

Manuf... ▾

- ☐ Abbas
- ☐ Aliqui
- ☐ Barba
- ☐ Currus
- ☐ Fama
- ☐ Leo
- ☐ Natura
- ☐ Palma

Year	Order YTD	Total Revenue
⊕ 2014	80	90,822,023.52
⊕ 2015	89	109,751,892.05
⊕ 2016	87	130,274,158.17
⊕ 2017	109	158,982,622.90
⊕ 2018	121	178,000,427.04
⊕ 2019	124	189,028,152.99
⊕ 2020	134	200,528,043.53
⊕ 2021	124	224,030,867.90
Total	124	1,281,418,188.10

Year	Total Orders	Orders LY	%Order Growth VS LY
2014	80		0.00%
2015	89	80	11.25%
2016	87	89	-2.25%
2017	109	87	25.29%
2018	121	109	11.01%
2019	124	121	2.48%
2020	134	124	8.06%
2021	124	134	-7.46%
Total	174	163	6.75%

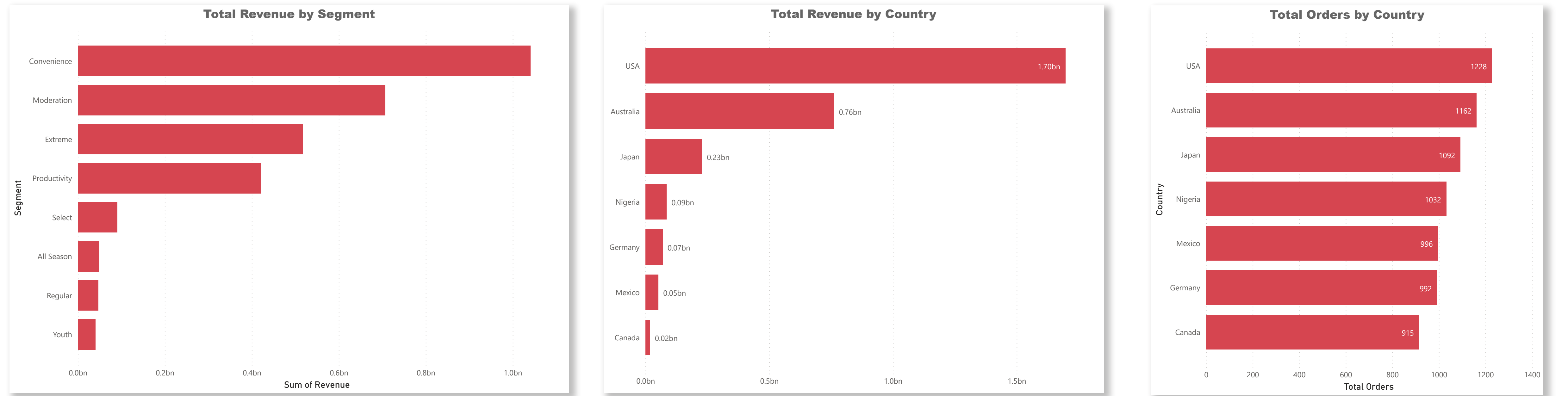
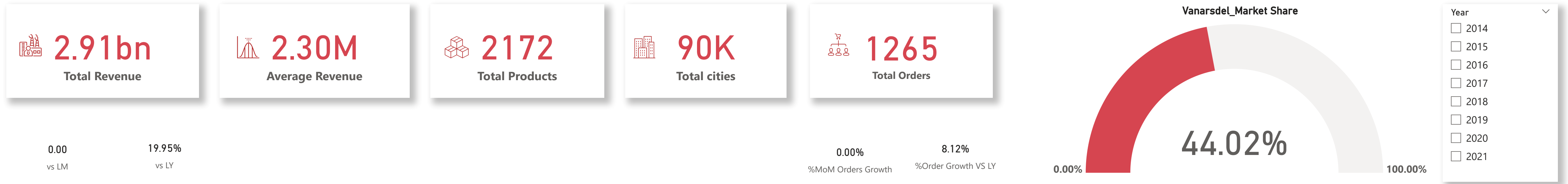
Country	Total Revenue	Canada & USA Sales	Canada, USA & Mexico Sales
		677,615,792.54	698,493,964.6
Australia	392,213,998.10	677,615,792.54	698,493,964.6
Canada	7,020,903.17	677,615,792.54	698,493,964.6
Germany	42,010,762.90	677,615,792.54	698,493,964.6
Japan	109,965,983.35	677,615,792.54	698,493,964.6
Mexico	20,878,172.10	677,615,792.54	698,493,964.6
Nigeria	38,733,479.11	677,615,792.54	698,493,964.6
USA	670,594,889.37	677,615,792.54	698,493,964.6
Total	1,281,418,188.10	677,615,792.54	698,493,964.6

