



YEAR, MONTH

2025 (Year) + Q2 (Q) + Ap... ▾

FACTOR

Value Sales ▾

MANUFACTURER

All ▾

MARKET

All ▾

BRAND GROUP

All ▾

SEGMENT

All ▾

SUBSEGMENT

All ▾

290,537,970

YTD Sales Value

249,381,490

YTD PY Sales Value

977,720

YTD Sales Units

858,060

YTD PY Sales Units

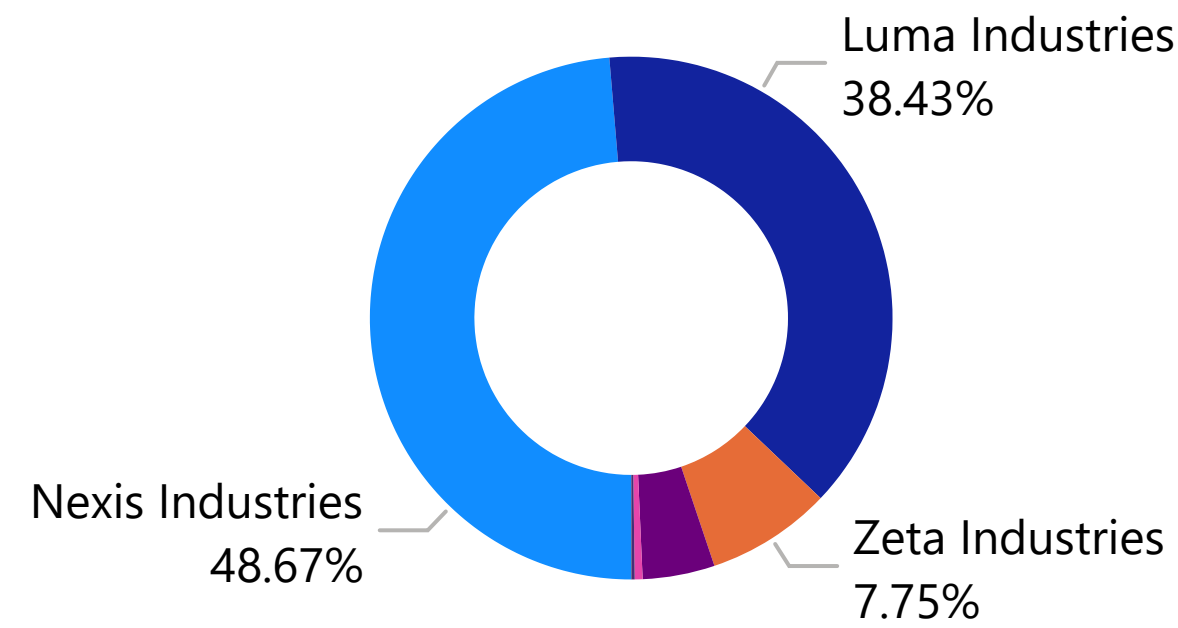
960,900

YTD Sales Volume

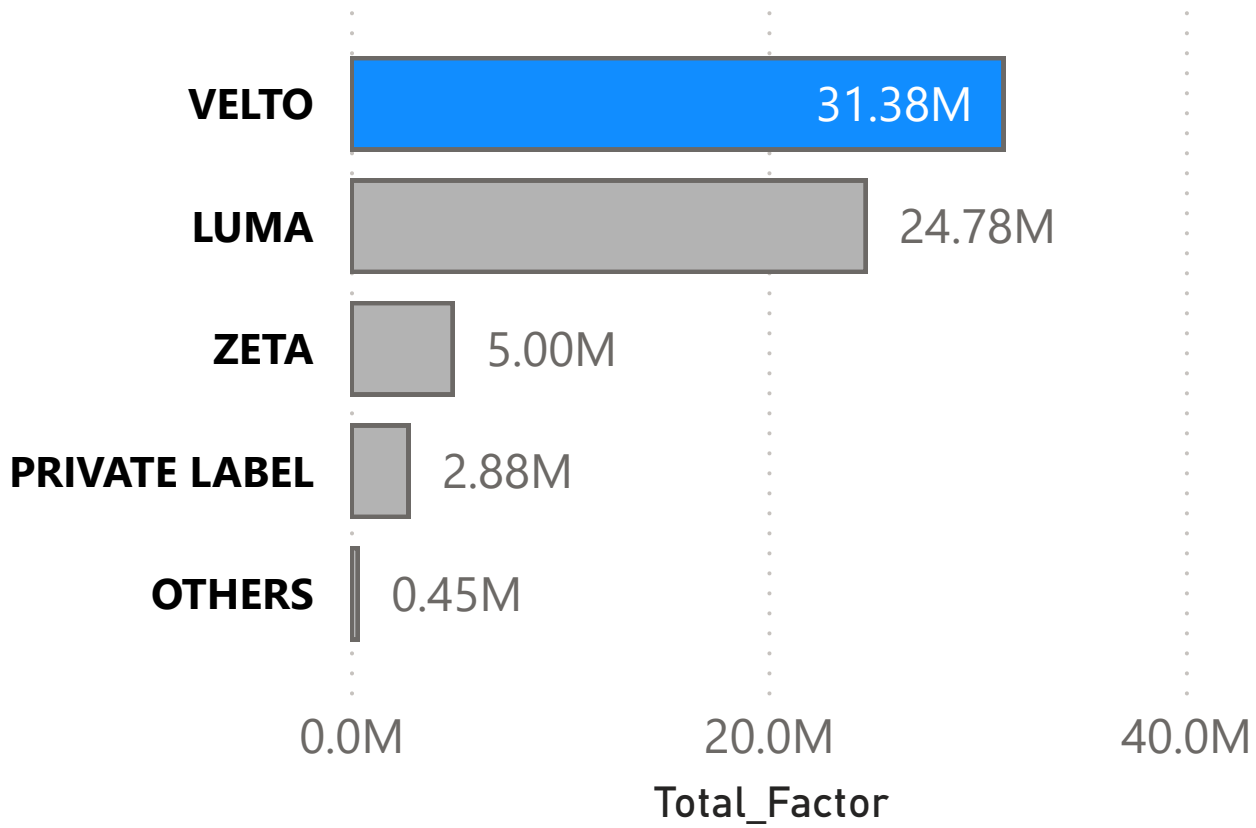
853,050

YTD PY Sales Volume

Value Sales by Manufacturer

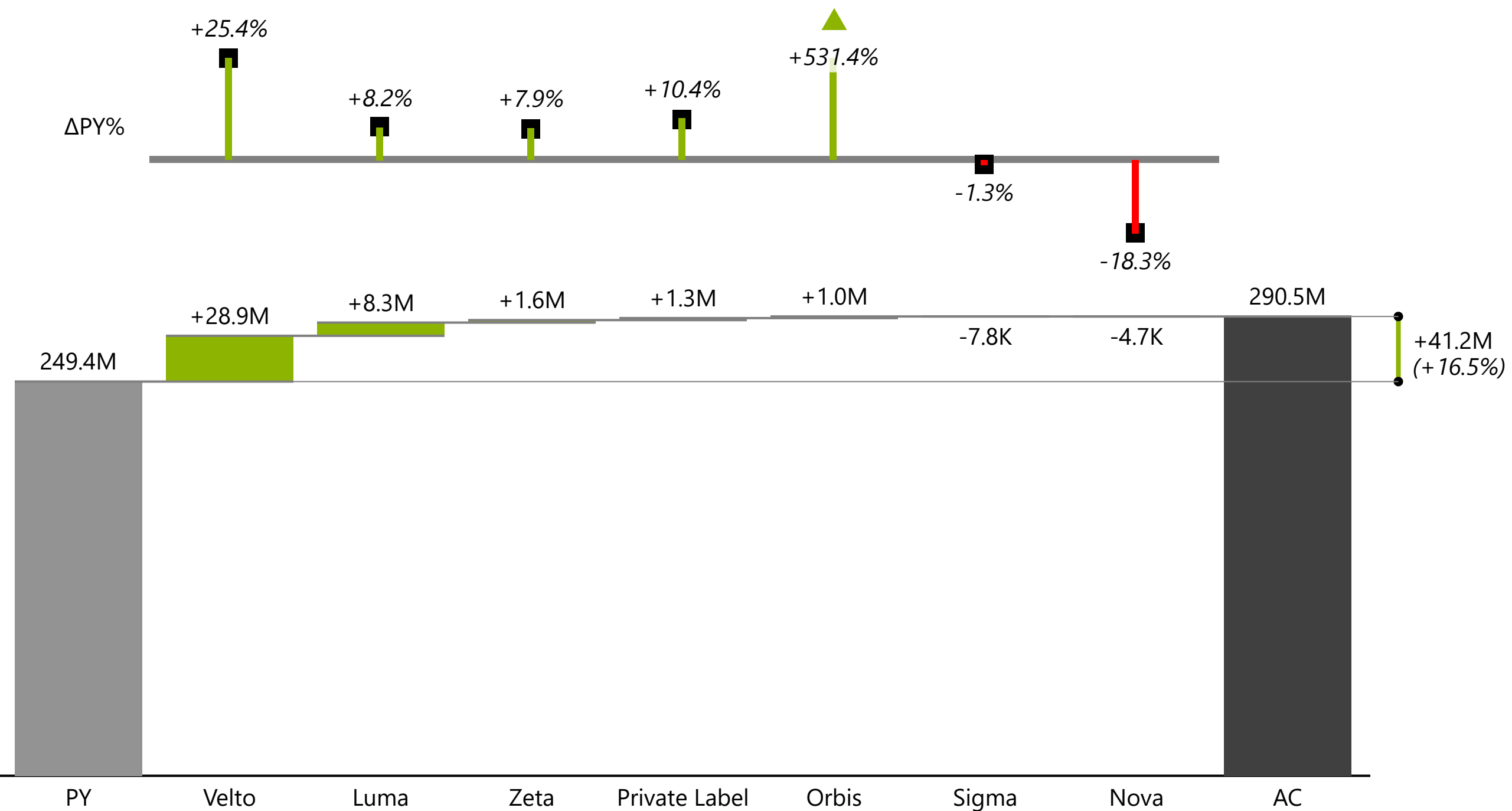


