

Competition Overview

Understand how competitor's range and key SKU performance impacts on your business. Identify how competitors are affecting your business, and pinpoint which of your strategies and plans need refining.

Competitive Summary - L4wks

Core competitor SKU Summary - Latest four weeks						
SKU	Distribution	ROS	Dist. Diff. in Stores	Volume	Value	
LIMON 4IN1 REG TABS * 30 S		29%	5.06	29	11453	14828

Top 10 SKU's by distribution - Latest four weeks				
Rank	SKU	Dist.	Vol.	
1	FAIRY LIQUID ORIGINAL * 500ML	51%	29.67	
2	MORNFRSH WASH UP ORIGINAL * 500ML	44%	43.53	
3	PARAZONE BLEACH ORIGINAL * 750ML	43%	38.84	
4	PARAZONE BLEACH LEMON * 750ML	39%	35.21	
5	MORNFRSH WASH UP LEMON * 500ML	37%	42.36	
6	DOMESTOS BLEACH REGULAR * 750ML	33%	23.91	
7	FAIRY LIQUID LEMON TWIST * 500ML	32%	23.62	
8	HERITAGE FOIL 300M * 5M	30%	28.17	
9	PLEDGE NATURAL INC 20% F * 300ML	30%	9.82	
10	COSTCTTR REFUSE SACKS * 20'S	30%	39.05	

Competitive Summary - Total RTM 52wks MAT

Rank	SKU	Sub. Cat.	MAT									
			Vol. share of Cat.	Val. share of Cat.	Volume	Value €	Dist.	Vol. R.O.S.	No. of store Gaps	Dist. Target	Size of Prize €	
1	FAIRY LIQUID ORIGINAL * 500ML	DISH WASH	3.99%	4.52%	880712	629123	81%	302.55	699	85%	31067.8	
2	FAIRY LIQUID LEM ON TWIST * 500ML	DISH WASH	2.31%	2.61%	510510	363917	67%	210.95	1190	72%	27157.99	
3	DOMESTOS BLEACH REGULAR * 750ML	BLEACH	2.50%	2.29%	552195	318536	75%	204.67	912	80%	21235.73	
4	FAIRY LIQUID APPLE QUAKE * 500ML	DISH WASH	1.70%	1.92%	375830	267836	48%	215.13	1863	55%	39059.42	
5	MORNFRSH WASH UP ORIGINAL * 500ML	DISH WASH	2.21%	1.61%	487104	224203	59%	228.37	1477	65%	22800.31	
6	FAIRY LIQUID STRAIVBERRY FL * 500ML	DISH WASH	1.28%	1.44%	283696	200017	52%	152.03	1744	55%	11539.44	
7	MORNFRSH WASH UP LEMON * 500ML	DISH WASH	1.88%	1.37%	415440	191211	56%	207.31	1606	60%	13657.93	
8	DOMESTOS BLEACH SUNFRESH * 750ML	BLEACH	1.42%	1.26%	313380	174921	63%	137.51	1331	70%	19435.67	
9	FAIRY A/BURST TABS ORIG PM * 15S	DISH WASH	0.63%	1.08%	139312	150321	54%	71.48	1661	60%	16702.33	
10	FINISH D/WASH TABS REG 3 * 16'S	DISH WASH	0.34%	1.02%	75614	142363	30%	69.12	2516	35%	23727.17	
11	FAIRY A/BURST TABS LEMON * 15s	DISH WASH	0.60%	1.02%	131736	141391	49%	74.51	1842	80%	89451.45	
12	FLASH A/PURP LIQ LEMON * 500ML	ALL PURPOSE	0.89%	0.94%	195672	130297	61%	88.46	1398	70%	19224.15	
13	FEBREZE CLASSIC * 500ML	CARPET CARE	0.50%	0.87%	111000	121210	58%	53.34	1529	60%	4179.655	
14	HERITAGE REFUSE SACKS * * 20'S	BAGS/LINERS	0.90%	0.84%	197964	116758	23%	234.55	2766	30%	35535.04	
15	MORNFRSH WASH UP OXYGEN * 500ML	DISH WASH	1.13%	0.83%	249552	114861	40%	174.27	2178	45%	14357.63	
16	CIF CREAM LEMON * 500ML	ALL PURPOSE	0.55%	0.79%	121936	109982	43%	78.26	2052	50%	17904.05	
17	FLASH A/PURP LIQ PINE * 500ML	ALL PURPOSE	0.71%	0.76%	156876	106051	59%	73.34	1471	65%	10784.85	
18	COSTCTTR REFUSE SACKS * 20'S	BAGS/LINERS	0.79%	0.75%	174504	104912	33%	148.26	2433	40%	22254.06	
19	FINISH TABS P/BALL LEMON 4I * 4S	DISH WASH	0.08%	0.75%	18285	104225	17%	29.73	2995	25%	49047.06	
20	FAIRY LIQUID ORIGINAL * 5LT	DISH WASH	0.07%	0.75%	16152	104176	3%	152.38	3504	8%	173626.7	
21	CIF CREAM WHITE * 500ML	ALL PURPOSE	0.52%	0.75%	115664	103753	44%	72.15	2007	50%	14148.14	
22	FAIRY A/BURST TABS ORIG * 15S	DISH WASH	0.22%	0.71%	48152	98832	32%	41.19	2441	40%	24708	
23	FAIRY LIQUID ORIGINAL * 1LT	DISH WASH	0.30%	0.70%	65610	96825	14%	128.14	3098	20%	41496.43	
24	FINISH D/WASH TABS LEMON 3I * 16'S	DISH WASH	0.22%	0.65%	47908	90128	21%	63.54	2856	26%	21459.05	
25	PARAZONE BLEACH ORIGINAL * 750ML	BLEACH	1.01%	0.60%	222684	83224	60%	103.29	1454	65%	6935.333	
26	NT/VALUE FOIL 300MM * * 10M	FOIL	1.01%	0.56%	222252	78368	27%	225.87	2626	33%	17415.11	
27	FLASH A/PURP LIQ LEMON * 1LT	ALL PURPOSE	0.44%	0.52%	96294	73060	44%	61.06	2033	70%	43171.82	
28	DETTOL ANTISEPTIC LIQUID * 500ML	ANTISEPTIC LIQUID	0.31%	0.52%	68970	72878	33%	58.01	2421	40%	15458.97	
29	DETTOL ANTIBAC SURF CLNR T * 500ML	ALL PURPOSE	0.34%	0.52%	74622	72855	43%	47.83	2050	50%	11860.12	
30	T/DUCK FRESH * 750ML	TOILET CARE	0.54%	0.52%	119172	71836	41%	79.61	2113	45%	7008.39	
31	GLADE CANDLE WITH LOVE * 'S	AIR FRESHERS	0.33%	0.51%	72204	71140	43%	46.49	2057	50%	11580.93	
32	NT/VALUE REFUSE SACKS * * 20'S	BAGS/LINERS	0.50%	0.50%	110544	70241	18%	168.51	2954	23%	19511.39	
33	HERITAGE FOIL 300M * 5M	FOIL	1.02%	0.50%	224484	69127	36%	162.32	2227	43%	9095.658	
34	FLASH A/PURP PINE * 5LT	ALL PURPOSE	0.05%	0.50%	11196	69101	3%	108.7	3507	10%	161235.7	
35	FAIRY A/BURST TABS LEMON * 15S	DISH WASH	0.15%	0.49%	33168	68077	23%	39.35	2767	30%	20719.09	

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