

Cleaners (All-Purpose) (excl. Protectants & Tire Cleaners)

- Distribution
 - Discounters 48%
 - Auto Chains 28%
 - Dept. chains 2%
 - Others 22% (Food, Drug, Hardware, Home Centers, Convenience Stores)

- Total Aftermarket Sales $\overline{\$31.6M}$ (Retail Chains did: $\overline{\$20.5M}$)
- Avg. Annual Turns: 5.7 ('90 - 4.1)
- Avg. Gross Margin (retailers): 23.9% ('90 - 37.5%)
- High number of National Brands carried (consumables)
- Applicable to Auto & Home use, a difficult category to summarize.
- 1992E: +6.7% 1991: +1.9%

- Avg. Annual Turns x Avg. Gross Margin:	1991	1.362
	1990	1.538