



# CommerceIQ

INDUSTRY REPORT

## CategoryIQ Power Tools

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# On average, categories have grown by 11%, indicating positive market dynamics

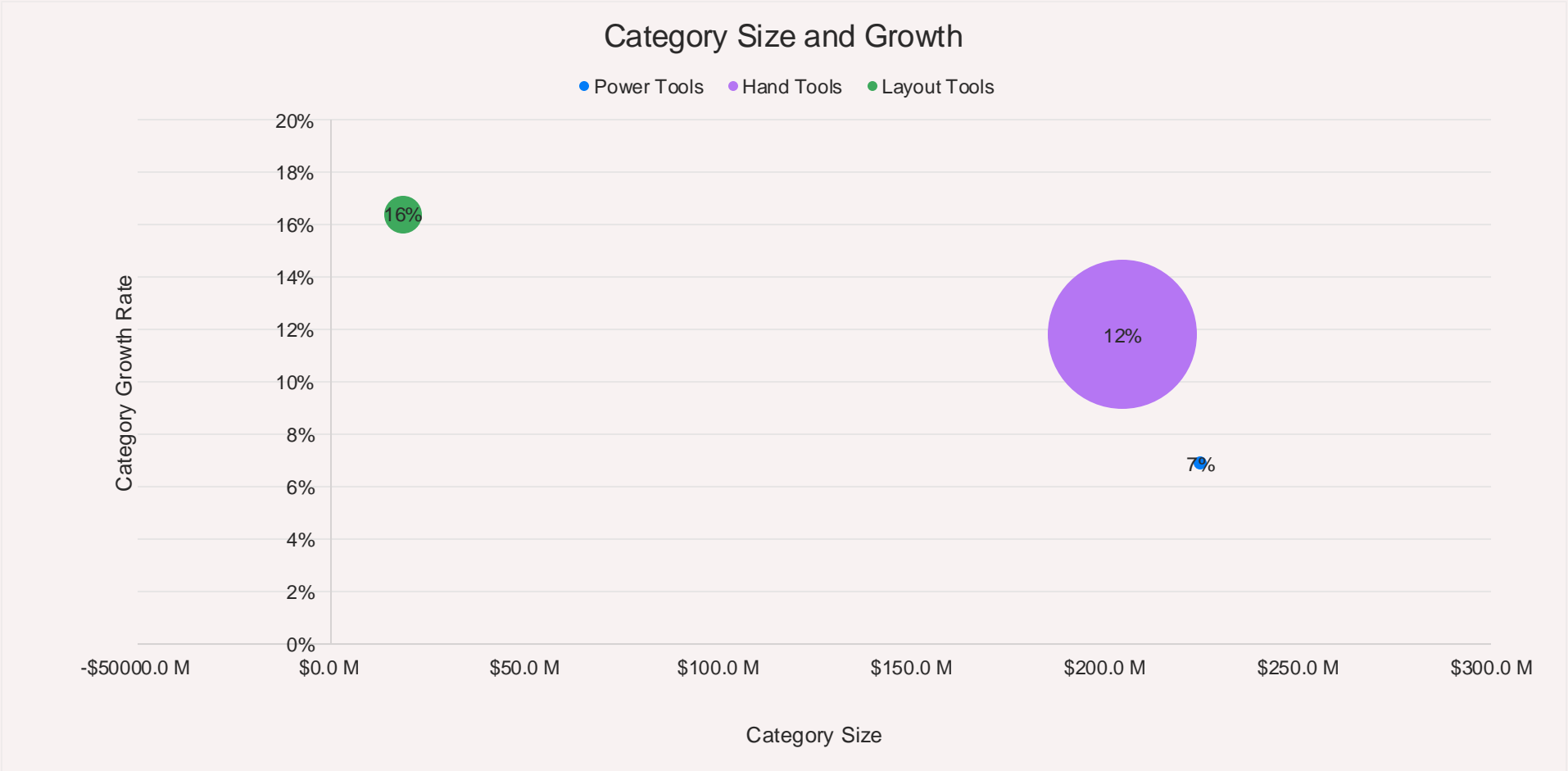


## Takeaway

Hand Tools category size increased 11.8% from \$183M to \$204.6M

Power Tools category size increased 6.9% from \$210.3M to \$224.8M

Hand Tools, the largest category, grew 11.8% from \$183M to \$204.6M



# Competitor Watch: Top Gainers and Losers

Top Gainers					Top Losers				
Category									
