This workbook and related data is provided by Obvience.

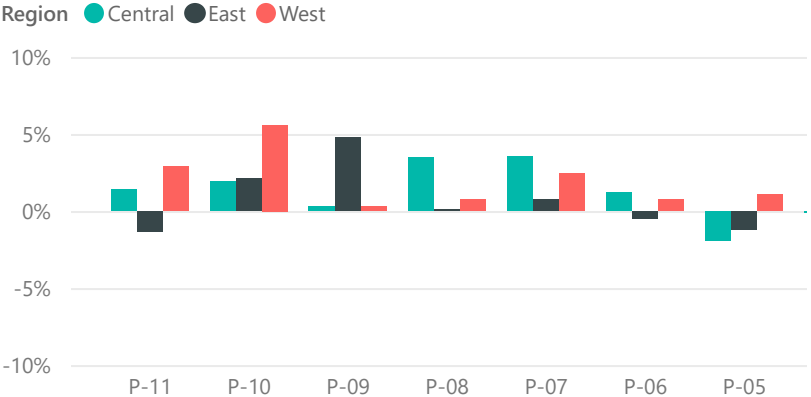# VanArsdel Ltd. - Market Share

49,832
Total Category Volume

32.86%
% Units Market Share

% Unit Market Share YOY Change by Rolling Pe[riod]

Region ● Central ● East ● West

10%

5%

0%

-5%

-10%

P-11   P-10   P-09   P-08   P-07   P-06   P-05

% Units Market Share R12M and % Units Market Share by Month

● % Units Market Share ● % Units Market Share R12M

40%

35%

30%

25%

20%

Jan-14 Feb-14 Mar-14 Apr-14 May-14 Jun-14 Jul-14 Aug-14 Sep-14 Oct-14 Nov-14 Dec-14
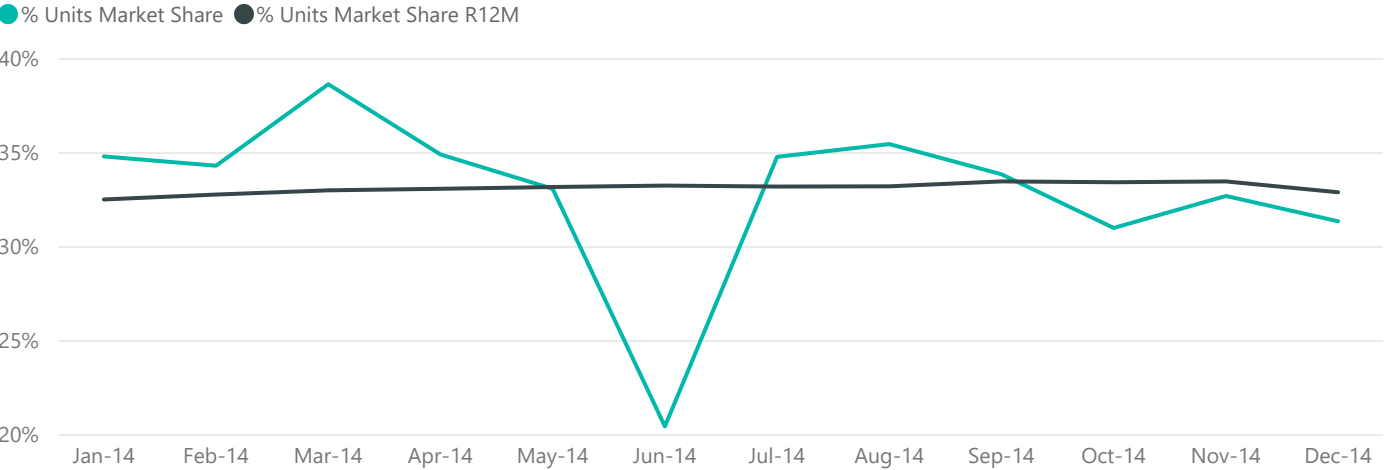
Total Category Volume by Segment

