

Cleaning Products Monthly Dashboard



1. Monthly Results | By Company

Description: It shows an overview of the main companies results such as Market Share,...

2. Monthly Results | By Company 2

Description: It shows category/subcategory Market Share, Revenue and respective growths by company.

3. YTD Results | By Company 1

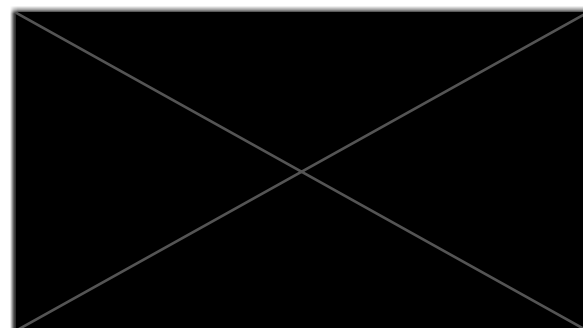
Description: It shows the YTD Market Share vs YTD Market Share growth. It is also...

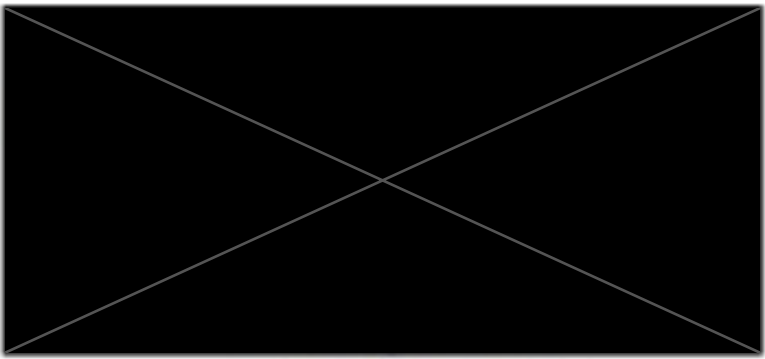
4. YTD Results | By Company 2

Description: It shows subcategory YTD MOB variation and YTD Market Share growth. It is also possible to visualize which companies are driving each subcategory results.

5. Historical Evolution | By Company

Description: It shows the evolution of Market Share by category/subcategory and...





Channel

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Month

01/01/2021

Companies

Todas



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Companies Ranking

| # | Var vs LY | Company | MS |
|----|-----------|------------|-------|
| 1 | 0 | Company 1 | 47,5% |
| 2 | 2 | Company 6 | 11,5% |
| 3 | -1 | Company 7 | 10,3% |
| 4 | -1 | Company 3 | 9,4% |
| 5 | 2 | Company 8 | 7,2% |
| 6 | 0 | Company 15 | 5,7% |
| 7 | 2 | Company 2 | 4,1% |
| 8 | 0 | Company 10 | 2,5% |
| 9 | -4 | Company 4 | 1,8% |
| 10 | 0 | Company 5 | |
| 10 | 0 | Company 9 | |

MOB by Channel

MOB Online y MOB B&M

Punctual Units

56.942

Growth vs LY (%)

-1,1%

Growth vs LM (%)

