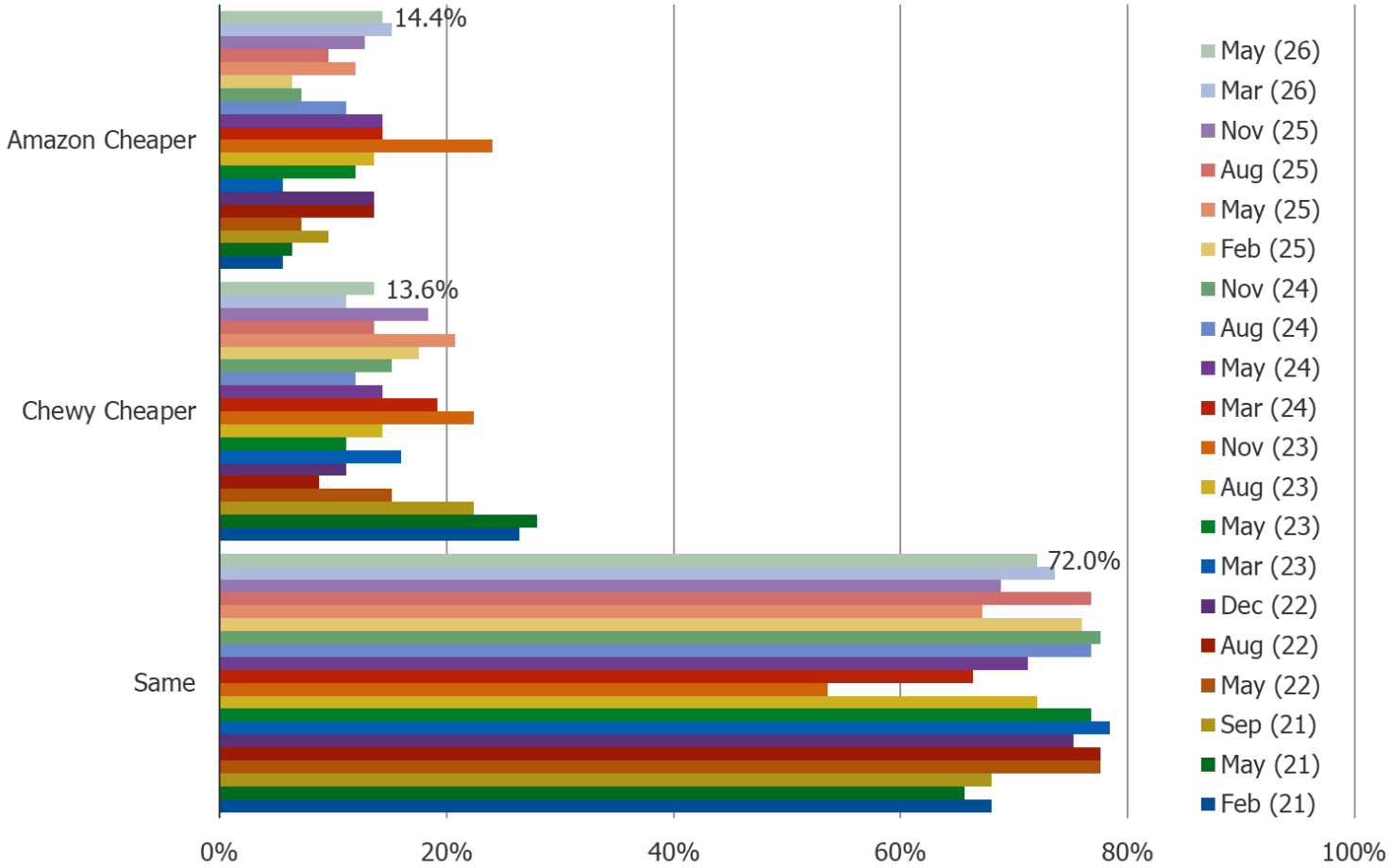
BACKGROUND

- 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

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



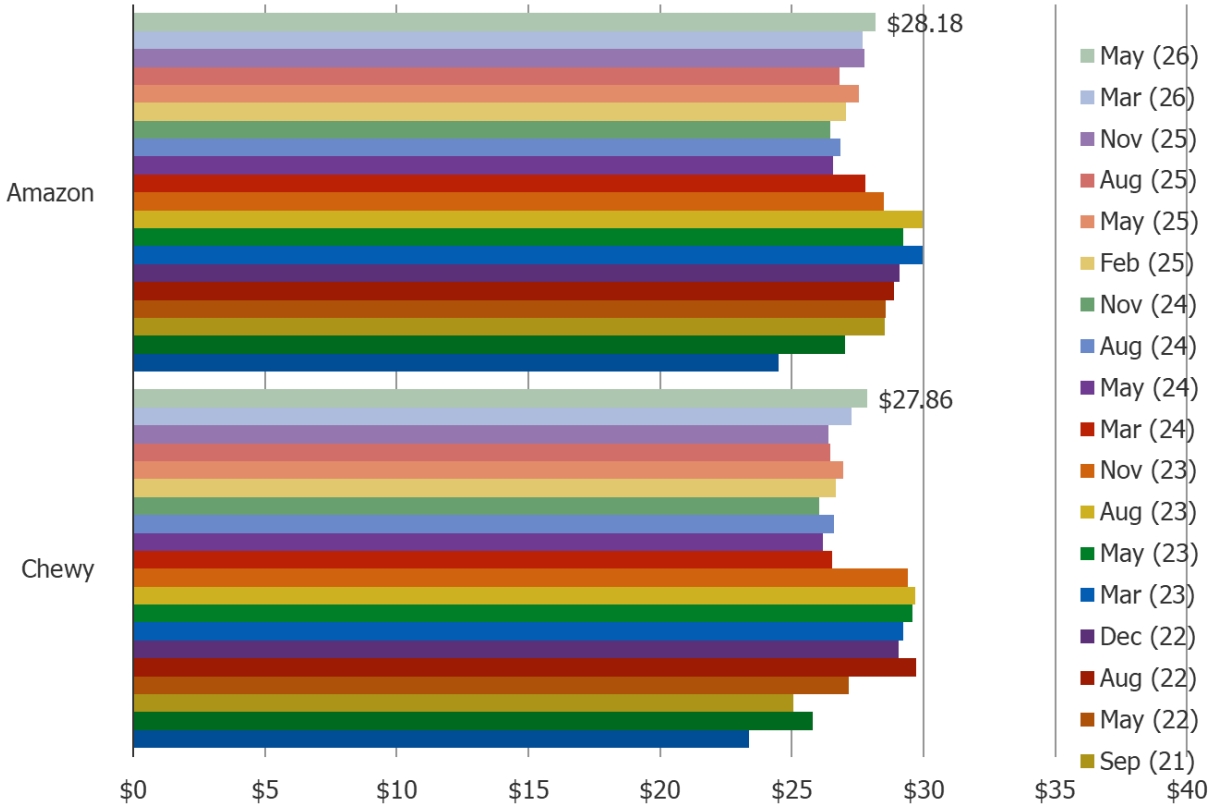
914-630-0512 | research@bespokeintel.com

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

Average price across 100+ identical items found on both Amazon and Chewy…



Note: Most waves, the items stay the same. Whenever an item is removed from either platform, we replace it with another identical item found on both platforms.

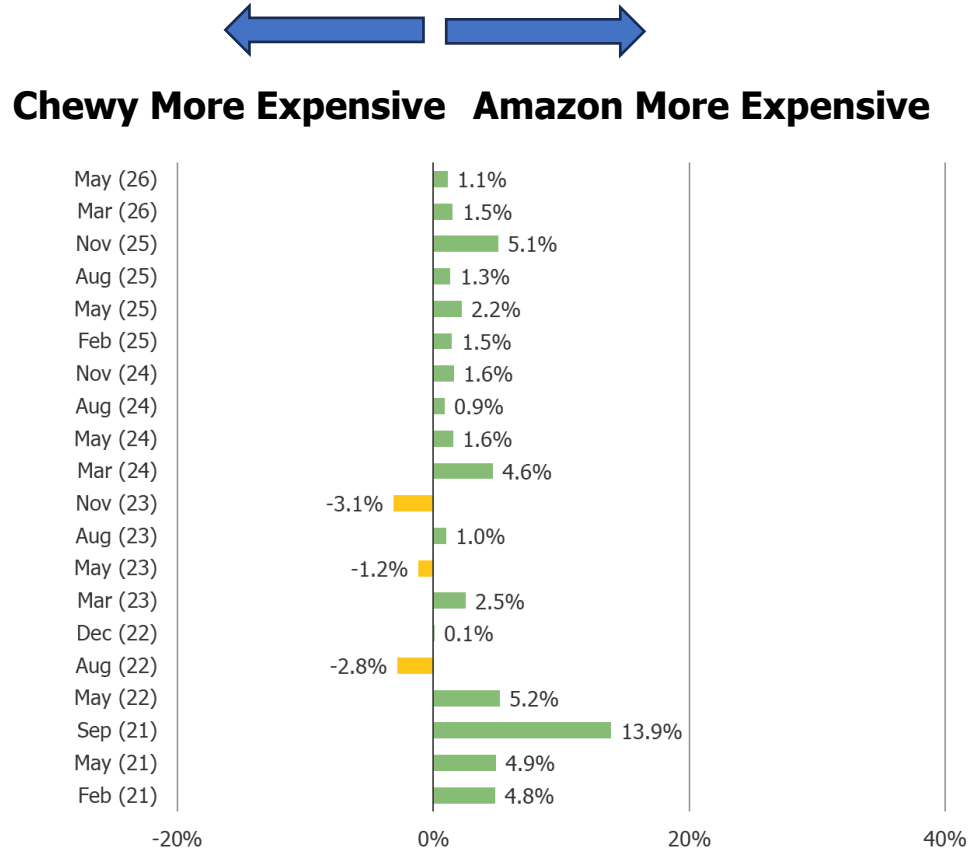
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BACKGROUND

- 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

How much cheaper/expensive Amazon and Chewy are, on average, across 100 identical items, each wave…



Note: Most waves, the items stay the same. Whenever an item is removed from either platform, we replace it with another identical item found on both platforms.