Value Sales

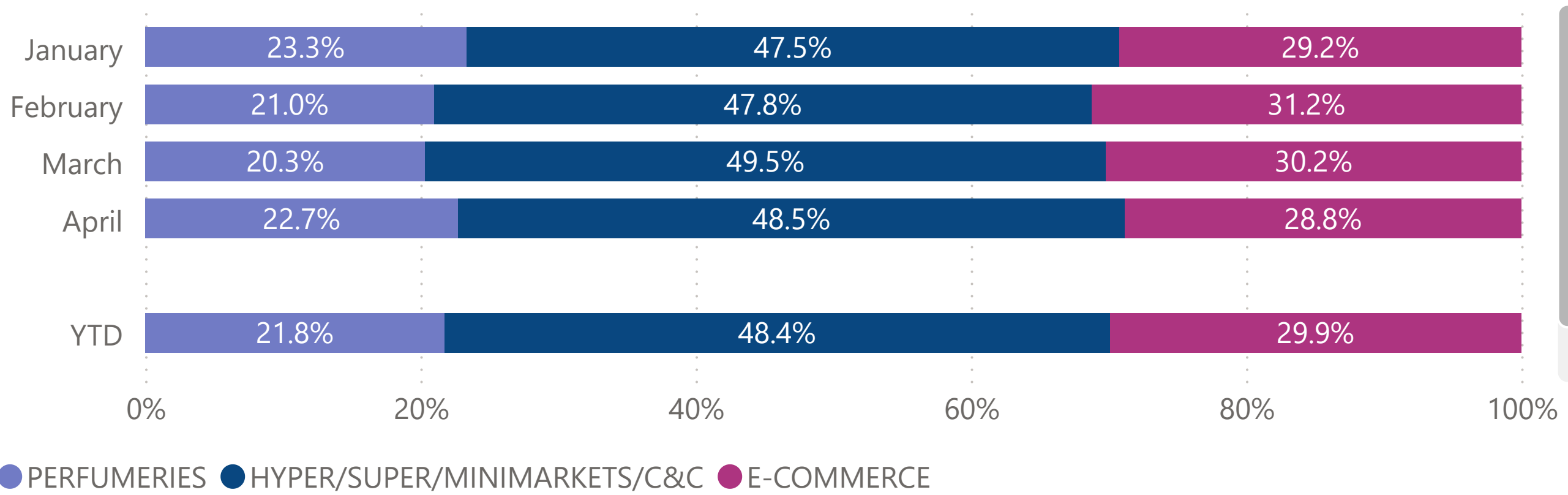


OVERVIEW

YTD and YTD_PY by BRAND



Value Sales by Market





YEAR

2025

FACTOR

Value Sales

MARKET

All

MANUFACTURER

All

BRAND GROUP

All

SEGMENT

All

SUBSEGMENT

All

TYPE

All

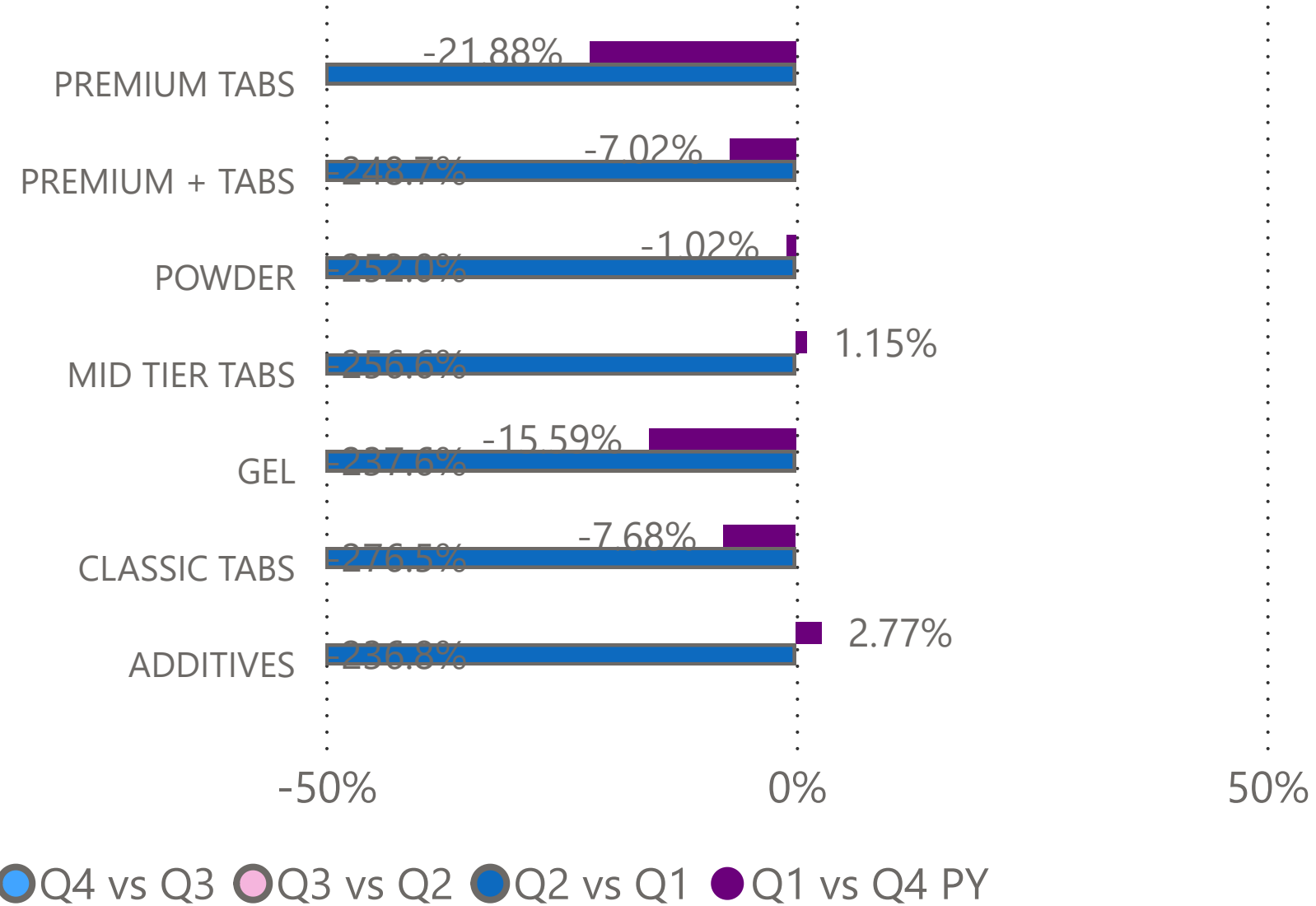
PACK SIZE

All

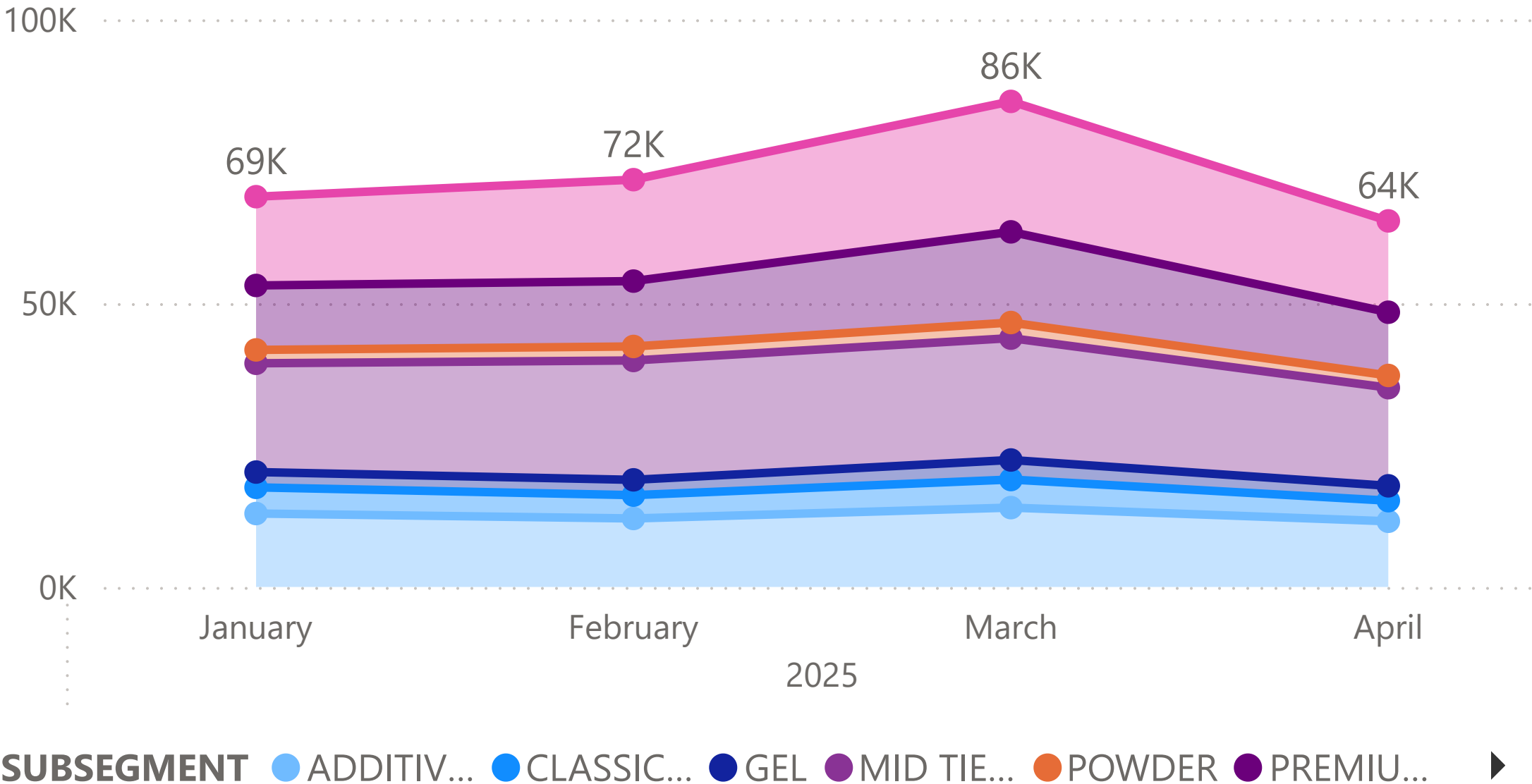
QUARTER vs QUARTER

Year	2025									
SEGMENT	Share %	Q1	Q2	Q3	Q4	Q1 vs Q4 PY	Q2 vs Q1	Q3 vs Q2	Q4 vs Q3	
ADDITIVES	17%	38,984.82	11,573.89			2.77%	-236.8%			
ADDITIVES	100%	38,984.82	11,573.89			2.77%	-236.8%			
DETERGENTS	83%	187,062.30	52,916.96			-8.22%	-253.5%			
CLASSIC TABS	7%	13,662.70	3,628.64			-7.68%	-276.5%			
GEL	5%	8,840.58	2,618.72			-15.59%	-237.6%			
MID TIER TABS	33%	61,653.62	17,288.10			1.15%	-256.6%			
POWDER	4%	7,573.94	2,151.40			-1.02%	-252.0%			
PREMIUM + TABS	21%	38,842.62	11,140.43			-7.02%	-248.7%			
PREMIUM TABS	30%	56,488.84	16,089.67			-21.88%	-251.1%			
Total		226,047.12	64,490.85			-6.15%	-250.5%			