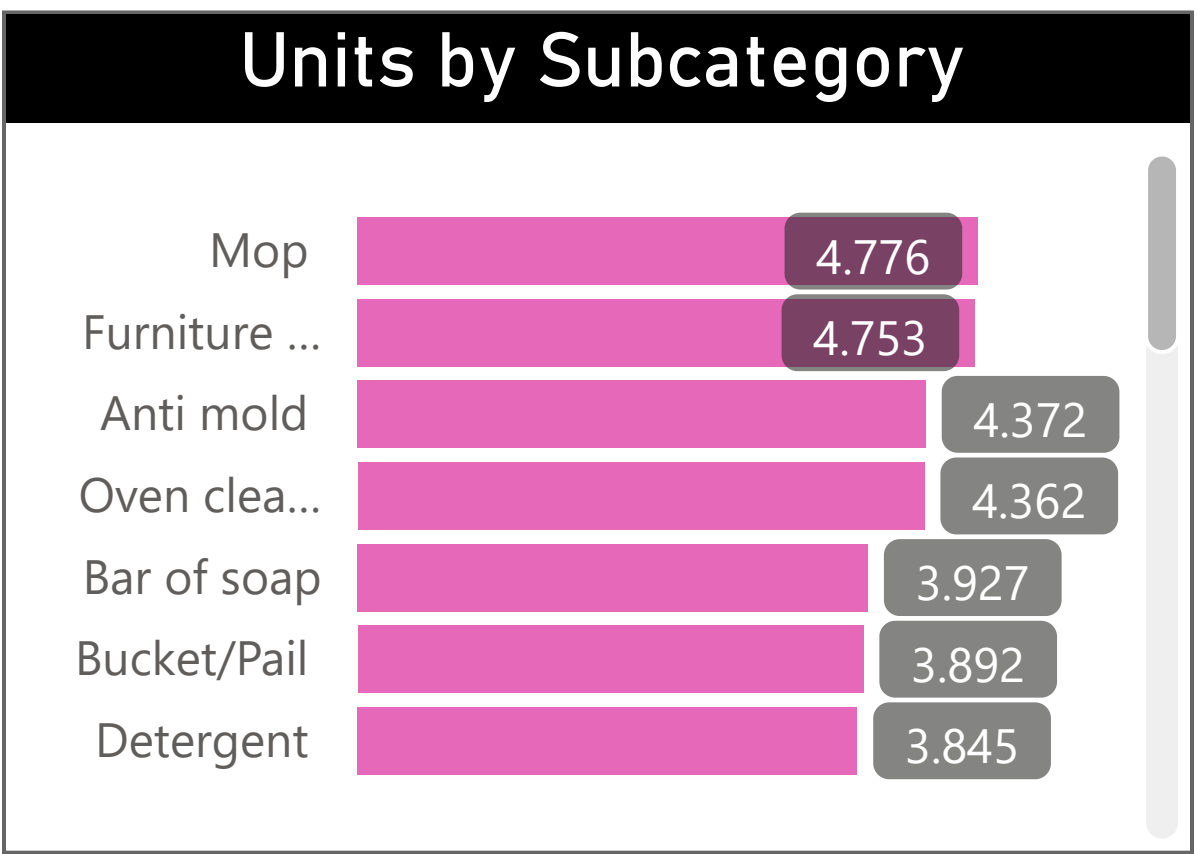
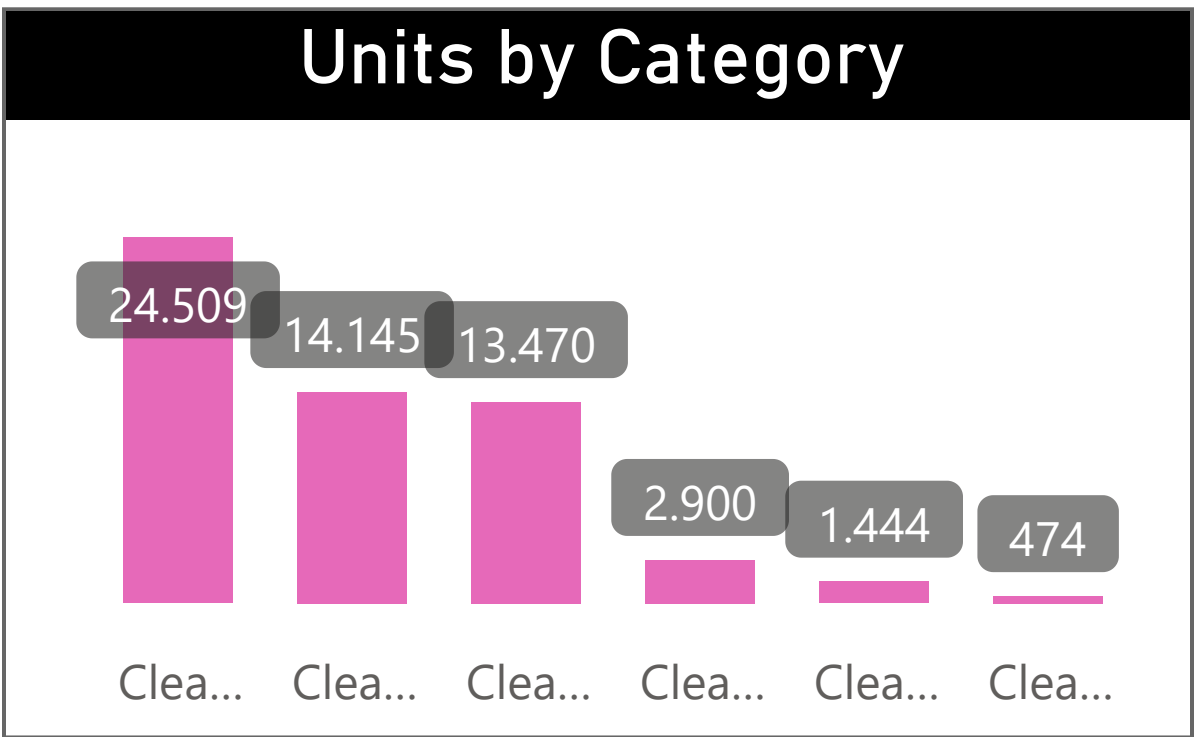
-9,6%

