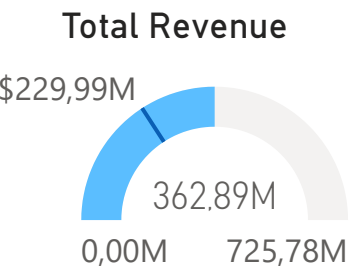


Competitor Sales Analysis



%19,63

Sintec Market Share

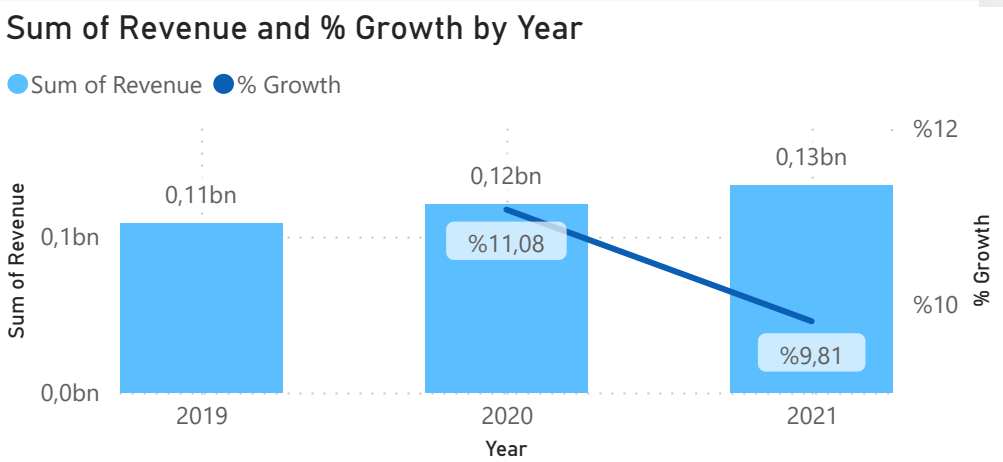
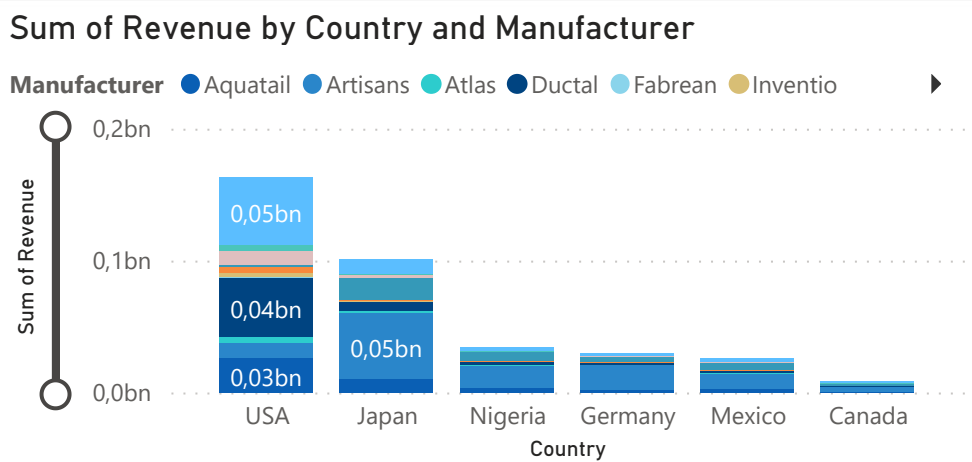
Date

01.01.2017

31.12.2021

- Competitor Sales Analysis
- Sintec Revenue by Country
- Year 2021 Revenue MoM Trend
- Revenue by Category for USA

Category	Sum of Revenue	PY Sales	% Growth	%GT	Sum of Revenue
Urban	280.029.932,93	\$176.494.870,60	%58,66		77,17%
Rural	63.735.004,68	\$41.817.656,64	%52,41		17,56%
Youth	10.730.209,64	\$6.523.283,66	%64,49		2,96%
Mix	8.395.722,52	\$5.151.566,12	%62,97		2,31%
Total	362.890.869,78	\$229.987.377,02	%57,79		100,00%



Advanced Insights



151,27M

Sum of Revenue

\$91,93M

PY Sales

467K

Sum of Units

%64,54

% Growth

Key influencers Top segments

Country

USA

What influences Revenue to Increase ?

When...

...the average of Revenue increases by

Product is Lignum UC-26

736,4

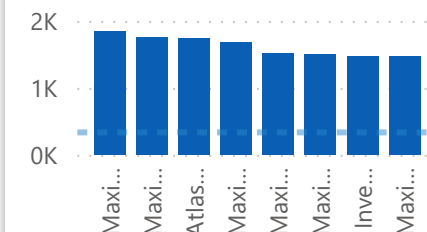
Manufacturer is Artisans

582,8

Manufacturer is Lignum

540,8

← Revenue is more likely to increase when Product is Lignum UC-26 than otherwise (on average).



☐ Only show values that are influencers

Revenue Increased the most (by 558,12) when Manufacturer was Artisans. 4 other factors also caused Revenue to Increase, explore them in the key influencers visual.

Category

Urban

Segment

Extreme

47.837.373,36

Convenience

31.166.699,71

Moderation

16.230.494,81

Regular

4.480.716,13

Urban

102.404.255,52

Rural

38.157.914,50

Youth

5.751.705,12

Mix

4.959.147,48

Sum of Revenue
151.273.022,62