



#### WHO WE HELP

Traders

Marketers

Suppliers

C-Store owners

Scheduling and pricing teams

#### COMMODITIES

Gasoline

# OPIS Wholesale Supplier Market Share

Gain visibility into comprehensive retail and rack pricing data and allow you to analyze market share by wholesale company in OPIS racks.

With the OPIS Wholesale Supplier Market Share Report, Oil companies, major retail brands and bulk fuel buyers and sellers now have insight into branded gasoline supplier's market share as well as retail station and wholesale price differentials within main OPIS rack geographical areas.

## Market challenge

The market lacks visibility into the gasoline volumes behind wholesale fuel prices transacted over the rack and the market share behind those prices.

## How we Help

With this exclusive OPIS data, customers will gain insight into the branded supplier's market share as well as the retail and wholesale price differentials within main OPIS rack geographical areas. This will help to validate the liquidity behind prices. Based on aggregated and actual retail volumes, rolled up to the terminal and brand. Branded marketing and sales teams can now determine the approximate market share their company has at a wholesale level, as assessed by an independent, 3rd party PRA, as opposed to gathering this information in-house.

## Benefits

- Determine which suppliers are 'market makers' and which suppliers have little market share in gasoline markets
- Look for new supply and tap into suppliers with strong market share
- Look for new customers, and determine which retailers may need more supply
- Identify supply disruptions & change in fuel demand
- Understand the wholesale & retail price differential to OPIS Benchmarks over time
- Determine approximate market share your oil company has at a wholesale level, and as assessed by an independent, price reporting agency (PRA)

**For more information, call 888 301 2645 or 1 301 284 2000  
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