

Bespoke Survey Research

January 2024

SharkNinja (SN)

Volume 1 | Quarterly Survey

1,250 US Consumers Balanced To Census

Tickers Covered: SN, Competitors.

KPIs and Key questions

- Sentiment toward both Ninja and Shark brands among consumers is very positive on an absolute basis and on a relative basis compared to peers.
- While both brands test well in our survey, feedback toward Ninja Kitchen was noticeably stronger compared to feedback toward Shark.
- Both Shark and Ninja are at the higher end of our rankings when it comes to awareness to ownership conversion rate (ie, % of those who are aware of the brands who own products from the brands).
- Ninja Kitchen is noticeably stronger than peers when it comes to customer desire to buy more/different products from each brand tested in the future.

Noteworthy Stats:

40.9% of those who are aware of Ninja Kitchen own products from Ninja Kitchen.

35.1% of those who are aware of Shark own products from Shark.

33.0% of those who own Ninja Kitchen products also own Shark products.

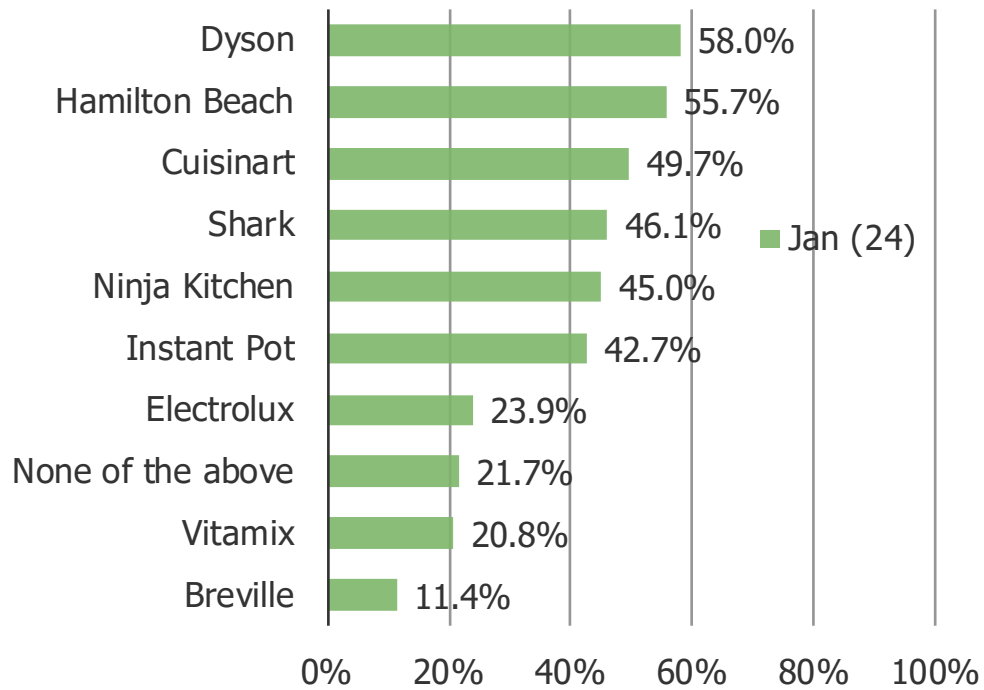
37.6% of those who own Shark products also own Ninja Kitchen products.