Hand Tools		Gearwrench 7.5% (0.5%)		Sunex Tools 2.5% (0.3%)		Dewalt 3.2% (-0.5%)		Neiko 1.6% (-0.5%)	
Layout Tools		Stanley 13.9% (3.8%)		3m 1.7% (1.7%)		Craftsman 4.6% (-3.0%)		Acegmet 0.6% (-1.1%)	
Power Tools		Skil 4.1% (0.4%)		Metabo Hpt 2.0% (0.3%)		Milwaukee 12.9% (-2.1%)		Dewalt 32.8% (-2.0%)	



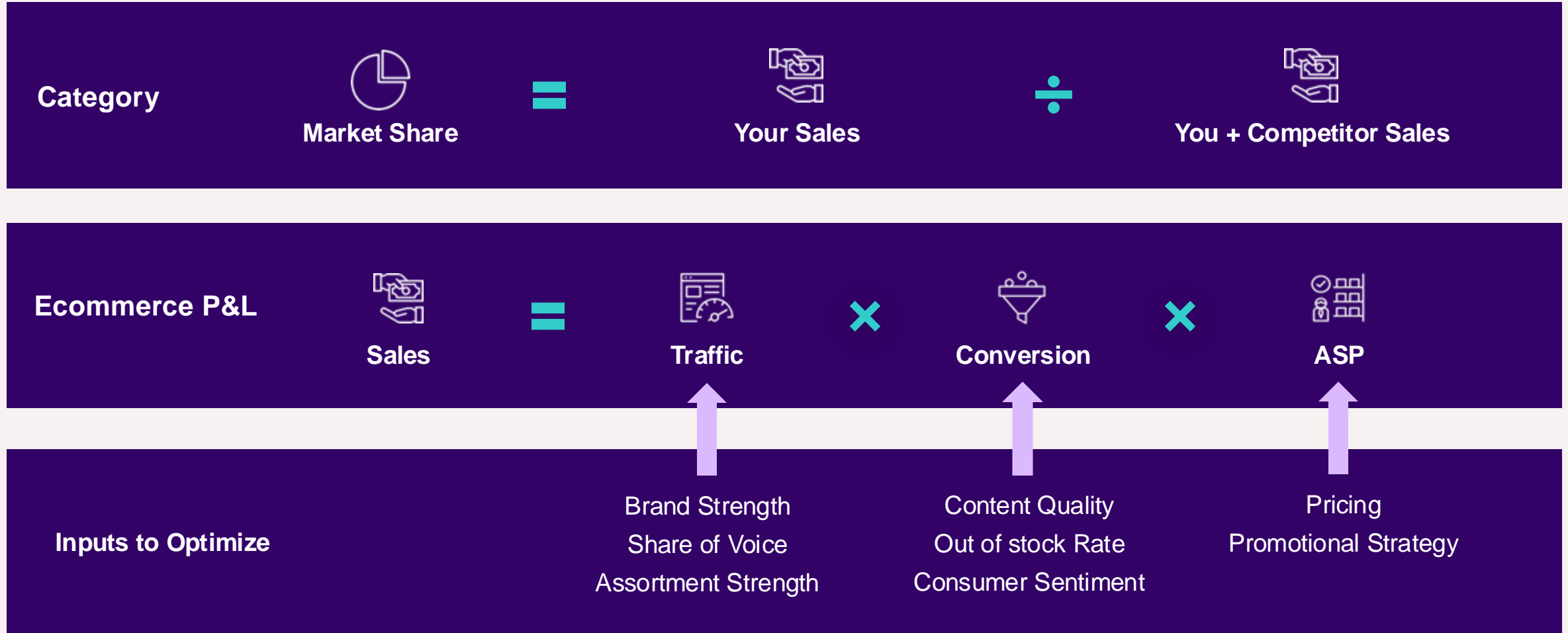
# Category Deep Dive

Power Tools



# The Commerce Playbook hasn't changed

But the key factors are more interconnected and dynamic



# Competitive Benchmarking – Top Brands

Makita and Skil gain market share while Dewalt and Milwaukee lose ground in Power Tools