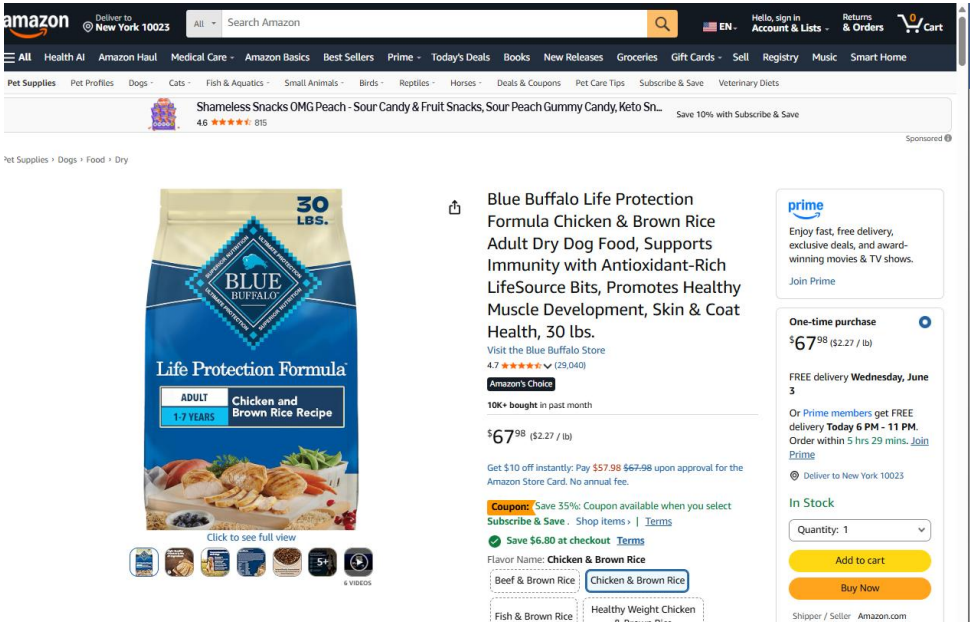
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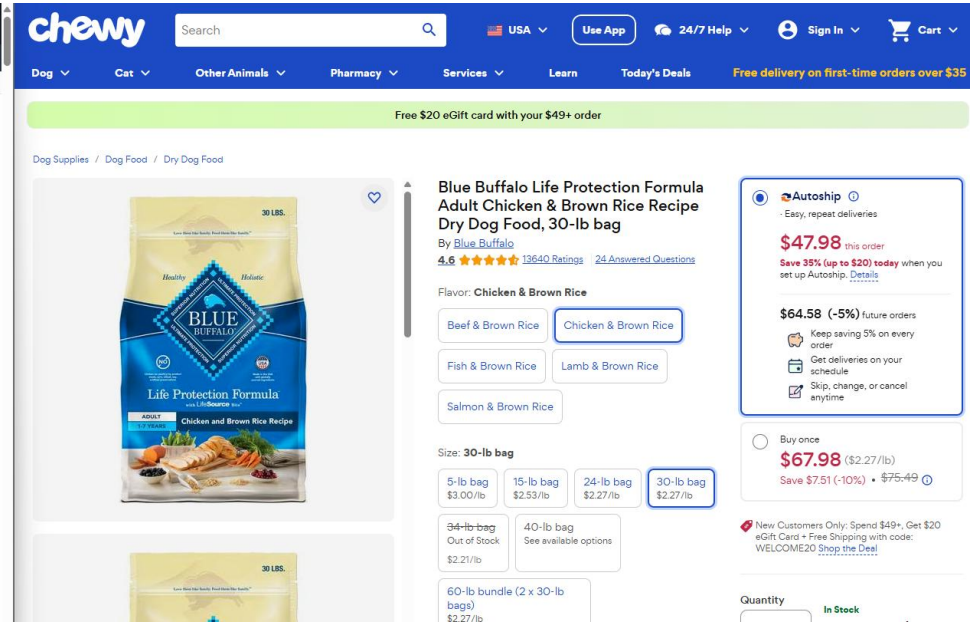
Category

- ❑ Dog Food
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- ❑ Dog Cleaning
- ❑ Dog Toys
- ❑ Dog Toy Pens
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- ❑ Cat Toys
- ❑ Cat Litter
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- ❑ Small Animals
- ❑ Fish
- ❑ Birds

Bespoke – Amazon and Chewy Identical Items

May 2026



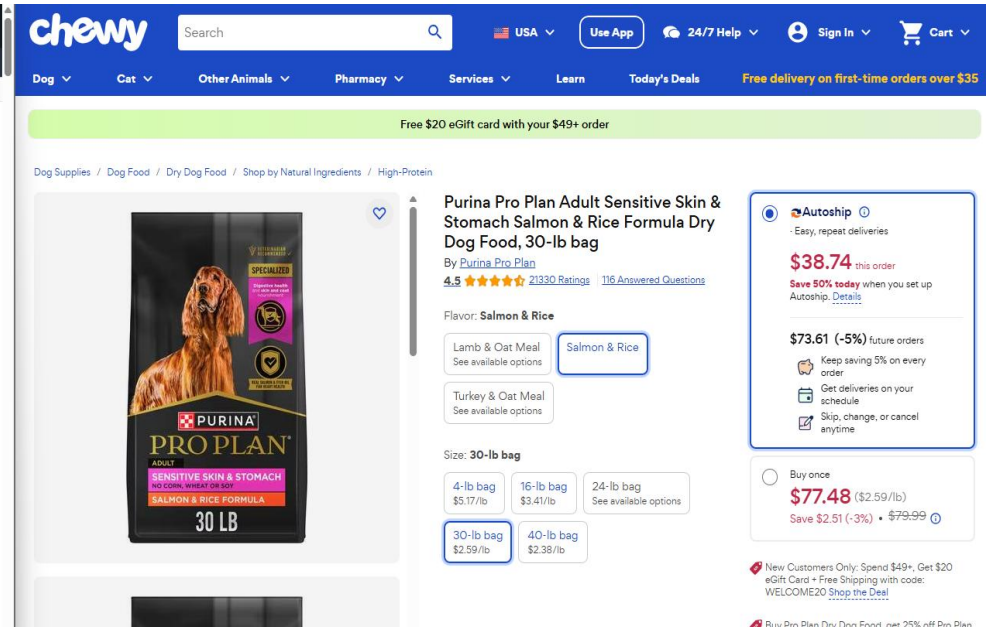


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Chewy Identical Items

May 2026



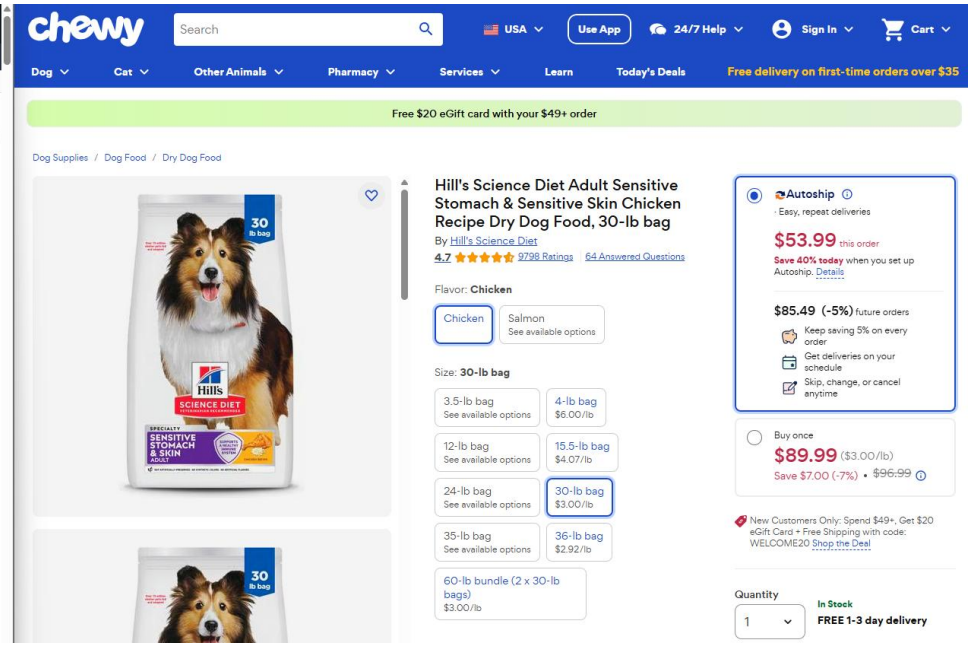


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Bespoke – Amazon and Chewy Identical Items

