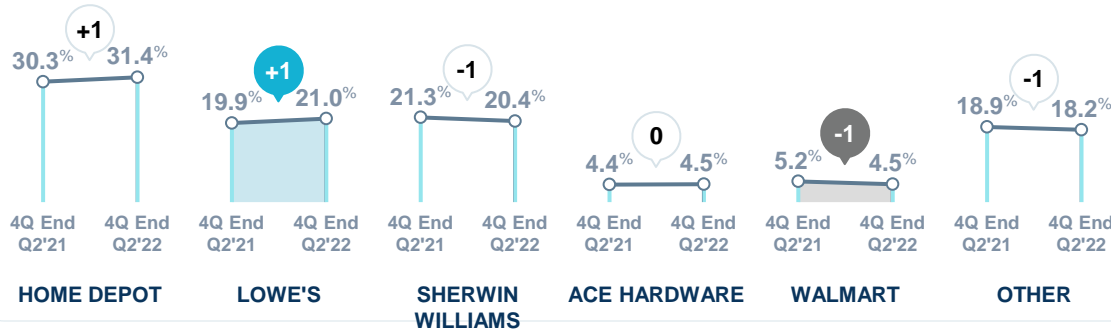


## Who's Winning Consumer Dollars

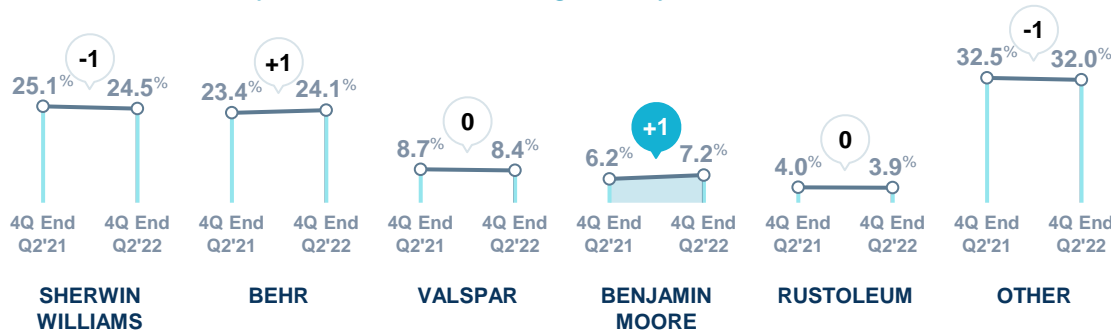
### STORES

Lowe's increased significantly YOY. Walmart decreased significantly YOY.



### BRANDS

Benjamin Moore increased significantly YOY.



## Where Consumers Buy: Online vs In-Store

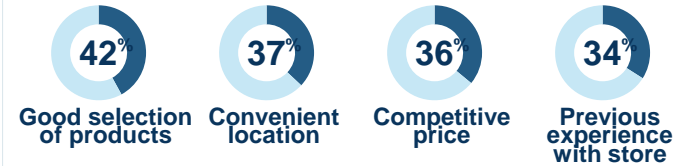


14% of consumers shop online. 4% buy online, which is a 1 point significant decrease vs last year.

**-1** points  
Change in online purchase - YOY

## Why Behind the Buy?

### STORES



### BRANDS



## Ship to Store (online buyers)



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

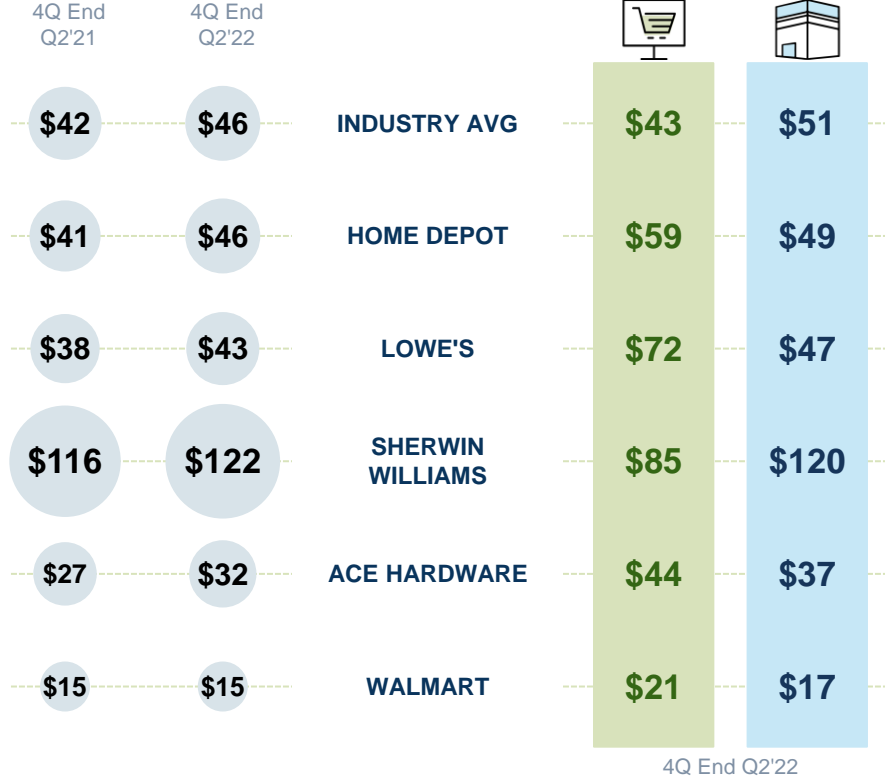
n = 69,496

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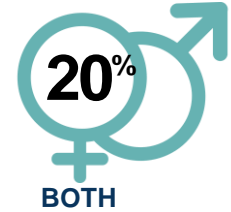
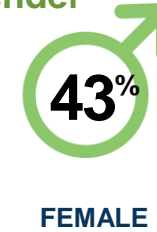
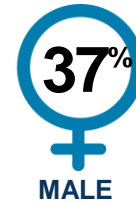
## How Much is Being Paid?

The industry average price paid is \$46. The largest YOY gain for average price is Sherwin Williams. On average, buyers pay \$8 more in-store vs online.

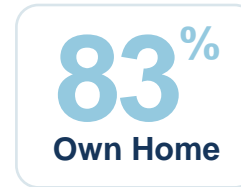
### Total Average Price



## Shopper Gender



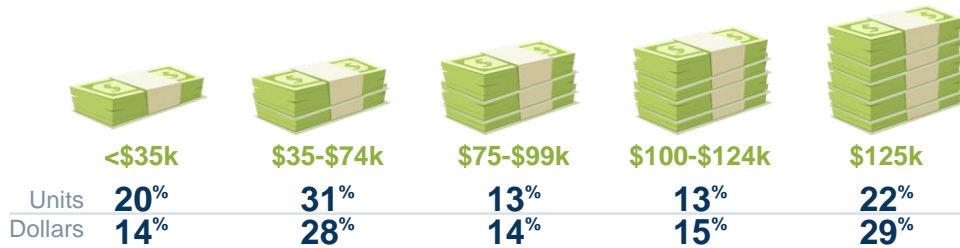
## Education



## Employment



## Household Average Income



## Why Buy Product?

