

Thank You to Our SPONSOR!

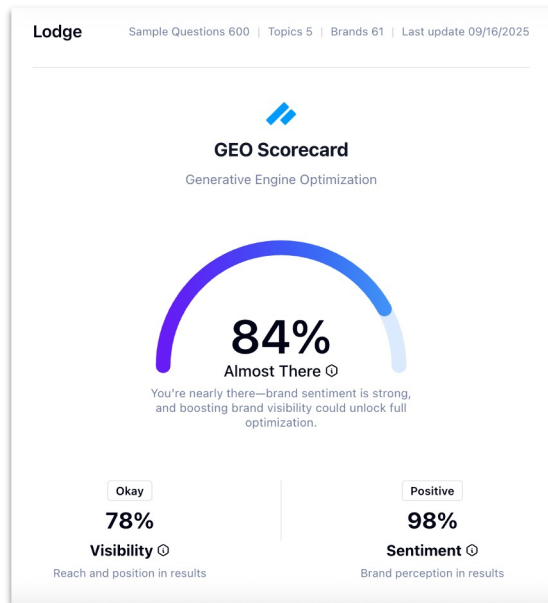


CHES
CHIEF HOUSEWARES
EXECUTIVE SUPERSESSION

IHA
THE HOME AUTHORITY

PROBLEM

Most brands do not have readily available ecommerce data showing their:



The International Housewares Association®

Category growth
True competitors
LLM visibility
Revenue upside

amazon

Walmart
Marketplace

TARGET

TikTok

CHESS
CHIEF HOUSEWARES
EXECUTIVE SUPERSESSION

SOLUTION

Lodge Top Categories & Growth USD Millions

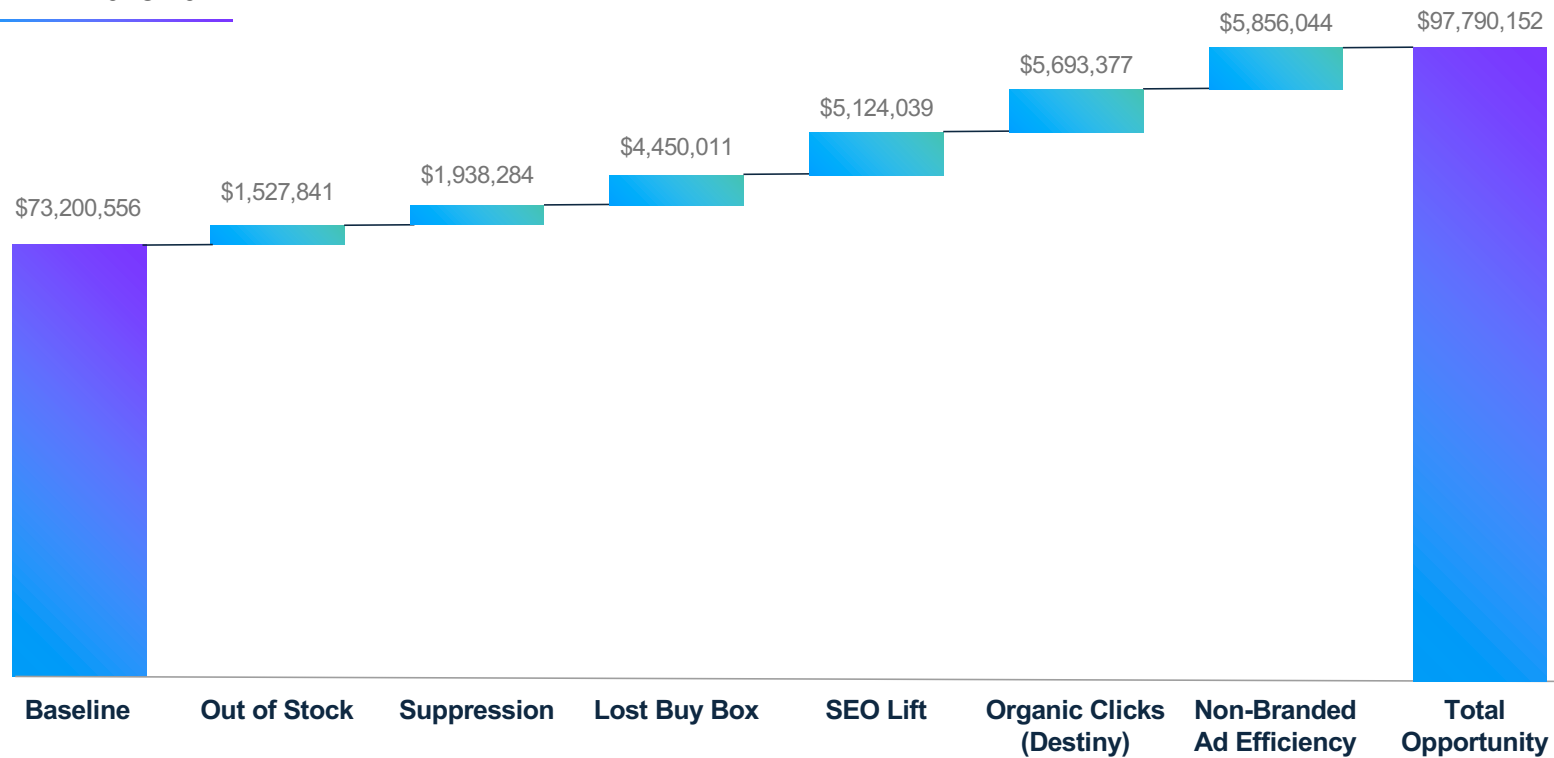
Subcategory	Last Year Marketshare	Current Marketshare	YoY Growth (%)	Brand POT Revenue
Dutch Ovens	 20.2%	 19.9%	(0.3%)	34.5%
Skillets	 9.8%	 9.7%	(0.1%)	28.5%
Griddles	 21.1%	 22.8%	1.7%	12.2%
Casserole Cookware	 9.7%	 10.2%	0.5%	3.8%
Potholders	 8.3%	 9.2%	0.9%	2.4%

