

美国第2轮跑店数据分析 (202306) - Vape Store

3515

Number of Response

3207

Number of Stores

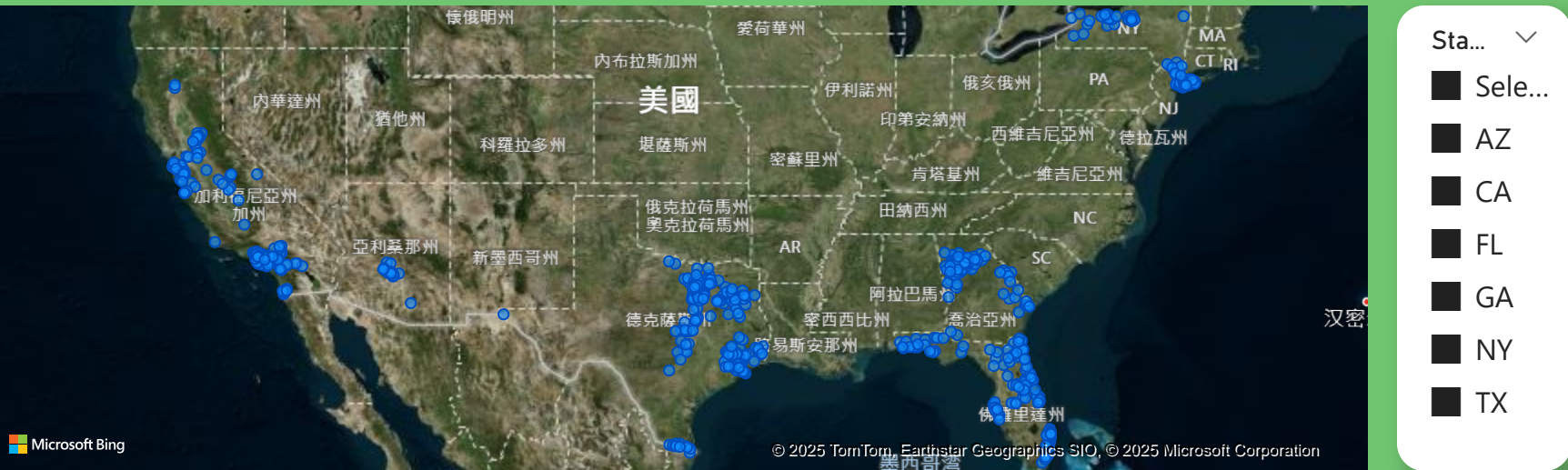
Initiative

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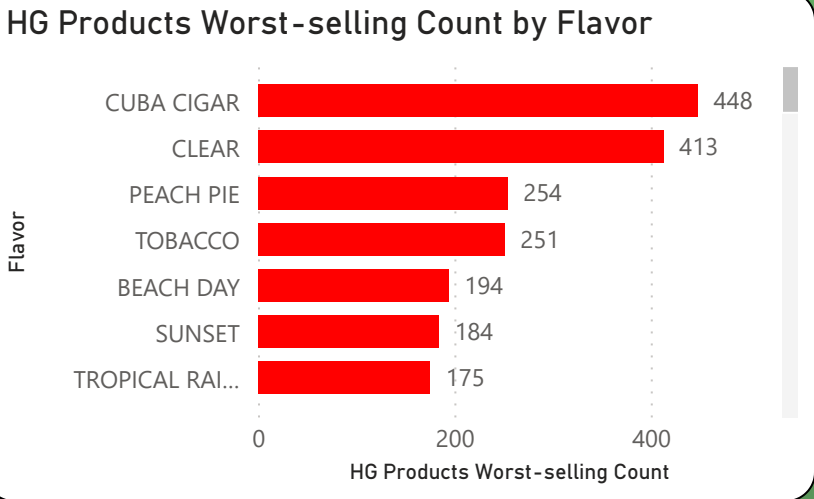
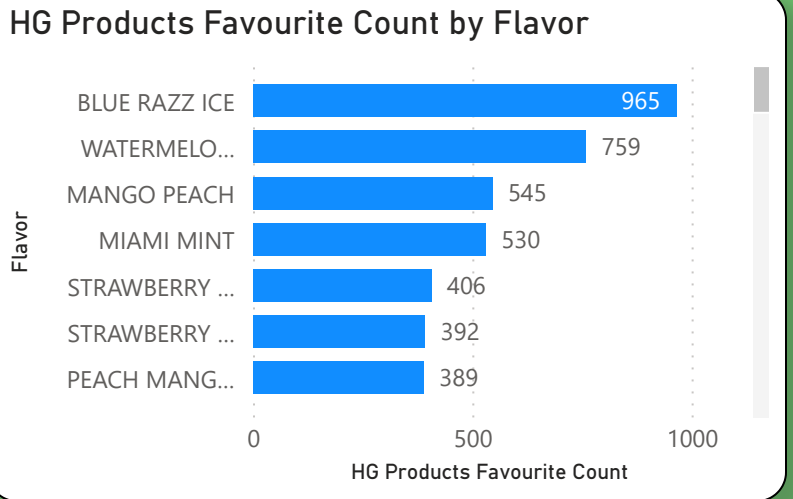
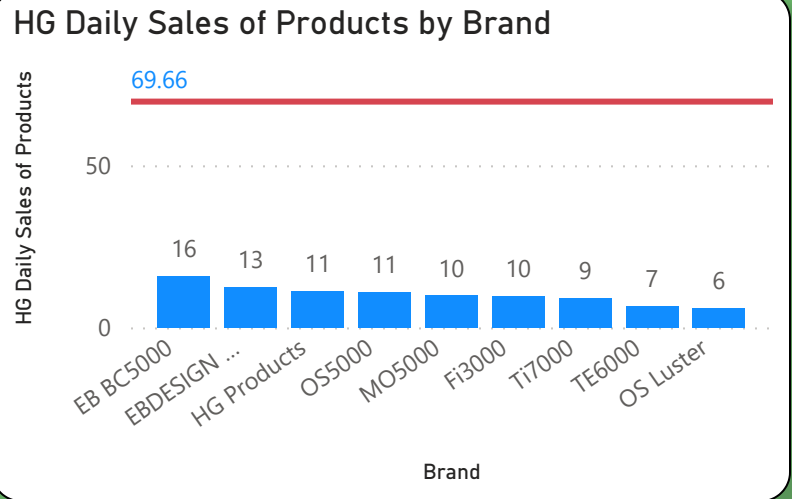
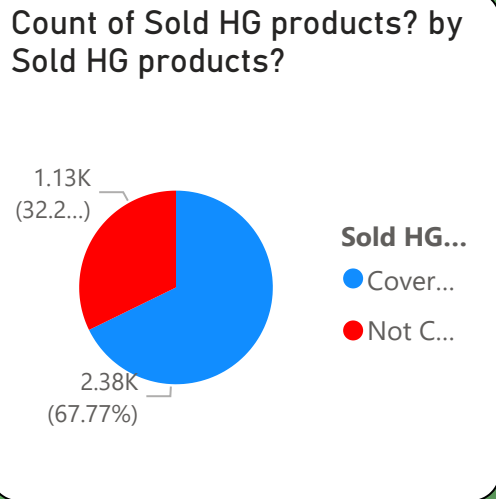
☐ HEAVEN GIFTS CY3-4 20...

☒ HEAVEN GIFTS CY5 - VAPE

☒ HEAVEN GIFTS CY5 2023...



Brand	Coverage	Coverage %	MSRP	HG Daily Sales of Products	Store Daily Sales of Products	In-house Coverage %	Wholesale Price	Top 3 Favourite
HG Products	2382	74.3%	22.28	11.21	69.66	16.1%	11.77	BLUE RAZZ ICE, WATERMELON ICE, MANGO PEACH