45.2 NPS of Ninja Kitchen

36.6 NPS of Shark

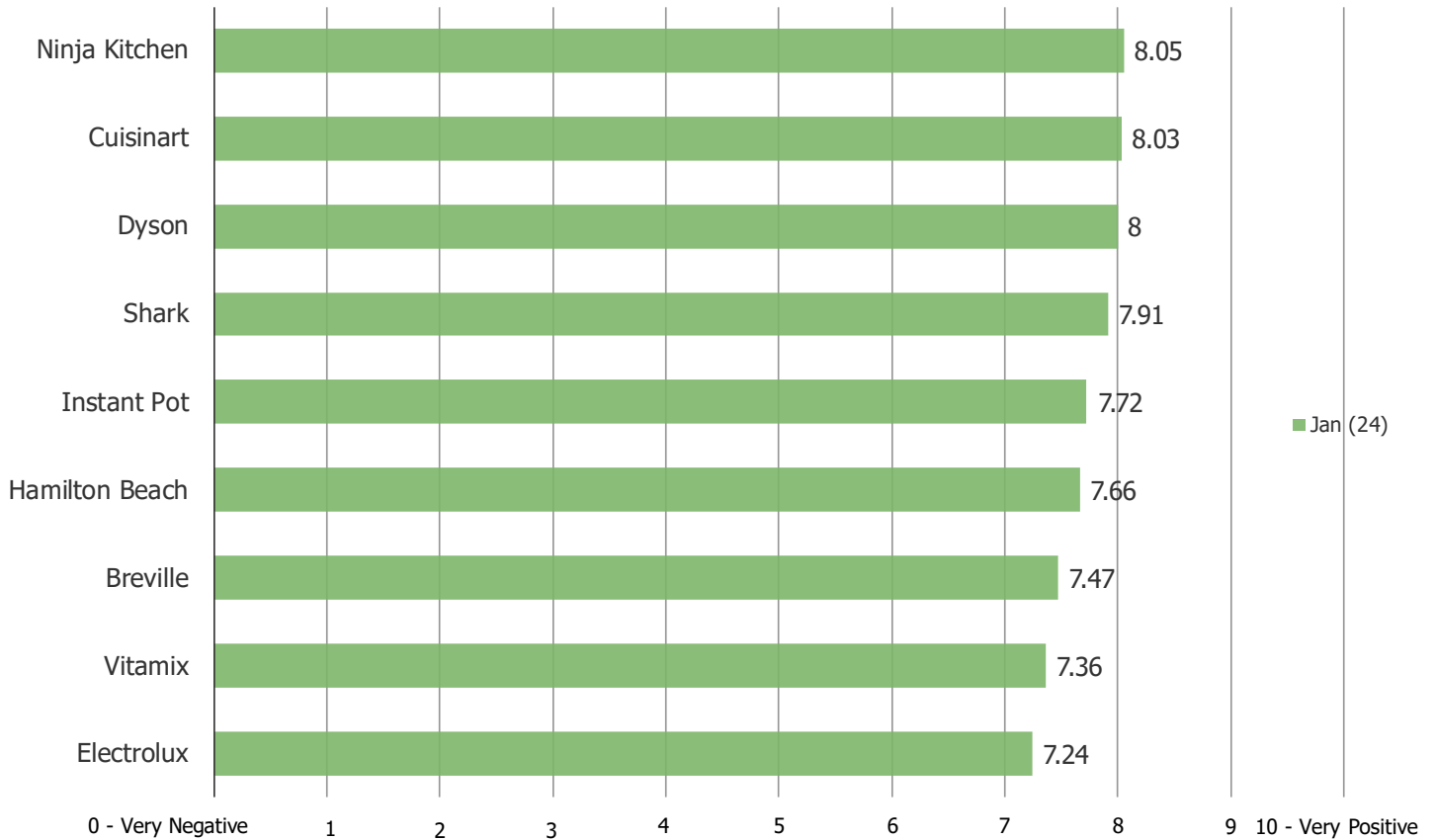
ARE YOU FAMILIAR WITH ANY OF THE FOLLOWING BRANDS? SELECT ALL THAT APPLY

This question was posed to all respondents (N = 1,250).



HOW DO YOU FEEL ABOUT THE FOLLOWING BRANDS?

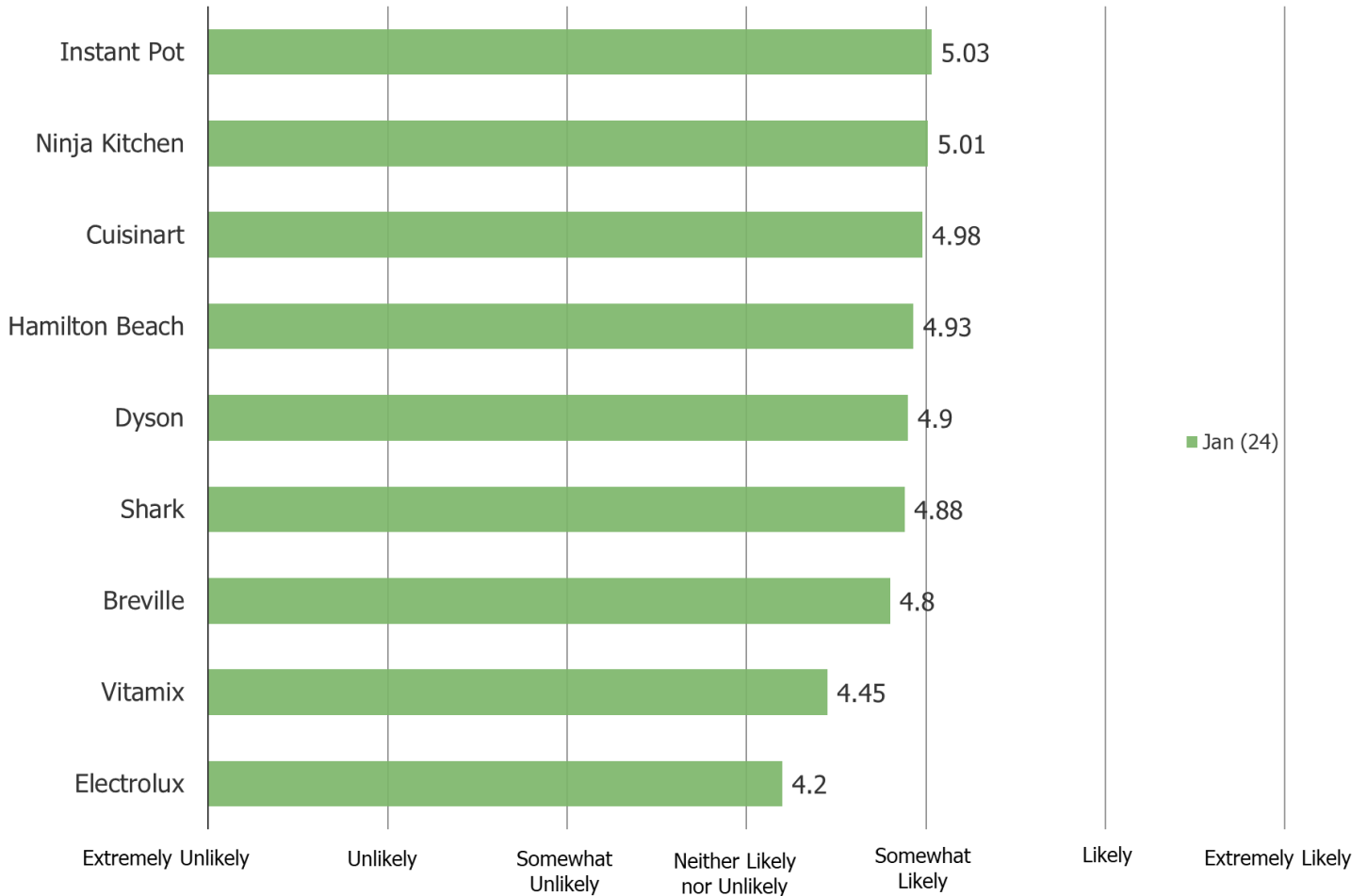
This question was posed to all respondents who are aware of each of the below.