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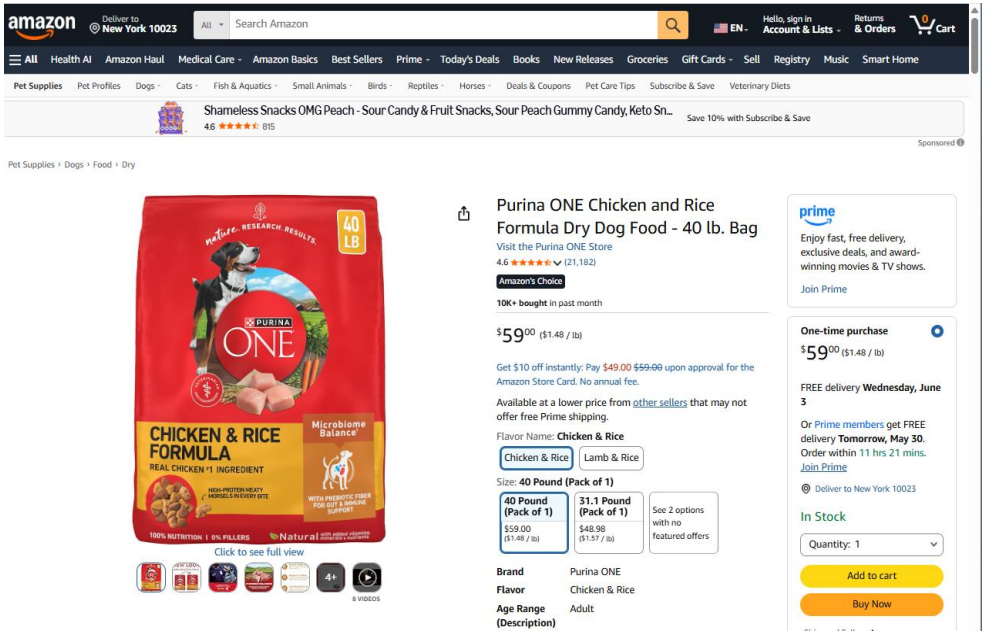


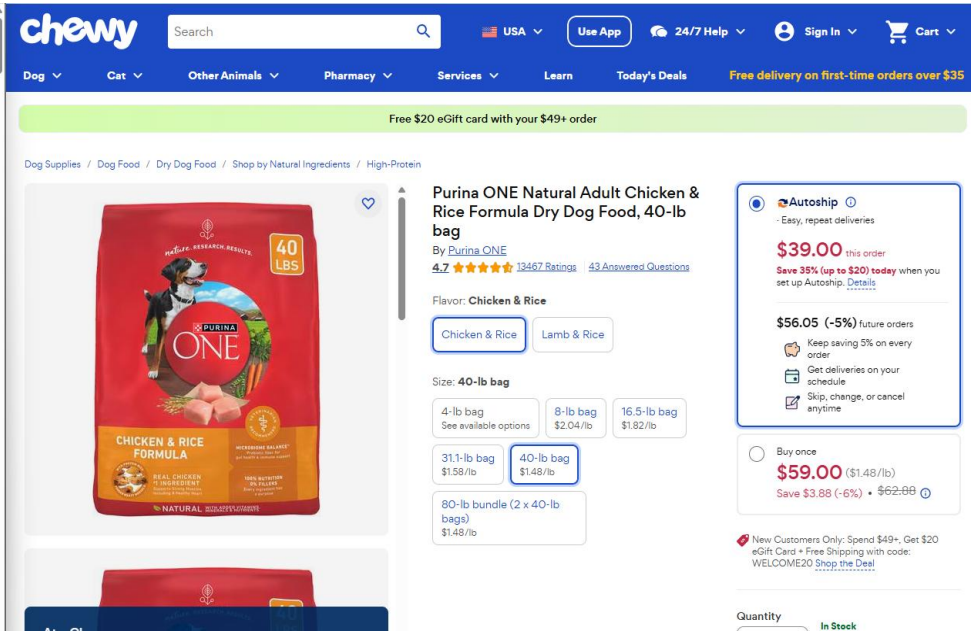


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Bespoke – Amazon and Chewy Identical Items

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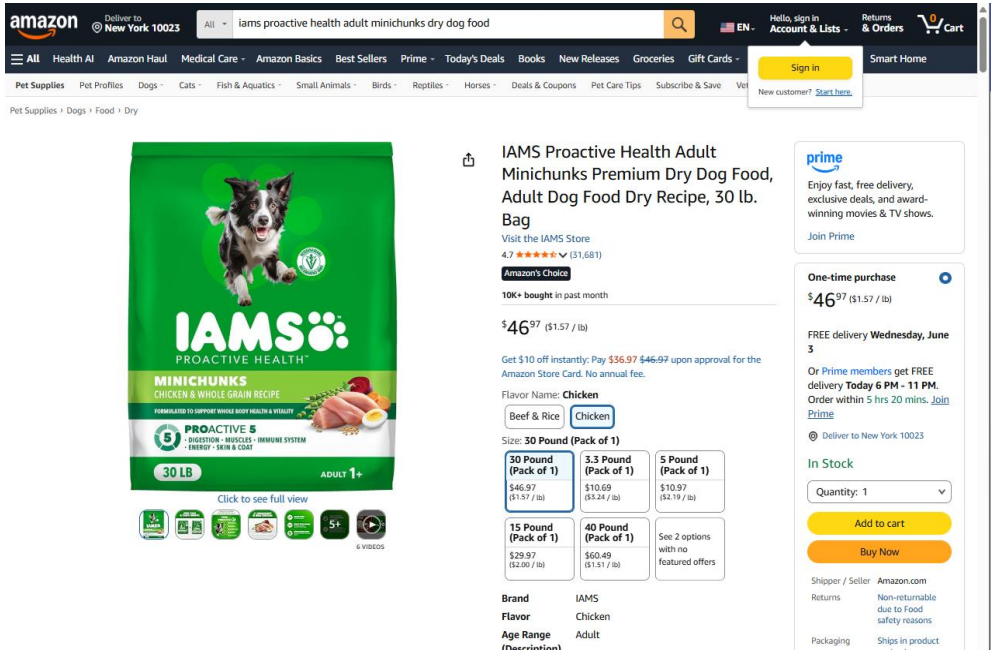


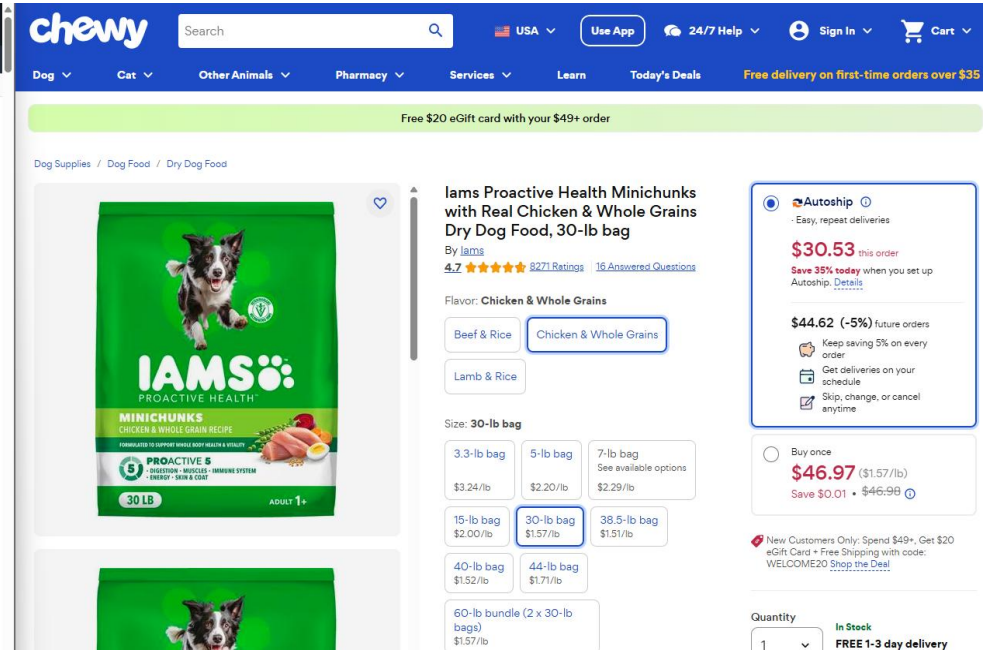


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Bespoke – Amazon and Chewy Identical Items