Q vs Q by Subsegment



Value Sales by Subsegment





YEAR, MONTH

2025

▼

MARKET

All

▼

MANUFACTURER

All

▼

BRAND GROUP

All

▼

SEGMENT

All

▼

SUBSEGMENT

All

▼

TYPE

All

▼

PACK SIZE

All

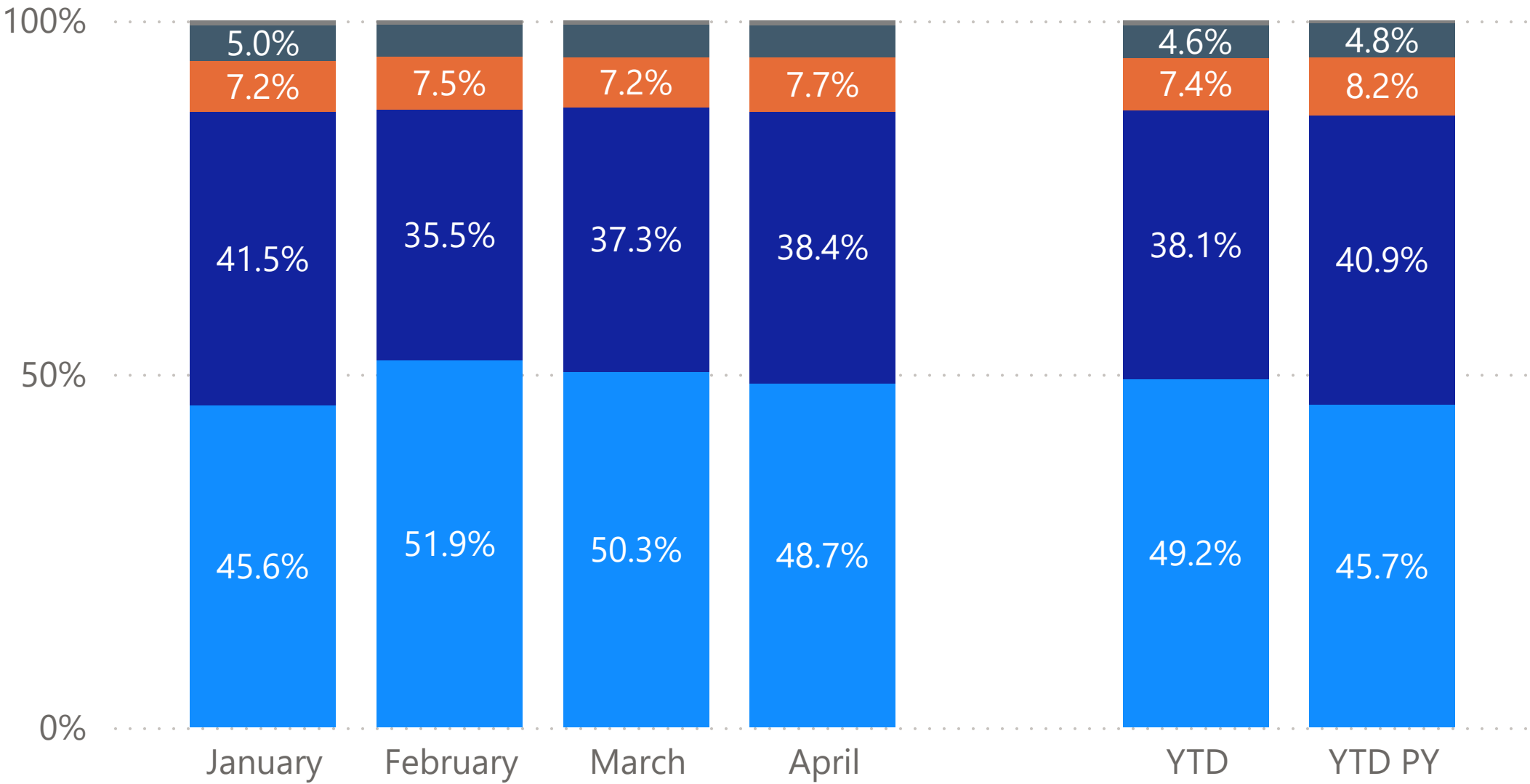
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MONTH & YTD FACTOR ANALYSIS