Convenience

Moderation

0K   5K
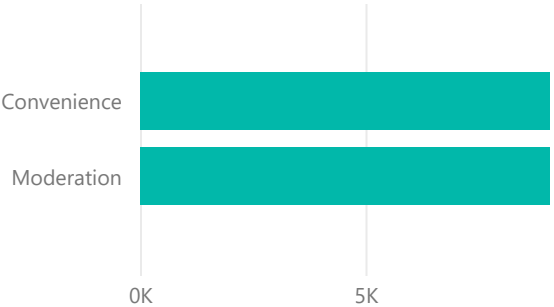
Total Units by Month and isVanArsdel

isVanArsdel ● No ● Yes

	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14
No	2.8K	2.8K	2.2K	1.9K	1.6K	2.8K	1.4K	1.9K	3.4K	3.8K	4.1K	3.4K	3.1K	3.1K	2.3K	2.1K	1.8K	2.6K	1.4K
Yes	1.4K	1.3K	1.2K	1.0K	0.7K	0.7K	0.8K	1.0K	1.5K	1.7K	1.9K	2.0K	1.7K	1.6K	1.5K	1.1K	0.9K	0.7K	0.7K

4K

3K

2K

1K

0K
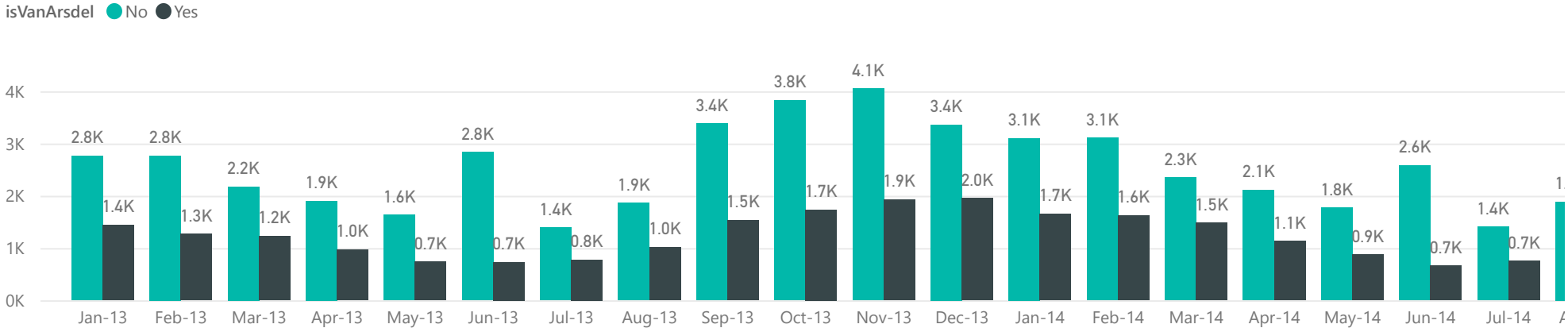
YTD Category Trend Analysis

Total Units YTD by Manufacturer and Region

Manufacturer ● VanArsdel ● Natura ● Aliqui ● Pirum ● Quibus ● Currus ● Abbas ● Victoria ● Pomum ● Fama ● Leo ▶