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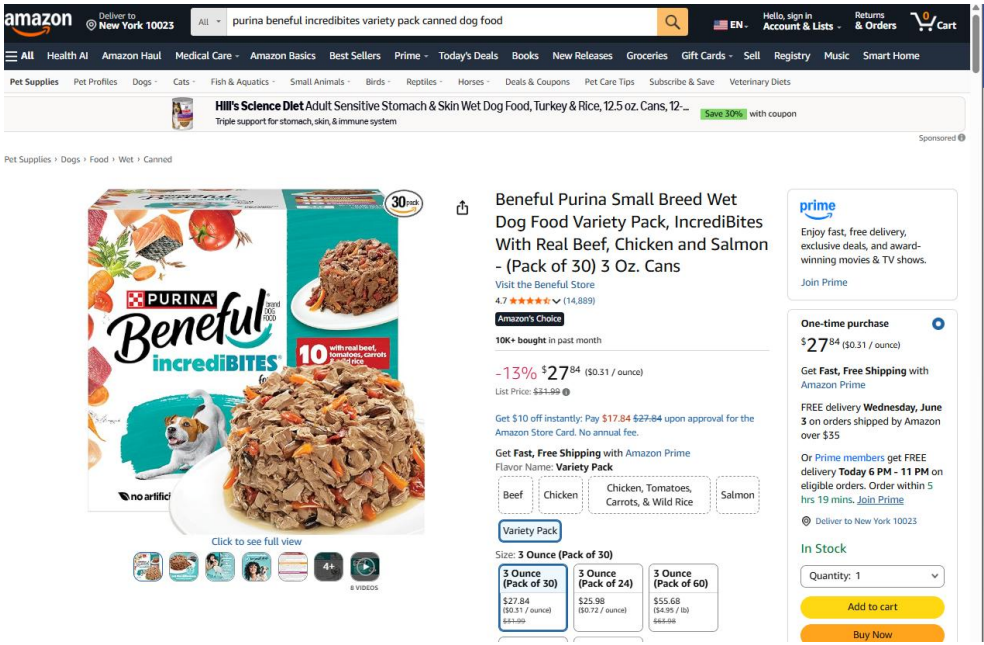


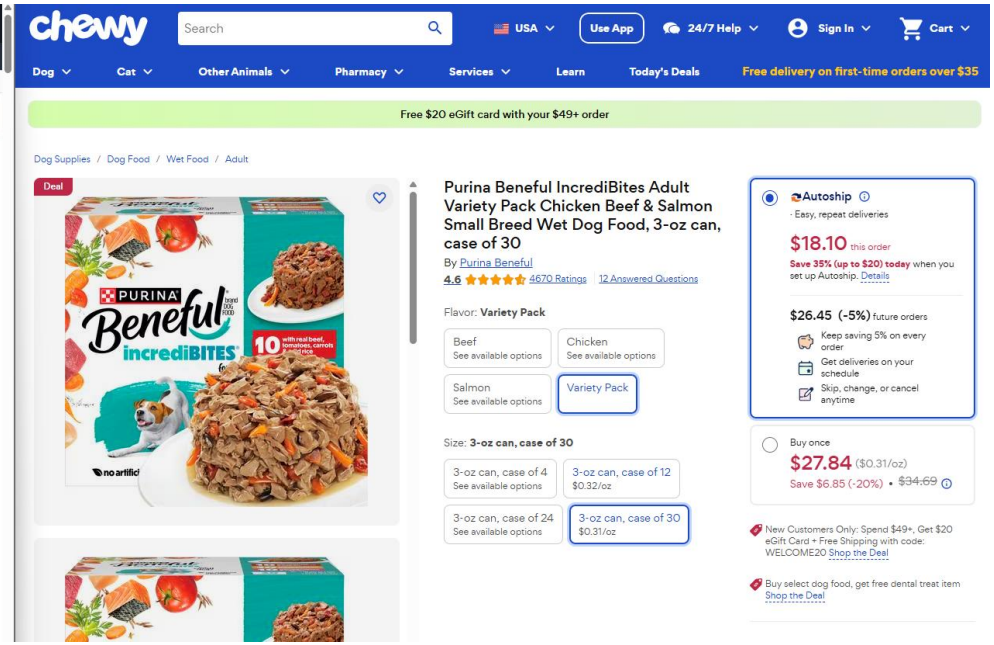


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Bespoke – Amazon and Chewy Identical Items

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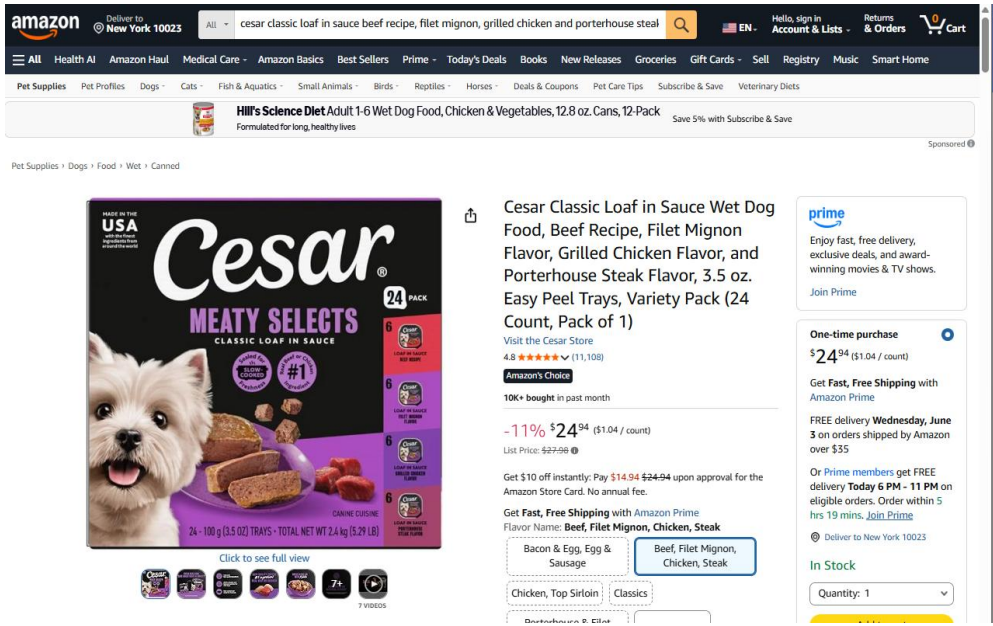


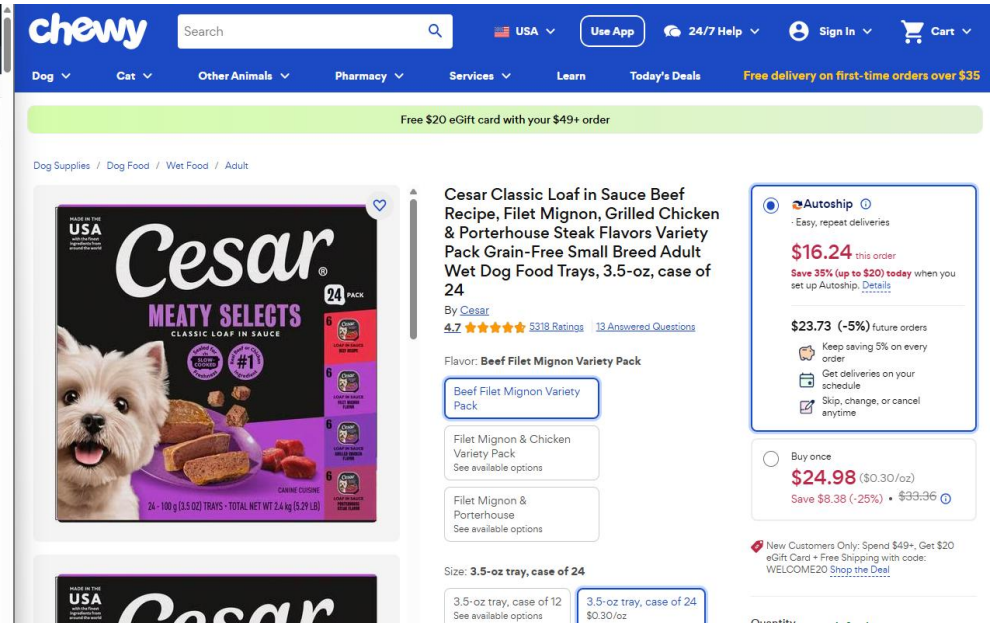


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Bespoke – Amazon and Chewy Identical Items