	N =
Dyson	725
Hamilton Beach	696
Cuisinart	621
Shark	576
Ninja Kitchen	563
Instant Pot	534
Electrolux	299
Vitamix	260
Breville	142

HOW LIKELY ARE YOUR FRIENDS/PEERS TO OWN PRODUCTS FROM THE FOLLOWING?

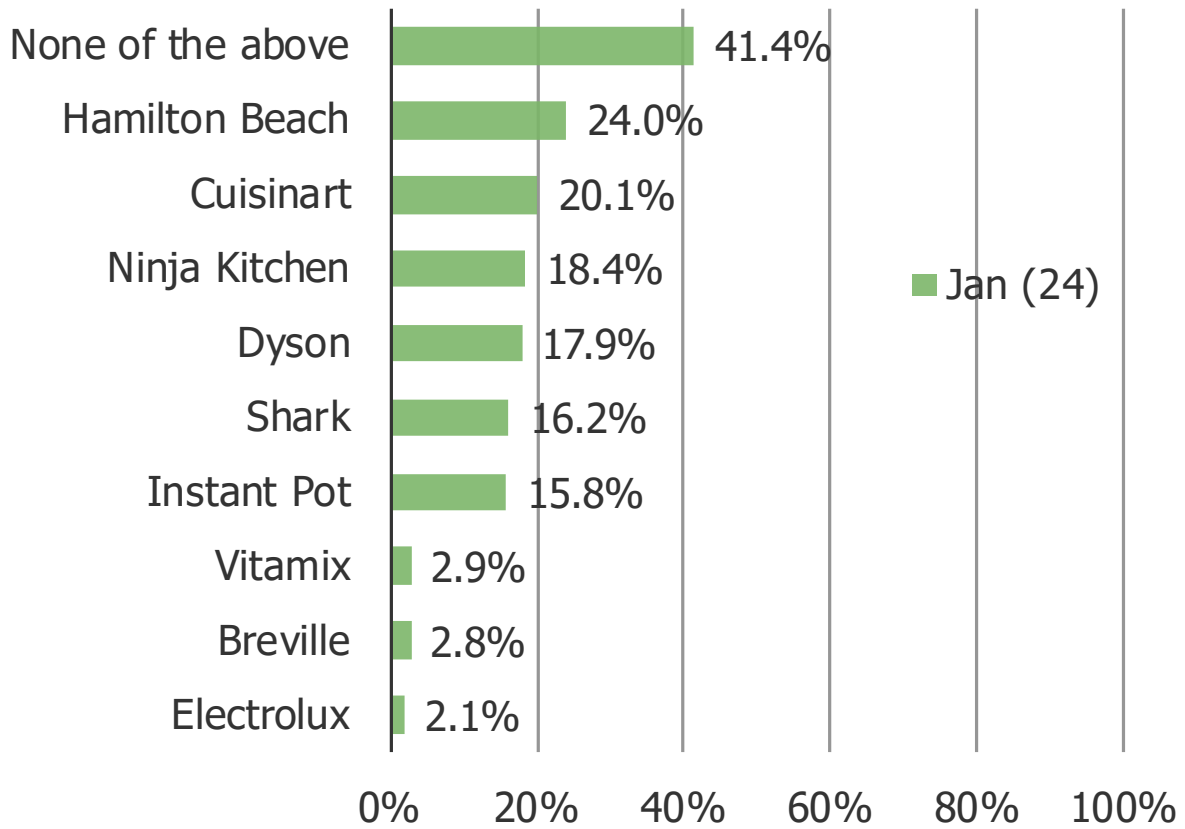
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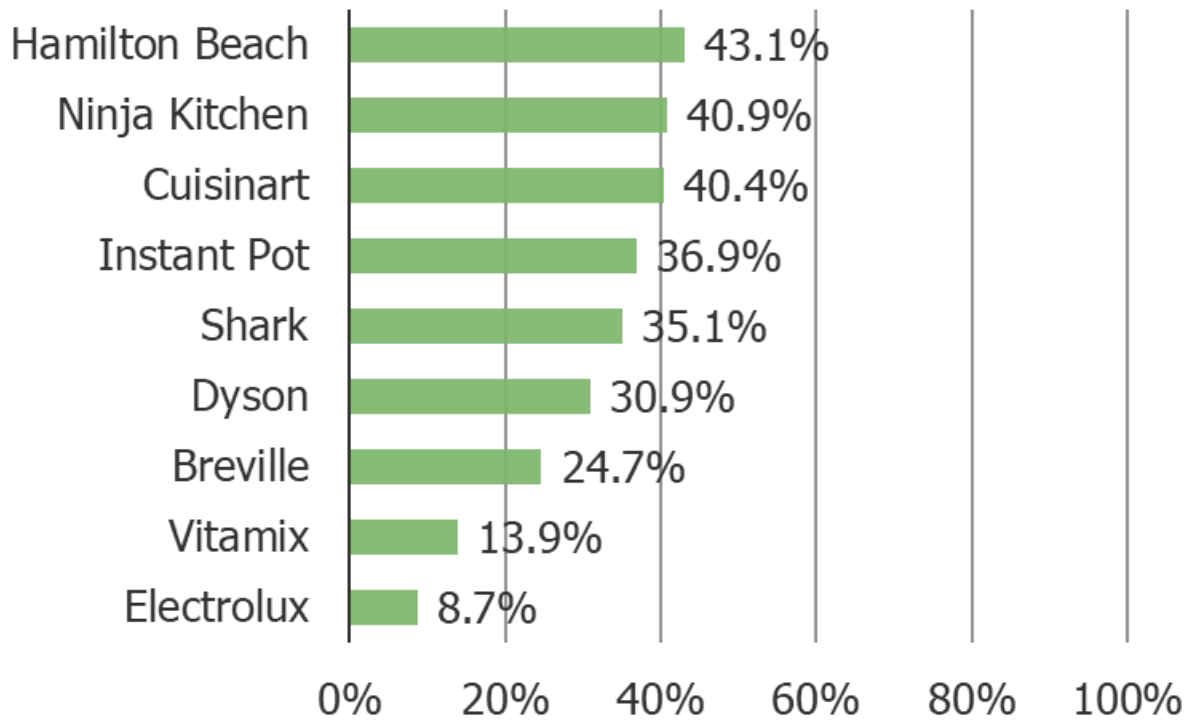
DO YOU OWN PRODUCTS FROM ANY OF THE FOLLOWING BRANDS? SELECT ALL THAT APPLY

