

Garrett RTE Category Performance & Distribution Strategy

Category Sales (\$)
2,806,361.23

Promo % of Volume
30.57%

Units Sold on Promotion
338,412

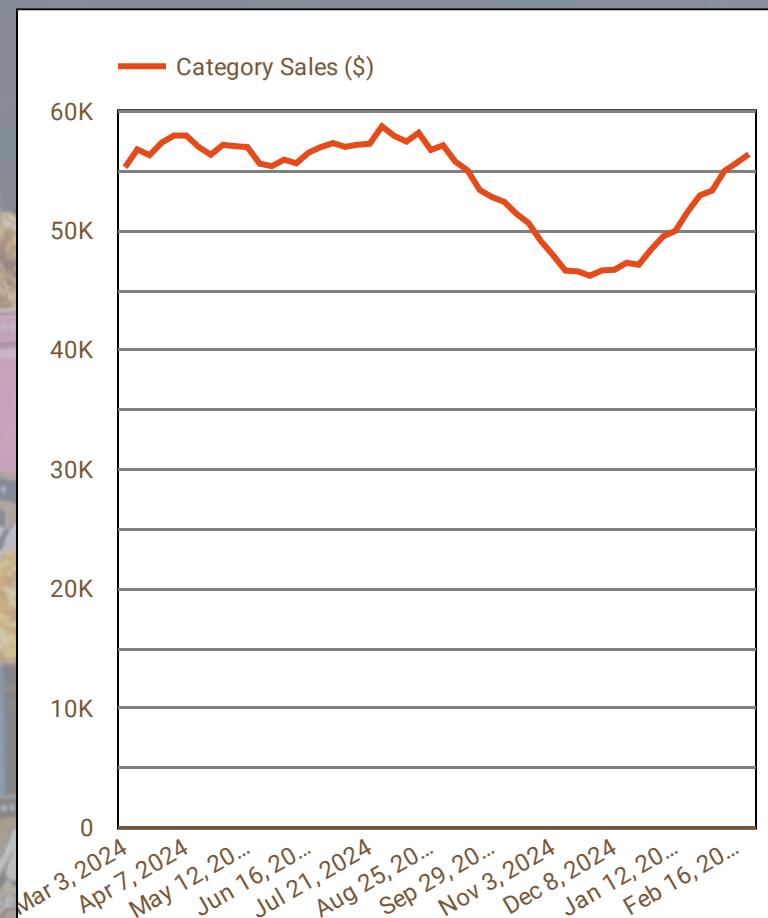
Garrett Dollar Share
24.25%

SKU Productivity & Assortment

sku	units
1. Mix 10oz	16,770
2. Cheddar 6oz	15,556
3. Caramel 6oz	14,067
4. Cheddar 10oz	13,426
5. Caramel 10oz	12,774
6. Variety 12pk	9,452

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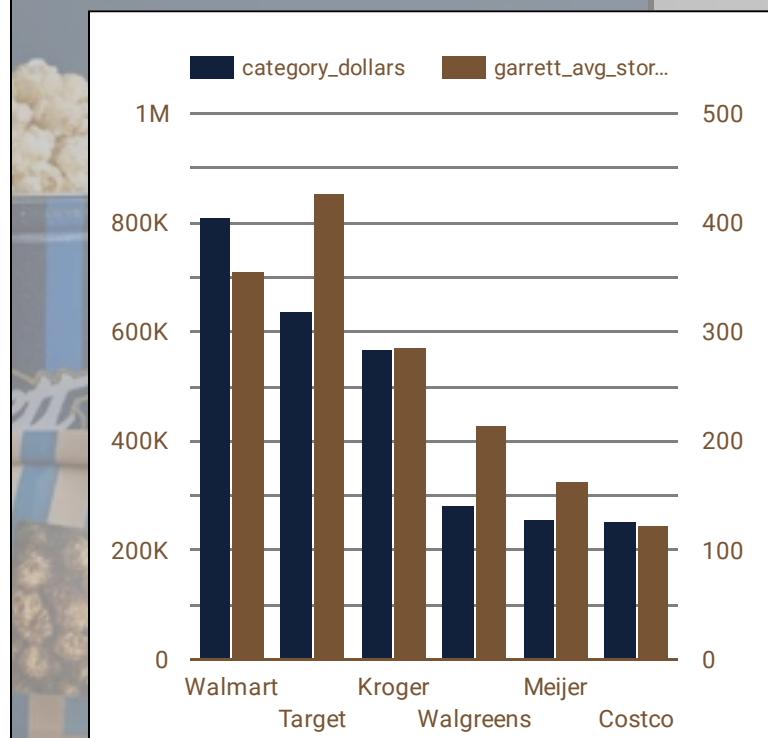
Category Dollar Sales Trend



CDS demonstrate stable baseline demand with periodic seasonal fluctuation. A mid-period decline followed by recovery suggests temporary softness rather than structural category decline, indicating resilient consumer demand and potential opportunity to capture incremental share during rebound phases.

Key Assortment Insight: Mix 10oz and Cheddar 6oz drive highest unit velocity, indicating strong candidate SKUs for expanded distribution and merchandising focus.

Distribution Whitespace Opportunity



Strategic Insight: High category demand with lower Garrett distribution suggests expansion opportunity in Walmart and Target channels.