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CATEGORY
SNAPSHOT

THANK YOU FOR DOWNLOADING CATEGORY SNAPSHOT!
Your report will include the following sections. Please contact us with any questions.

Category Snapshot Sections:

- ▶ Category, Subcategory & Product Type Highlights
- ▶ Category Trends
- ▶ New Item Trends
- ▶ Recent Item Category Drivers
- ▶ Category Decliners
- ▶ Priority 10

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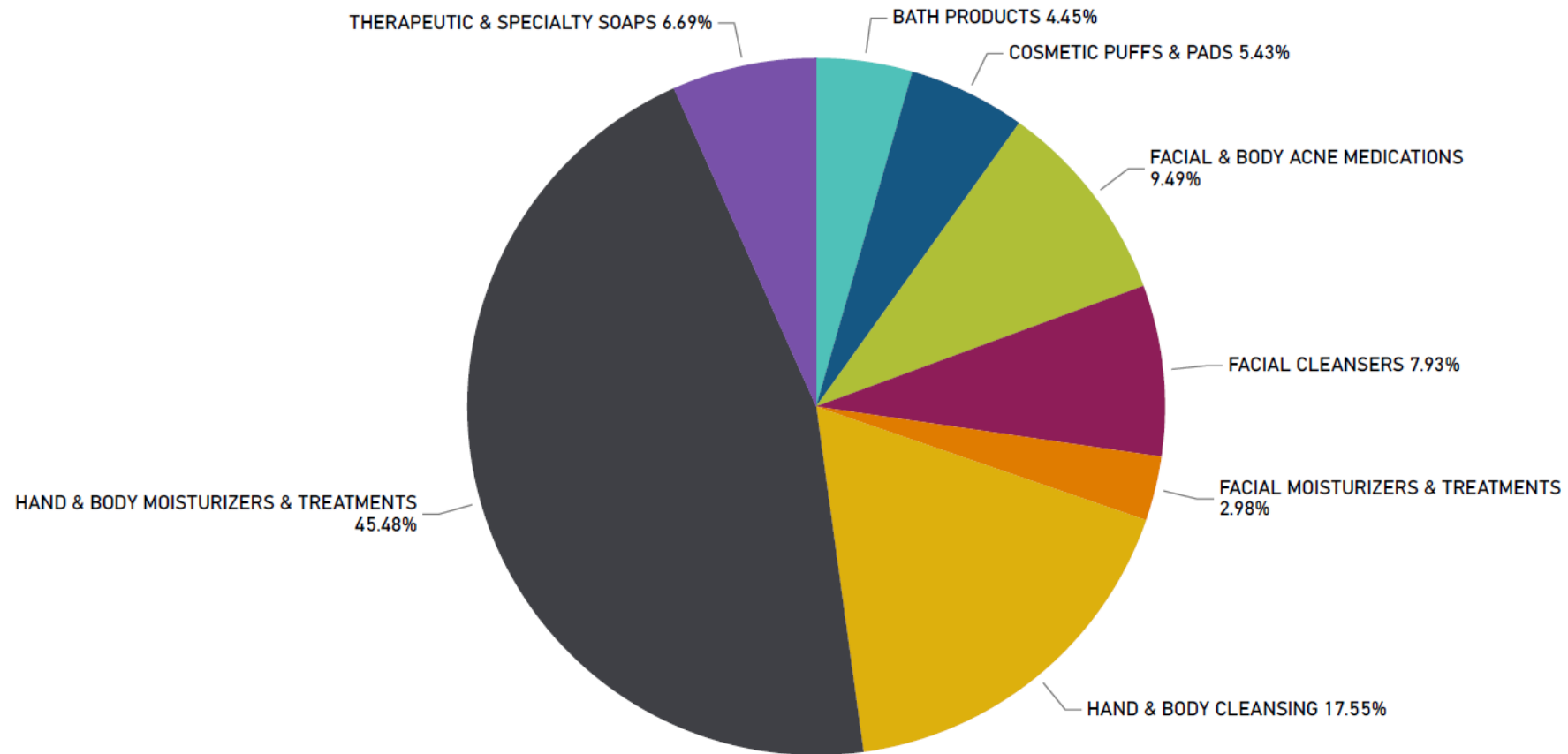
SAMPLE