EB BC5000	2189	68.3%	21.77	15.93	69.66	22.9%	11.10	BLUE RAZZ ICE, WATERMELON ICE, MIAMI MINT
OS5000	1511	47.1%	22.07	11.03	69.66	15.8%	11.00	BLUE RAZZ ICE, BLUE COTTON CANDY, STRAWBERRY ICE
EBDESIGN BC5000	1436	44.8%	21.38	12.54	69.66	18.0%	11.11	BLUE RAZZ ICE, MIAMI MINT, WATERMELON ICE
MO5000	1251	39.0%	22.00	9.91	69.66	14.2%	11.08	MANGO PEACH, WATERMELON ICE, WATERMELON BUBBLE GUM
Ti7000	1037	32.3%	24.24	9.06	69.66	13.0%	11.55	CALIFORNIA CHERRY, BLUE RAZZ ICE, SUPER BERRY
OS Luster	690	21.5%	21.67	6.02	69.66	8.6%	11.32	ACAI BERRY STORM ICE, RASPBERRY LEMONADE, BERRY CRUSH ICE
TE6000	326	10.2%	21.31	6.60	69.66	9.5%	11.72	BLUE RAZZ ICE, WATERMELON ICE, STRAWBERRY ICE
Fi3000	68	2.1%	20.60	9.77	69.66	14.0%	12.41	PEACH ICE, BLUE RAZZ ICE, MIAMI MINT



