



DATAVATIONS

Lowe's PLR Example: Moen - Shower Heads





Shower Heads

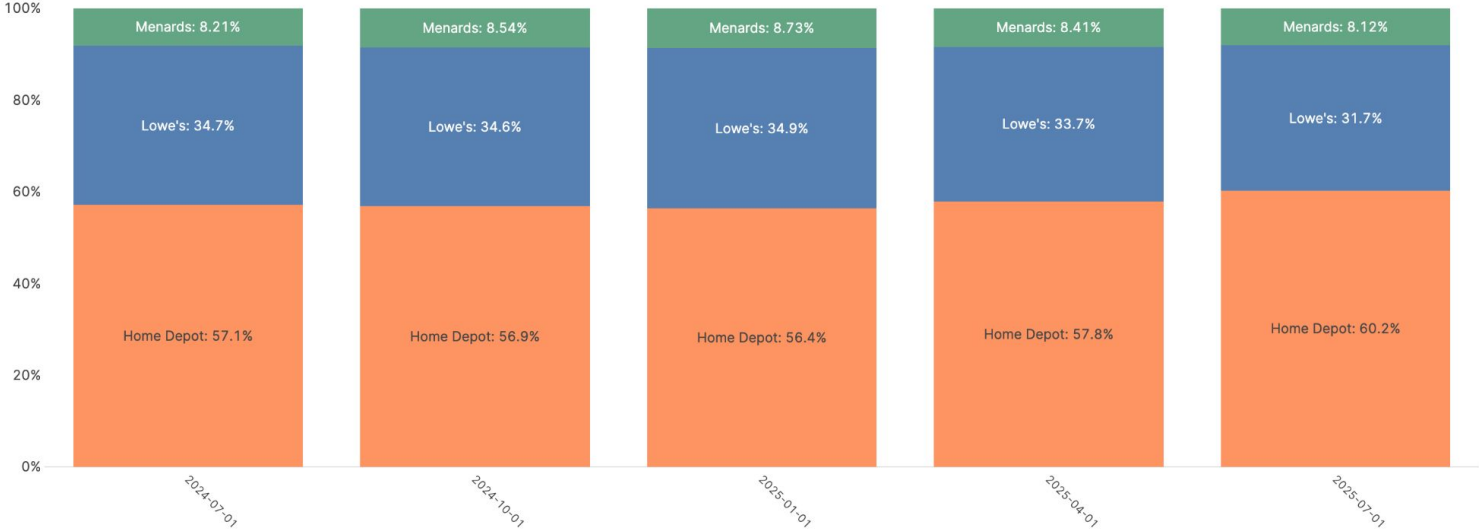
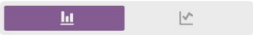
Dashboard - Trends



Shower Heads: THD gains 3% sales share



\$ Sales Share

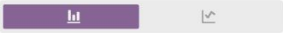


THD won 3% share from LHI

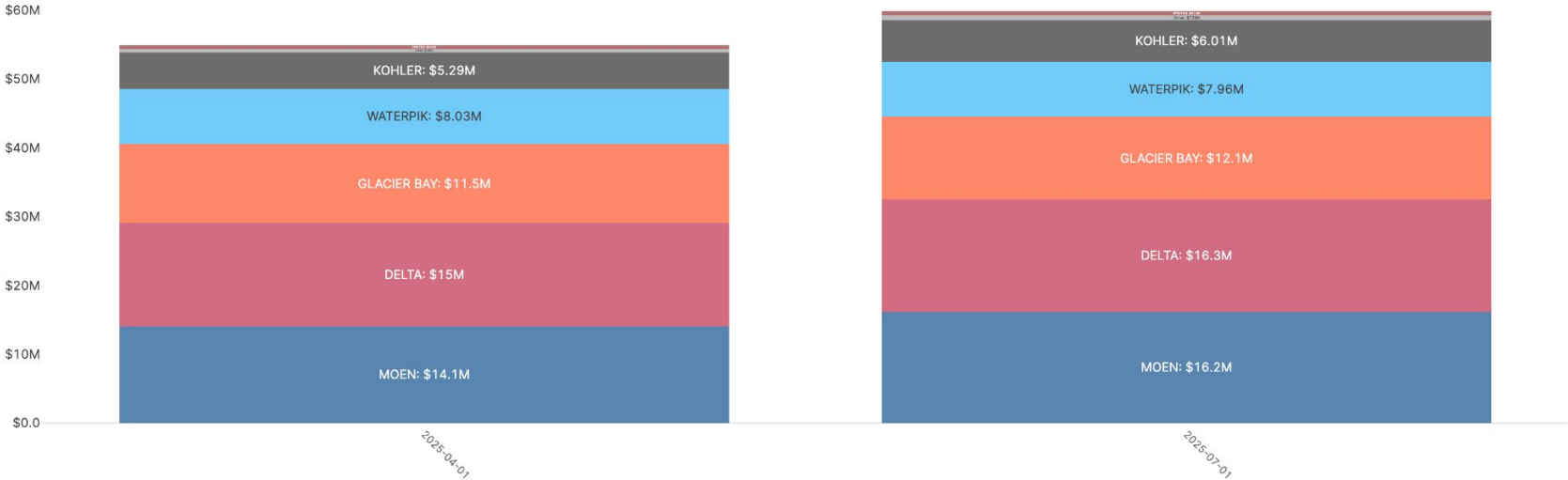
Shower Heads: Home Depot grows with Moen cementing the trend



