

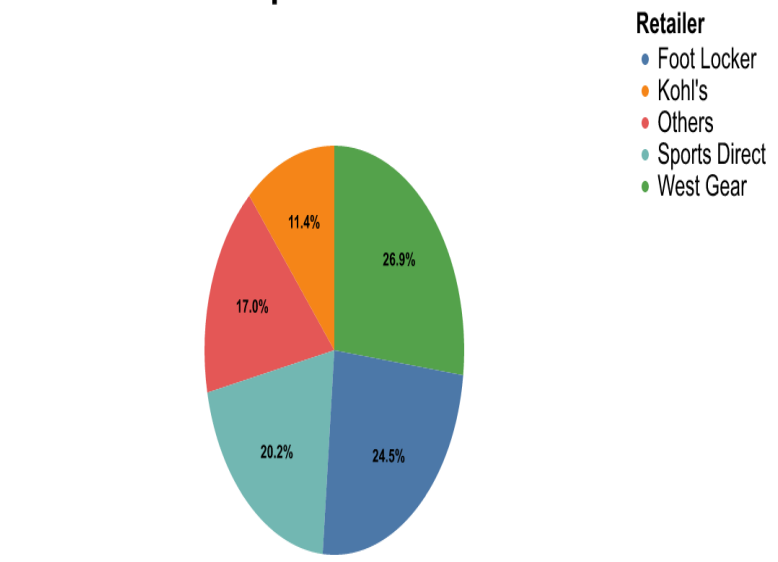
How Do Retail Channels Shape Market Share and Sales Success Among Top Brands?

INTRODUCTION

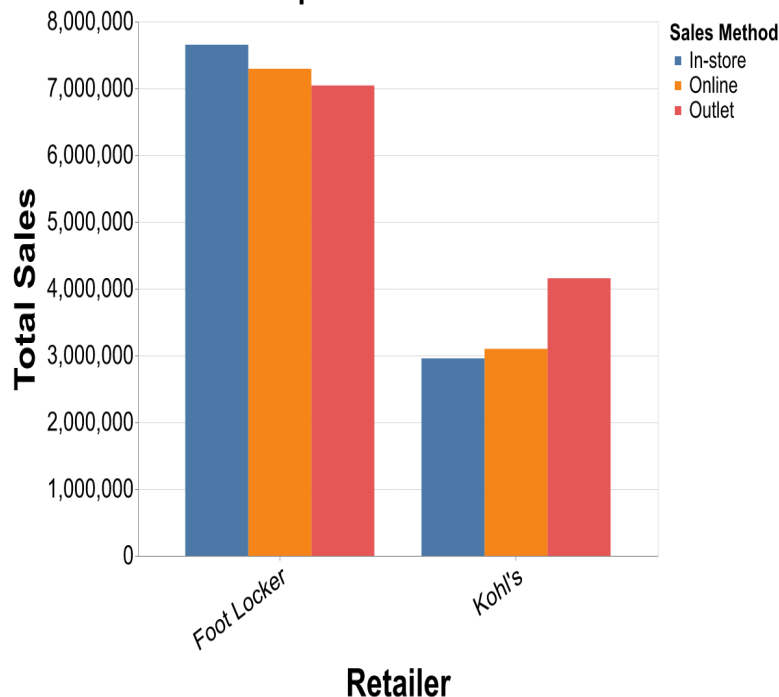
This poster analyzes retailer market shares and sales methods for key brands. It compares Foot Locker and Kohl's sales by in-store, online, and outlet channels. It also examines Walmart and West Gear sales dominance across different sales methods. Finally, it highlights product sales strengths in outlet and in-store channels for Walmart and West Gear.