Total Units by Month and Manufacturer

Manufacturer ● Aliqui ● Natura ● Pirum ● VanArsdel
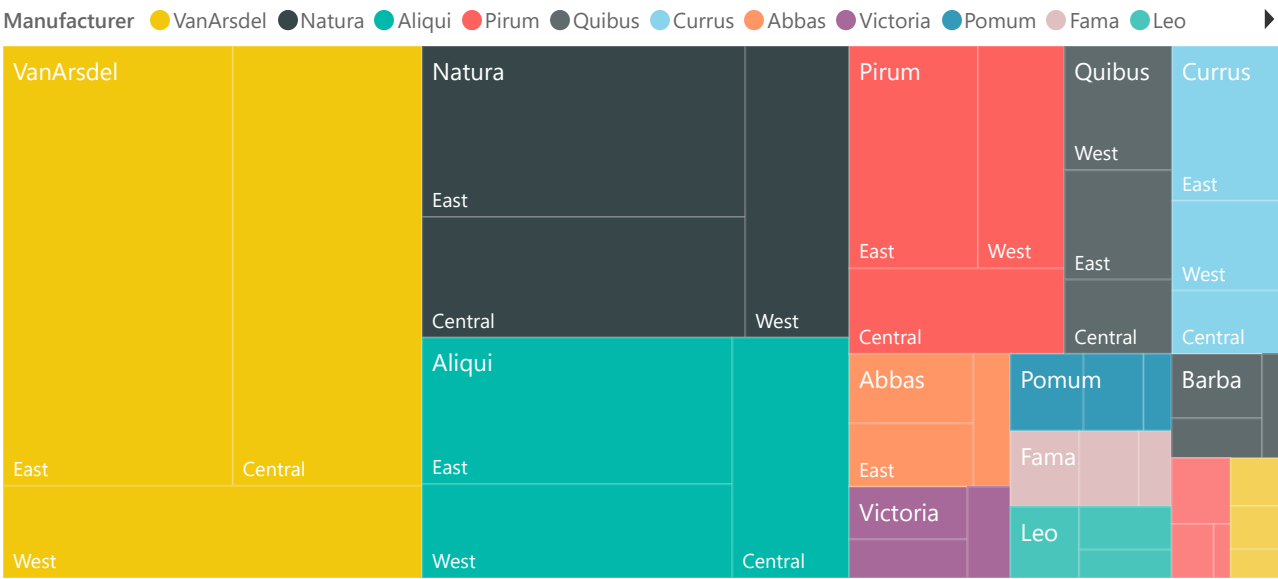
% Units Market Share by State
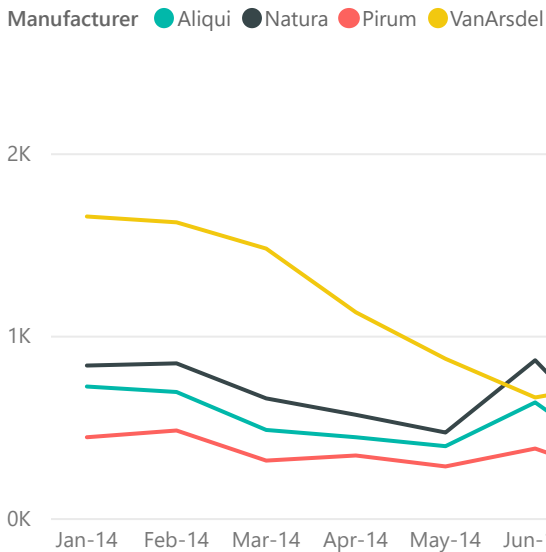
Total Units YTD Var % by Month and Manufacturer

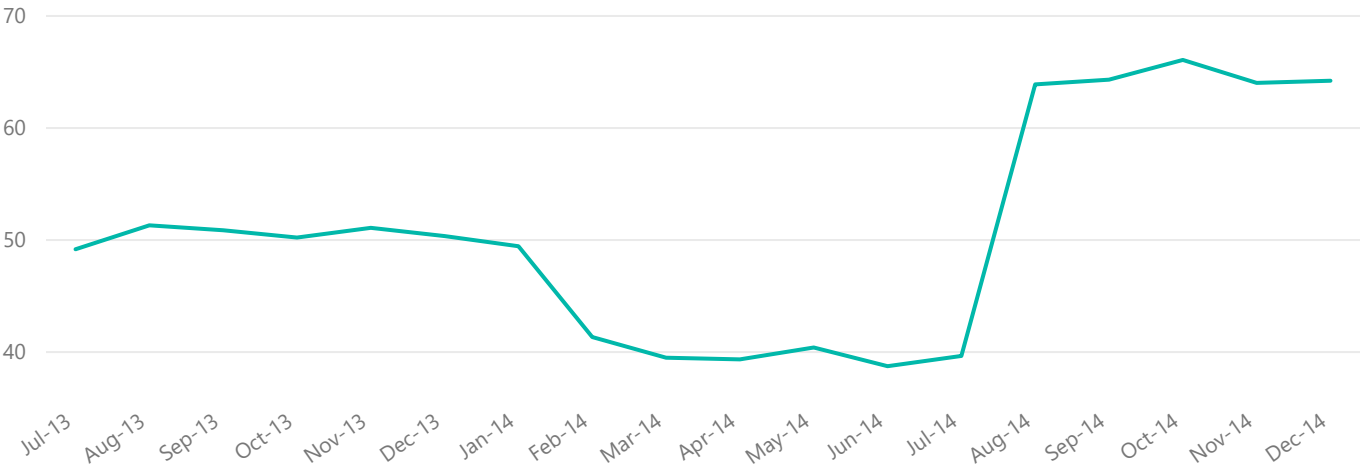**Manufacturer** ● Aliqui ● Natura ● Pirum ● VanArsdel
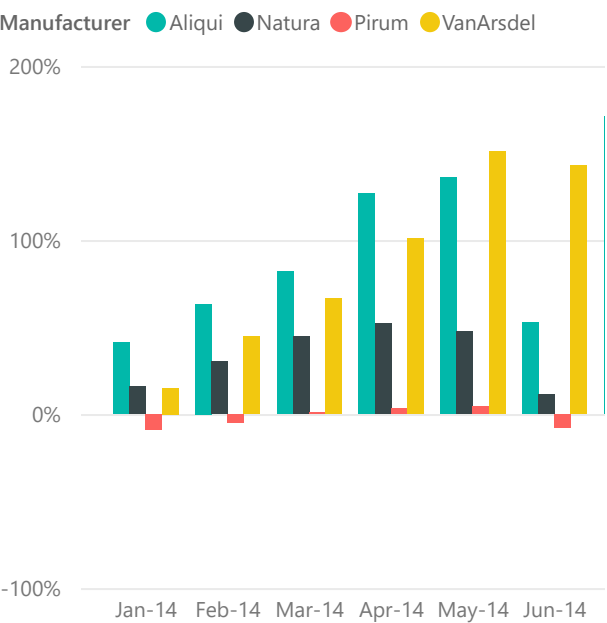
Sentiment Analysis

