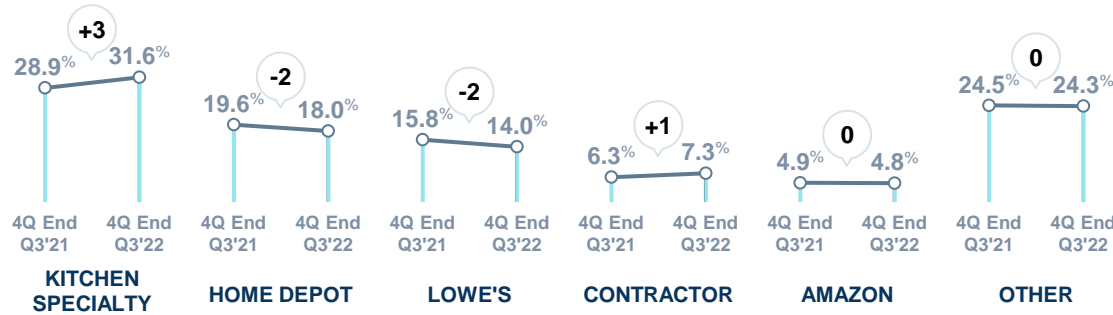


## Who's Winning Consumer Dollars

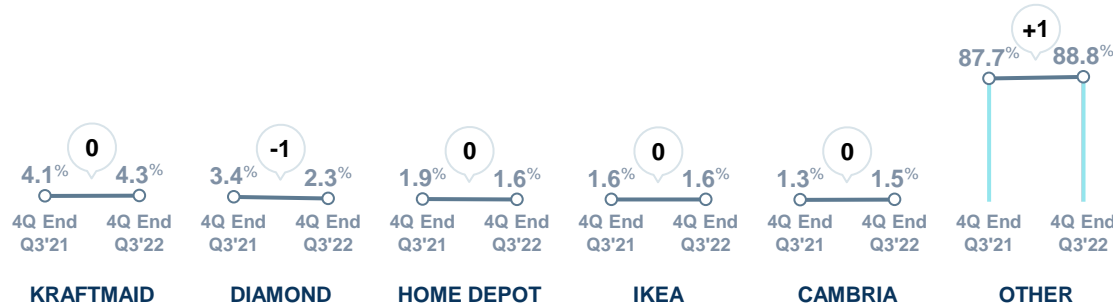
### STORES

No significance for any Shares.



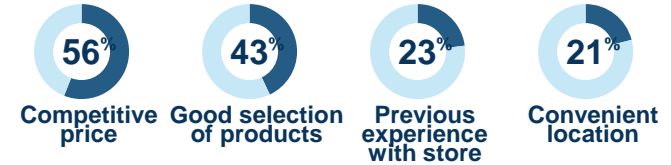
### BRANDS

No significance for any Shares.



## Why Behind the Buy?

### STORES



## Ship to Store (online buyers)



## Where Consumers Buy: Online vs In-Store



51% of consumers shop online.  
33% buy online, which is no different vs last year.

0 points Change in online purchase - YOY

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

n = 43,952

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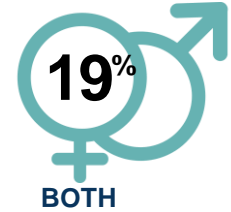
## How Much is Being Paid?

The industry average price paid is \$254. The largest YOY gain for average price is Kitchen Specialty. On average, buyers pay \$198 more in-store vs online.

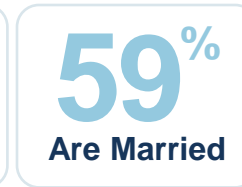
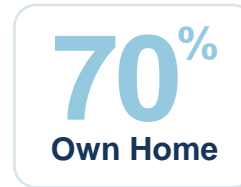
### Total Average Price



## Shopper Gender



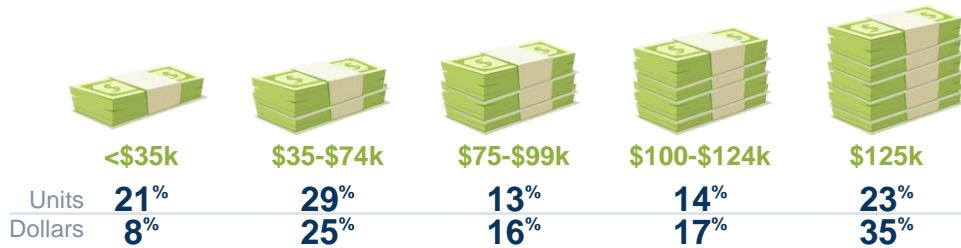
## Education



## Employment



## Household Average Income



## Why Buy Product?