This question was posed to all respondents (N = 1,250).



AWARENESS TO OWNERSHIP CONVERSION RATE...

This question was posed to all respondents who are aware of each of the below.



Further Explained...

43.1% of those who are aware of Hamilton Beach own products from Hamilton Beach...

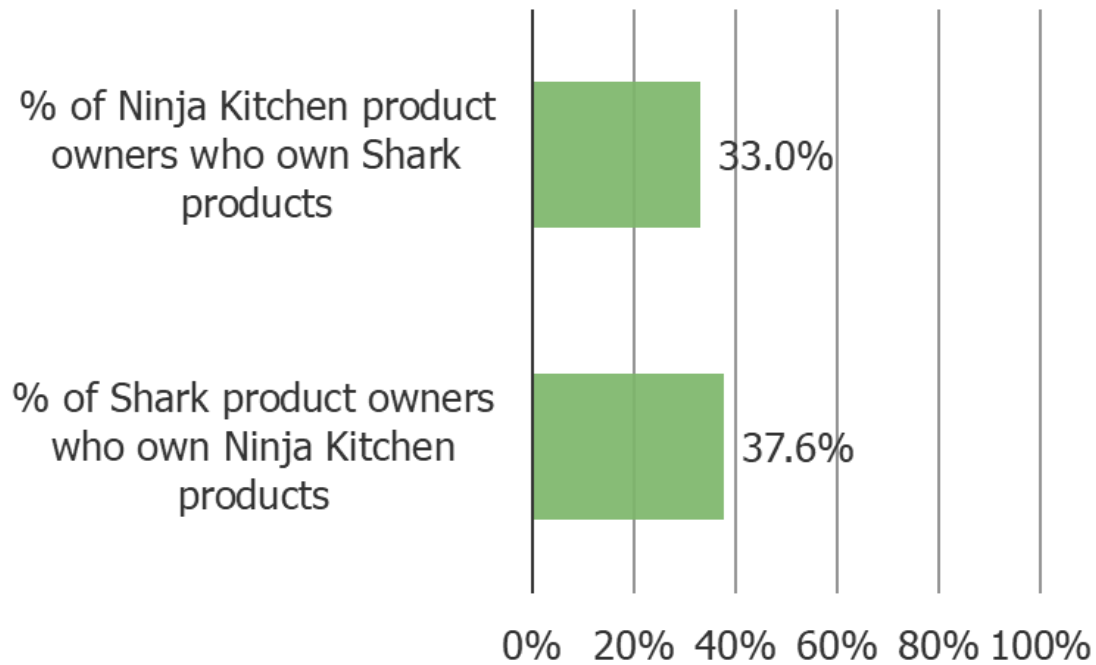
40.9% of those who are aware of Ninja Kitchen own products from Ninja Kitchen...

and so on...