May 2026

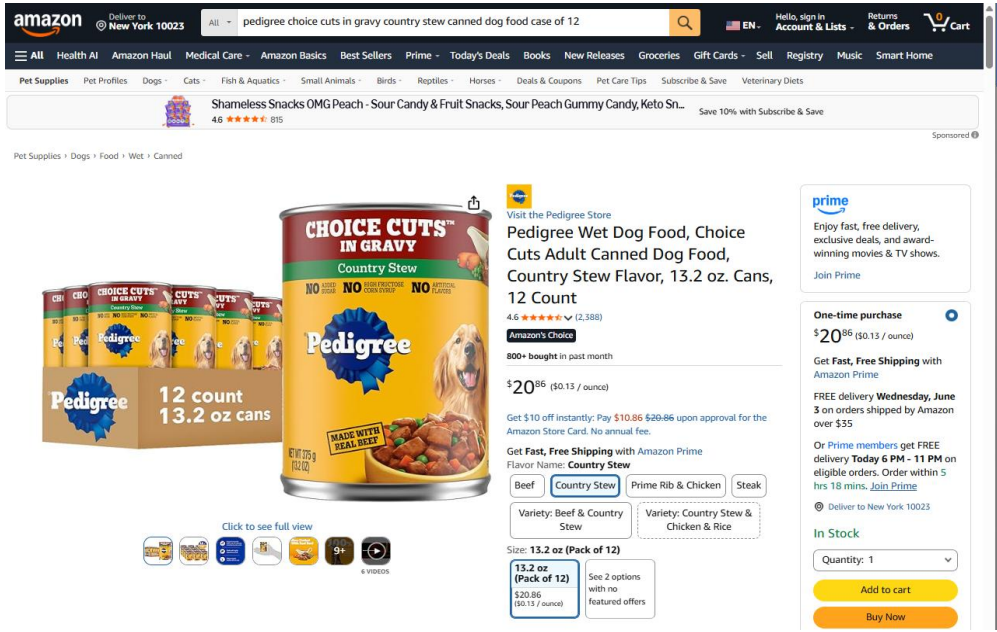


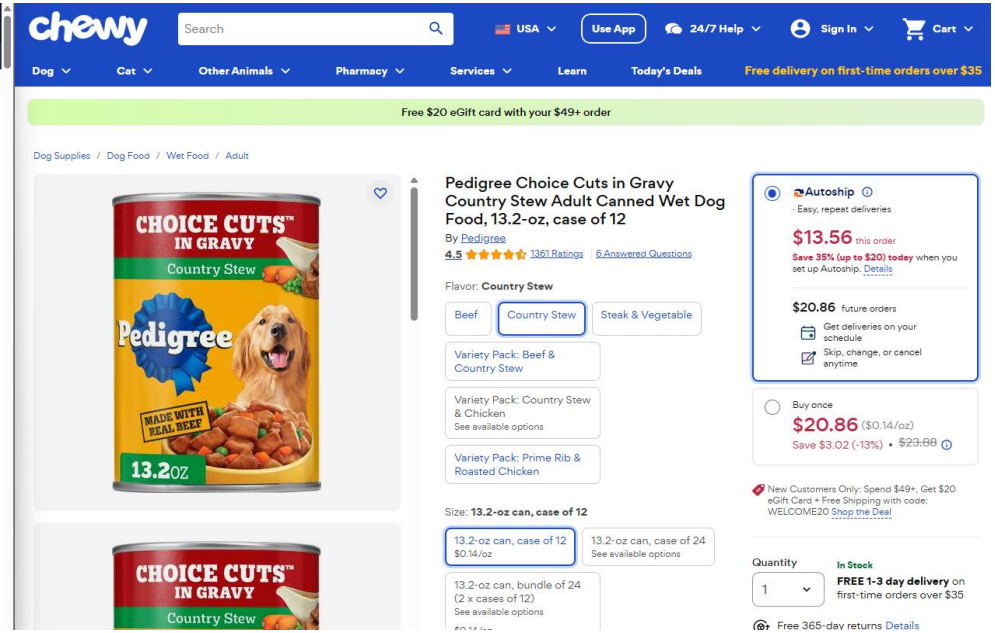


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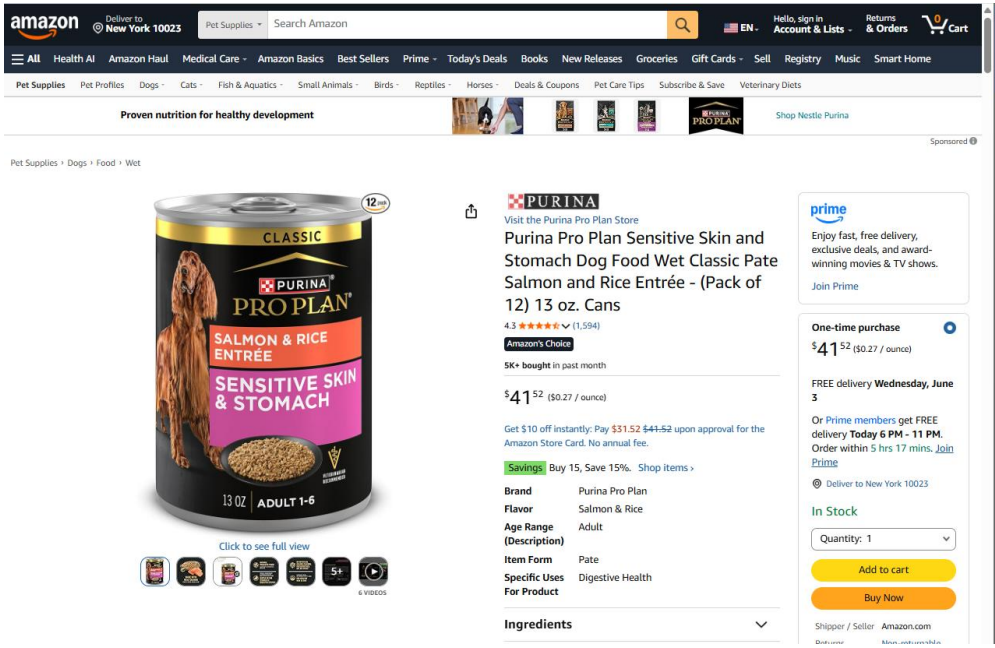


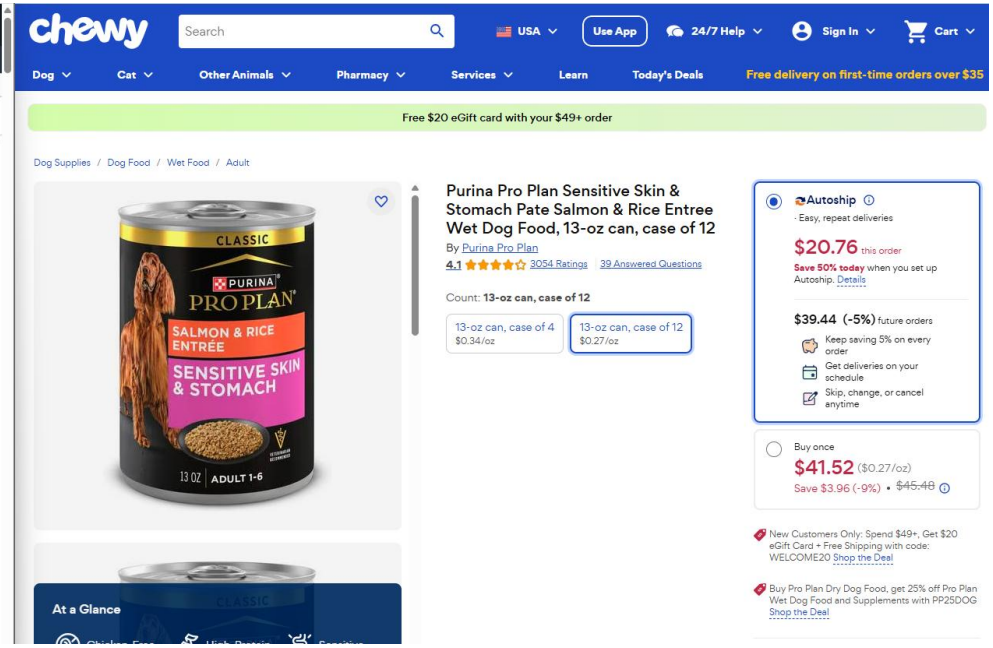


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Bespoke – Amazon and Chewy Identical Items

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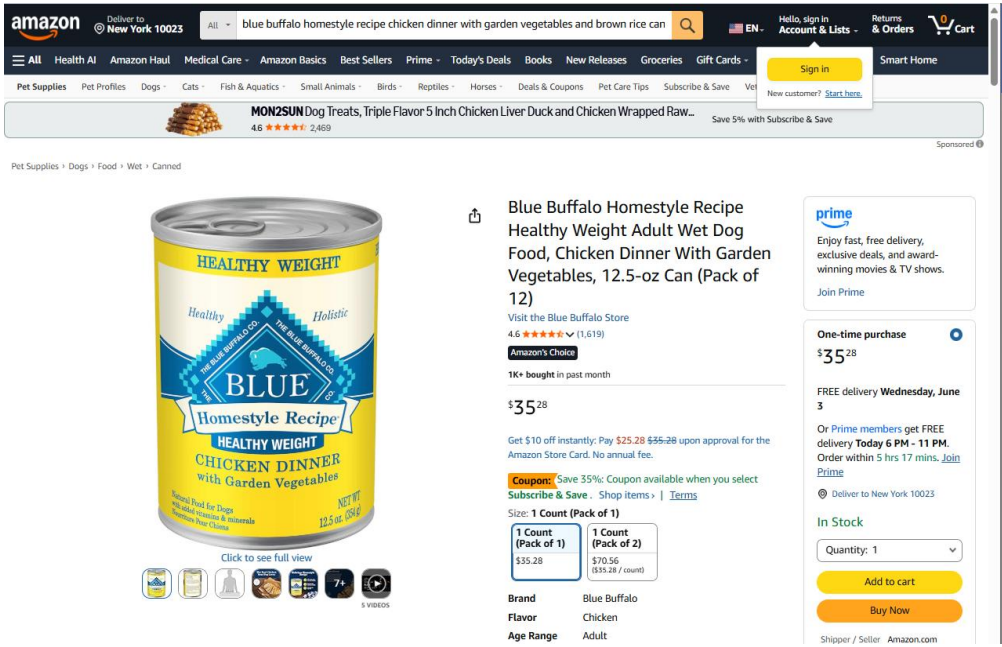