2636

Competitor Coverage

82.2%

Competitor Coverage %

Brand	Top Competitor Coverage	Top Competitor Count	Top Competitor Count %	Daily Sales (C)	In-house Coverage % (C)	MSRP (C)	Max Price (C)	Min Price (C)	Wholesale Price (C)
ORION	34.2%	648	15.4%	13.89	19.9%	22.52	34.99	5.00	11.09
ESCOBAR	32.2%	594	14.1%	14.45	20.7%	19.20	30.00	1.00	11.81
FUME	31.1%	566	13.5%	15.49	22.2%	19.23	35.00	2.00	10.03
TYSON	14.6%	271	6.5%	11.07	15.9%	23.76	34.99	12.00	10.27
JUICYBAR	12.7%	240	5.7%	13.32	19.1%	20.16	28.00	12.99	16.75
HQD	12.4%	224	5.3%	15.82	22.7%	16.48	28.99	9.99	7.67
FLUM PEBBLE	11.1%	201	4.8%	16.43	23.6%	24.04	34.50	16.59	10.79
FLUM_	11.1%	201	4.8%	11.50	16.5%	21.05	32.50	11.99	10.83
AIRBAR	10.6%	195	4.6%	13.99	20.1%	20.01	39.00	3.99	13.18
EVOBAR	7.0%	131	3.1%	12.45	17.9%	18.58	27.00	2.99	15.14
CALI PLUS	4.6%	82	2.0%	11.44	16.4%	16.13	30.00	9.99	6.27
RAZ	3.9%	74	1.8%	11.13	16.0%	21.16	27.00	5.00	13.16
DRAGBAR	3.8%	73	1.7%	12.08	17.3%	19.93	26.00	10.00	13.20
NOVO BAR	3.9%	72	1.7%	10.59	15.2%	22.01	31.19	11.98	9.00
HYDE	3.4%	62	1.5%	8.53	12.2%	19.16	30.00	10.00	11.92
CALIBAR	3.1%	59	1.4%	13.13	18.8%	19.04	26.00	12.99	10.80
GEEKBAR	2.3%	43	1.0%	12.50	17.9%	21.95	35.00	15.00	6.00
SUPREME	2.3%	42	1.0%	11.19	16.1%	18.32	25.00	5.00	13.33
LJOY	2.1%	33	0.8%	5.63	8.1%	22.76	28.00	11.00	10.00

Price Range Count	\$00-\$05	\$05-\$10	\$10-\$15	\$15-\$20	\$20-\$25	\$25-\$30	\$30-\$35	>\$35
AIRBAR	1	2	10	48	21	3	1	1
BINARY CABIN				1	1		1	
CALI PLUS			4	7	1	1		
CALIBAR			1	6		1		
DRAGBAR			1	1	3	1		
ESCOBAR			39	131	41	8		
EVOBAR	1			10	3	2		
FLUM PEBBLE				15	80	25	2	
FLUM_			5	26	33	5	1	
FUME	1	6	52	93	65	12		
GEEKBAR				4	3		1	
HQD		1	7	13	10	1		
HYDE		1	3	10	1	3		
JUICYBAR			3	40	13	2		
LJOY				1	1			1
LUCID					1			
LUTO		1						
MONSTER BAR			1	2				