\$ Sales



Home Depot



Q/Q Moen grew the most of Home Depot's suppliers in Q3, which is the best quarter for the retailer in 15 months

What we have learned (Q3 25)

Lowe's has lost 3% share to Home Depot since Q3 of last year, a swing of \$6.5M in sales between the two retailers

Key Takeaways

- Lowes lost ~3% market share Y/Y to Home Depot, while Menards remains flat
- Lowes down \$2.5M while Home Depot is up \$4.0M
- Q/Q Moen grew the most of Home Depot's suppliers in Q3, which is the best quarter for the retailer in 15 months





Shower Heads

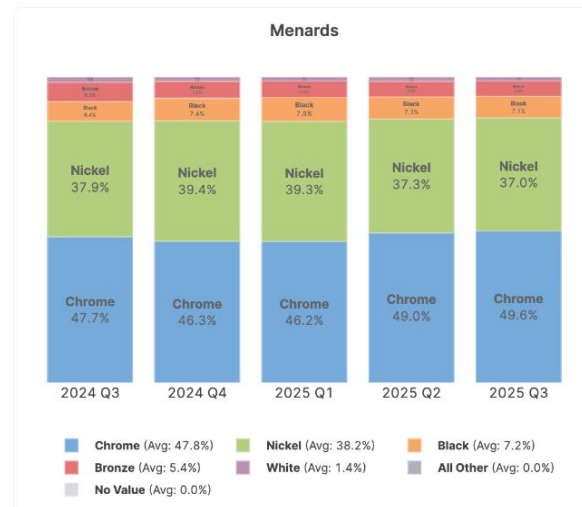
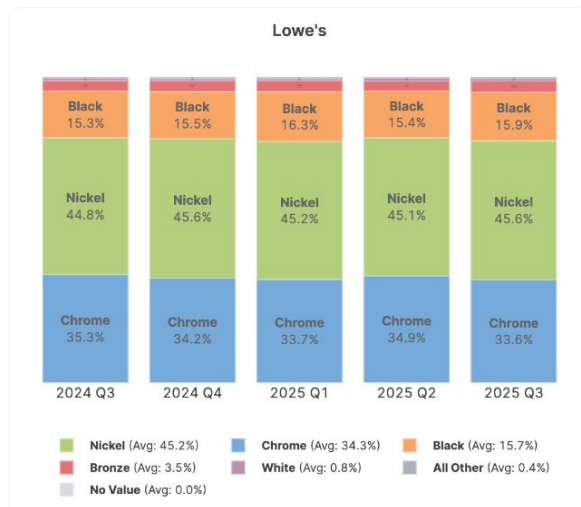
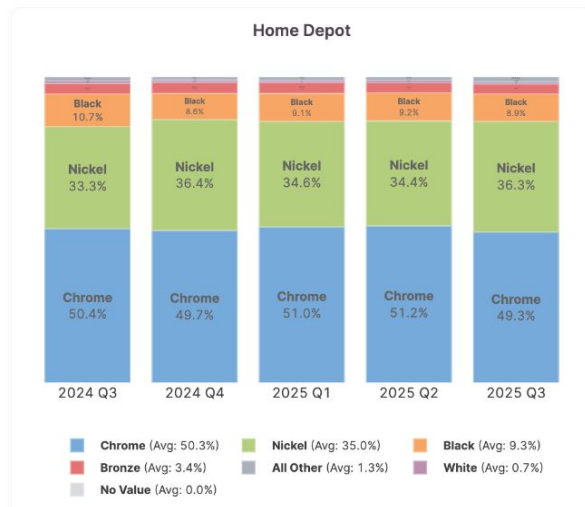
Dashboard - Attribute Trends



Shower Heads: Nickel is driving the advantage for THD



\$ Sales Share per Retailer and Attribute



Q/Q Nickel is the fastest growing color family in Home Depot representing the majority of the market share gains.