	N =
Dyson	725
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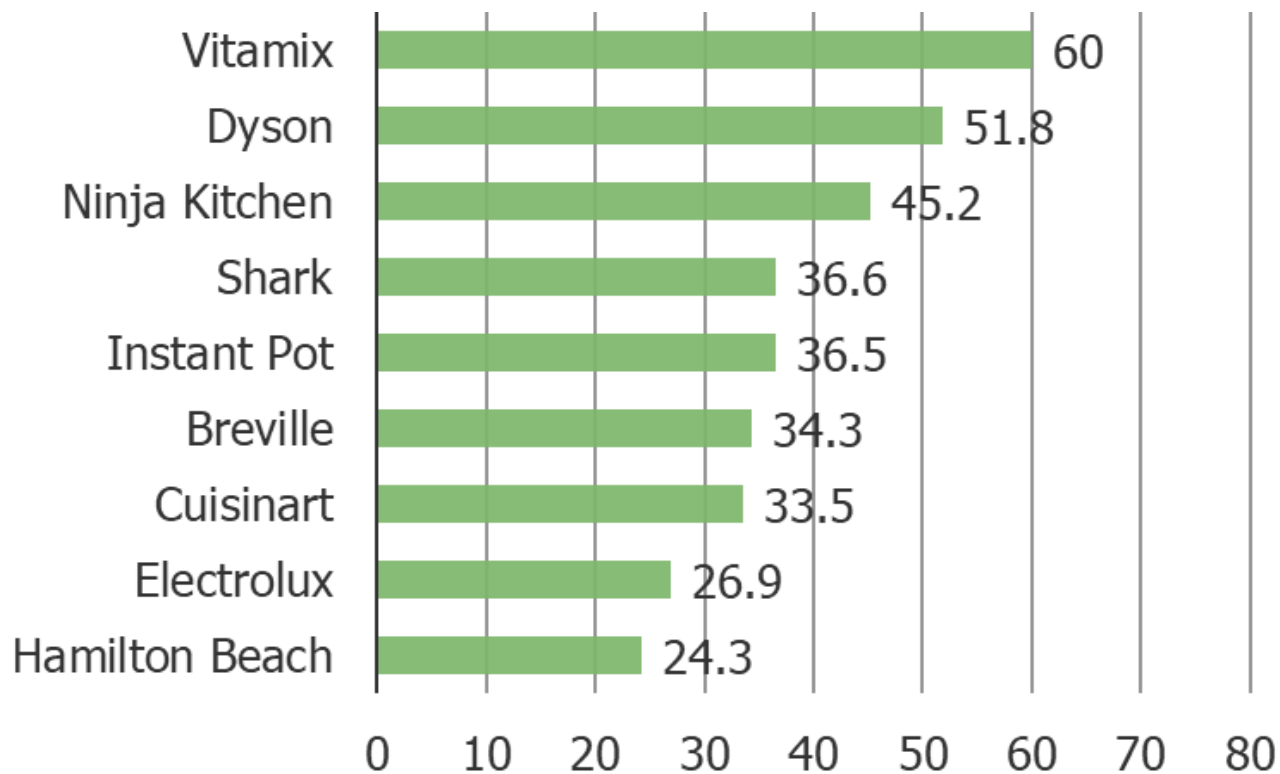
PRODUCT OWNERSHIP CROSS-OVER BETWEEN SHARK AND NINJA...

This question was posed to respondents who own products from Shark and Ninja...



HOW LIKELY ARE YOU TO RECOMMEND THIS BRAND TO A FRIEND OR COLLEAGUE?

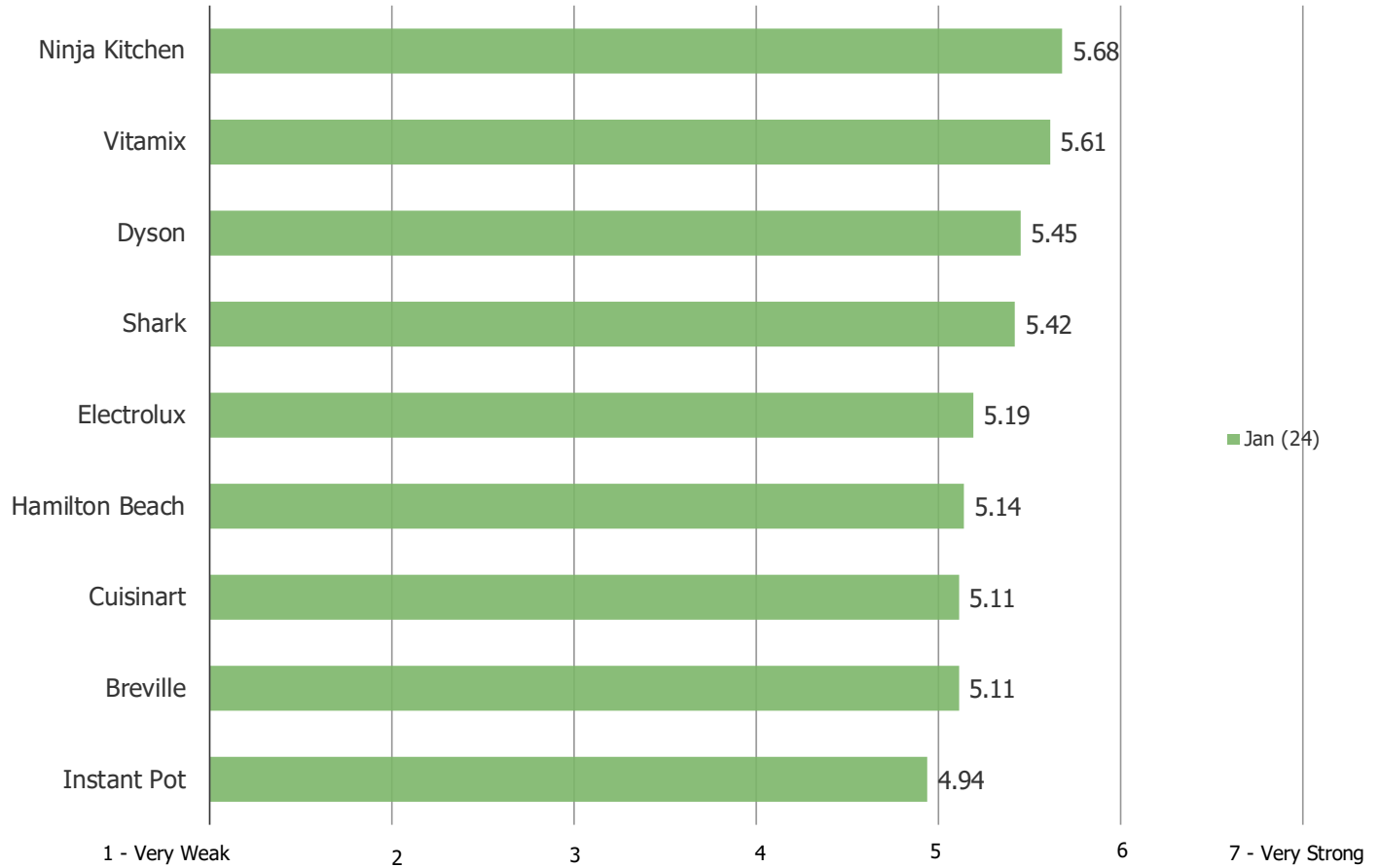
This question was posed to respondents who own products from each of the below.