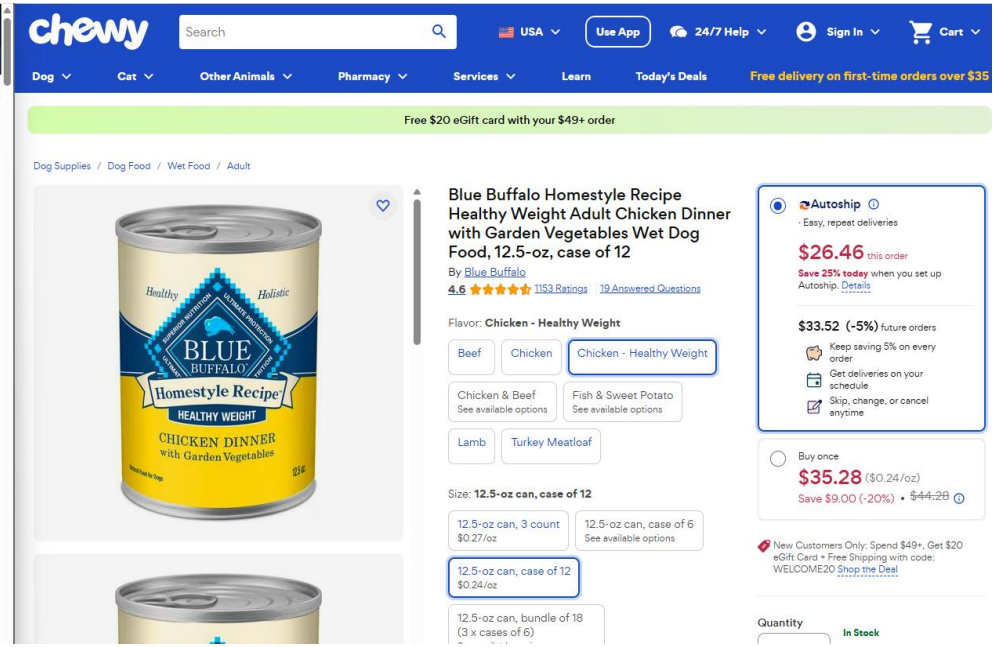


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Bespoke – Amazon and Chewy Identical Items

May 2026





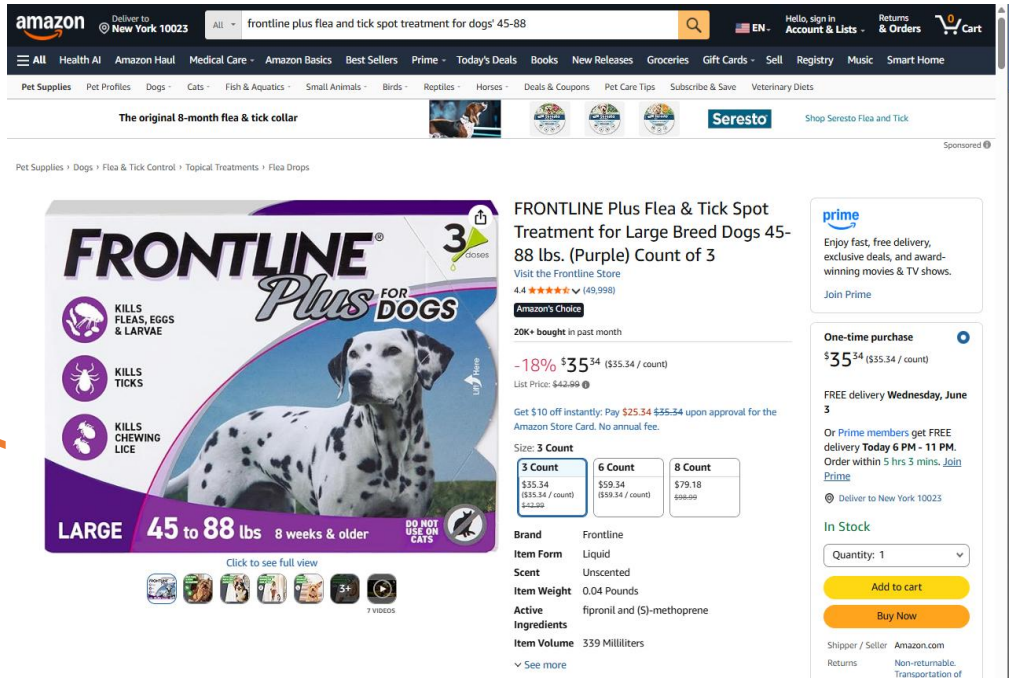
Source: Bespoke Market Intelligence Analysis

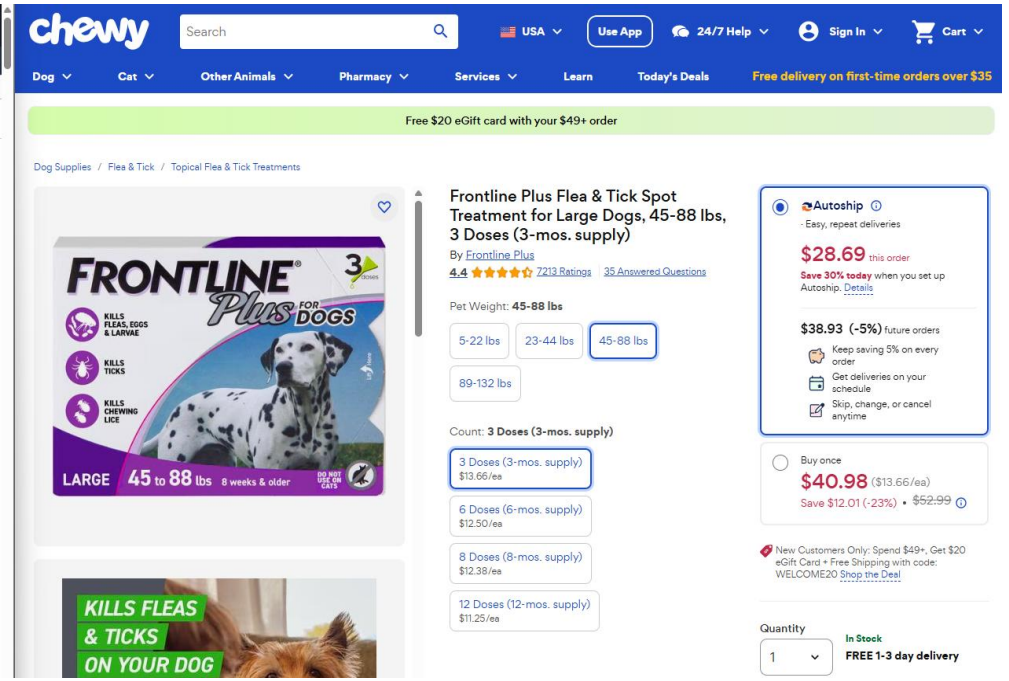
Category

- ❑ Dog Food
- ❑ Dog Health
- ❑ Dog Grooming
- ❑ Dog Cleaning
- ❑ Dog Toys
- ❑ Dog Toy Pens
- ❑ Dog Treats
- ❑ Dog Accessories
- ❑ Dog Beds
- ❑ Dog Dental Treats
- ❑ Cat Food
- ❑ Cat Treats
- ❑ Cat Accessories
- ❑ Cat Toys
- ❑ Cat Litter
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- ❑ Fish
- ❑ Birds

