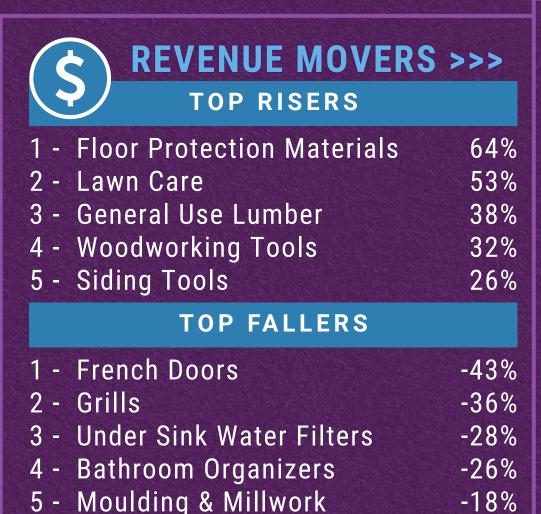
# What's Up What's Down

REPORT - JULY 2025



# **PRICE SHIFTS**



23%

-36%

-24%

#### 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



% of

# LARGEST STOCKOUT LOSSES

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

#### LEAST STOCKOUT LOSSES

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

## 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.

### **SKU COUNT CHANGES**

#### increases

2 - Drills

1 - Door Knobs

2 - Deadbolts	20%
3 - Roofing Supplies	15%
4 - Standalone Locks	13%
5 - Screws	13%

# decreases

1 - Marking Tools

3 - French Doors -8%

4 - Decorative Concrete -6%

5 - Chainsaw Parts -6%