			Traffic			Pricing	
Brand	Market share	Sales	Brand Strength	Organic SoV	Sponsored SoV*	ASP	Promo Rate
Dewalt	32.8% (-2.0%)	\$73.7M (0.7%)	27.9% (0.4%)	21.0% (1.0%)	15.7% (-6.0%)	\$159.5 (2.7%)	1.3% (1.1%)
Milwaukee	12.9% (-2.1%)	\$29.0M (-8.0%)	20.0% (0.2%)	20.2% (-2.8%)	2.6% (0.2%)	\$178.0 (0.2%)	
Makita	5.5% (0.2%)	\$12.2M (11.0%)	13.7% (-1.9%)	3.8% (2.8%)	0.2% (0.2%)	\$209.2 (6.6%)	1.8% (1.8%)
Skil	4.1% (0.4%)	\$9.1M (17.3%)		1.0% (-0.5%)	0.3% (0.2%)	\$87.3 (3.6%)	0.0% (-0.3%)
Black Decker	2.6% (-0.1%)	\$5.9M (4.5%)	0.1% (0.0%)	2.6% (-0.9%)	1.6% (-1.0%)	\$53.8 (-3.0%)	0.2% (0.1%)
Bosch	2.3% (-0.1%)	\$5.1M (2.4%)	1.1% (0.0%)	1.7% (1.4%)	1.8% (1.4%)	\$179.1 (6.9%)	0.5% (0.5%)
Ryobi	2.1% (0.2%)	\$4.7M (15.2%)	5.3% (0.3%)	3.2% (2.5%)	0.4% (0.4%)	\$85.5 (-0.2%)	0.0%

## Takeaway

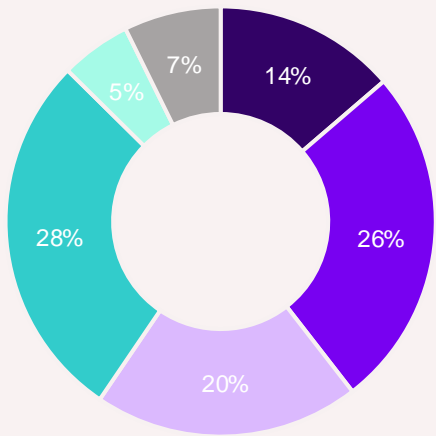
Makita gained market share (from 5.3% to 5.5%) in category Power Tools

Makita saw the biggest increase in promotion rate (from 1.8% to 3.6%) and gained market share compared to others

# Traffic Drivers – Search Behavior

Impact Drivers is competitive segment with no brand dominating the segment

Amazon: Search Traffic Behavior



■ makita ■ Generic ■ milwaukee  
■ dewalt ■ ryobi ■ Others

**27 %** of category search is directly for **Dewalt** products

Shopper Search Themes



## Takeaway

In Impact Drivers, Akms 11.82% and Zkhs 9.49% hold significant share, but no brand has dominance

