

# Major Appliances

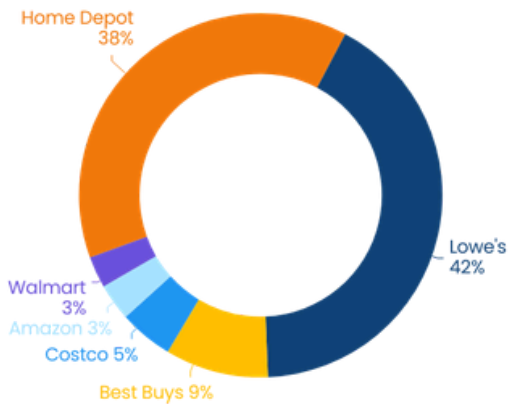
## Leakage Insights

2025

RETAILER FOCUSED

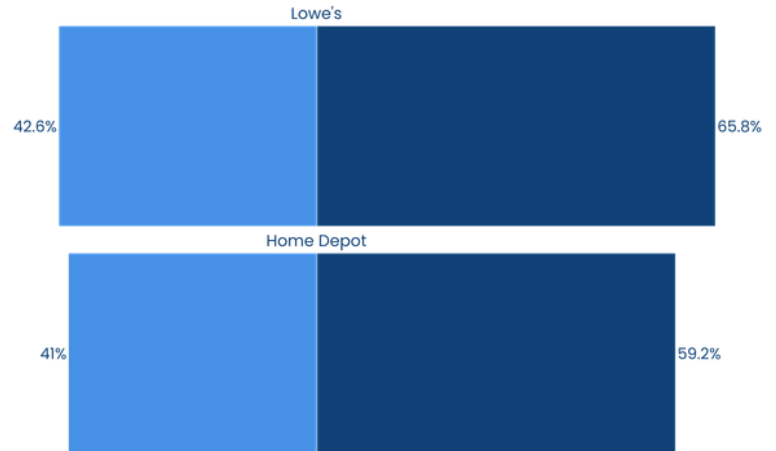
### RETAILER MARKET SHARE

Major Appliances: \$ Share for Q4 2025



### DRAW & CLOSE RATES

● Retailer Draw Rates ● Retailer Close Rates



Lowe's converts major appliance shoppers at a **significantly higher rate than Home Depot (66% vs. 59%)**. With higher close rates than Home Depot, Lowe's growth opportunity lies in **expanding shopper draw**. Incremental improvements in traffic or promotional reach could translate directly into share gains due to Lowe's strong conversion performance.

Best Buy continues to capture a meaningful portion of major appliance shoppers leaving the home improvement retailer space, particularly in premium appliance segments.

### WALK RATES & LEAKAGE

APPLIANCES: HOME DEPOT'S Q4 2025 WALK RATE

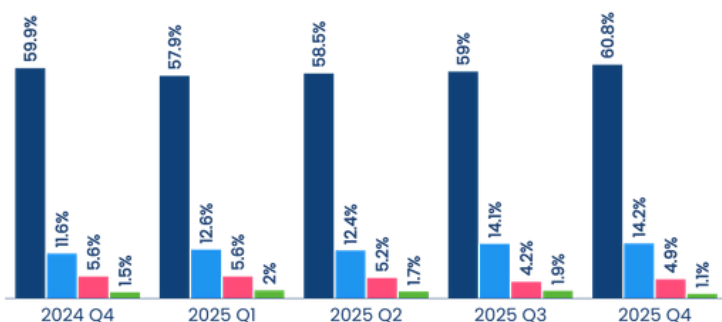


APPLIANCES: LOWE'S Q4 2025 WALK RATE



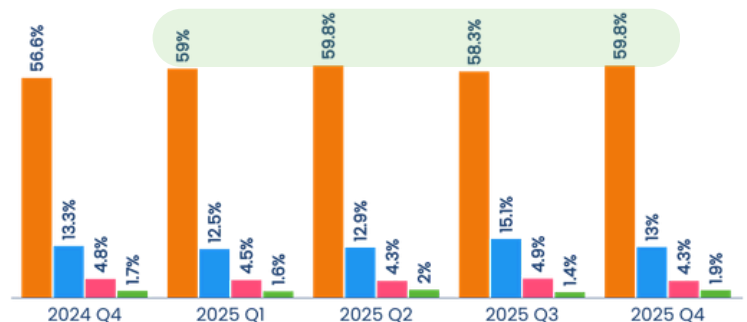
LEAKAGE (WHO GAINED?)

