

## MARKET PERFORMANCE

region	All
division	All

Country	2019	2020	2021	Target	2021 - Target	2021 - Target %
Australia	\$ 3.9 M	\$ 10.7 M	\$ 21.0 M	\$ 23.2 M	-\$ 2.2 M	-10.54%
Austria		\$ 0.1 M	\$ 2.8 M	\$ 3.2 M	-\$ 0.3 M	-11.74%
Bangladesh	\$ 0.5 M	\$ 2.3 M	\$ 7.0 M	\$ 7.7 M	-\$ 0.7 M	-10.31%
Canada	\$ 4.8 M	\$ 12.2 M	\$ 35.1 M	\$ 40.1 M	-\$ 5.1 M	-14.45%
China	\$ 1.4 M	\$ 5.4 M	\$ 22.9 M	\$ 25.0 M	-\$ 2.1 M	-9.03%
France	\$ 4.0 M	\$ 7.5 M	\$ 25.9 M	\$ 28.1 M	-\$ 2.2 M	-8.44%
Germany	\$ 2.6 M	\$ 4.7 M	\$ 12.0 M	\$ 13.5 M	-\$ 1.5 M	-12.72%
India	\$ 30.8 M	\$ 49.8 M	\$ 161.3 M	\$ 170.8 M	-\$ 9.6 M	-5.92%
Indonesia	\$ 2.5 M	\$ 6.2 M	\$ 18.4 M	\$ 20.8 M	-\$ 2.4 M	-12.93%
Italy	\$ 2.9 M	\$ 4.5 M	\$ 11.7 M	\$ 12.8 M	-\$ 1.0 M	-8.96%
Japan		\$ 1.9 M	\$ 7.9 M	\$ 8.2 M	-\$ 0.3 M	-4.12%
Netherlands	\$ 0.2 M	\$ 3.4 M	\$ 8.0 M	\$ 8.6 M	-\$ 0.7 M	-8.22%
Newzealand		\$ 2.0 M	\$ 11.4 M	\$ 12.8 M	-\$ 1.4 M	-12.30%
Norway		\$ 2.5 M	\$ 13.7 M	\$ 15.1 M	-\$ 1.4 M	-10.50%
Pakistan	\$ 0.6 M	\$ 4.7 M	\$ 5.7 M	\$ 6.2 M	-\$ 0.5 M	-9.27%
Philippines	\$ 5.7 M	\$ 13.4 M	\$ 31.9 M	\$ 34.4 M	-\$ 2.5 M	-7.84%
Poland	\$ 0.4 M	\$ 2.8 M	\$ 5.2 M	\$ 6.1 M	-\$ 0.9 M	-18.13%
Portugal	\$ 0.7 M	\$ 3.6 M	\$ 11.8 M	\$ 12.3 M	-\$ 0.5 M	-4.29%
South Korea	\$ 12.8 M	\$ 17.3 M	\$ 49.0 M	\$ 53.3 M	-\$ 4.4 M	-8.91%
Spain		\$ 1.8 M	\$ 12.6 M	\$ 14.4 M	-\$ 1.8 M	-14.15%
Sweden	\$ 0.1 M	\$ 0.2 M	\$ 1.8 M	\$ 2.0 M	-\$ 0.2 M	-11.11%
United Kingdom	\$ 2.0 M	\$ 8.1 M	\$ 34.2 M	\$ 37.1 M	-\$ 3.0 M	-8.72%
USA	\$ 11.5 M	\$ 31.9 M	\$ 87.8 M	\$ 98.0 M	-\$ 10.2 M	-11.66%
<b>Grand Total</b>	<b>\$ 87.5 M</b>	<b>\$ 196.7 M</b>	<b>\$ 598.9 M</b>	<b>\$ 653.8 M</b>	<b>-\$ 54.9 M</b>	<b>-9.17%</b>

## KEY FINDINGS

Overall Sales Growth	Total sales grew 204.4% from \$196.7M (2020) to \$598.9M (2021).
Target Difference	2021 sales missed the target by \$54.9M (-9.17%).
Top Growing Markets	India (\$161.3M), USA (\$87.8M), South Korea (\$49.0M), Canada (\$35.1M).
Highest Target Misses	Canada (-\$5.1M, -14.45%), USA (-\$10.2M, -11.66%), Spain (-\$1.8M, -14.11%).
Best Performing Markets	Netherlands (-8.22%), Japan (-4.12%), Portugal (-4.29%).
Underperforming Regions	Spain, Germany, Indonesia, France, Italy - consistent underperformance.