



OPIS Retail Year In Review & Profit Outlook

Benchmark your company's market share and rack-to-retail operating margins

The OPIS Retail Year In Review & Profit Outlook provides a comprehensive scorecard of retail brand performance nationwide.

WHO WE HELP

- Retailers
- Refiners & Suppliers
- Wholesalers & Jobbers
- Traders
- Transportation
- Terminals & Pipelines
- Municipalities
- Financial Institutions

COMMODITIES

- Gasoline
- Diesel
- Crude Oil

MARKET SEGMENT

- Retail

Market Challenge

The retail fuel market is hyper-competitive and filled with many players seeking a limited pool of revenue. Such competition produces razor-thin profit margins and intense pressure to know as much about overall market trends as possible. A single source of intelligence on pricing, margins, market share and brand power would provide a valuable competitive advantage.

How We Help

OPIS compiles its extensive retail and wholesale fuel data – gathered from nearly 140,000 gasoline & diesel stations across the country – into one report for the entire supply chain. The OPIS Retail Year In Review & Profit Outlook delivers a 360-degree view of the current retail landscape and reveals the brands and markets that are dominating or struggling.

Benefits

- Differentiate market share by brand on a national and regional basis
- Track seasonal price swings by region
- Estimate fuel sales against competitors
- See how pricing strategy affects volumes
- Analyze historical supply and demand
- Separate winning from losing markets to make smarter investments



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Key Feature-Benefit Overview

| Key Feature | Benefit to Customer |
|---|---|
| Market Overview | <ul style="list-style-type: none">Expert commentary from OPIS editors on market movement and future outlook. |
| National and Regional Market Share By Brand | <ul style="list-style-type: none">Estimated comparisons for the past two years on a national and regional basis |
| National Margin and Volatility Indexes | <ul style="list-style-type: none">Average yearly change comparisons in retail and wholesale rack prices |
| National Best & Worst Markets | <ul style="list-style-type: none">Rankings of the top-50 highest and lowest rack-to-retail gasoline margin markets in the United States, including margin changes from previous year |
| National Brand Power Rankings | <ul style="list-style-type: none">Price charts (cts/gal) for chains and brands relative to direct competitors |
| Three-Year Weekly National Margin Comparison | <ul style="list-style-type: none">Gross rack-to-retail margin history to provide context |
| National Rack-to-Retail Margin Index | <ul style="list-style-type: none">At-a-glance view of which years since 1998 yielded the highest gross profits as an aggregate and percentage of revenue |
| Quarterly Regional & National Margins | <ul style="list-style-type: none">Seasonal rack-to-retail margin comparisons |
| Regional Volatility Index | <ul style="list-style-type: none">Average rack price swings by region and season |
| National Brand Margins | <ul style="list-style-type: none">Ranking of 100 brands by outlets; retail, net and rack prices; rack-to-retail margins; and annual change |
| Regional Margin Trends Charts | <ul style="list-style-type: none">Regional rack-to-retail margin trends on an annual basis for New England, Mid-Atlantic, Southeast, Great Lakes, Midwest, Southwest, Rockies and West. |
| National Heat Maps | <ul style="list-style-type: none">Color-coded maps of the best and worst performing regions in the U.S. |
| Individual Regional Reports | <ul style="list-style-type: none">Each region examined in detail: best & worst performance, fastest & slowest reactions to summer/fall rallies. |
| Diesel Overview | <ul style="list-style-type: none">Rack-to-retail diesel margins on an annual and weekly basis, plus national rack-to-retail diesel margins by state |
| NYMEX Volatility | <ul style="list-style-type: none">Daily and annual highs and lows on the NYMEX since 2002 |
| NYMEX Cracks | <ul style="list-style-type: none">Heat crack, unleaded crack and RBOB crack comparisons (\$/bbl) since 2002 |

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