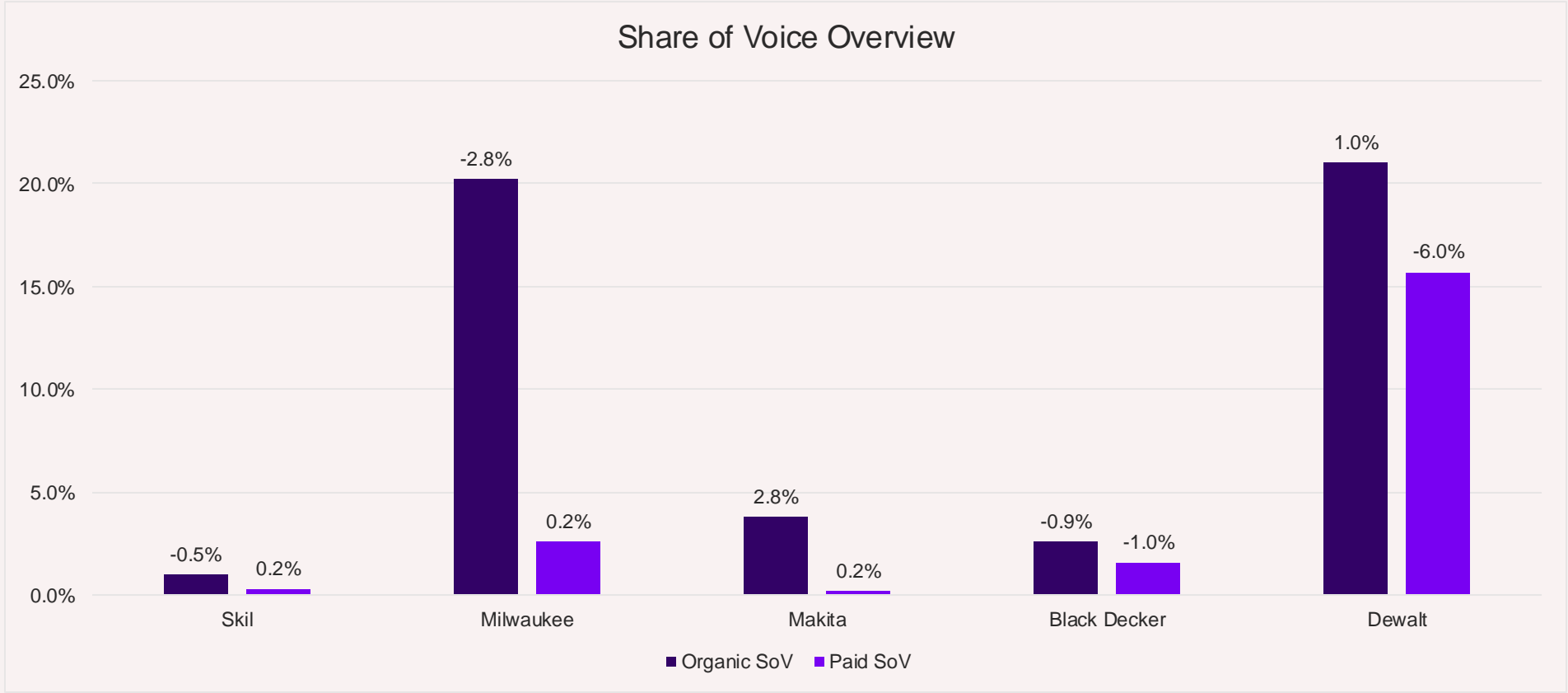
# Traffic Drivers – Share of Voice



## Takeaway

Makita showed the highest organic presence growth (Changed from 1% to 3.8% - grew by 2.8%) with a market share increase

Milwaukee showed the highest organic presence decline (Changed from 24% to 20.2% - declined by 2.8%) with a market share decline