Brand	HG vs Competitor In-house Coverage	HG vs Competitor Price %	HG vs Competitor Wholesale Price %
AIRBAR	64%	2.79%	8.8% <span>●</span> -15.8% <span>●</span>
BALI	74%	22.87%	<span>●</span>
BINARY CABIN	73%	11.81%	1.6% <span>●</span> 85.1% <span>●</span>
BREEZE	74%	22.87%	<span>●</span>
CALI PLUS	70%	6.46%	34.9% <span>●</span> 77.0% <span>●</span>
CALIBAR	71%	4.03%	14.3% <span>●</span> 2.8% <span>●</span>
DRAGBAR	70%	5.53%	9.2% <span>●</span> -15.9% <span>●</span>
ESCOBAR	42%	2.13%	13.4% <span>●</span> -6.0% <span>●</span>
EVOBAR	67%	5.00%	17.2% <span>●</span> -26.7% <span>●</span>
FLUM PEBBLE	63%	-0.71%	-9.4% <span>●</span> 2.9% <span>●</span>
FLUM_	63%	6.36%	3.4% <span>●</span> 2.5% <span>●</span>
FUME	43%	0.63%	13.2% <span>●</span> 10.6% <span>●</span>
GEEKBAR	72%	4.93%	-0.8% <span>●</span> 85.1% <span>●</span>
HQD	62%	0.16%	32.1% <span>●</span> 44.7% <span>●</span>
HYDE	71%	10.63%	13.6% <span>●</span> -6.8% <span>●</span>
JUICYBAR	62%	3.75%	8.0% <span>●</span> -33.7% <span>●</span>
LJOY	72%	14.80%	-4.4% <span>●</span> 2.3% <span>●</span>

Brand

☒ EB BC5000

☐ EBDESIGN BC50...

☐ Fi3000

☐ HG Products

☐ MO5000

☐ OS Luster

☐ OS5000

☐ TE6000

☐ Ti7000

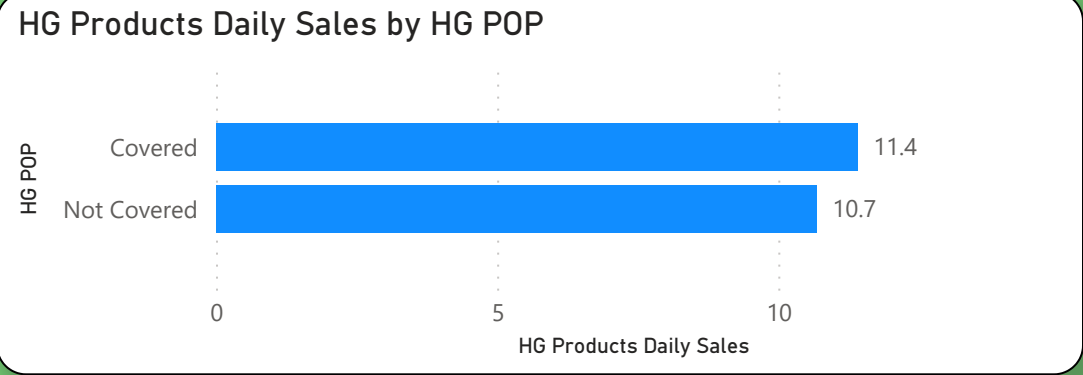
2384

HG Products POP Cov...

Brand	POP Coverage	POP Coverage %
MO5000; OS5000; OS Luster; Ti7000; TE6000; Fi3000	2184	40.4%
HG Products	2384	44.1%
EB BC5000 & EBDESIGN BC5000	2166	40.1%

44.1%

HG Products POP Cov...



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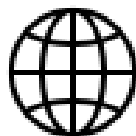
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☐ HEAVEN GIFTS CY...

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☒ HEAVEN GIFTS CY...

Coverage %



Order	Brand	AZ	CA	FL	GA	NY	TX
<input type="checkbox"/> 1	HG Products	73.4%	66.4%	81.5%	78.8%	60.9%	76.1%
<input type="checkbox"/> 2	EB BC5000	71.9%	61.5%	76.0%	69.9%	53.5%	69.9%
<input type="checkbox"/> 3	EBDESIGN BC5000	64.1%	22.2%	56.4%	53.6%	28.3%	49.3%
<input type="checkbox"/> 4	MO5000	65.6%	17.4%	53.1%	44.6%	13.1%	44.2%
<input type="checkbox"/> 5	OS5000	68.0%	17.4%	66.8%	66.3%	11.1%	51.7%
<input type="checkbox"/> 6	OS Luster	43.8%	7.2%	31.3%	26.8%	2.0%	24.1%
<input type="checkbox"/> 7	Ti7000	56.3%	18.3%	41.0%	40.1%	10.8%	35.1%
<input type="checkbox"/> 8	TE6000	17.2%	6.1%	9.7%	17.6%	6.7%	10.3%
<input type="checkbox"/> 9	Fi3000		4.7%	2.0%	1.0%	1.3%	1.5%