Dutch Ovens Top Competitors & Brand Share USD Millions

Brand	Last Year Brand ASP	Current Brand ASP	YoY Share Change (%)	T12M Category Share
 LE CREUSET®	 \$179.48	 \$173.31	(2.24%)	22.3%
 LODGE • CAST IRON •	 \$72.39	 \$69.82	(0.26%)	19.92%
 OVERMONT	 \$57.60	 \$59.71	6.22%	8.05%
 staub en France	 \$165.67	 \$159.37	(0.04%)	6.32%
 amazonbasics	 \$56.31	 \$47.73	(0.76%)	4.64%

SOLUTION

Growth Waterfall



ABOUT US

#1

Amazon Seller
Globally



Gold Trading Partner
on Tmall Global

60+

Countries
We Sell In

+46T

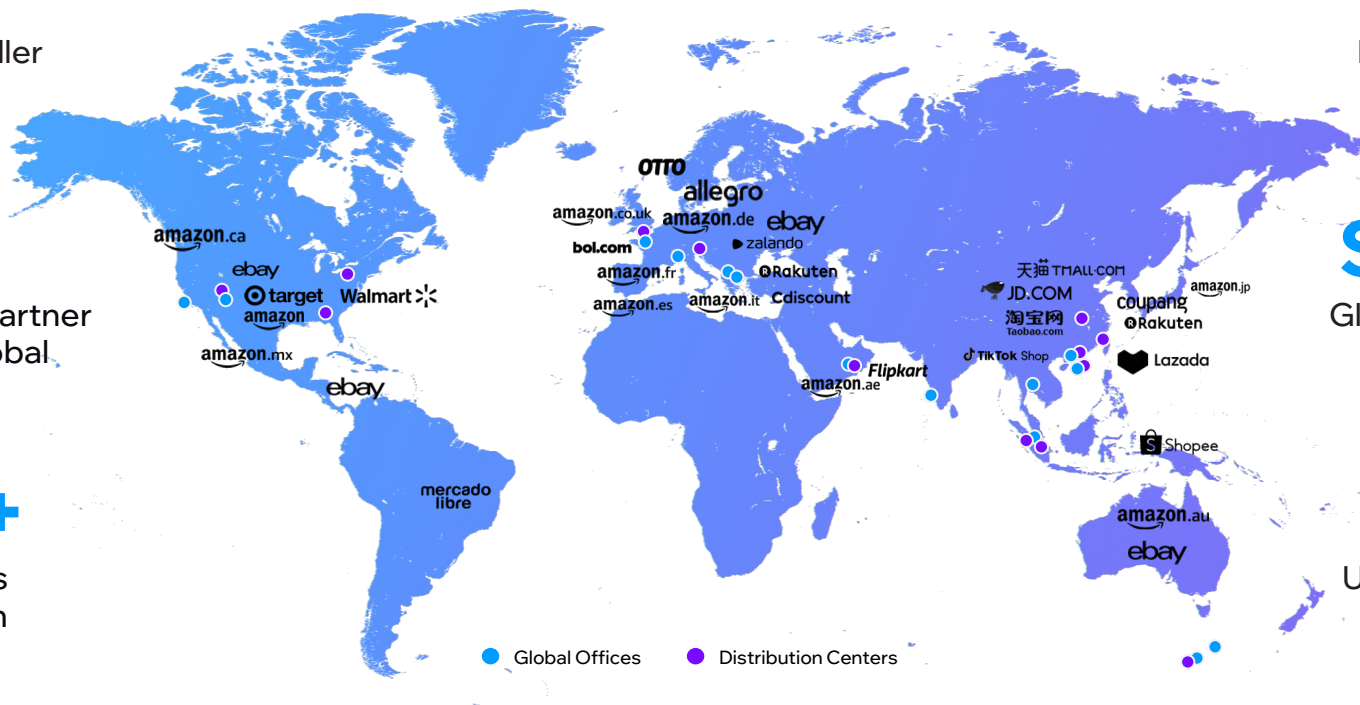
Ecommerce
Data Points

\$1.8B

Global Revenue

7M

Units Shipped
Monthly



pattern

The International Housewares Association®

CHESS
CHIEF HOUSEWARES
EXECUTIVE SUPERSESSION