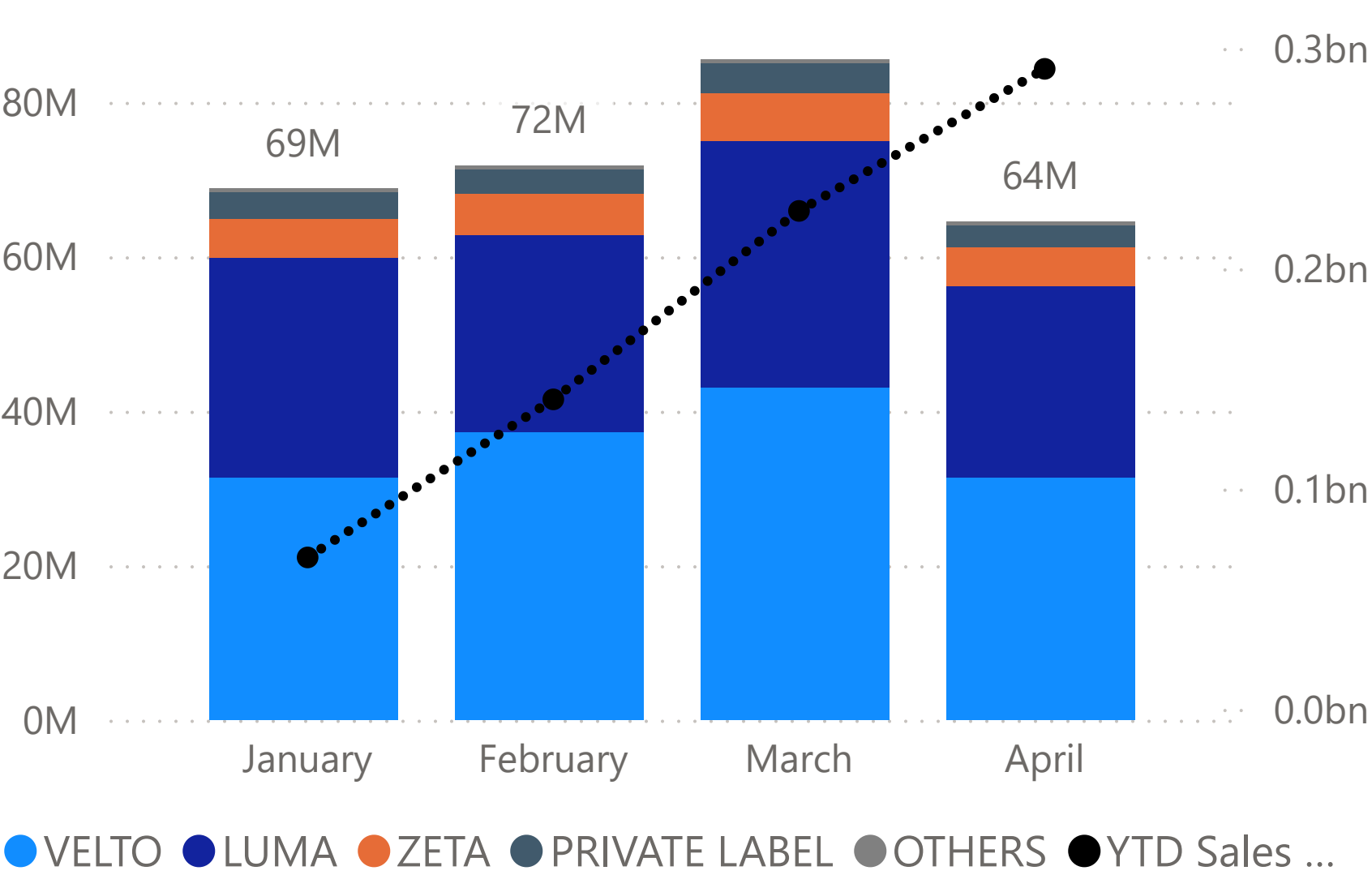
→

Year&Month Comparison

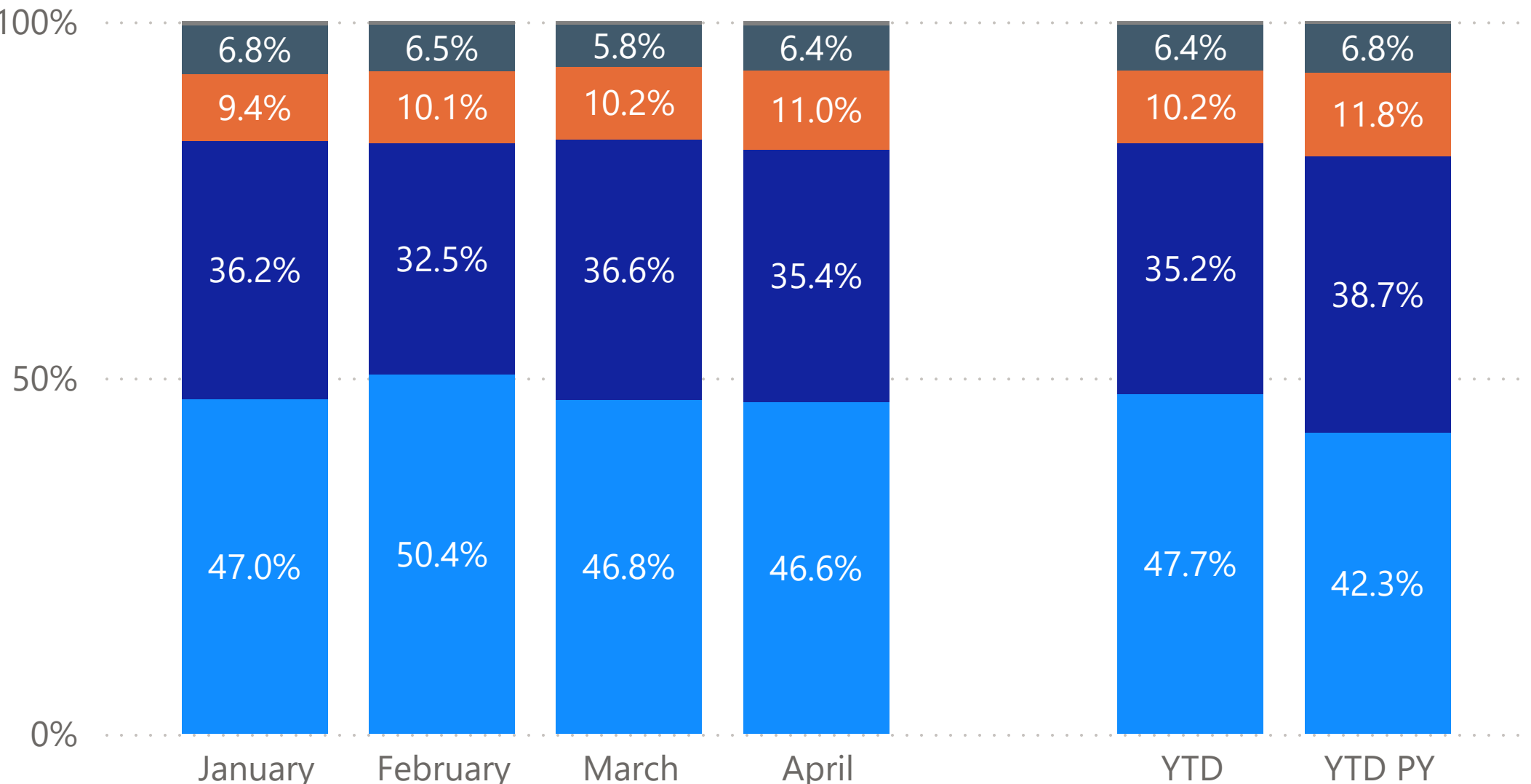
Value Sales Share by Brand



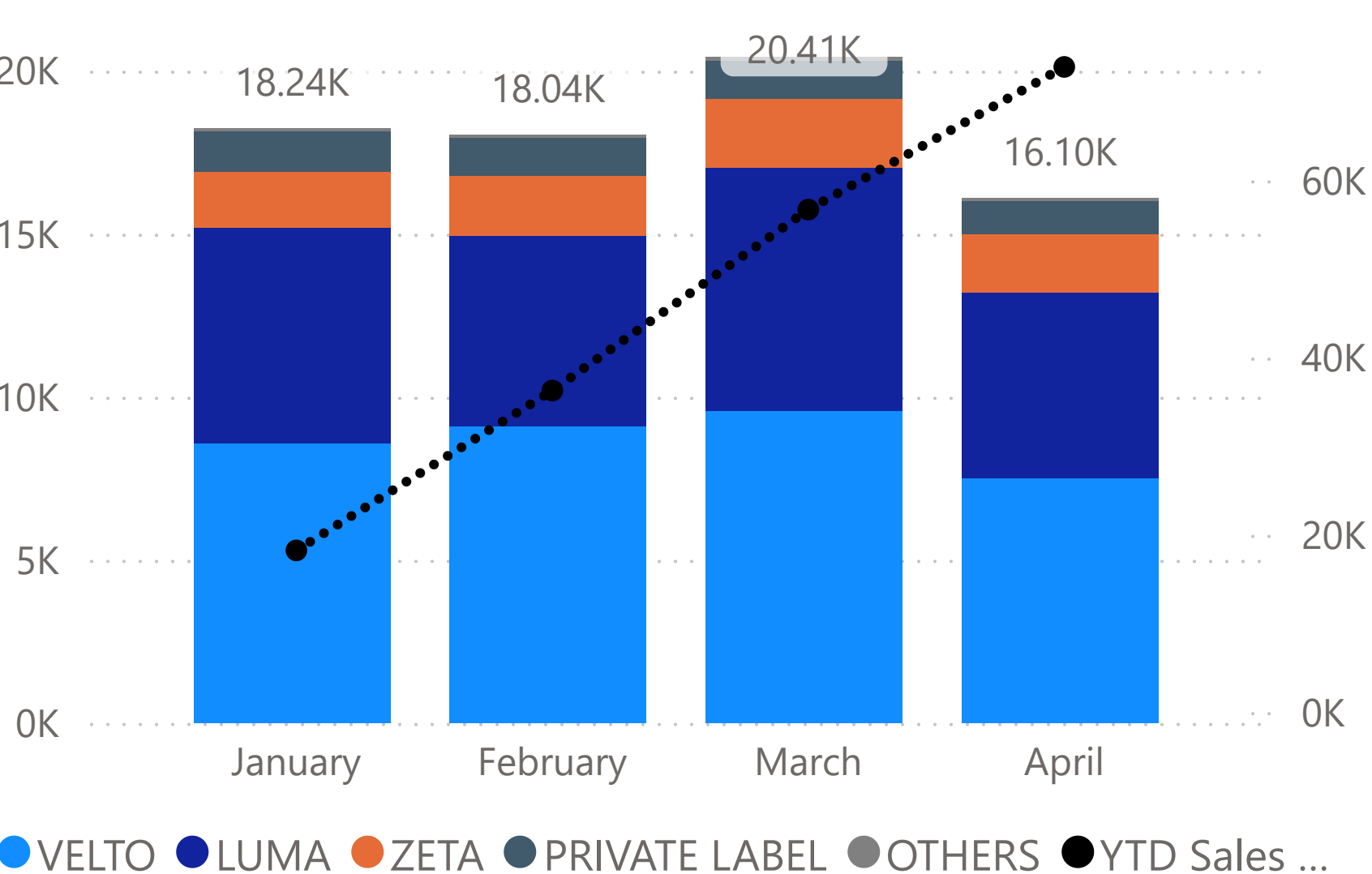
Value Sales by Brand



Doses Sales Share by Brand



Doses Sales by Brand



XS	S	M	L	XL
0.00%	39.29%	76.46%	30.17%	78.36%
99.51%	60.71%	23.54%	69.83%	21.64%
0.49%	0.00%			
100.00%	100.00%	100.00%	100.00%	100.00%