68
Sentiment

4
Sentiment Gap
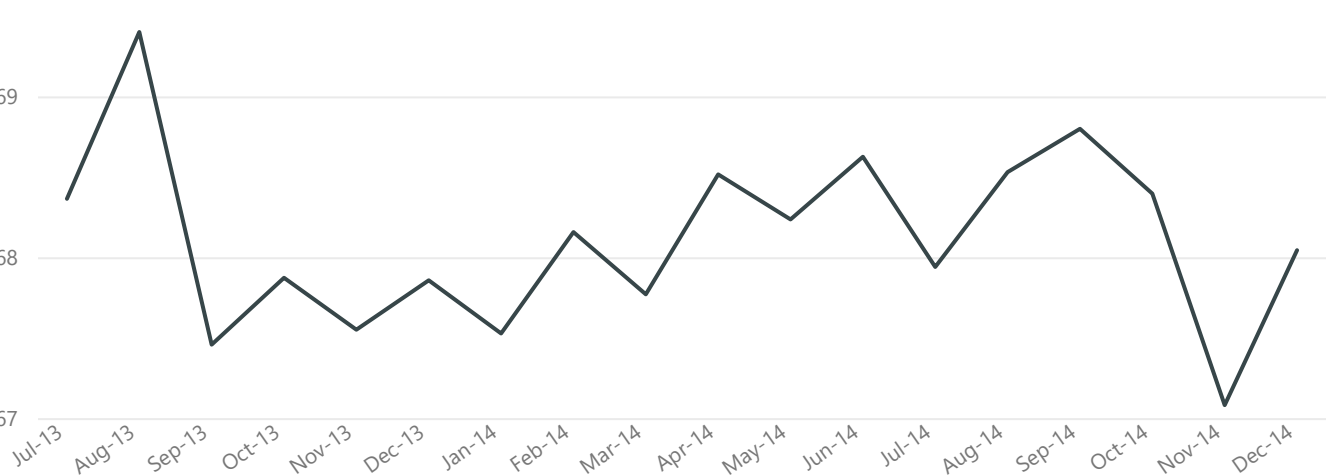
Region ● Central ● East ● V

VanArsdel - Sentiment by Month

MfgisVanArsdel ● Yes

Industry Sentiment by Month

MfgisVanArsdel ● No

District #02
District #04
District #07
District #08
District #13
District #15
District #16
District #18
District #19
District #20
District #22
District #23
District #24
District #25
District #26
District #28
District #29
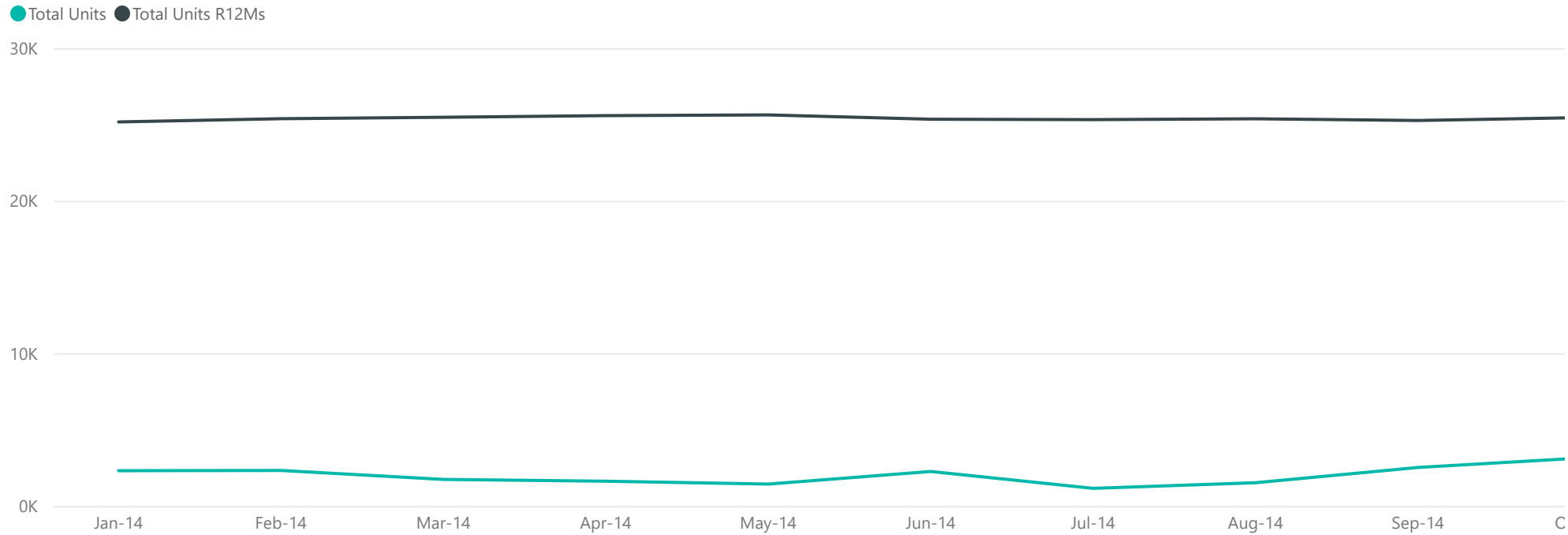District #30
