

Garrett RTE Category Performance & Distribution Strategy

Category Sales (\$)
2,806,361.23

Promo % of Volume
30.57%

Units Sold on Promotion
338,412

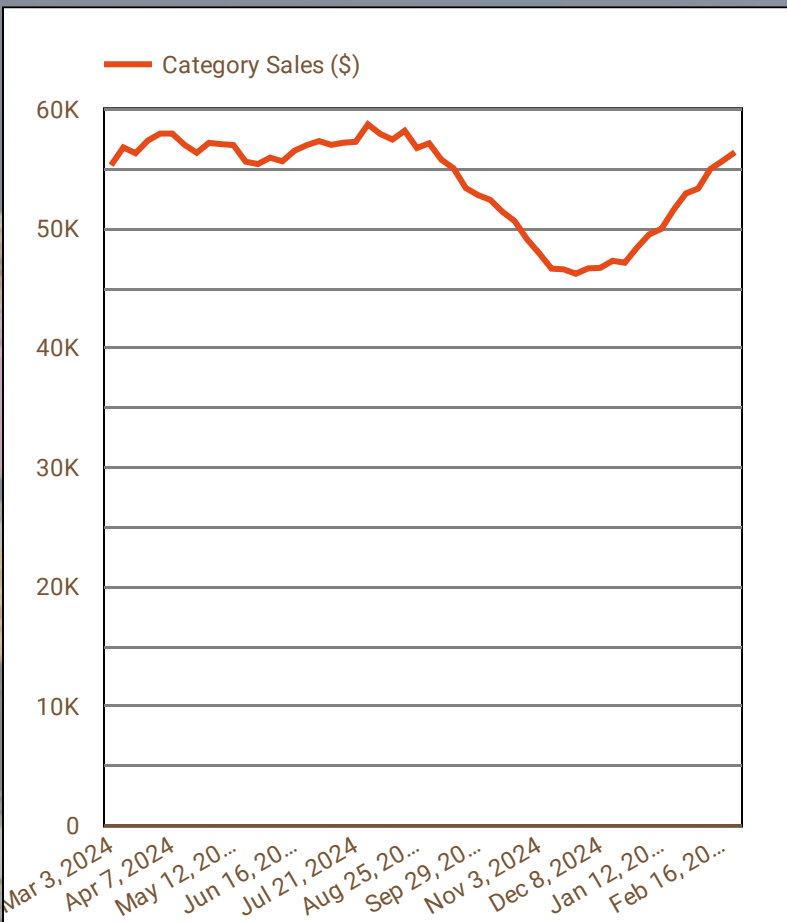
Garrett Dollar Share
24.25%

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

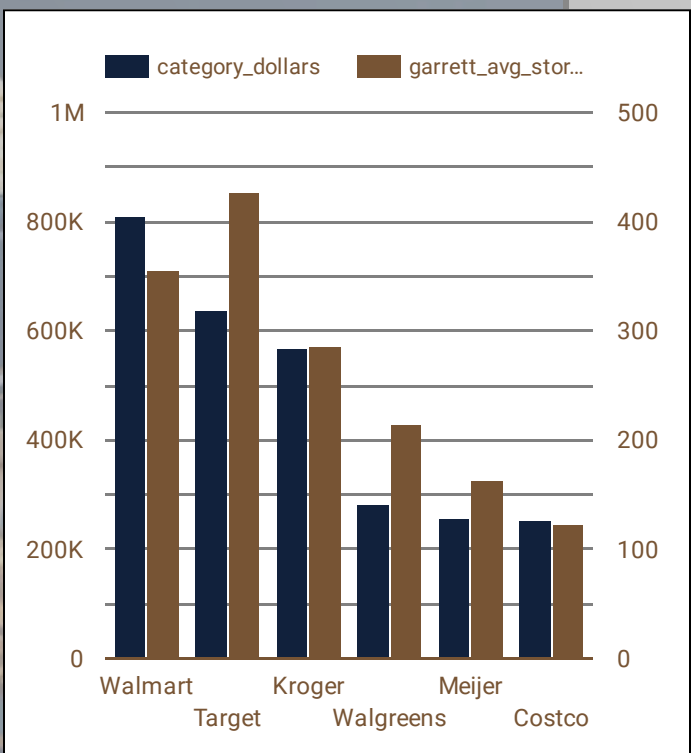
Key Assortment Insight: Mix 10oz and Cheddar 6oz drive highest unit velocity, indicating strong candidate SKUs for expanded distribution and merchandising focus.

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.

Distribution Whitespace Opportunity



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