● Lowe's ● Best Buy ● Costco ● Menards

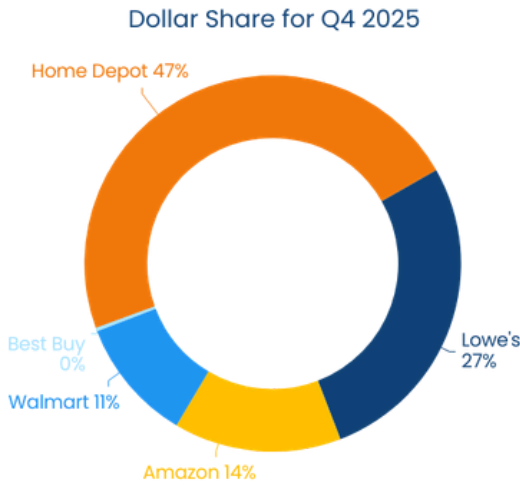


LEAKAGE (WHO GAINED?)

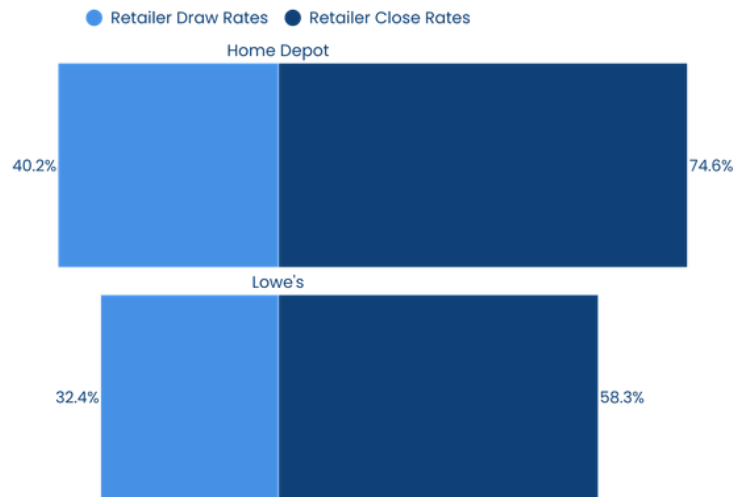
● Home Depot ● Best Buy ● Costco ● Menards



#### RETAILER MARKET SHARE



#### DRAW & CLOSE RATES



Power tools present a significant conversion opportunity for Lowe's. Despite Lowe's nearly 30% draw of category shoppers, **Home Depot currently converts these shoppers at a higher rate.**

This suggests shoppers often migrate to another home improvement retailer with strong brand assortment when Lowe's fails to convert, highlighting the importance of platform ecosystems and in-stock availability in the power tools purchase journey.

#### WALK RATES & LEAKAGE

POWER TOOLS: HOME DEPOT'S Q4 2025 WALK RATE

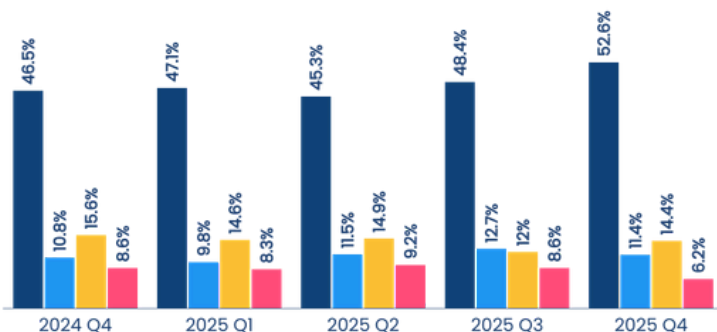


POWER TOOLS: LOWE'S Q4 2025 WALK RATE



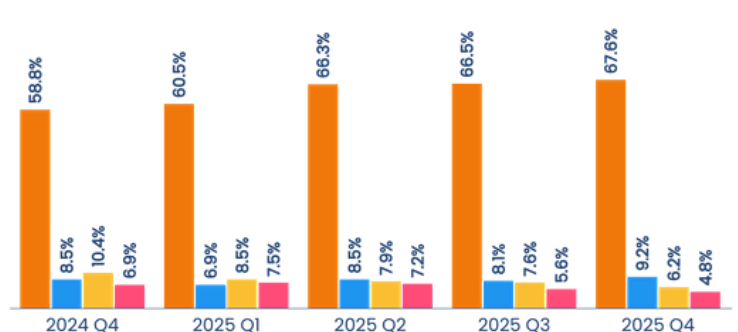
LEAKAGE (WHO GAINED?)

● Lowe's ● Walmart ● Amazon ● Harbor Freight



LEAKAGE (WHO GAINED?)

● Home Depot ● Walmart ● Amazon ● Harbor Freight



# THE INSIGHTS DON'T STOP HERE

Want to see leakage data  
for a specific category,  
brand, or retailer?

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