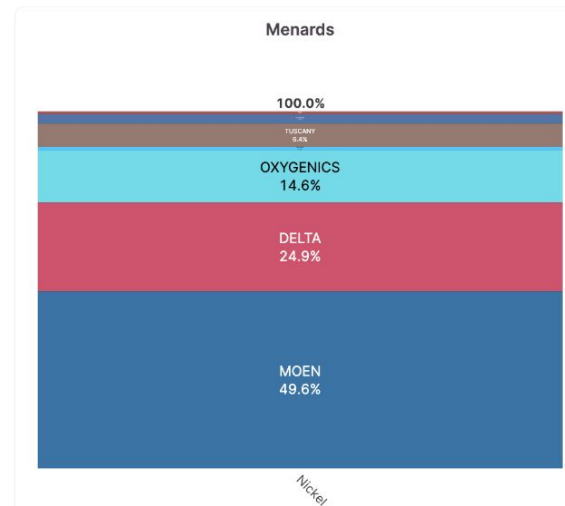
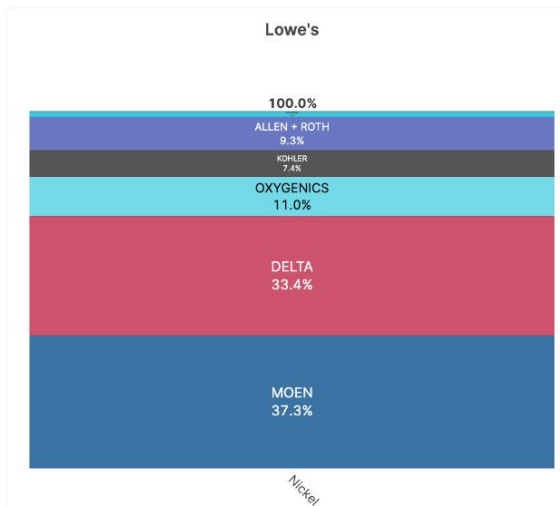
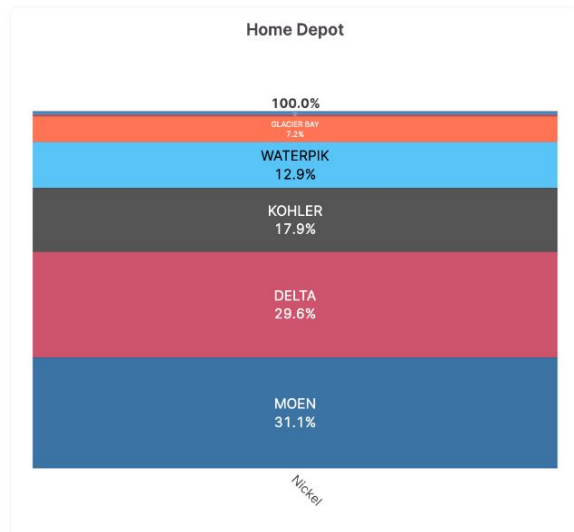


Shower Heads: Moen is the premier Nickel provider to retail



\$ Sales Share per Retailer, Brand and Attribute

Brand Parent Brand



Moen is the primary supplier across all three major retailers for this color family



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- Lowes down \$2.5M while Home Depot is up \$4.0M
- Q/Q Moen grew the most of Home Depot's suppliers in Q3
- Q/Q Nickel is the fastest growing color family in Home Depot representing the majority of the market share gains.
- Moen is the primary supplier across all three major retailers for this color family

Lowe's should partner deeper with Moen in Nickel to win back 4.5% share

\$1.8M quarterly opportunity





Shower Heads

Dashboard - SKU Rationalization



Shower Heads: Moen SKU driving growth for THD

Price Bucket	Brand	Retailer	Product ID	Product Name	\$ Sales / Store per Quarter	\$ Sales / Store per Quarter Change (%)	\$ Sales	\$ Sales Change (%)	Avg Stores
\$47.00 to \$64.99	MOEN	Home Depot	1003017155	Attract with Magnetix 6-Spray Single Wall Mount 3.75 in. Handheld Adjustable Shower Head in Spot Resist Brushed Nickel	\$681.96	9.7% ↑ vs Prev. Year ...	\$1,317,549	49.8% ↑ vs Prev. Y...	1,932
\$47.00 to \$64.99	MOEN	Menards	6784264	Moen® Magnetix™ Engage 6-Spray Setting Handheld Showerhead	\$654.28	-7.7% ↓ vs Prev. Year ...	\$223,113	-7.7% ↓ vs Prev. Y...	341
\$47.00 to \$64.99	WATERPIK	Home Depot	1005761256	7-Spray Wall Mount Handheld Shower Head 1.8 GPM in Brushed Nickel	\$491.48	-6% ↓ vs Prev. Year ...	\$887,622	-9.4% ↓ vs Prev. Y...	1,806
\$47.00 to \$64.99	KOHLER	Home Depot	1006583922	Lively 4-Spray Patterns Wall Mount 4.312 in. Handheld Shower Head in Vibrant Brushed Nickel	\$481.24	18.2% ↑ vs Prev. Year ...	\$818,116	125% ↑ vs Prev. Y...	1,700
\$47.00 to \$64.99	MOEN	Home Depot	1004109423	Hydro Energetix 8-Spray Wall Mount Handheld Shower Head 1.75 GPM in Spot Resist Brushed Nickel	\$463.31	-5.3% ↓ vs Prev. Year ...	\$587,479	0.6% ↑ vs Prev. Y...	1,268
\$47.00 to \$64.99	DELTA	Home Depot	1006751282	SureDock Magnetic 6-Spray Patterns 1.75 GPM 4.94 in. Wall Mount Handheld Shower Head in Spotshield Brushed Nickel	\$367.49	-4.4% ↓ vs Prev. Year ...	\$408,653	-0.8% ↓ vs Prev. Y...	1,112