YEAR, MONTH

Multiple selections

▼

FACTOR

Value Sales

▼

MANUFACTURER

All

▼

MARKET

All

▼

BRAND GROUP

All

▼

SEGMENT

All

▼

SUBSEGMENT

All

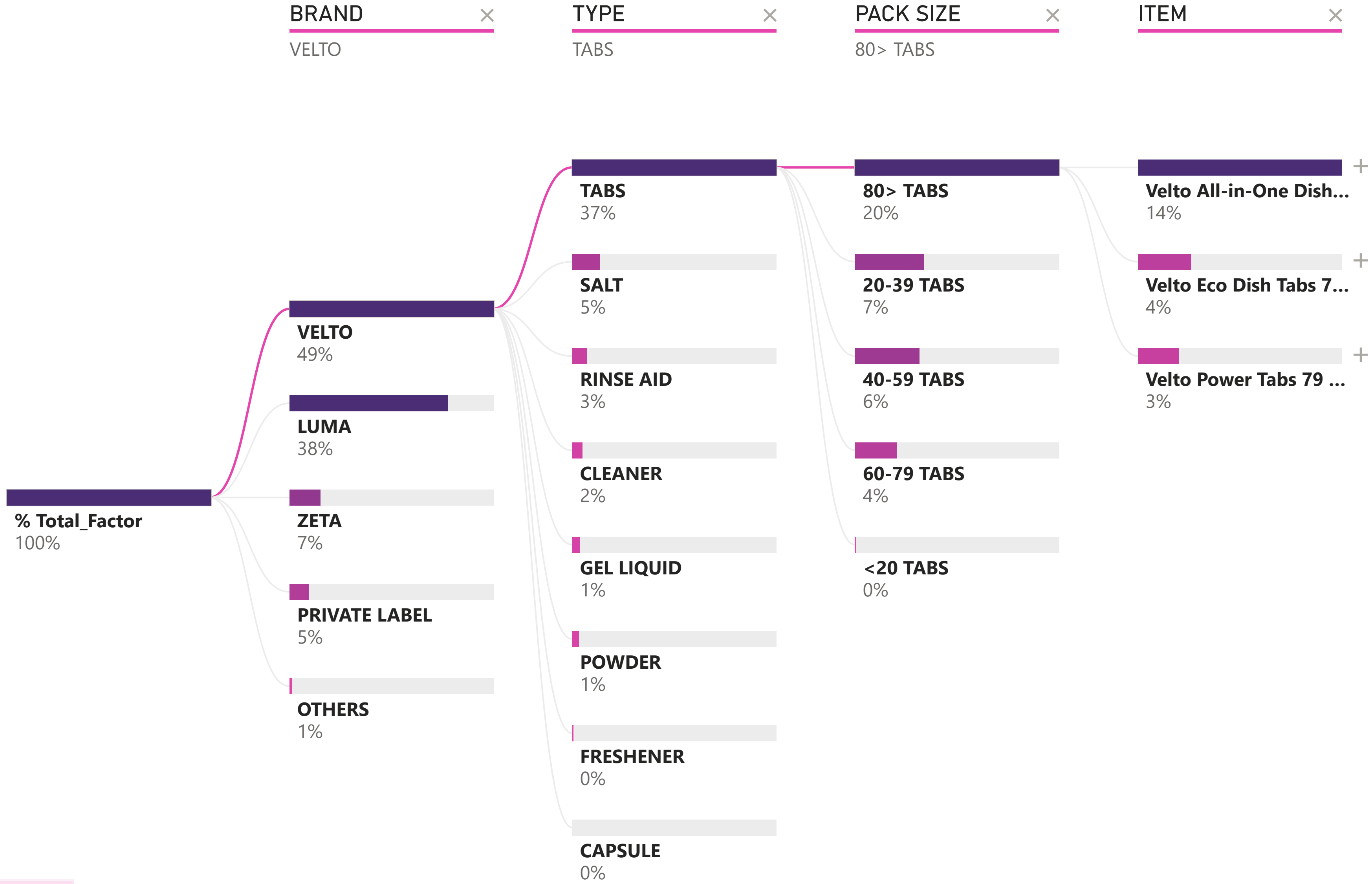
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ITEM

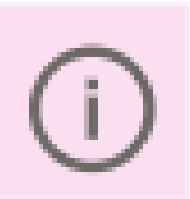
All

▼

DECOMPOSITION TREE STRUCTURE



▼





YEAR, MONTH

Multiple selections

▼

FACTOR

Value Sales

▼

MANUFACTURER

All

▼

MARKET

All

▼

BRAND GROUP

All

▼

SEGMENT

All

▼

SUBSEGMENT

All

▼

SKU

All

▼

RANK BY SKU

Choose analysis category

BRAND	SEGMENT	TYPE
PACK SIZE	SUBSEGMENT	

Year	2025					Total
BRAND	January	February	March	April	Total	▼
☐ VELTO	45.58%	51.88%	50.34%	48.67%	49.23%	49.23%
Velto All-in-One Dishwasher Tablets 79 tabs	24.48%	32.24%	28.48%	24.86%	27.79%	27.79%
Velto Eco Dish Tabs 79 tabs	7.56%	8.39%	8.82%	10.13%	8.72%	8.72%
Velto All-in-One Dishwasher Tablets 57 tabs	6.17%	6.08%	9.31%	8.50%	7.60%	7.60%
Velto Dishwasher Salt Anti-Limescale Pack	9.48%	6.56%	6.02%	7.83%	7.32%	7.32%
Velto Power Tabs 79 tabs	5.69%	5.22%	5.16%	6.44%	5.57%	5.57%
Velto All-in-One Dishwasher Tablets 39 tabs	6.07%	4.75%	4.66%	5.61%	5.20%	5.20%
Velto Rinse Aid with Shine Effect Pack	4.93%	4.11%	3.57%	3.86%	4.07%	4.07%
Velto Additives Product Pack	4.86%	3.58%	3.87%	3.92%	4.02%	4.02%
Velto Regenerating Salt Pack	3.01%	2.85%	2.57%	2.50%	2.72%	2.72%
Velto All-in-One Dishwasher Tablets 24 tabs	2.95%	1.87%	2.94%	1.83%	2.42%	2.42%
Velto Gel Detergent Lemon Pack	2.43%	2.18%	2.23%	2.34%	2.28%	2.28%
Velto All-in-One Dishwasher Tablets 76 tabs	1.73%	2.87%	2.35%	2.00%	2.27%	2.27%
Velto All-in-One Dishwasher Tablets 25 tabs	2.47%	1.89%	2.37%	2.14%	2.22%	2.22%
Velto All-in-One Dishwasher Tablets 42 tabs	0.96%	1.63%	2.96%	1.19%	1.79%	1.79%
Velto All-in-One Dishwasher Tablets 75 tabs	1.08%	2.20%	1.25%	1.71%	1.56%	1.56%
Velto Cleaning Powder Citrus Pack	1.91%	1.31%	1.22%	1.14%	1.38%	1.38%
Velto Power Tabs 49 tabs	1.33%	1.18%	1.48%	1.10%	1.29%	1.29%
Velto Glass Protector Rinse Pack	1.32%	1.15%	0.92%	1.76%	1.26%	1.26%
Velto Classic Dishwasher Powder Pack	1.07%	1.22%	0.97%	0.93%	1.05%	1.05%
Total	23.66%	24.70%	29.44%	22.20%	100.00%	100.00%



