

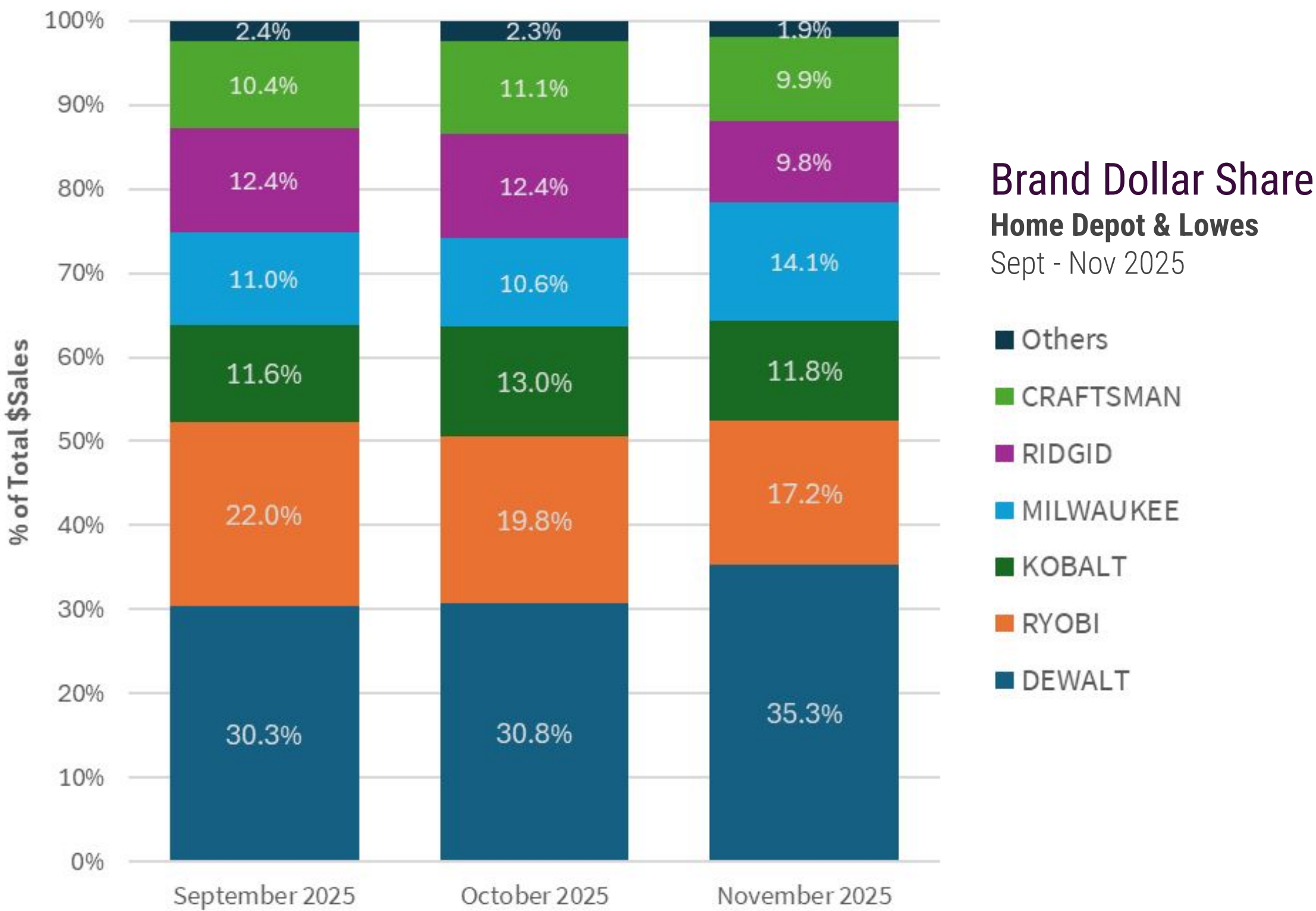
CATEGORY SNAPSHOT: **DRILLS**

SEPTEMBER 2025 - NOVEMBER 2025

DATAVATIONS MEASURED UNIVERSE

Top 5 Best Sellers Ranked by Dollar Share | Sept - Nov 2025

	BRAND	ITEM ID	ITEM NAME	DOLLAR SHARE	ASP
1	DEWALT	1008373177	Atomic 20V Lithium-Ion Cordless Compact 1/2 in. Drill/Driver Kit with 2.0Ah Battery and Charger	11.1%	\$178.95
2	KOBALT	4913878	24-volt 1/2-in Keyless Brushless Cordless Drill (1 -Batteries Included and Charger Included)	10.2%	\$96.45
3	RYOBI	1006703281	ONE+ 18V Cordless 1/2 in. Drill/Driver Kit with (1) 1.5 Ah Battery and Charger	9.7%	\$59.00
4	CRAFTSMAN	1033800	V20 20-volt Max 1/2-in Keyless Cordless Drill (1 -Batteries Included and Charger Included)	8.6%	\$97.32
5	RIDGID	371550	9 Amp Cored 1/2 in. Spade Handle Mud Mixer	8.0%	\$179.01



Clarity you can act on – insights that build trust and fuel growth.
 Datavations provides suppliers with solutions for SKU, inventory, pricing, and assortment optimization at their largest partners down to the location and item level.