<https://www.homedepot.com/p/MOEN-Attract-with-Magnetix-6-Spray-Single-Wall-Mount-3-75-in-Handheld-Adjustable-Shower-Head-in-Spot-Resist-Brushed-Nickel-26000SRN/304218463>

High velocity Moen SKU driving growth for THD

Shower Heads: Inefficient, replaceable Allen + Roth SLU at Lowe's



Price Bucket	Brand	Retailer	Product ID	Product Name	\$ Sales / Store per Quarter	\$ Sales / Store per Quarter Change (%)	\$ Sales	\$ Sales Change (%)	Avg Stores
\$47.00 to \$64.99	DELTA	Lowe's	4663594	SureDock Magnetic 6.0 -Spray Satin Nickel 4.875-in Round High Pressure Handheld Shower Head 1.75 GPM	\$260.82	21.4% ↑ vs Prev. Year ...	\$234,225	1.8% ↑ vs Prev. Y...	898
\$47.00 to \$64.99	DELTA	Lowe's	5283159	6.0 -Spray Spotshield Brushed Nickel 4.5-in Round High Pressure Handheld Shower Head 1.75 GPM	\$249.18	19.1% ↑ vs Prev. Year ...	\$75,753	3.8% ↑ vs Prev. Y...	304
\$47.00 to \$64.99	DELTA	Menards	6786578	Delta® SureDock® Magnetic 6-Spray Setting Satin Nickel Handheld Showerhead	\$242.59	-10.4% ↓ vs Prev. Year ...	\$81,755	-10.4% ↓ vs Prev. Y...	337
\$47.00 to \$64.99	DELTA	Menards	6786970	Delta® ProClean™ 6-Setting Handshower With Cleaning Spray	\$232.86	436.4% ↑ vs Prev. Year ...	\$78,940	442.8% ↑ vs Prev. Y...	339
\$47.00 to \$64.99	ALLEN + ROTH	Lowe's	5260992	Galway 6 -Spray Brush Nickel 6-in Round Handheld Shower Head 1.8 GPM	\$229.04	-37.3% ↓ vs Prev. Year ...	\$289,514	-52.5% ↓ vs Prev. Y...	1,264
\$47.00 to \$64.99	DELTA	Home Depot	1005537628	7-Spray Wall Mount Handheld Shower Head 1.8 GPM in Spotshield Brushed Nickel	\$223.20	-11.2% ↓ vs Prev. Year ...	\$378,777	-7.3% ↓ vs Prev. Y...	1,697



<https://www.lowes.com/pd/allen-roth-Brush-Nickel-Handheld-Shower-1-8-GPM-6-8-LPM/5014219899>

Low velocity, negative growth competitor SKU sold in most LHI stores



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Shower Heads

Dashboard - Report Builder



Shower Heads: Learn From THD Assortment and win GMROI at Lowe's



What we have learned (Q3 25)

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Key Takeaways

- Lowes lost ~3% market share Y/Y to Home Depot
- Lowes down \$2.5M while Home Depot is up \$4.0M
- Q/Q Moen grew the most of Home Depot's suppliers in Q3
- Q/Q Nickel is the fastest growing color family at THD
- Moen is the primary supplier for the nickel color family
- Moen owns the highest performing handheld shower heads in the \$47 - \$65 price bucket
- In most of its stores Lowe's carries a Allen + Roth brand, handheld shower head in the \$47 - \$65 price bucket that performs significantly worse than Moen's comparable product.

Lowe's should partner deeper with Moen in Nickel to win back 4.5% share

\$1.8M quarterly opportunity

Lowe's should replace inefficient Allen + Roth SKU ([5260992](#)) with Moen SKU ([1003017155](#))

\$570K potential quarterly retail sales uplift