Category Snapshot – SKIN CARE

▶ Category, Subcategory & Product Type Highlights

SUBCATEGORY CONTRIBUTION



SAMPLE

% contribution based on distribution and sales metrics

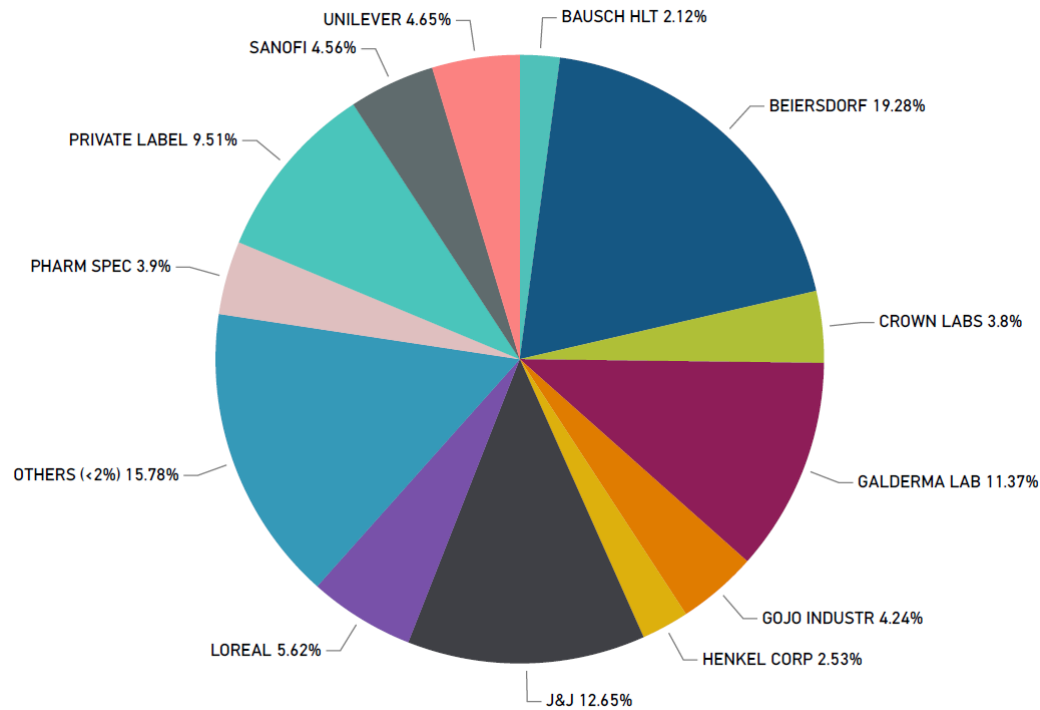
Tri-PAC Data 52 weeks ending 01/31/21



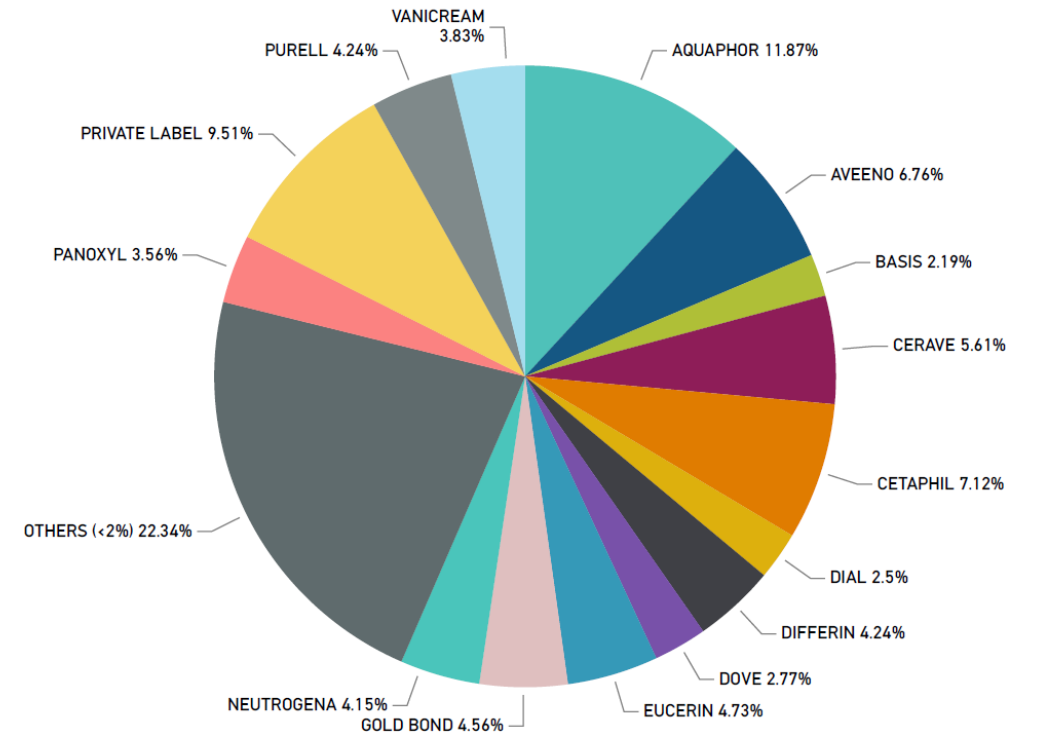
Category Snapshot - SKIN CARE

Category, Subcategory & Product Type Highlights

MANUFACTURER CONTRIBUTION



BRAND CONTRIBUTION



SAMPLE

% contribution based on distribution and sales metrics