	N =
Hamilton Beach	300
Cuisinart	251
Ninja Kitchen	230
Dyson	224
Shark	202
Instant Pot	197
Vitamix	36
Breville	35
Electrolux	26

HOW MUCH OF A DESIRE DO YOU HAVE TO BUY MORE/DIFFERENT PRODUCTS FROM THIS BRAND IN THE FUTURE?

This question was posed to respondents who own products from each of the below.



	N =
Hamilton Beach	300
Cuisinart	251
Ninja Kitchen	230
Dyson	224
Shark	202
Instant Pot	197
Vitamix	36
Breville	35
Electrolux	26

AGE OF CUSTOMER BASES

This question was posed to respondents who own products from each of the below.

	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 or older	Weighted Average	N Size
Customer: Instant Pot	14.7%	23.9%	20.8%	12.7%	15.7%	8.1%	4.1%	3.31	197
Customer: Ninja Kitchen	13.0%	20.9%	24.4%	16.1%	15.2%	8.3%	2.2%	3.33	230
Customer: Vitamix	13.9%	22.2%	30.6%	8.3%	5.6%	8.3%	11.1%	3.39	36
Customer: Dyson	12.5%	25.0%	18.8%	16.1%	13.0%	8.5%	6.3%	3.42	224
Gen Pop Average	9.8%	21.4%	19.9%	16.1%	16.8%	10.2%	5.9%	3.63	728
Customer: Breville	11.4%	22.9%	22.9%	20.0%	0.0%	2.9%	20.0%	3.63	35
Customer: Shark	4.0%	21.3%	23.3%	17.3%	15.4%	12.4%	6.4%	3.82	202
Customer: Hamilton Beach	6.0%	18.3%	15.7%	19.0%	20.0%	14.0%	7.0%	3.99	300
Customer: Cuisinart	5.2%	17.9%	19.5%	17.9%	17.5%	13.6%	8.4%	3.99	251
Customer: Electrolux	0.0%	11.5%	26.9%	19.2%	11.5%	15.4%	15.4%	4.38	26

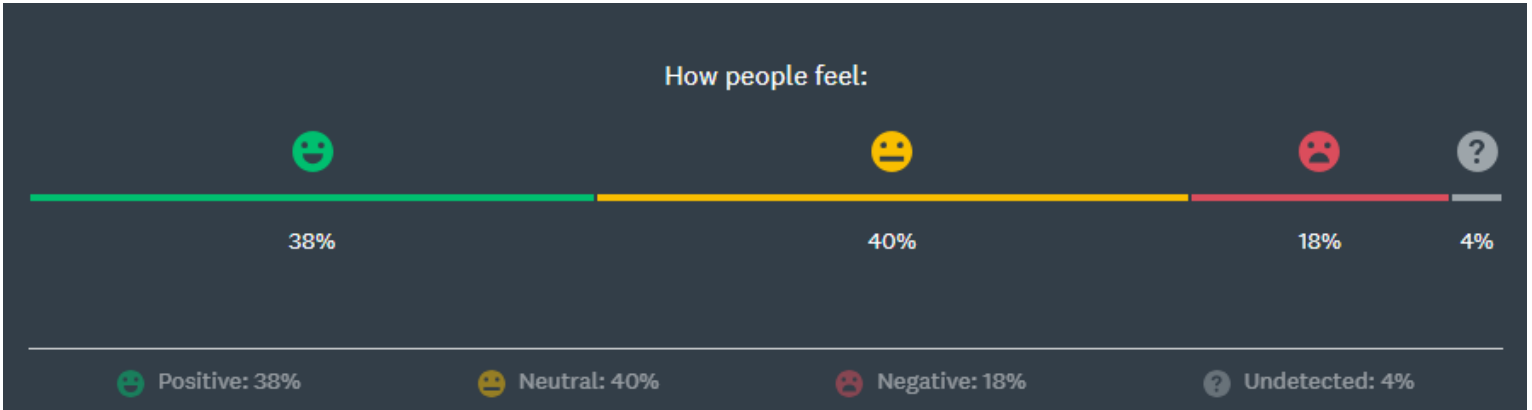
INCOME OF CUSTOMER BASES

This question was posed to respondents who own products from each of the below.