YEAR, MONTH

2025

FACTOR

All

MARKET

All

MANUFACTURER

All

BRAND

All

SEGMENT

All

SUBSEGMENT

All

TYPE

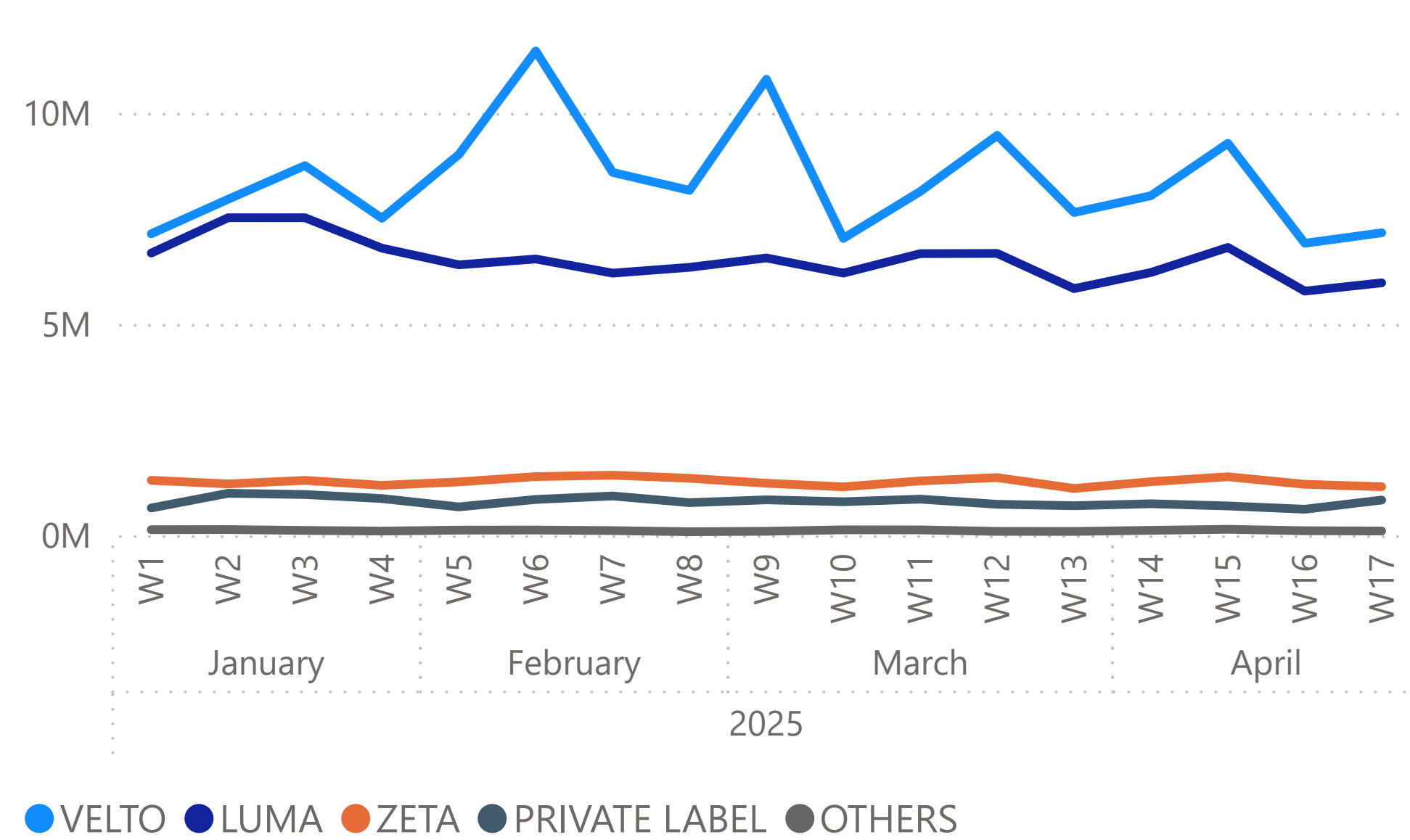
All

PACK SIZE

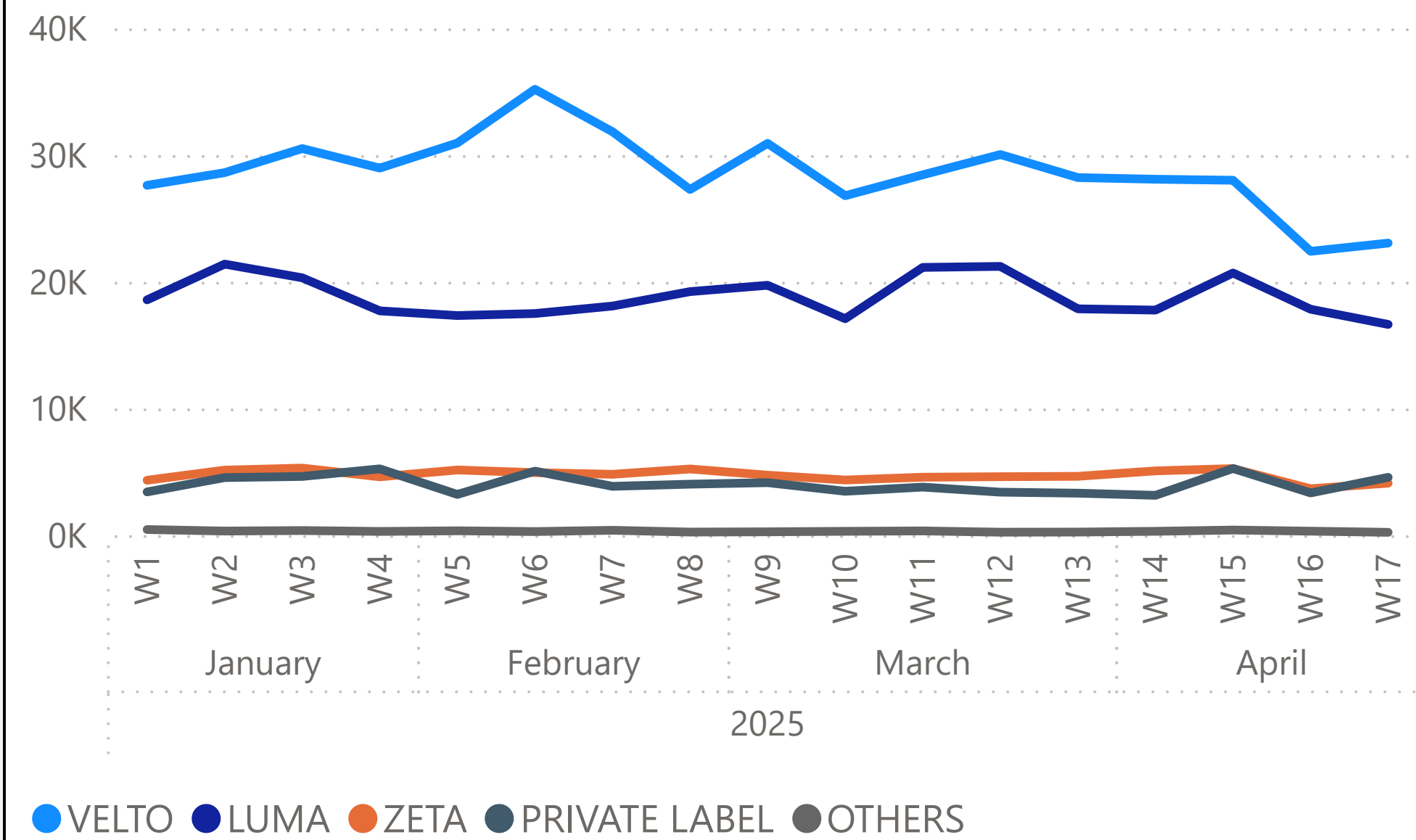
All

NUMERIC & WEIGHT DISTRIBUTION

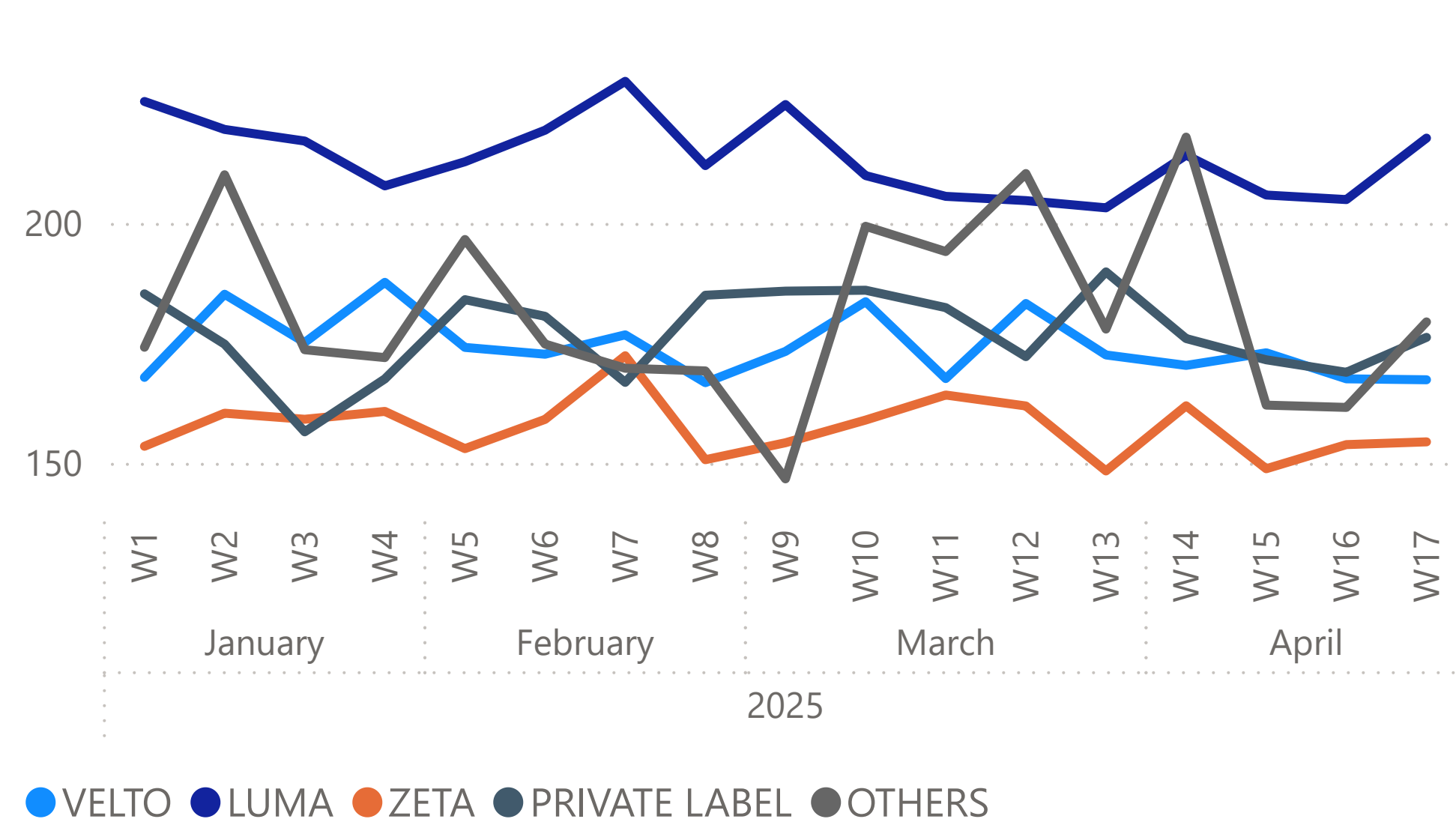