Bespoke – Amazon and Chewy Identical Items

May 2026

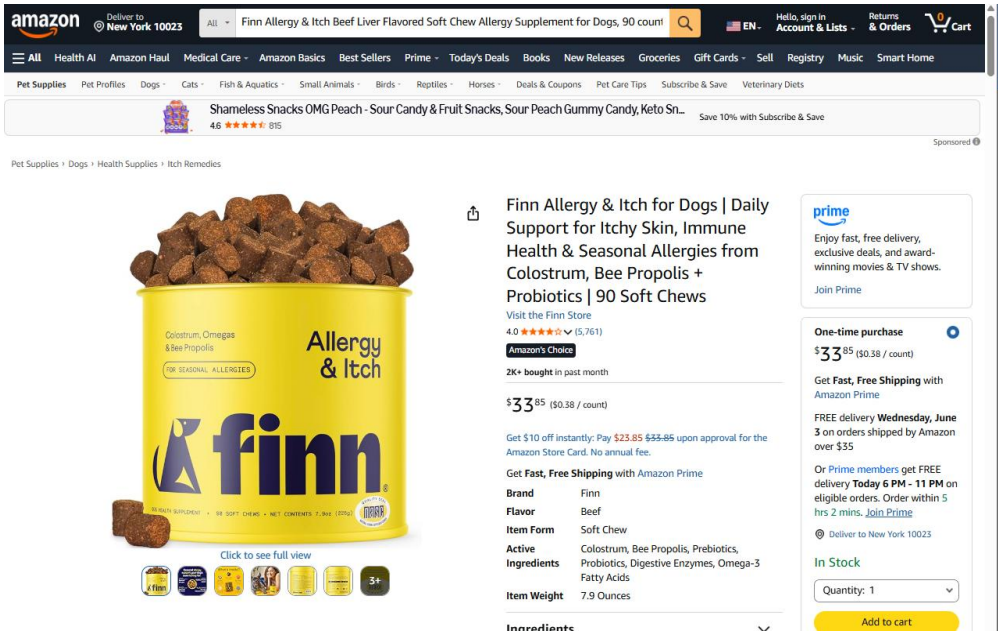


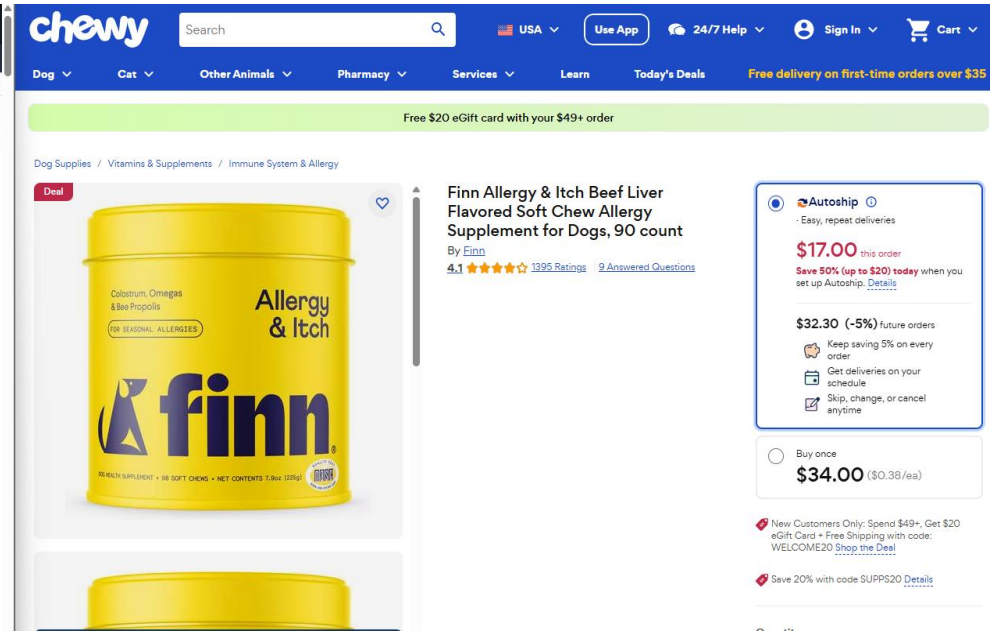


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Bespoke – Amazon and Chewy Identical Items

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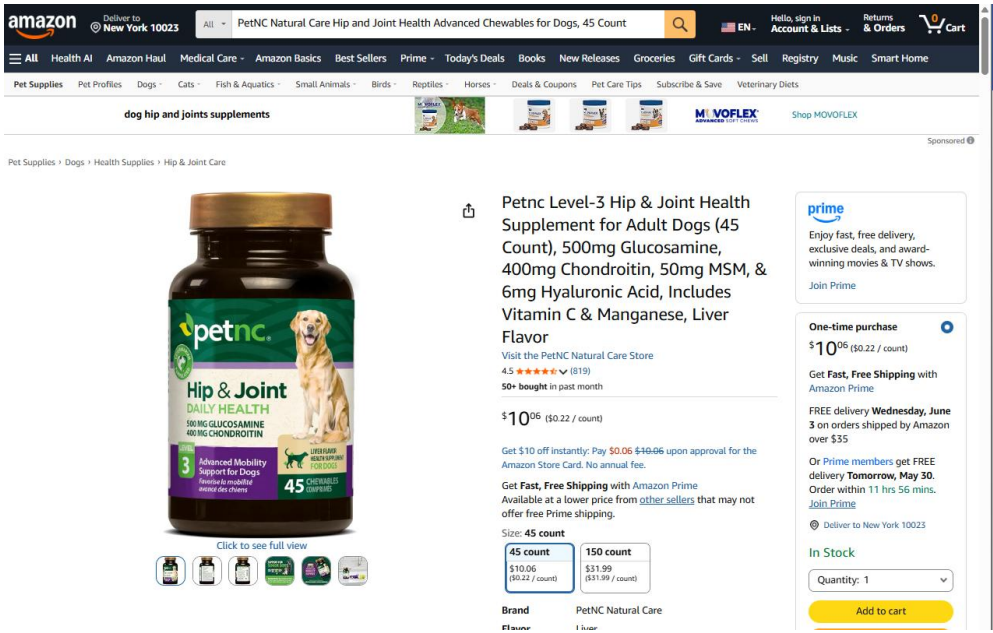


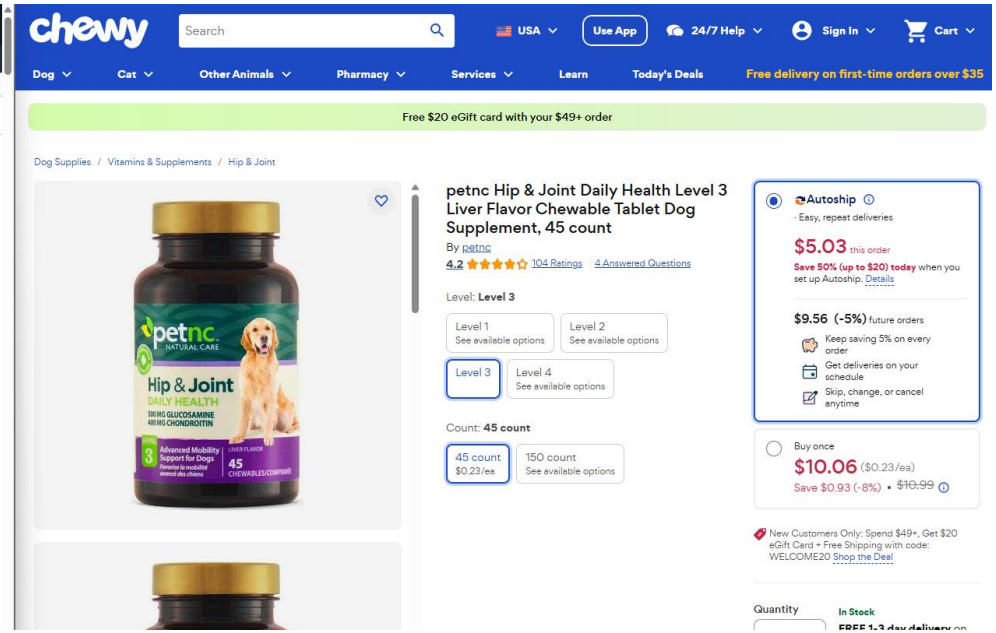


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Bespoke – Amazon and Chewy Identical Items

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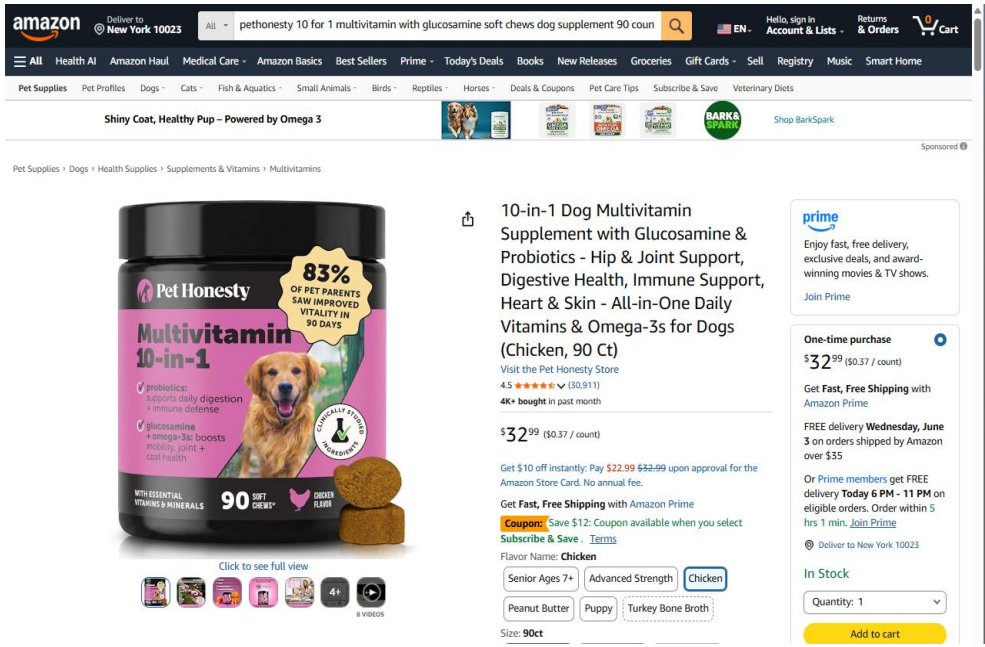