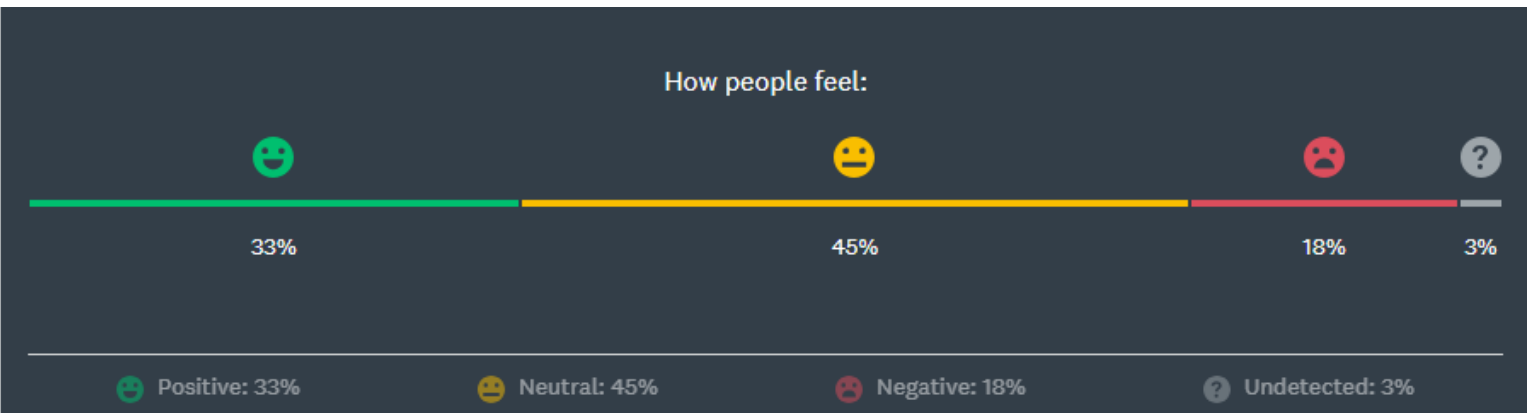
	Less than \$15,000	\$15,000-\$24,999	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$149,999	\$150,000-\$199,999	\$200,000+	Weighted Average	N Size
Customer: Hamilton Beach	9.0%	8.3%	31.0%	22.7%	15.0%	9.3%	3.7%	1.0%	3.74	300
Customer: Vitamix	11.1%	11.1%	22.2%	19.4%	19.4%	13.9%	2.8%	0.0%	3.78	36
Gen Pop Average	8.8%	8.7%	27.8%	23.1%	15.5%	10.0%	3.9%	2.3%	3.85	728
Customer: Ninja Kitchen	8.3%	7.4%	23.9%	20.9%	19.6%	10.0%	6.5%	3.5%	4.10	230
Customer: Cuisinart	3.6%	5.2%	31.1%	27.1%	14.3%	10.8%	5.2%	2.8%	4.10	251
Customer: Instant Pot	7.1%	6.6%	24.4%	22.8%	17.8%	12.2%	5.1%	4.1%	4.15	197
Customer: Shark	5.9%	9.9%	22.3%	22.3%	16.8%	12.9%	7.4%	2.5%	4.15	202
Customer: Dyson	5.4%	6.3%	24.6%	23.7%	19.2%	10.3%	6.3%	4.5%	4.23	224
Customer: Electrolux	0.0%	0.0%	30.8%	26.9%	11.5%	19.2%	7.7%	3.9%	4.58	26
Customer: Breville	5.7%	5.7%	5.7%	31.4%	8.6%	14.3%	14.3%	14.3%	5.03	35

OPTIONAL - IF YOU COULD GIVE THE CEO OF SHARK / NINJA ANY ADVICE, WHAT WOULD IT BE?

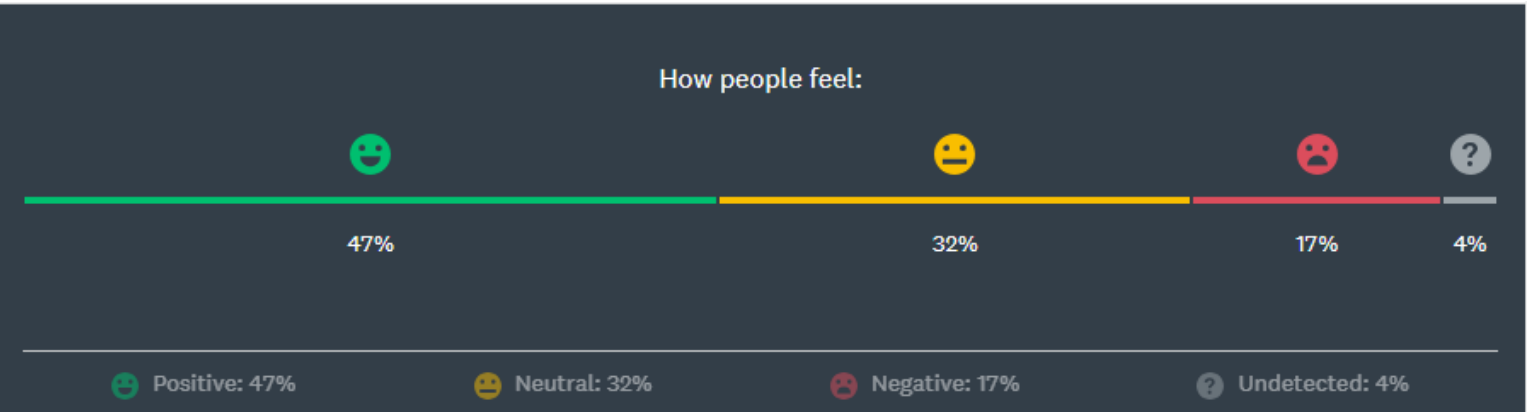
This question was posed to all respondents who own products from Shark or Ninja.



This question was posed to all respondents who own products from Shark (N = 99)



This question was posed to all respondents who own products from Ninja (N = 106)



OPTIONAL - IF YOU COULD GIVE THE CEO OF SHARK / NINJA ANY ADVICE, WHAT WOULD IT BE?

