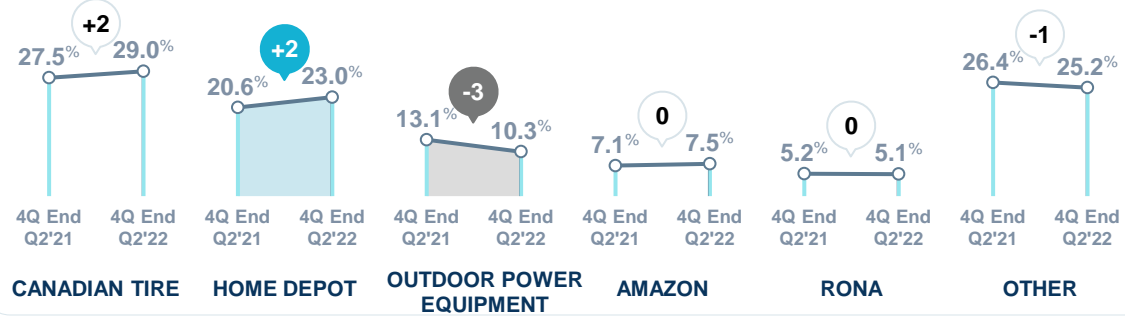


## Who's Winning Consumer Dollars

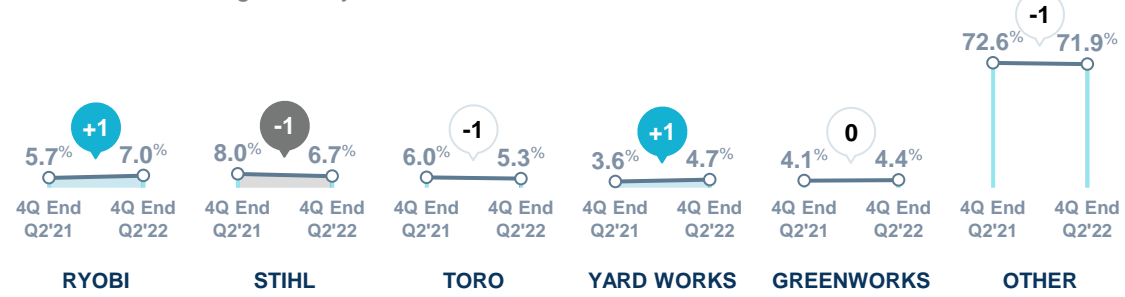
### STORES

Home Depot increased significantly YOY. Outdoor Power Equipment decreased significantly YOY.



### BRANDS

Ryobi and Yard Works increased significantly YOY. Stihl decreased significantly YOY.



## Where Consumers Buy: Online vs In-Store

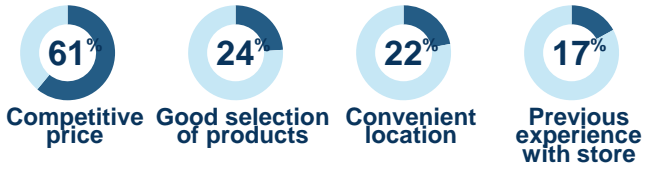


53% of consumers shop online. 24% buy online, which is a 1 point decrease vs last year.

**-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.

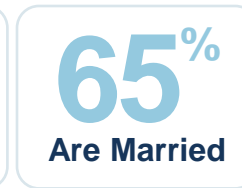
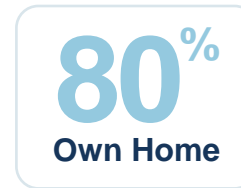
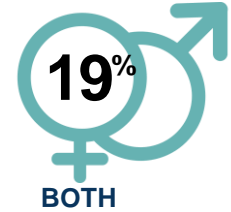
## How Much is Being Paid?

The industry average price paid is \$263. The largest YOY gain for average price is Home Depot. On average, buyers pay \$44 more in-store vs online.

### Total Average Price



## Shopper Gender



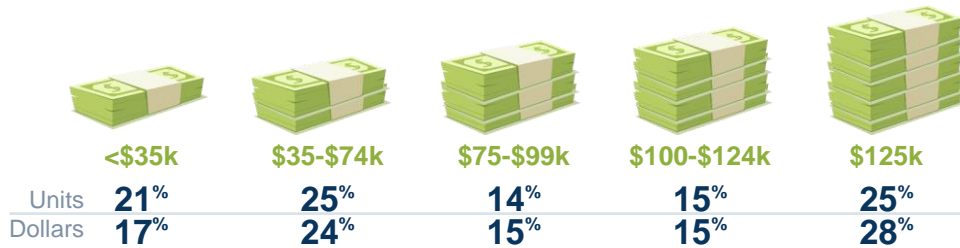
## Education



## Employment



## Household Average Income



## Why Buy Product?