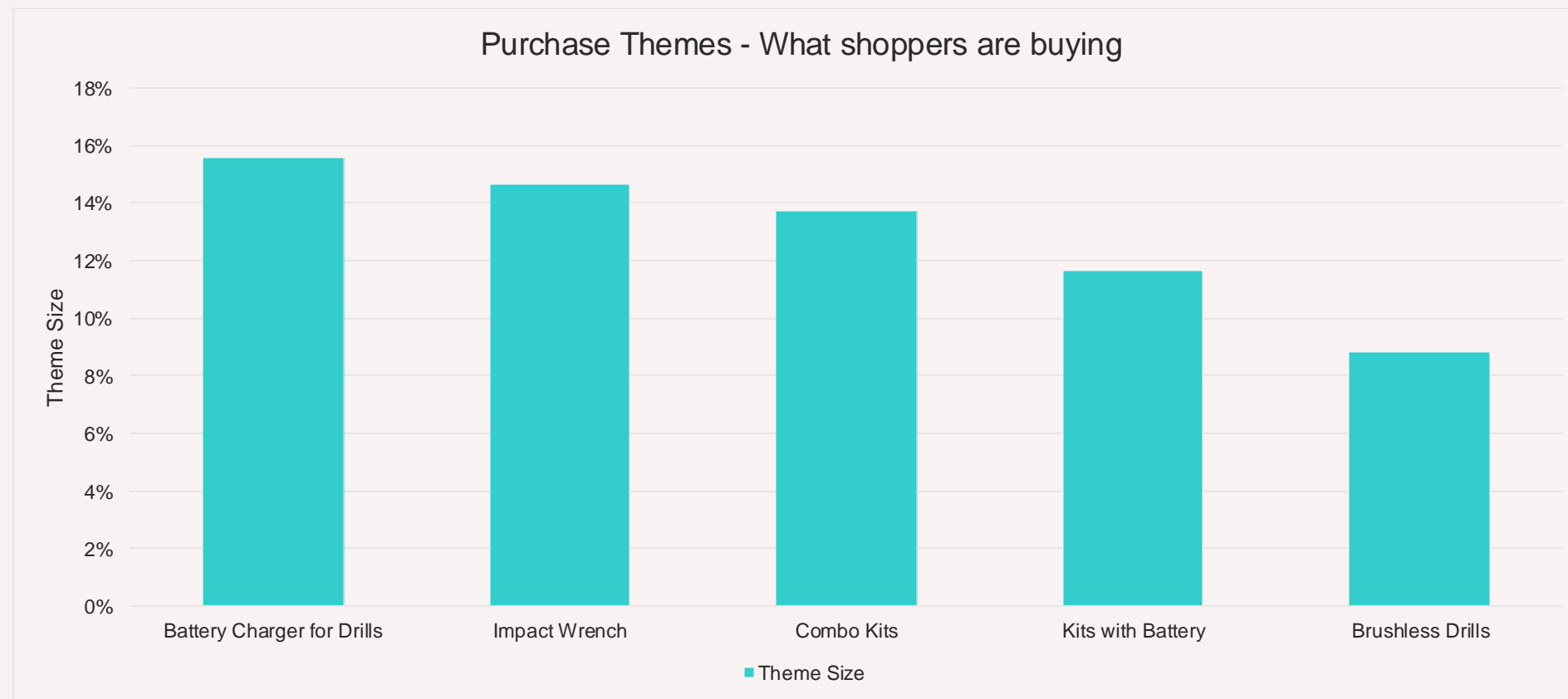




## Takeaway

# What shoppers are buying

Segments like Battery Charger for Drills and Impact Wrench are popular themes

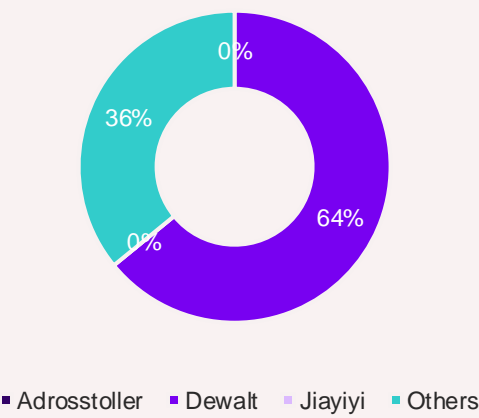


Battery Charger for Drills has the highest category share at 15.58%

# What shoppers are buying

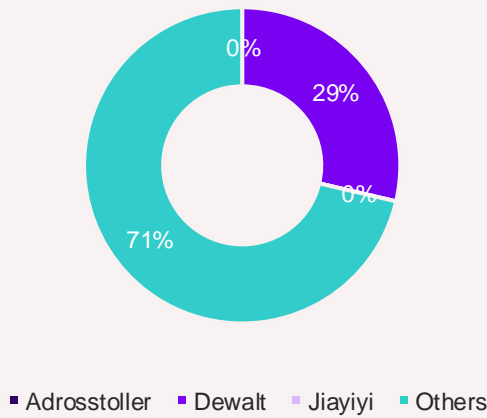
## Battery Charger for Drills

Top Brand Share



## Impact Wrench

Top Brand Share



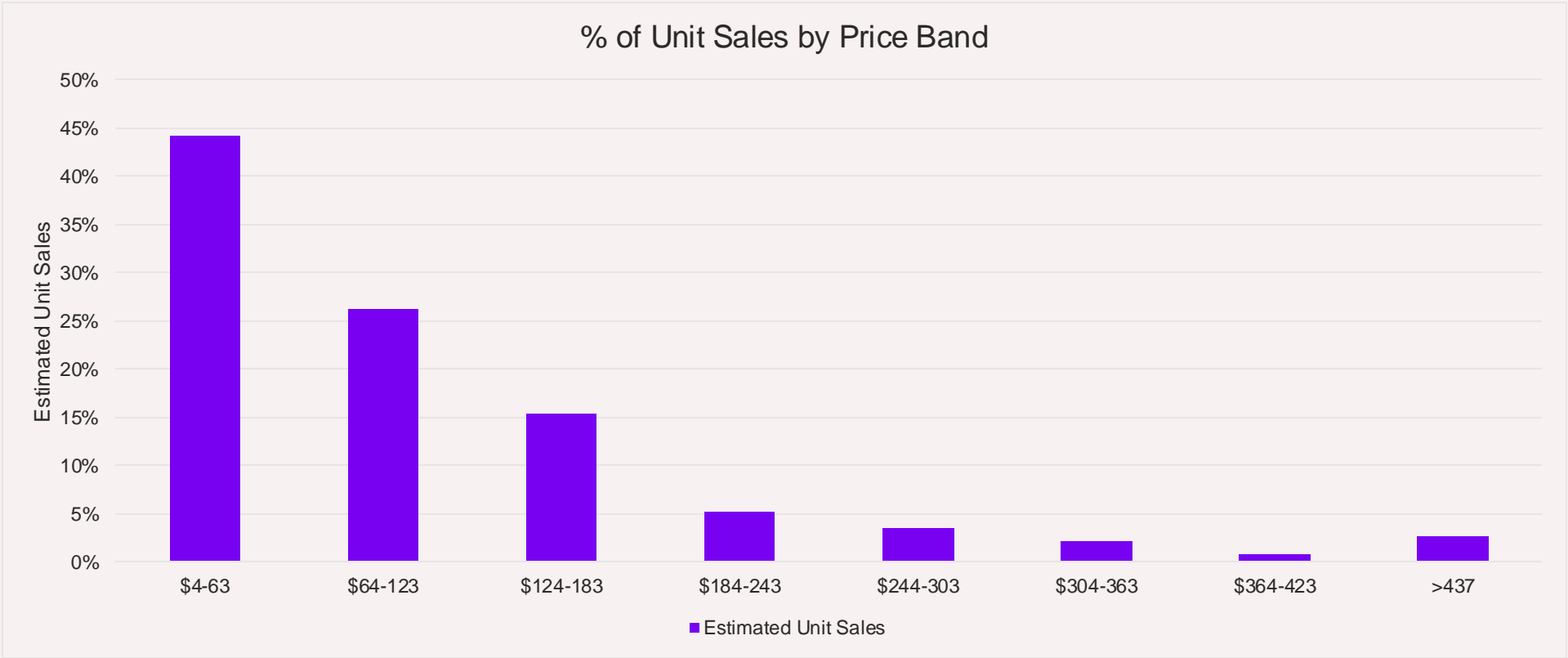
## Takeaway

In Battery Charger, Dewalt leads with 64.1% share; highly contested theme with over 50% share by top brands

In Impact Wrench, Dewalt leads with 28.7% share; opportunity exists for brands to build presence

# Pricing Architecture – Unit Sales by Price Band

Price Band Analysis



## Takeaway

Top price bands \$64-123 (26%) and \$4-63 (44%) account for 70% of units sold

Tail price bands >437, \$364-423, and \$304-363 contribute 6% of units and

Price band \$64-123 contributes 26% of units and 24% of revenue; Dewalt dominates in this price band