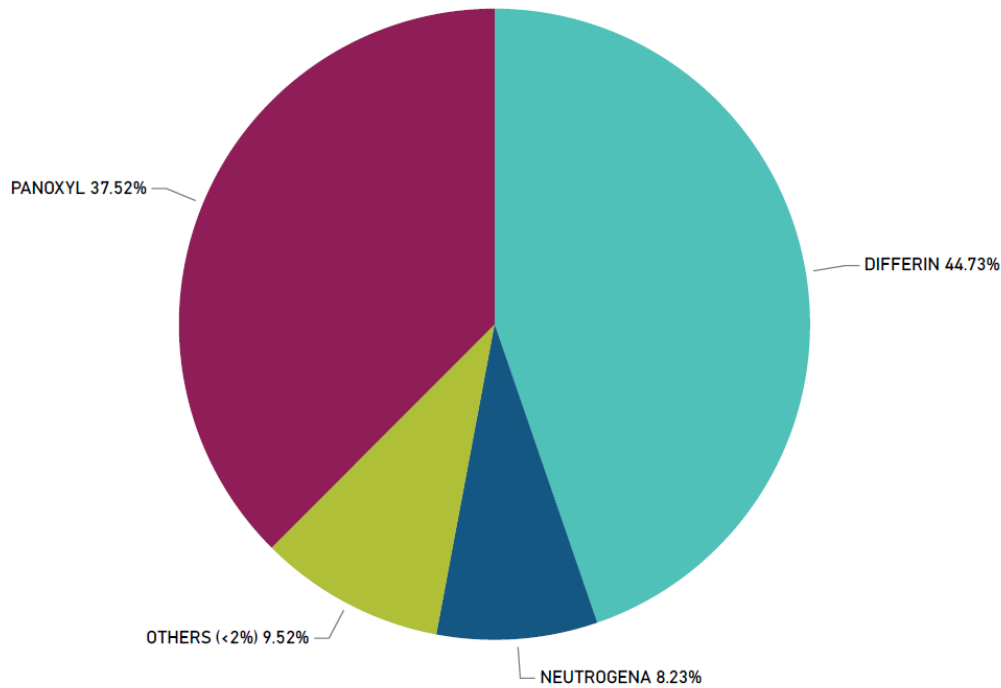
Tri-PAC Data 52 weeks ending 01/31/21



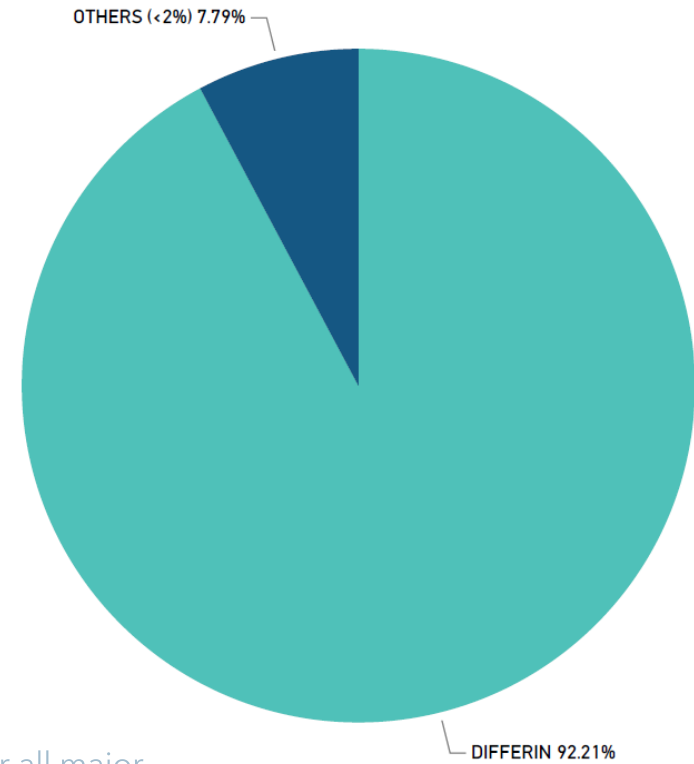
Category Snapshot – SKIN CARE

Category, Subcategory & Product Type Highlights

FACIAL & BODY ACNE MEDICATIONS SUBCATEGORY CONTRIBUTION



ACNE CREAMS, GELS, LOTIONS & PATCHES PRODUCT TYPE CONTRIBUTION



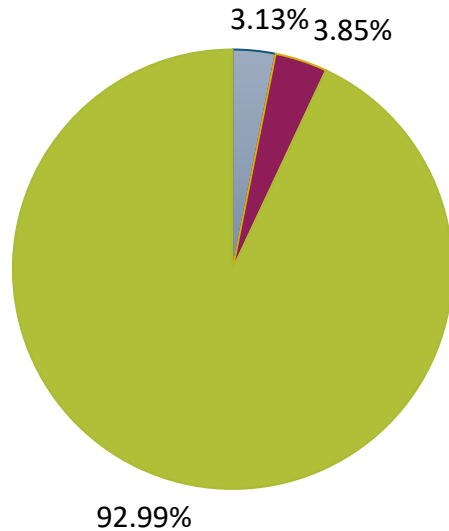
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Download will include charts provided for all major subcategories and product types within the selected category

Category Snapshot - SKIN CARE

▶ Category Trends - Category trends can reflect product attributes or performance movement

CATEGORY TRENDS



- Percent of Skin Care New Item unit sales Lavender
- Percent of Skin Care New Item unit sales Rose
- Percent of Skin Care New Item unit sales All other products combined



Category Trend Insight

Skin care items scented with lavender and rose continue to drive category growth.