YTD Units

389.257

Growth vs LYTD (%)

-6,6%



Punctual Revenue

R\$ 3.037.576

Growth vs LY (%)

14,2%

Growth vs LM (%)

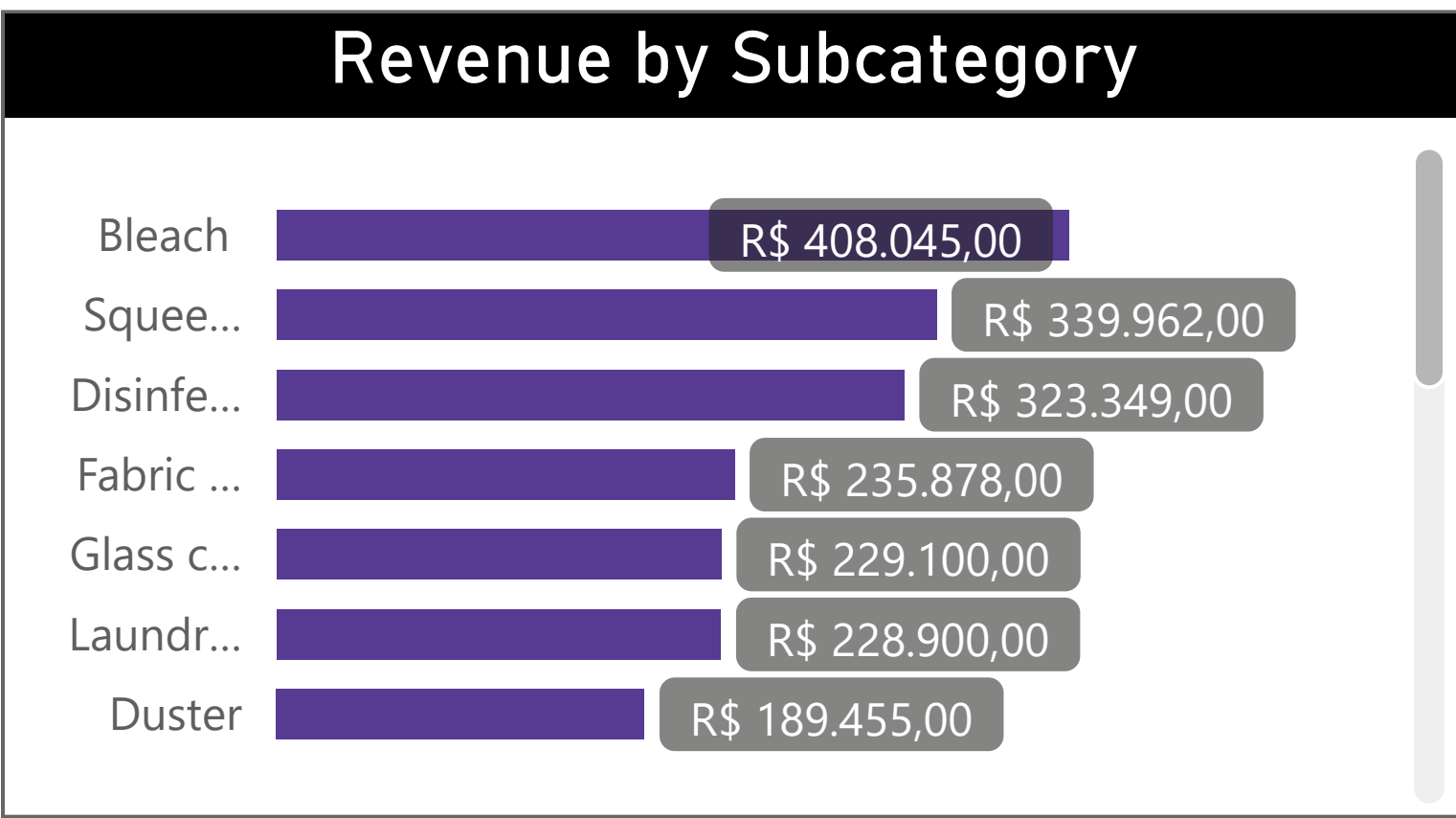
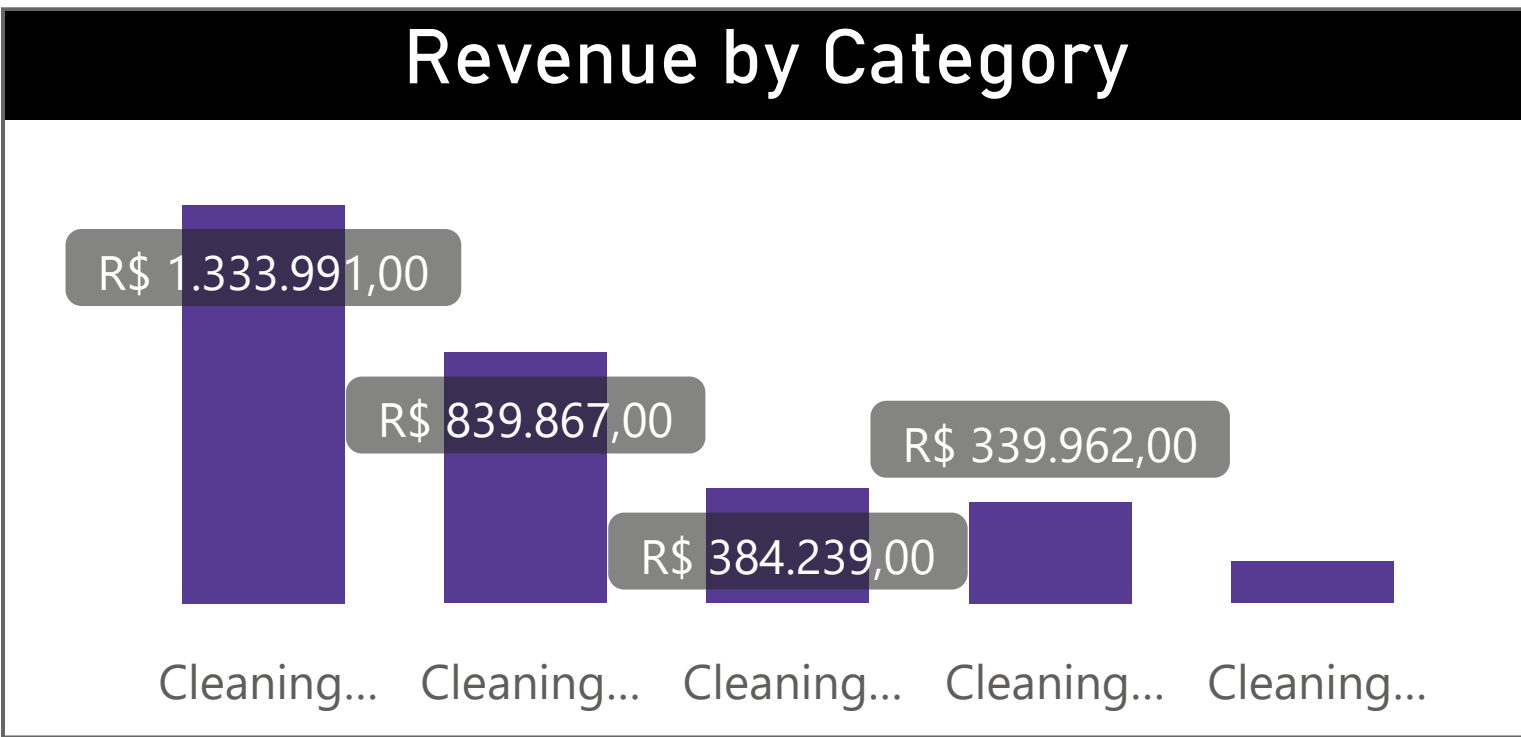
59,0%

