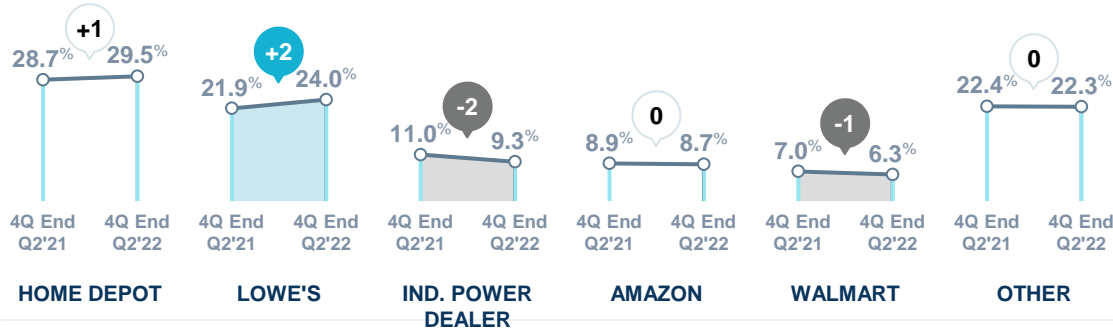


Who's Winning Consumer Dollars

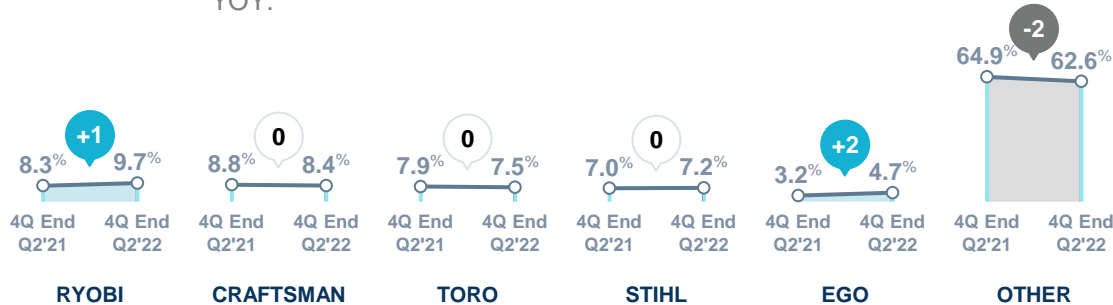
STORES

Lowe's increased significantly YOY. Ind. Power Dealer and Walmart decreased significantly YOY.



BRANDS

Ryobi and EGO increased significantly YOY. Other decreased significantly YOY.



Where Consumers Buy: Online vs In-Store

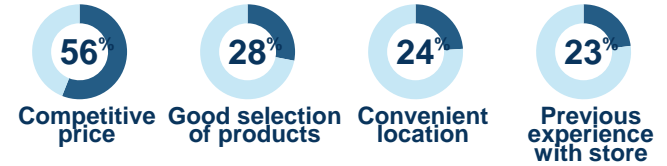


52% of consumers shop online. 28% buy online, which is a 1 point significant decrease vs last year.

-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 = 56,369

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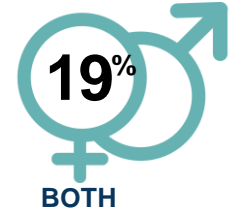
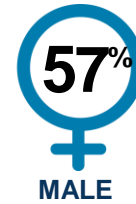
How Much is Being Paid?

The industry average price paid is \$192. The largest YOY gain for average price is Ind. Power Dealer. On average, buyers pay \$21 more in-store vs online.

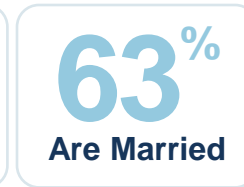
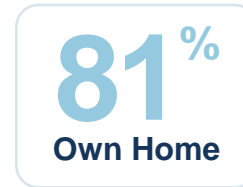
Total Average Price



Shopper Gender



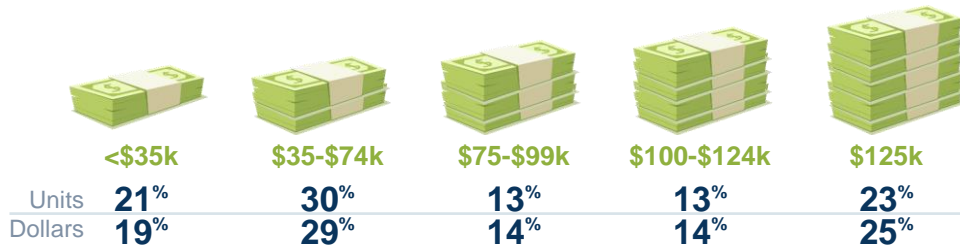
Education



Employment



Household Average Income



Why Buy Product?

