

# What's Up What's Down

REPORT - JULY 2025



## REVENUE MOVERS >>>

### TOP RISERS

1 - Floor Protection Materials	64%
2 - Lawn Care	53%
3 - General Use Lumber	38%
4 - Woodworking Tools	32%
5 - Siding Tools	26%

### TOP FALLERS

1 - French Doors	-43%
2 - Grills	-36%
3 - Under Sink Water Filters	-28%
4 - Bathroom Organizers	-26%
5 - Moulding & Millwork	-18%

## PRICE SHIFTS

### top risers

1 Concrete Tools	23%
2 Woodworking Tools	20%
3 Floor Protection Materials	14%
4 Power Tool Kits	12%
5 Electrical Testers	12%

### top fallers

1 Showers & Doors	-23%
2 Under Sink Water Filters	-20%
3 Ceiling Grids	-19%
4 Moulding & Millwork	-13%
5 Lawn Care	-13%

## STOCKOUT LOSSES

### LARGEST STOCKOUT LOSSES

RANK	CATEGORY	TOTAL LOSSES	% of SALES
1	Power Tool Kits	\$2,362,632	7%
2	Power Multi Tools	\$993,515	5%
3	Planters	\$2,011,548	4%
4	Drills	\$2,887,762	4%
5	Attic Fans	\$203,014	4%

### LEAST STOCKOUT LOSSES

RANK	CATEGORY	TOTAL LOSSES	% of SALES
1	Caulk & Sealants	\$336,477	0.32%
2	Moulding	\$414,061	0.33%
3	Stud Finders	\$79,722	0.33%
4	Moulding & Millwork	\$13,802	0.34%
5	Wood Siding	\$80,064	0.36%

## SKU COUNT CHANGES

### increases

1 - Door Knobs	23%
2 - Deadbolts	20%
3 - Roofing Supplies	15%
4 - Standalone Locks	13%
5 - Screws	13%



### decreases

1 - Marking Tools	-36%
2 - Drills	-24%
3 - French Doors	-8%
4 - Decorative Concrete	-6%
5 - Chainsaw Parts	-6%

## BOTTOM LINE

- **Price smart**  
>> Rising costs demand balance with shopper sensitivity.
- **Stock levels count more than you know**  
>> Missed restocks in fast movers = millions of lost revenue.
- **Pay close attention to assortment signals**  
>> Merchants' bets show where the market is headed.