YTD Revenue

R\$ 17.852.104

Growth vs LYTD (%)

-18,4%



Market Share

100,0%

Market Share

100.0%

Categories Ranking

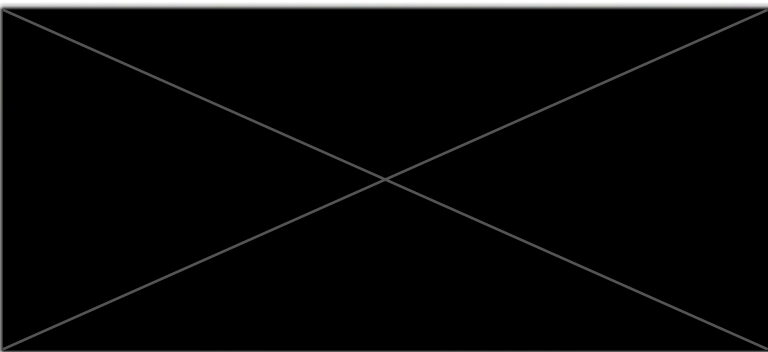
| # | Var vs LY | Category | MOB |
|---|-----------|----------------|--------|
| 1 | 0 | Cleaning Sub 1 | 43,92% |
| 2 | 0 | Cleaning Sub 2 | 27,65% |
| 3 | 0 | Cleaning Sub 3 | 12,65% |
| 4 | 0 | Cleaning Sub 5 | 11,19% |
| 5 | 0 | Cleaning Sub 4 | 4,59% |

Subcategories Ranking

| # | Var vs LY | Subcategory | MOB |
|---|-----------|------------------------|--------|
| 1 | 2 | Bleach | 13,43% |
| 2 | -1 | Squeegee | 11,19% |
| 3 | 16 | Disinfectant/deodorant | 10,64% |
| 4 | 13 | Fabric softener | 7,77% |
| 5 | 3 | Glass cleaner | 7,54% |
| 6 | 14 | Laundry detergent | 7,54% |

YoY Results Comparison | Category

| Category | Punctual Market Share | Growth Punctual Market Share vs LY (pp) | YTD Market Share | Growth YTD Market Share vs LYTD (pp) | Punctual Revenue | Growth Punctual Revenue vs LY (%) | YTD Revenue | Growth YTD Revenue vs LYTD (%) |
|----------------------------|-----------------------|--|------------------|---|------------------|--------------------------------------|----------------|-----------------------------------|
| Cleaning Sub 1 | 100,0% | 0,0 | 100,0% | 0,0 | R\$ 1.333.991 | 74,9% | R\$ 6.351.452 | -0,1% |
| Anti mold | 100,0% | 0,0 | 100,0% | 0,0 | R\$ 69.900 | -6990100,0% | R\$ 253.246 | 78,5% |
| Bar of soap | 100,0% | 0,0 | 100,0% | 0,0 | R\$ 152.071 | 159,5% | R\$ 903.483 | 33,4% |
| Bleach | 100,0% | 0,0 | 100,0% | 0,0 | R\$ 408.045 | 51,5% | R\$ 1.633.303 | 1,2% |
| Broom | | -100,0 | 100,0% | 0,0 | | -100,0% | R\$ 451.479 | 84,5% |
| Bucket/Pail | 100,0% | 0,0 | 100,0% | 0,0 | R\$ 84.071 | -46,1% | R\$ 634.208 | -41,6% |
| Detergent | 100,0% | 0,0 | 100,0% | 0,0 | R\$ 51.500 | -68,3% | R\$ 257.179 | -74,3% |
| Disinfectant/d eodorant | 100,0% | 0,0 | 100,0% | 0,0 | R\$ 323.349 | 1447,1% | R\$ 840.048 | 42,1% |
| Duster | 100,0% | 100,0 | 100,0% | 0,0 | R\$ 189.455 | | R\$ 915.858 | 3,6% |
| Dustpan | 100,0% | 0,0 | 100,0% | 0,0 | R\$ 55.600 | 434,6% | R\$ 462.648 | 301,6% |
| Cleaning Sub 2 | 100,0% | 0,0 | 100,0% | 0,0 | R\$ 839.867 | 26,2% | R\$ 4.340.981 | -19,6% |
| Fabric | 100,0% | 0,0 | 100,0% | 0,0 | R\$ 235.878 | 415,0% | R\$ 641.350 | -12,5% |
| Furniture polish | | -100,0 | 100,0% | 0,0 | R\$ 0 | -100,0% | R\$ 237.879 | -78,4% |
| Glass cleaner | 100,0% | 0,0 | 100,0% | 0,0 | R\$ 229.100 | 60,3% | R\$ 664.694 | -19,9% |
| Kitchen towel | 100,0% | 0,0 | 100,0% | 0,0 | R\$ 145.989 | -18,7% | R\$ 1.147.746 | -19,1% |
| Laundry detergent | 100,0% | 0,0 | 100,0% | 0,0 | R\$ 228.900 | 2101,0% | R\$ 1.017.636 | 70,6% |
| Liquid soap | | -100,0 | 100,0% | 0,0 | | -100,0% | R\$ 631.676 | -12,3% |
| Cleaning Sub 3 | 100,0% | 0,0 | 100,0% | 0,0 | R\$ 384.239 | -36,6% | R\$ 3.395.740 | -32,3% |
| Mop | 100,0% | 0,0 | 100,0% | 0,0 | R\$ 123.300 | 16,6% | R\$ 1.008.243 | 30,4% |
| Oven cleaner | | -100,0 | 100,0% | 0,0 | | -100,0% | R\$ 111.097 | -85,1% |
| Total | 100,0% | 0,0 | 100,0% | 0,0 | R\$ 3.037.576 | 14,2% | R\$ 17.852.104 | -18,4% |