District #32
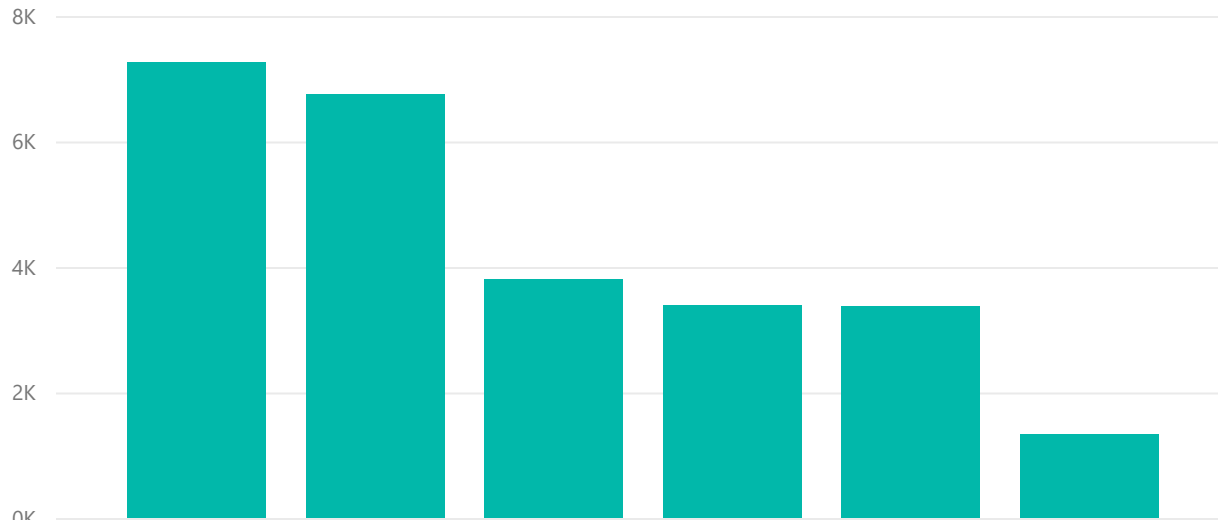District #33
District #34
District #35
District #38
District #39

-20

Growth Opportunities

Total Units and Total Units R12Ms by Month

● Total Units ● Total Units R12Ms

30K	
20K	
10K	
0K	

Jan-14 Feb-14 Mar-14 Apr-14 May-14 Jun-14 Jul-14 Aug-14 Sep-14 O

Total Units by Segment

8K
6K
4K
2K
0K

Total Units by Rolling Period and Region

Region ● Central ● East ● West

1,000
500

P-05 P-04 P-03