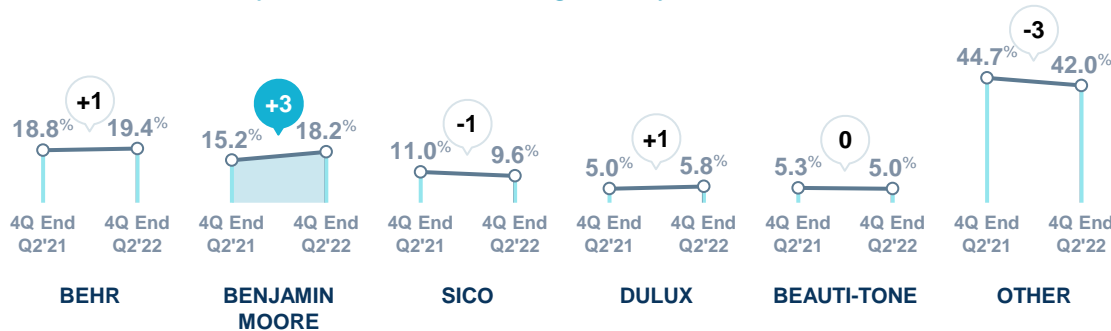
Why Behind the Buy?

STORES



BRANDS

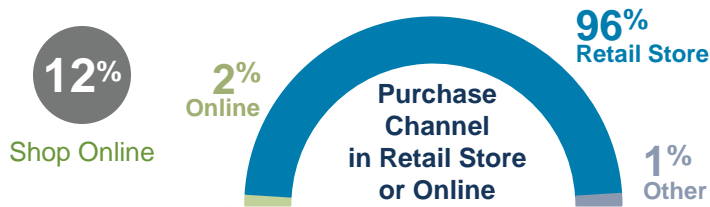
Benjamin Moore increased significantly YOY.



BRANDS



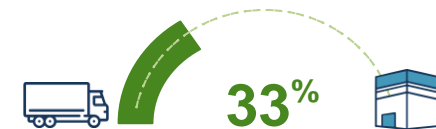
Where Consumers Buy: Online vs In-Store



12% of consumers shop online. 2% 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.

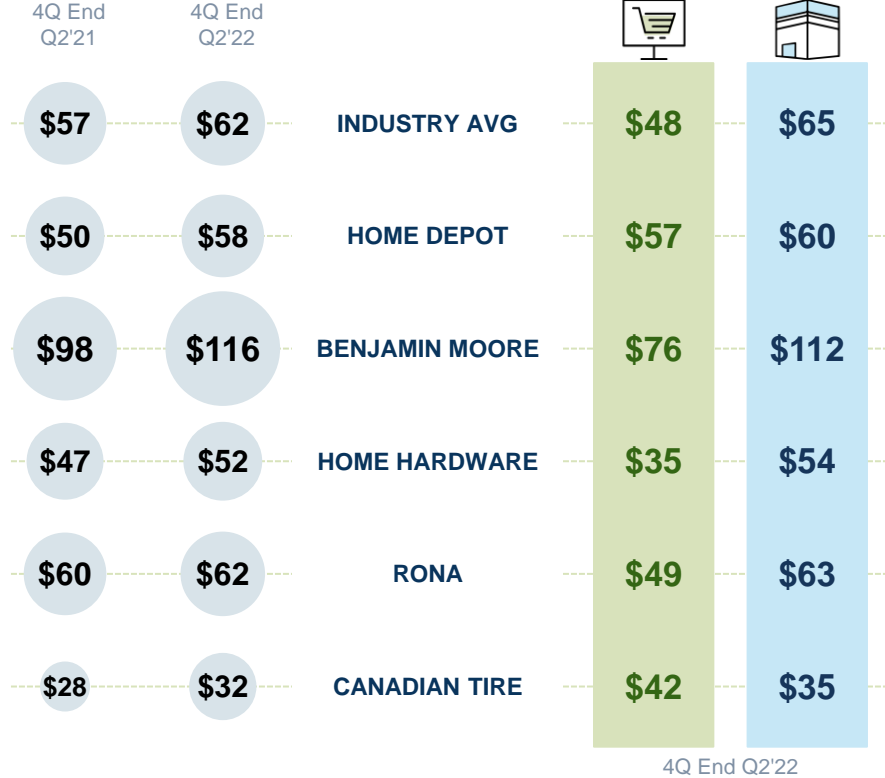
n = 13,054

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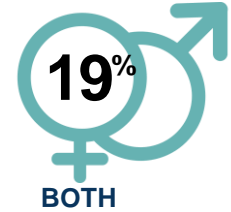
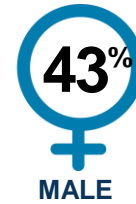
How Much is Being Paid?

The industry average price paid is \$62. The largest YOY gain for average price is Benjamin Moore. On average, buyers pay \$17 more in-store vs online.

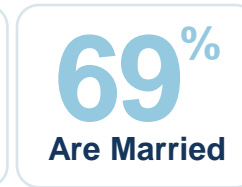
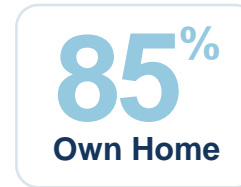
Total Average Price



Shopper Gender



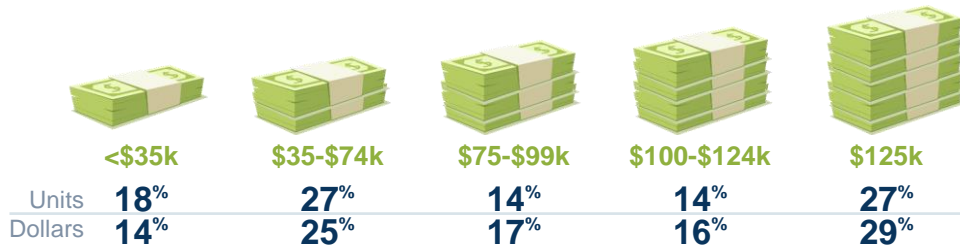
Education



Employment



Household Average Income



Why Buy Product?