Channel

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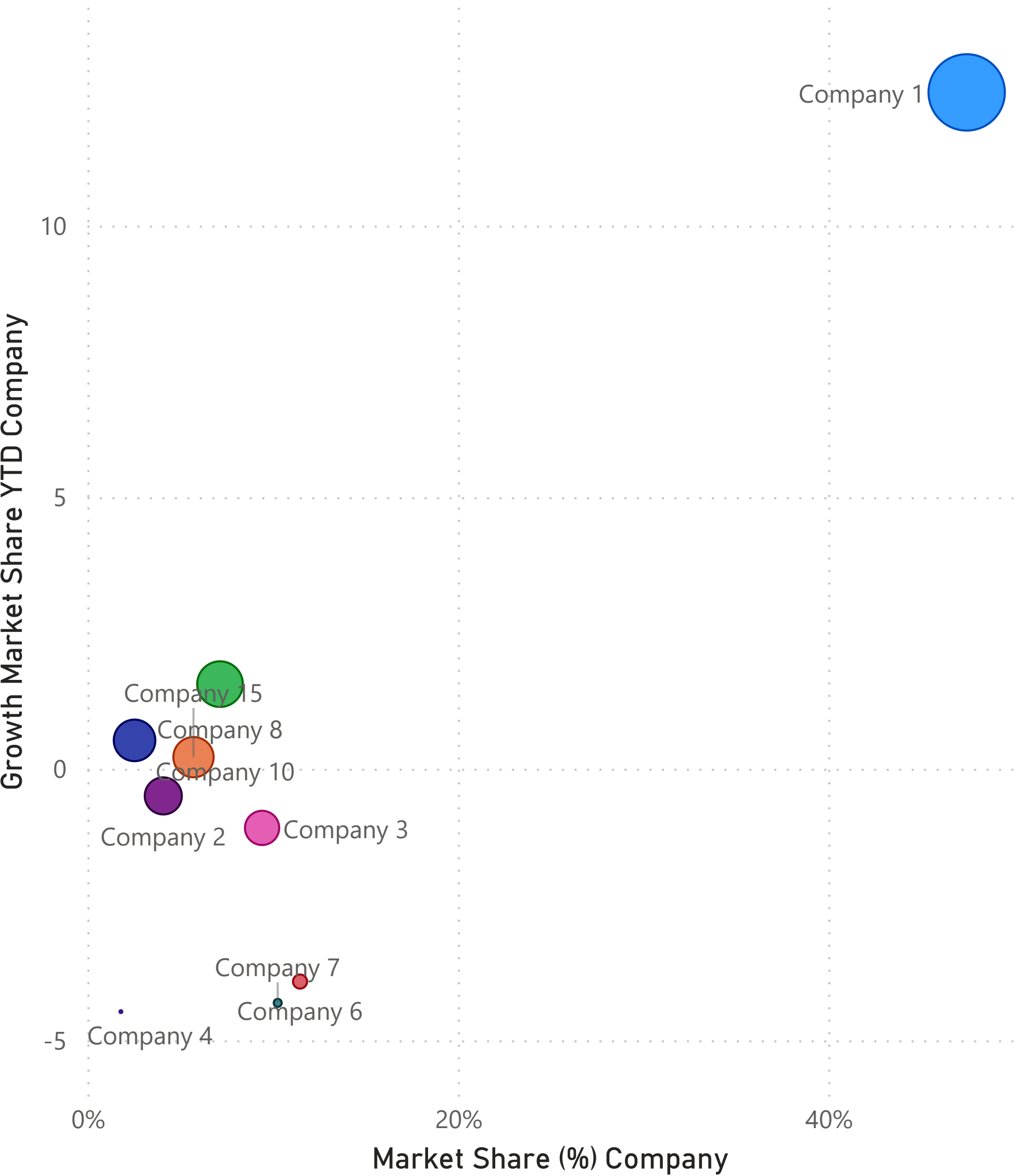
Month