# Trending New Product Launches

Significant revenue growth observed in Electric Tools and Power Tools categories post new launches.

ASIN Name	SKU	Brand	Release Date	Price	Revenue	Category Rank
Mini Electric Screwdriver Set with Drill Bits, 52-in-1 400RPM 5 Torque Settings Electric Precision Screwdriver, 48 Magnetic Bits, Pry Bar, Led, Tweezer, Electric Precision Screwdriver Kit for Pc	B0CZP64LVL	Xcool	2024-04-23	\$58.6	\$292.3K	395.0
10in Sliding Miter Saw, Multi-use w/ 3 Blades, 15A Miter Saw, 4500/3200RPM, Ambidextrous Use, 0-45° Bevel Laser Cut, Max Cut 3.5x13.4in, 9 Positive Stops, for Cutting Wood, PVC or Soft Metal	B0D14SDPC9	Dovaman	2024-04-08	\$222.5	\$138.6K	957.0
Milwaukee 3610-22CT M18 18V Li-ion Brushless Cordless Compact Hammer Drill/Impact Combo Kit (2-Tool) (New Gen), Red	B0CP7VSDLZ	Milwaukee	2024-04-07	\$220.0	\$137.0K	969.0



Ready to learn more about how  
CommercelQ is helping **Power Tools**  
brands beat the competition?

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