The question was posed to respondents who own products from Shark and/or Ninja

- a blender that makes less noise
- a Shark steamer mop with water hose connection
- Be more affordable please!
- Be more relatable,
- Become more affordable
- Better dog hair pick up
- Bring prices down a little . My household loves the things we do own by the company
- Cannot think of anything else to add. Thank you anyway.
- change name
- Cheaper prices
- Come up more different products
- Continue to make great products
- Continue to try to match the goods to keep up with competition and make new and smaller models
- Cut your bonuses and make sure you compensate your employees fairly.
- Do more social media marketing. It's a big platform.
- Do not cut corners and think about the end user. The impact on the customer use for cleaning. Also make your product last. If it last for a long time it will make a better waste impact. Basically, less waste, customer satisfactory, product durability.
- Do not reinvent the products already on the market, just make the current ones better
- Doing a great job
- Don't change anything and try to bring out more products
- drop prices just a bit
- Focus on quality
- Good ideas but very cheap construction. Consider more environmental concerns to recycle old products at vendors.
- Good products thank you
- Great advertising and quality of products
- great innovative products that saves time when rushed by family members
- Great items
- Have reduced pricing for underpaid families
- Have you thought about a line of production aimed at helping the disabled community?
- Honestly idk
- Hope my product is a winner
- I already like this brand more advertising is a good idea
- I don't have any advice
- I dont know
- I don't know what kind of advice I would give
- i like your products but i can;t really afford them maybe give a promotion to current owners an incentive / discount coupon to by a new/ upgrade product
- I think for the people who use this mostly, I would probably ask to lower the price to make it more affordable for the average person
- I think it would be keep up the great work.
- I would like the shark to have stronger suction power and be made stronger.
- I would say keep up the good work
- If I could give the CEO of shark/ninja any advice, it would be that they should try and focus on their prices within inflation being as bad as it is, or no one is going be able to buy their products.
- improve the power

OPTIONAL - IF YOU COULD GIVE THE CEO OF SHARK / NINJA ANY ADVICE, WHAT WOULD IT BE?

The question was posed to respondents who own products from Shark and/or Ninja

just sell cheap and reliable tools, you dont need to be futuristic, theyre vaccuums
Keep doing what you're doing !
Keep doing what you're doing. Great reliable products
Keep doing your thing you make great products
Keep getting better
Keep it up
Keep kicking ass
Keep making awesome products that help in the kitchen and the home. We love our vacuum.
Keep new products coming
Keep on doing what you're doing
Keep staying on top with your superior products and quality
Keep the price affordable
Keep up the excellent products you are selling! I have had two NuWave ovens and there the best. Does exactly like the commercials said!! EXCELLENT!!!
Keep up the excellent work!
Keep up the good work
Keep up the good work
Keep up the good work
Keep up the good work, and make bigger portions, I have a family of five..
Keep up the good work, love there products.
Keep up the good work.
Keep up the great innovation in your technology and products.
Keep up the great work
Keep up the great work
keep up the great work and don't be a copy cat
Keep up with awesome projects
keep up with innovation
Keep upgrading I, great product
less corner cutting
lower cost
Lower price
Lower price
lower prices
Lower prices
LOWER PRICES
lower prices and make more product varieties
Lower prices.
lower pricing
Lower the price
LOWER THE PRICES
Lower your prices
Make a vacuum omewhat more expensive so that it can be repaired. I have one and have been told that once they have a default it's best to throw it away and it a new one because they're not that expensive.
Make an all-in-one so I don't run out of space for all your products!
Make better quality products
Make if more affordable for more people
Make it affordable and irreplaceable
Make it more widely known that they are together since until this question, I did not know of any connection between Shark and Ninja

OPTIONAL - IF YOU COULD GIVE THE CEO OF SHARK / NINJA ANY ADVICE, WHAT WOULD IT BE?

The question was posed to respondents who own products from Shark and/or Ninja

- Make more affordable products
- Make more color options to products.
- Make more portable devices
- Make prices cheaper but quality greater
- Make products more competitive and long lasting. Be a leader in the industry not a follower.
- Make some more affordable for us single struggling moms that want clean homes for our kids
- Make the items more affordable.
- Make the steam vac more durable and lightweight
- Make your items a bit more affordable for blue collar folks
- More advertising
- More afford robot vaccuum options
- More Shark floor cleaners. Ninja, nothing, love the products. I feel my ninja high speed blender is better than Vitamix I used at my sons
- More stainless steel and glass options rather than nonstick and plastic
- Ninjas work great. Sharks break down. Do better
- No advice
- No advice
- No, advice. they are doing great with all the product range.
- On some of your older models, make parts and trim items available. Cause I have a nice old shark vacuum. I love, but the cover keeps coming off. The front air intake and looks like crap when it falls off
- Pay your employees more & yourself less
- Please simplify instructions and much more details
- Price
- Price affordable
- Price appropriately
- Promote sales/discounts when available
- Reduce cost
- "Shark you're the best! But, I wish I could get one complete floor and portable steam cleaner for counters, stove, bathrooms, all in one.
- Ninja fabulous in the kitchen but too many appliances. Compact the counter top appliances into one interchangeable base. Then sell the add ons"
- Slow down on producing so many products. A great selection of a couple good quality products is all we need from you.
- So awesome
- Stay with solid products
- Stick to quality. No one wants to pay a lot for something to feel cheap.
- That they are very good products
- The cord twists and tangles on my Shark -I for like it
- The cords for plugging into the wall are trash and get tangled easily.
- The machines are fantastic, as were ninjas.
- The Price Tag.
- The products need to be made tougher
- They need too make better quality instead of so cheaply
- To keep up the good work and make more innovative products for everyday people.
- to lower prices
- To lower prices for more sales
- Too many gimmicks
- Variety of colors and styles