Sales Value by BRAND



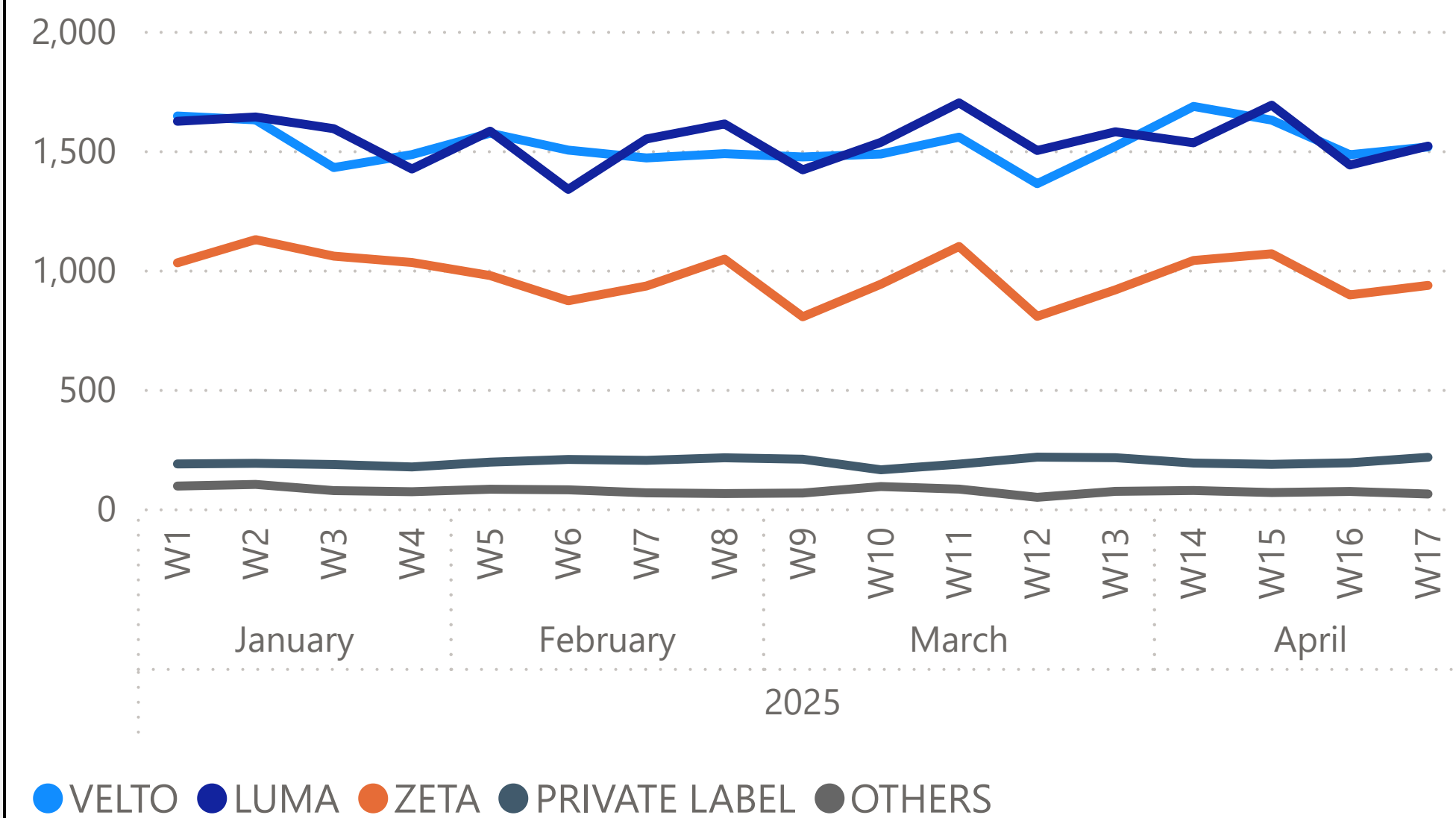
Sales Volume by BRAND



Avg Price by BRAND



CWTD by BRAND





YEAR, MONTH

2025

FACTOR

All

MARKET

All

MANUFACTURER

All

BRAND

All

SEGMENT

All

SUBSEGMENT

All

TYPE

All

PACK SIZE

All

BRAND SHELF SHARE DEVELOPMENT

