

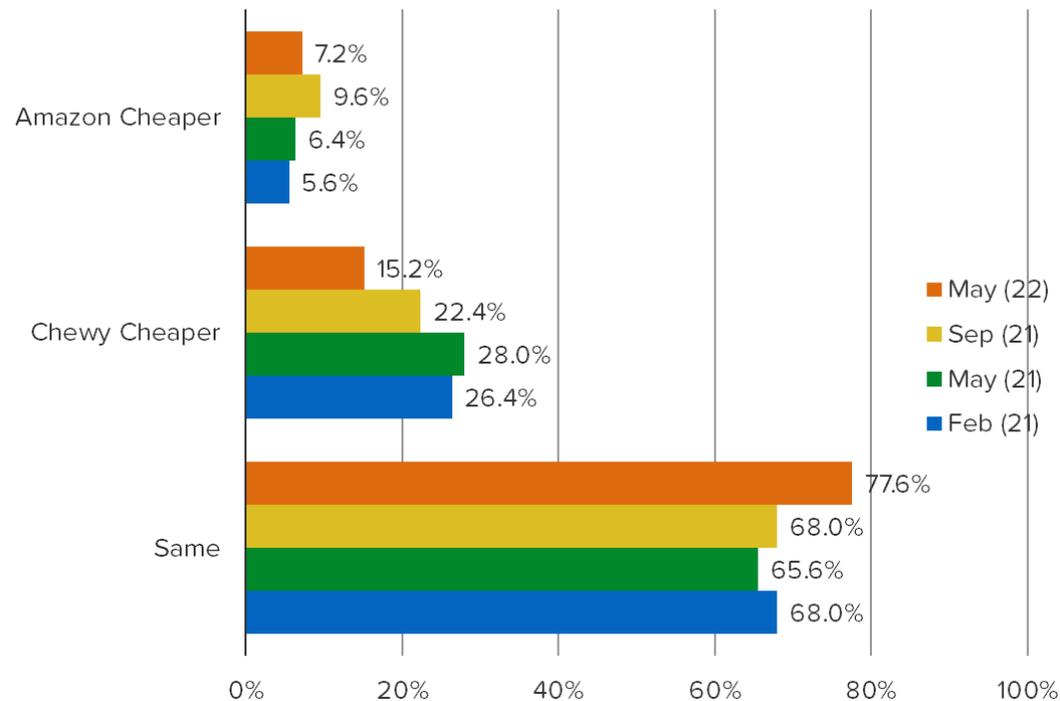
BACKGROUND

- We collected pricing data for 125 identical items found on both Amazon and Chewy. We focused on both consumables and hardgoods for dogs and cats primarily but also small animals, fish, and birds.

FINDINGS: PRICING ANALYSIS

- On identical items, Amazon and Chewy are more often than not in-line with one another on price. The % of times Chewy is cheaper has declined sequentially.

% of items out of the total that were cheaper on Amazon vs. Chewy



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FINDINGS: PRICING ANALYSIS

- The average price across all items has increased modestly over time with both Amazon and Chewy.

Average Price Per Item on 100+ identical items found on both Amazon and Chewy.