In-house  
Coverage %



Order	Brand	AZ	CA	FL	GA	NY	TX
<input type="checkbox"/> 1	HG Products	20.5%	25.8%	13.4%	17.3%	29.6%	13.5%
<input type="checkbox"/> 2	EB BC5000	28.9%	33.1%	20.8%	24.5%	37.0%	19.4%
<input type="checkbox"/> 3	EBDESIGN BC5000	25.5%	23.3%	15.1%	20.0%	45.4%	13.9%
<input type="checkbox"/> 4	MO5000	12.7%	14.4%	13.4%	14.2%	11.4%	12.7%
<input type="checkbox"/> 5	OS5000	16.9%	19.6%	13.3%	16.9%	30.5%	13.9%
<input type="checkbox"/> 6	OS Luster	7.7%	16.2%	7.9%	10.9%	15.2%	6.1%
<input type="checkbox"/> 7	Ti7000	15.2%	29.0%	9.7%	12.3%	14.2%	12.6%
<input type="checkbox"/> 8	TE6000	8.0%	12.4%	5.2%	14.2%	26.4%	8.2%
<input type="checkbox"/> 9	Fi3000	16.2%	30.9%	11.8%	10.0%	12.0%	14.7%

MSRP



Order	Brand	AZ	CA	FL	GA	NY	TX
<input type="checkbox"/> 1	HG Products	20.70	23.03	22.45	20.79	21.43	22.85
<input type="checkbox"/> 2	EB BC5000	19.83	22.84	21.90	20.03	21.18	22.25
<input type="checkbox"/> 3	EBDESIGN BC5000	19.79	22.06	21.60	19.89	20.07	22.12
<input type="checkbox"/> 4	MO5000	20.37	21.98	22.34	20.51	21.18	22.63
<input type="checkbox"/> 5	OS5000	20.31	22.75	22.24	20.70	19.68	22.85
<input type="checkbox"/> 6	OS Luster	20.01	20.46	22.06	19.89	20.50	22.59
<input type="checkbox"/> 7	Ti7000	23.14	23.93	24.24	22.82	23.24	25.24
<input type="checkbox"/> 8	TE6000	20.75	20.18	21.69	20.00	20.30	22.35
<input type="checkbox"/> 9	Fi3000	25.00	18.31	22.96	15.40	20.50	21.44

Wholesaler  
Price



Order	Brand	AZ	CA	FL	GA	NY	TX
<input type="checkbox"/> 1	HG Products	12.02	11.40	11.08	11.99	10.78	12.43
<input type="checkbox"/> 2	EB BC5000	10.80	11.06	9.59	10.99	10.56	12.07
<input type="checkbox"/> 3	EBDESIGN BC5000	9.10	10.65	9.77	12.00	9.23	12.18
<input type="checkbox"/> 4	MO5000	9.78	11.21	9.62	12.56	9.07	11.86
<input type="checkbox"/> 5	OS5000	10.49	11.48	9.38	11.91	9.44	11.69
<input type="checkbox"/> 6	OS Luster	9.59	11.09	9.53	13.14	9.88	11.71
<input type="checkbox"/> 7	Ti7000	11.29	11.81	9.83	13.09	9.64	11.90
<input type="checkbox"/> 8	TE6000	9.71	9.76	9.47	14.83	9.22	12.55
<input type="checkbox"/> 9	Fi3000		11.66	11.50	18.25	9.00	12.62

Daily Sales of  
Product



Order	Brand	AZ	CA	FL	GA	NY	TX
<input type="checkbox"/> 1	HG Products	17.96	8.35	11.36	12.61	17.54	9.97
<input type="checkbox"/> 2	EB BC5000	25.37	10.72	17.63	17.87	21.96	14.25
<input type="checkbox"/> 3	EBDESIGN BC5000	22.37	7.53	12.81	14.65	26.92	10.20
<input type="checkbox"/> 4	MO5000	11.16	4.67	11.40	10.35	6.76	9.36
<input type="checkbox"/> 5	OS5000	14.84	6.33	11.26	12.38	18.05	10.21
<input type="checkbox"/> 6	OS Luster	6.76	5.23	6.72	7.97	9.00	4.50
<input type="checkbox"/> 7	Ti7000	13.35	9.40	8.21	9.02	8.39	9.24
<input type="checkbox"/> 8	TE6000	7.00	4.00	4.43	10.34	15.67	6.06
<input type="checkbox"/> 9	Fi3000	14.25	10.00	10.04	7.27	7.13	10.85