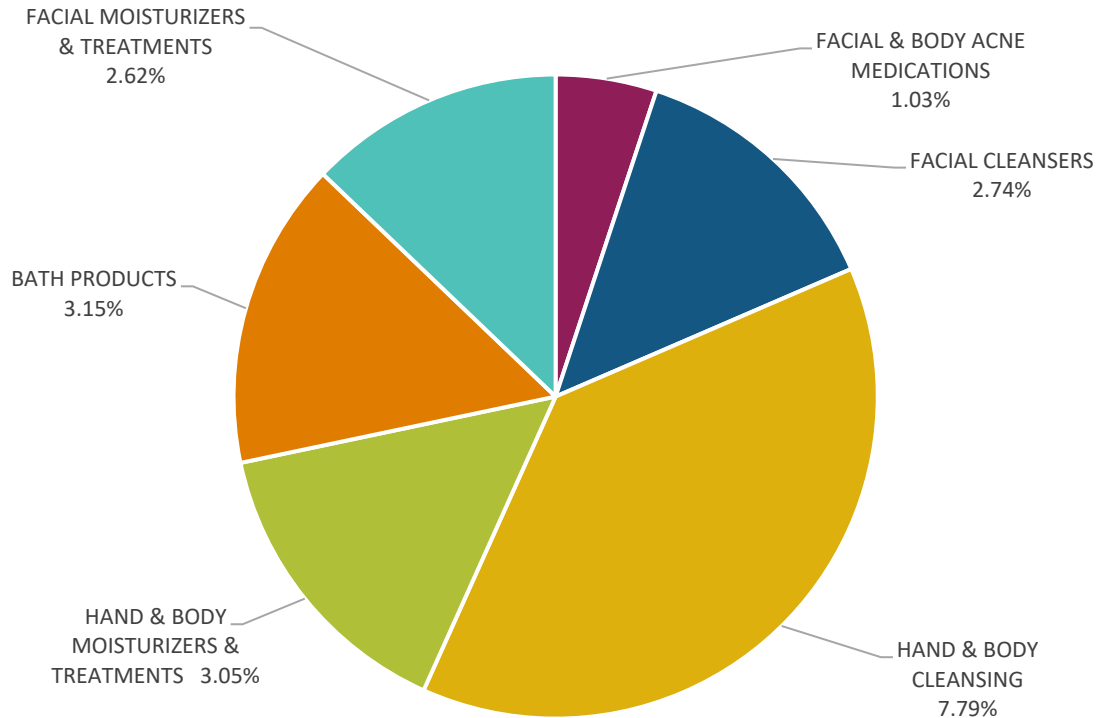


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Category Snapshot - SKIN CARE

New Item Trend - Trends can reflect product attributes or performance movement

NEW ITEM LAUNCHES BY SUBCATEGORY



New Item Trend Insight

With the influx of hand sanitizers and hand soap launches, hand and body cleansing products had the most new item launches within skin care in the last 18 months. This is projected to continue.



SAMPLE

Category Snapshot - SKIN CARE



Recent Item Category Drivers - Items appearing on this report are demonstrating positive key performance indicators such as rankings, profitability, unit movement, and distribution for their time on the market.

RECENT ITEM CATEGORY DRIVER:

Product Description: CETAPHIL INTS/HL LOT 16OZ

GTIN: 00302993914938

Gross Margin Range: 35.4% - 47.2%



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Category Snapshot - SKIN CARE

Priority 10 - The Priority 10 are the top-selling items within a category and should always be on a retailer's shelf. Missing just one of these items has significant impact to the retailer's bottom line.

Product Description	GTIN	Manufacturer	Subcategory Description
DIFFERIN ACNE TRT GL .6OZ	00302994920303	GALDERMA LAB	FACIAL & BODY ACNE MEDICATIONS
PANOXYL ACNE FOAM WASH 5.5OZ	00303160228551	CROWN LABS	FACIAL & BODY ACNE MEDICATIONS
VANICREAM CLNSNG BAR 3.9OZ	00345334320395	PHARM SPEC	THERAPEUTIC & SPECIALTY SOAPS
CETAPHIL GNT SKIN CLNSR 16OZ	00302993921165	GALDERMA LAB	FACIAL CLEANSERS
DOVE BR 3.75OZ 2PK SEN	00011111611207	UNILEVER	HAND & BODY CLEANSING
DOVE B/W 12OZ SEN	00011111122123	UNILEVER	HAND & BODY CLEANSING
VANICREAM SKN CRM 16OZ JAR	00345334300014	PHARM SPEC	HAND & BODY MOISTURIZERS & TREATMENTS
AQUAPHOR HL OINT 1.75OZ	00072140452315	BEIERSDORF	HAND & BODY MOISTURIZERS & TREATMENTS
GOLD BOND BODY PWD O/S 10OZ	00041167011096	SANOFI	BATH PRODUCTS
PURPOSE D/TRT MST LOT 4OZ SPF	00301875500047	BAUSCH HLT	FACIAL MOISTURIZERS & TREATMENTS

SAMPLE

Tri-PAC Data 52 weeks ending 01/31/21



Category Snapshot - SKIN CARE

▶ Category Decliners - Products that have declined in sales over a multi-month period.

Product Description	GTIN	Manufacturer	Subcategory Description	% Unit/Rank Decline
REMEDY D/S MOIST LOT 3OZ	00888277700133	MEDLINE IND	HAND & BODY MOISTURIZERS & TREATMENTS	3.00%
CERAVE UL MSTRZNG LOT 1.7OZ	03606000537521	LOREAL	FACIAL MOISTURIZERS & TREATMENTS	5.60%
CETAPHIL INTS/HL LOT 16OZ	00302993914938	GALDERMA LAB	HAND & BODY MOISTURIZERS & TREATMENTS	2.50%

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