01 West Gear leads total sales while In-store sales dominate Foot Locker and Kohl's performance.

Total Sales Comparison Across Retailers

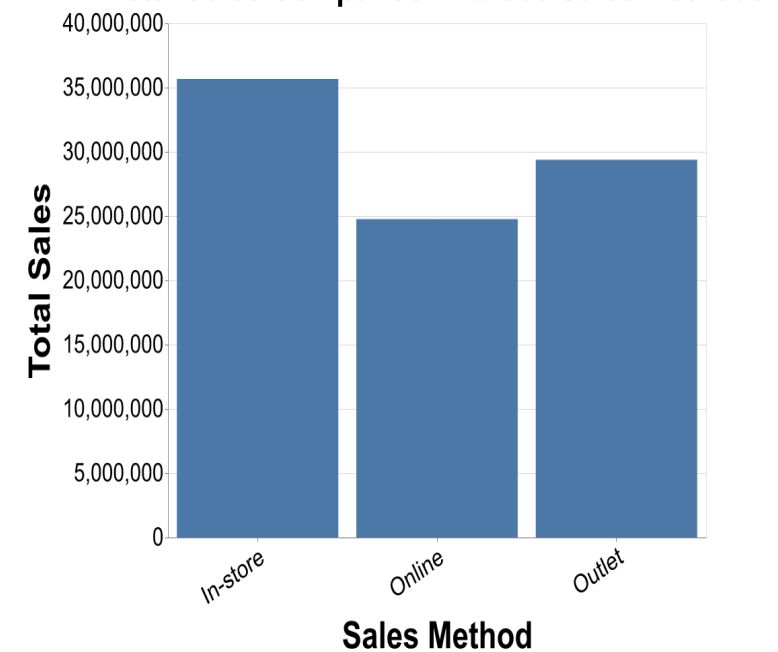


Sales Method Impact on Foot Locker and Kohl's

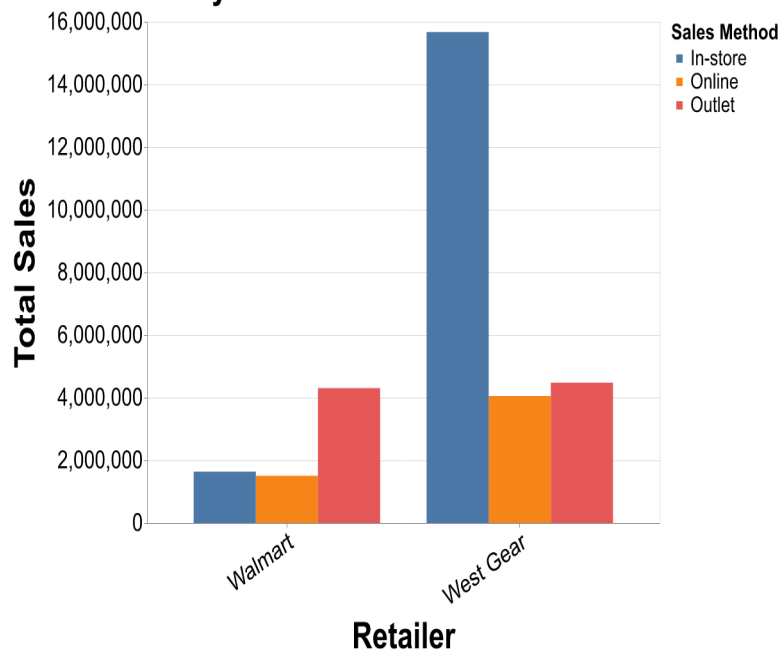


02 In-store sales consistently outperform Online and Outlet methods, with West Gear vastly outselling Walmart.

Total Sales Comparison Across Sales Methods

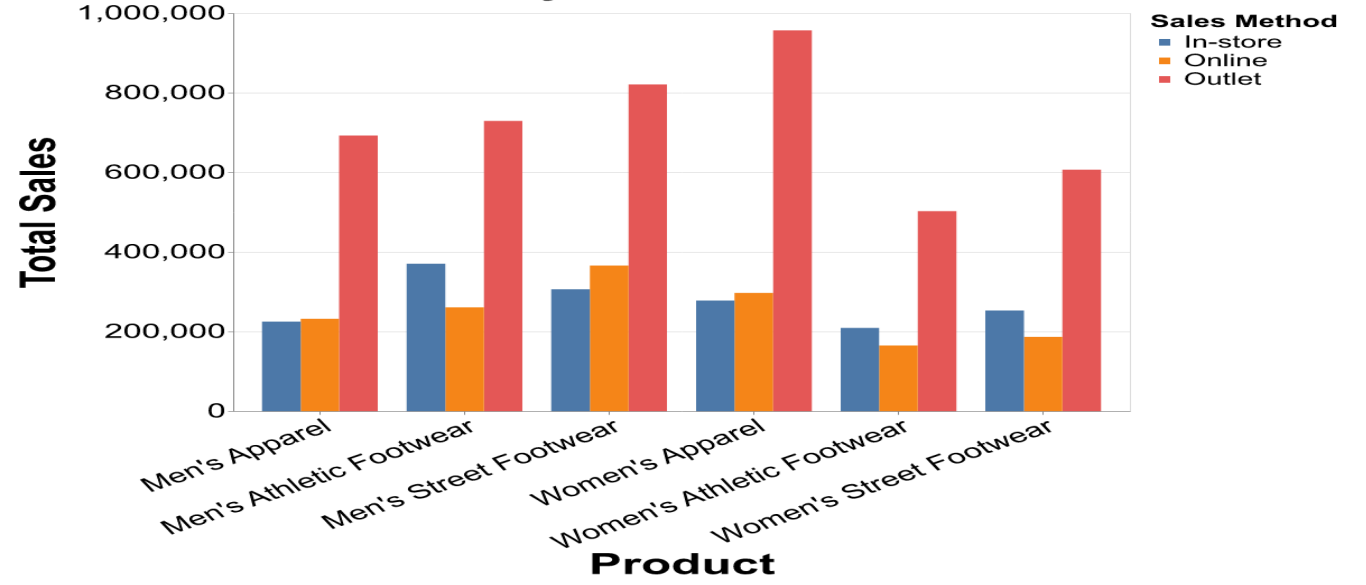


Total Sales by Sales Method for Walmart vs West Gear

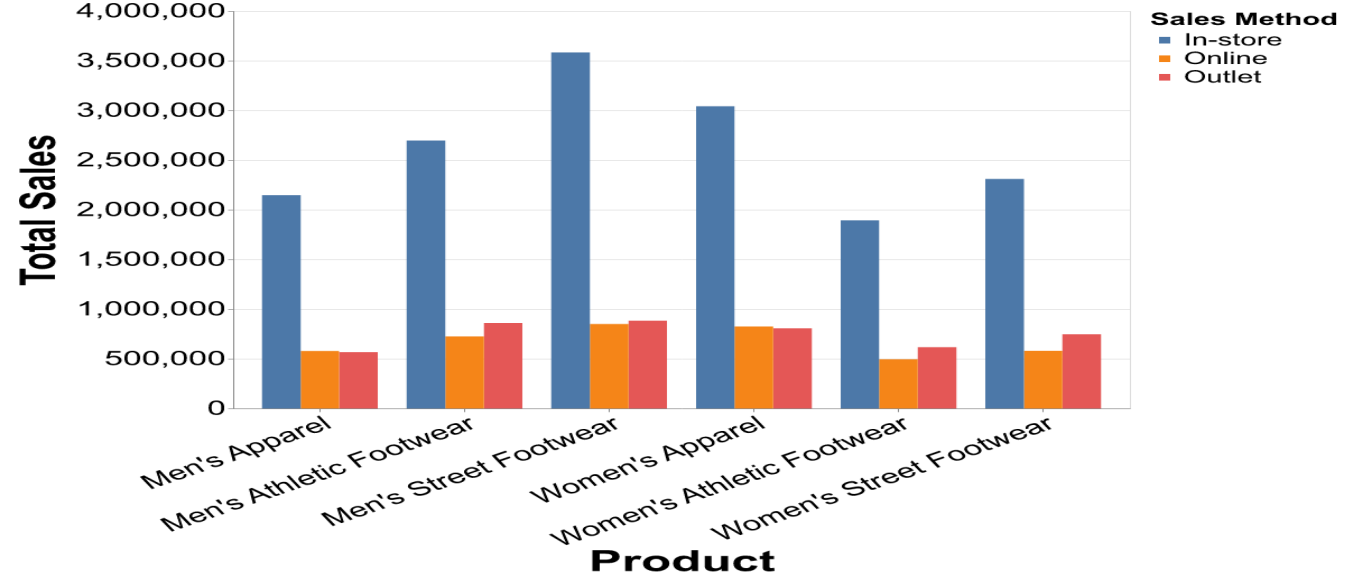


03 Outlet sales lead in Walmart products, but In-store dominates West Gear's product sales across categories.

Walmart Sales by Product and Sales Method



West Gear Sales by Product and Sales Method



CONCLUSION

West Gear leads market share at 26.95%, slightly ahead of Foot Locker's 24.48%. Foot Locker excels in in-store sales, while Kohl's relies more on outlet channels, reflecting distinct retail strategies. This suggests competitive dynamics where physical presence and channel focus shape retailer performance. In-store sales dominate total sales, with West Gear's in-store revenue surpassing Walmart's by a wide margin. Walmart's balanced sales across channels contrast with West Gear's strong physical retail focus, indicating differing approaches to market penetration. These disparities highlight the importance of channel strategy in driving retailer success. Walmart's outlet sales outperform other methods, especially in Women's Apparel, showing discount-driven demand. Conversely, West Gear's in-store sales lead across product categories, notably in Men's Street Footwear, underscoring its physical retail strength. This contrast reveals opportunities for both retailers to optimize channel strategies based on product and customer preferences.