01/01/2021

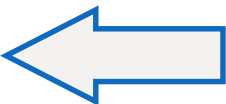


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YTD Market Share Growth vs LYTD (pp)



YTD Market Share growth vs LYTD | by Subcategory (pp)



Choose a company in the pannel

Choose the 2nd company here:

Company 10



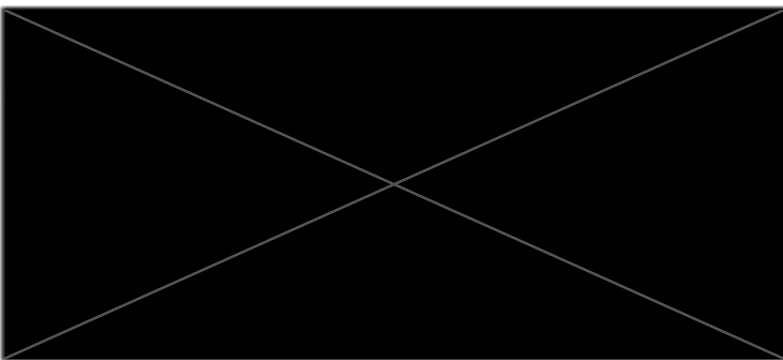
Company 1

Growth Market Share YTD Company by Subcategory3

Company 10

Growth Market Share YTD Company by Subcategory3





Channel

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Month

01/01/2021

▼

Brands

Todas

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Category

Todas

▼



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| Subcategories Ranking | | | | |
|-----------------------|-------------|------------------------|--------|--|
| # | Var vs LYTD | Subcategory | MOB | |
| 1 | 0 | Squeegee | 12,57% | |
| 2 | 1 | Bleach | 9,15% | |
| 3 | 2 | Sponge | 7,79% | |
| 4 | 0 | Kitchen towel | 6,43% | |
| 5 | -3 | Scrub brush | 6,22% | |
| 6 | 12 | Laundry detergent | 5,70% | |
| 7 | 5 | Mop | 5,65% | |
| 8 | 2 | Duster | 5,13% | |
| 9 | 8 | Bar of soap | 5,06% | |
| 10 | 9 | Disinfectant/deodorant | 4,71% | |
| 11 | 9 | Soap powder | 4,17% | |
| 12 | -1 | Glass cleaner | 3,72% | |
| 13 | 2 | Fabric softener | 3,59% | |
| 14 | -7 | Bucket/Pail | 3,55% | |
| 15 | 1 | Liquid soap | 3,54% | |
| 16 | 7 | Dustpan | 2,59% | |
| 17 | 4 | Broom | 2,53% | |
| 18 | -5 | Rubber gloves | 2,36% | |
| 19 | -11 | Detergent | 1,44% | |
| 20 | 2 | Anti mold | 1,42% | |
| 21 | -15 | Furniture polish | 1,33% | |

