

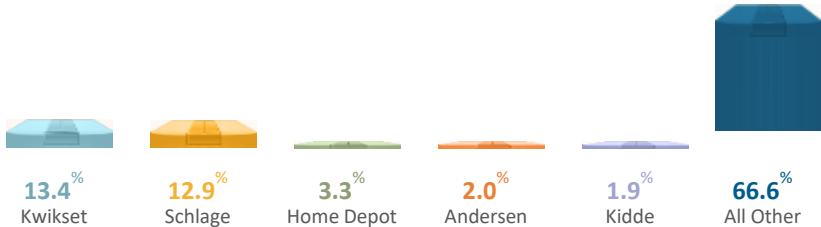
Who's Winning Consumer Dollars



STORES



BRANDS



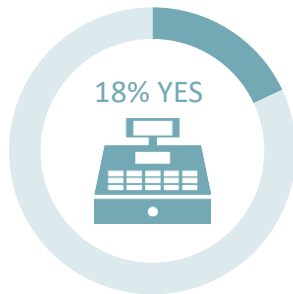
HOW MUCH IS BEING PAID



SHOP ONLINE



BUY ONLINE



Why Behind the Buy

RETAILER

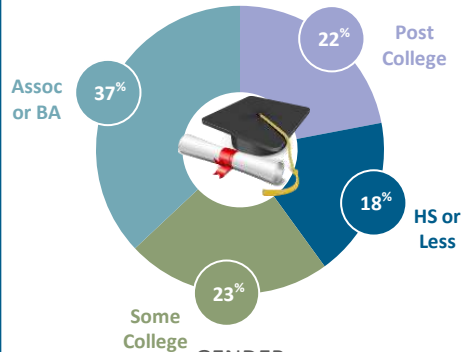


Ship to Store - Bought product online



Who's Buying

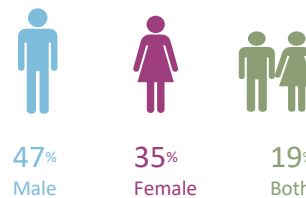
EDUCATION



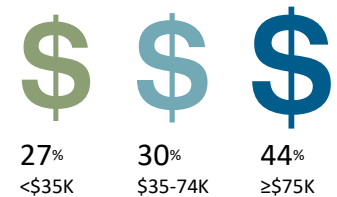
OWN HOME



GENDER



INCOME



Note:4Q End Q3 2020 Category Unit Sample size = 16,496. Market share in dollars; all other measures in units.

This specialized infographic provides HIRI members with a basic overview of the purchasing trends within the marketplace. More information is available online at www.traqline.com/HIRI

© 2020 TraQline - Unauthorized distribution or reproduction prohibited.

This data comes from TraQline, a quarterly consumer survey of over 150,000 buyers