Year	Total Revenue	Revenue LY	%Revenue Growth VS LY	%MoM Revenue Growth (VAR)
2014	90,822,023.52		0.00%	0.00
2015	109,751,892.05	90,822,023.52	20.84%	13.90
2016	130,274,158.17	109,751,892.05	18.70%	13.52
2017	158,982,622.90	130,274,158.17	22.04%	13.60
2018	178,000,427.04	158,982,622.91	11.96%	14.48
2019	189,028,152.99	178,000,427.04	6.20%	13.46
2020	200,528,043.53	189,028,152.99	6.08%	11.97
2021	224,030,867.90	200,528,043.53	11.72%	13.45
Total	1,281,418,188.10	1,057,387,320.20	21.19%	0.00

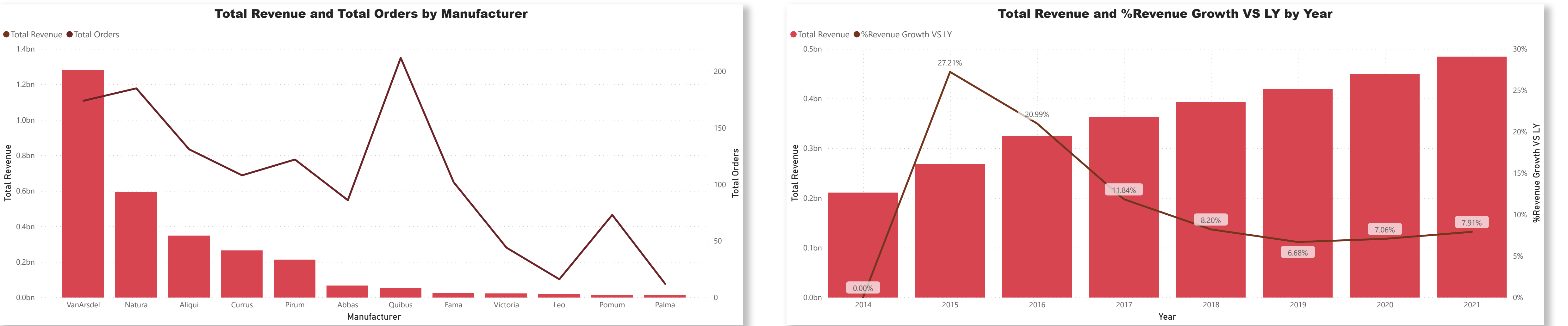
Year	Total Revenue	Total Orders	Orders LM	%MoM
⊕ 2014	90,822,023.52	80		
⊕ 2015	109,751,892.05	89	70	
⊕ 2016	130,274,158.17	87	74	
⊕ 2017	158,982,622.90	109	76	
⊕ 2018	178,000,427.04	121	97	
⊕ 2019	189,028,152.99	124	108	
Total	1,281,418,188.10	174		

Year	Total Revenue	Revenue LM	%MoM Rev Growth	%MoM Revenue Growth (VAR)
⊕ 2014	90,822,023.52		0.00	0.00
⊕ 2015	109,751,892.05	7,365,972.06	13.90	13.90
⊕ 2016	130,274,158.17	8,972,695.12	13.52	13.52
⊕ 2017	158,982,622.90	10,887,927.96	13.60	13.60
⊕ 2018	178,000,427.04	11,500,237.52	14.48	14.48
⊕ 2019	189,028,152.99	13,069,768.83	13.46	13.46
⊕ 2020	200,528,043.53	15,463,311.65	11.97	11.97
⊕ 2021	224,030,867.90	15,500,075.70	13.45	13.45
Total	1,281,418,188.10		0.00	0.00

MARKET SHARE ANALYTICS



The USA accounts for the highest Orders and highest Revenue made for the manufacturers. While Canada accounts for the Lowest orders and revenue. The convenience segment generally provides the highest revenue for manufacturers. However may defer when individual manufacturers are highlighted. Varnesdel is the manufacturer with the highest market share, manufacturers looking to compete with Vanarsdel will need to look into its best selling products, segments and categories and identify products with the highest revenue. Better branding, customer service, quality improvement, and marketing could be adopted by manufacturers who want to compete with Vanarsdel in the market.



Quebus is identified to have the highest orders in the market, however does not make the highest revenue. They generate most of their revenue from the productivity segment and sell mostly in the Rural category comparede to Varnesdel who sells nearly 98% of their products in the urban category. For the Mauufacturers with the lowest revenue, Pomum has the highest orders amongst the last 3, with nearly 50% of its sales in the Urban category. Generally, the market saw a revenue growth from 2014-2021, however the percentage growth of revenue saw a consistent decline from 2015, till 2019, where there has been a slow growth of less than 1%. Natura makes the second highest revenue and also sells up to 50% of its products in the urban category.