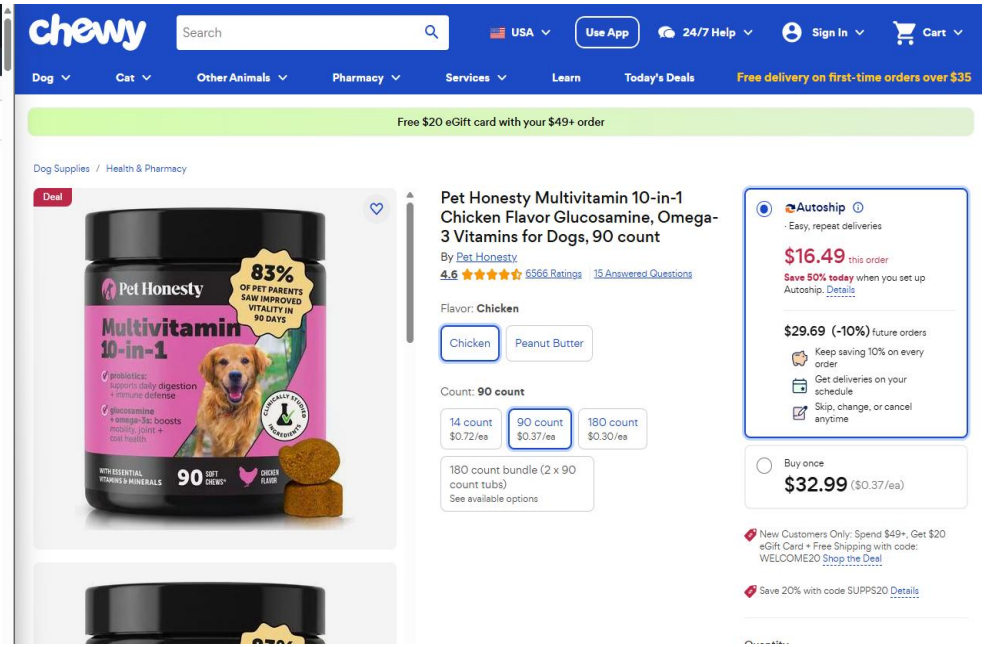


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Bespoke – Amazon and Chewy Identical Items

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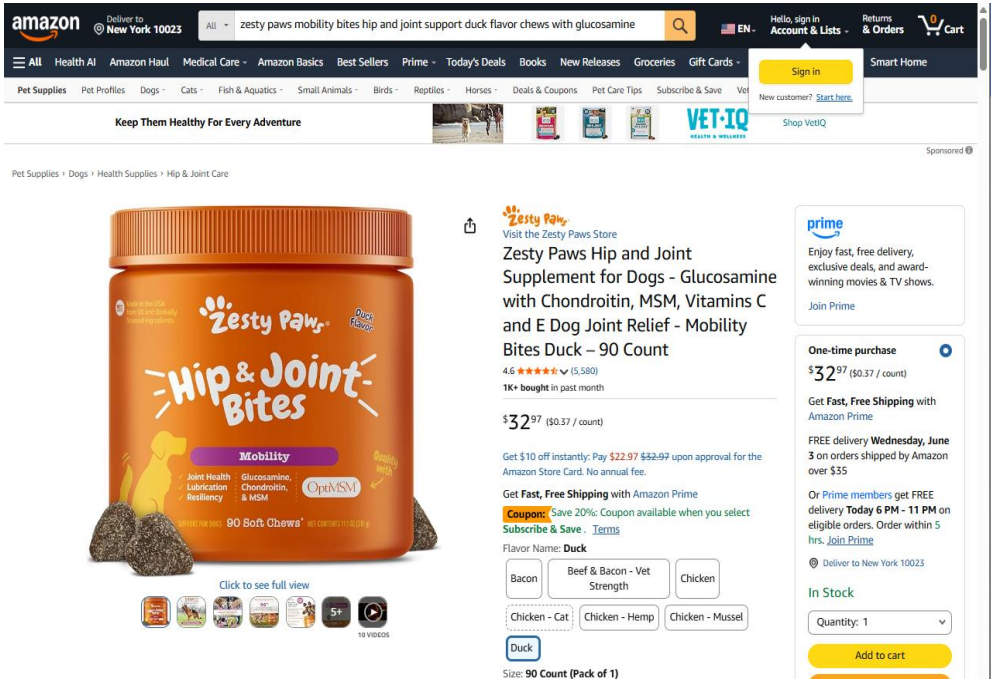


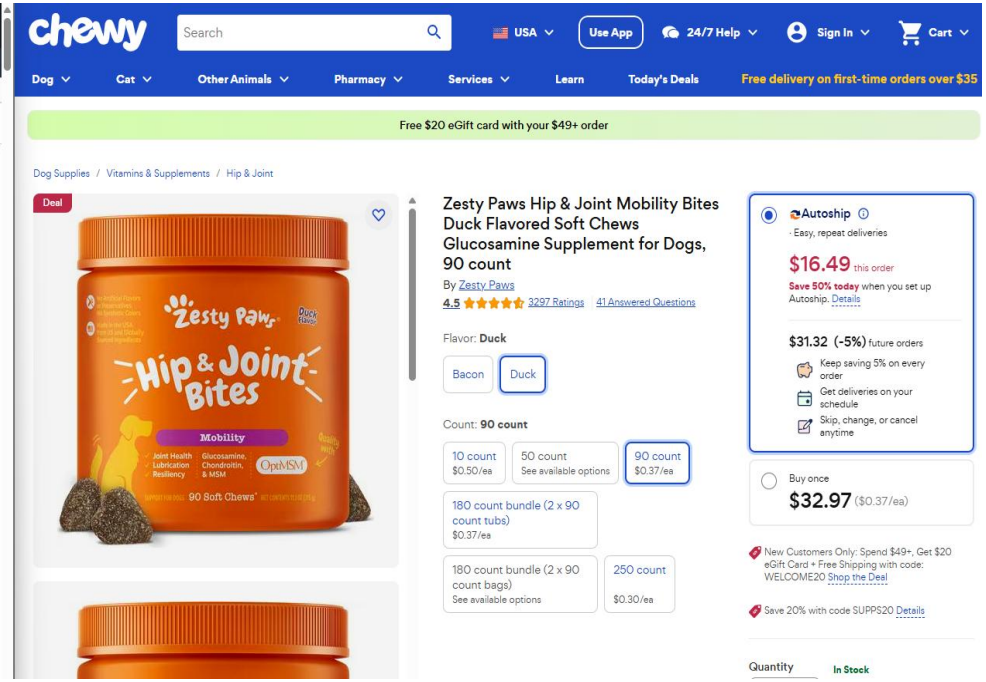


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Bespoke – Amazon and Chewy Identical Items

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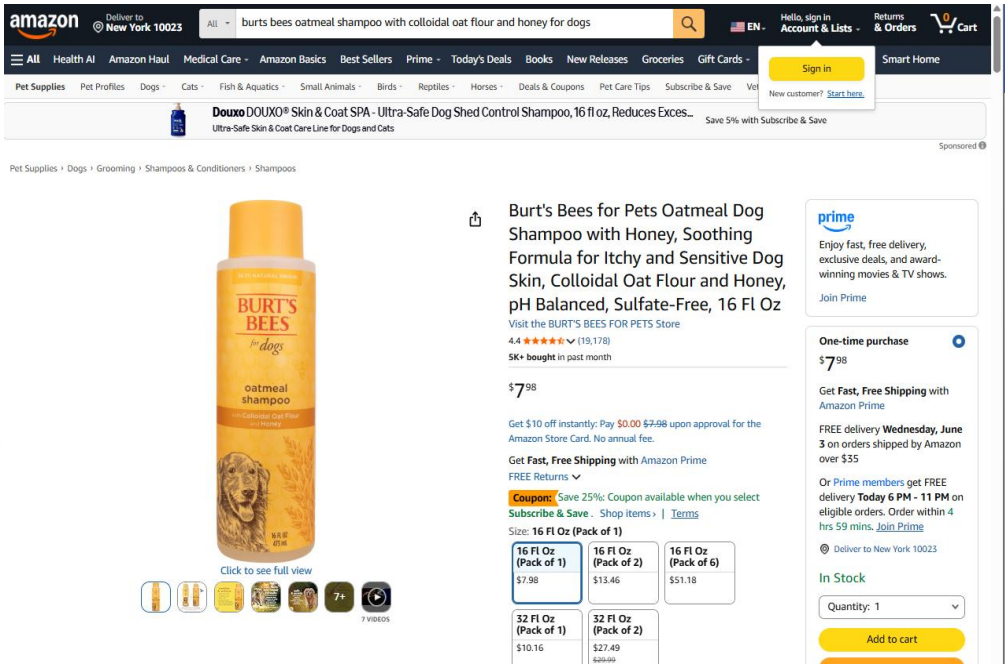


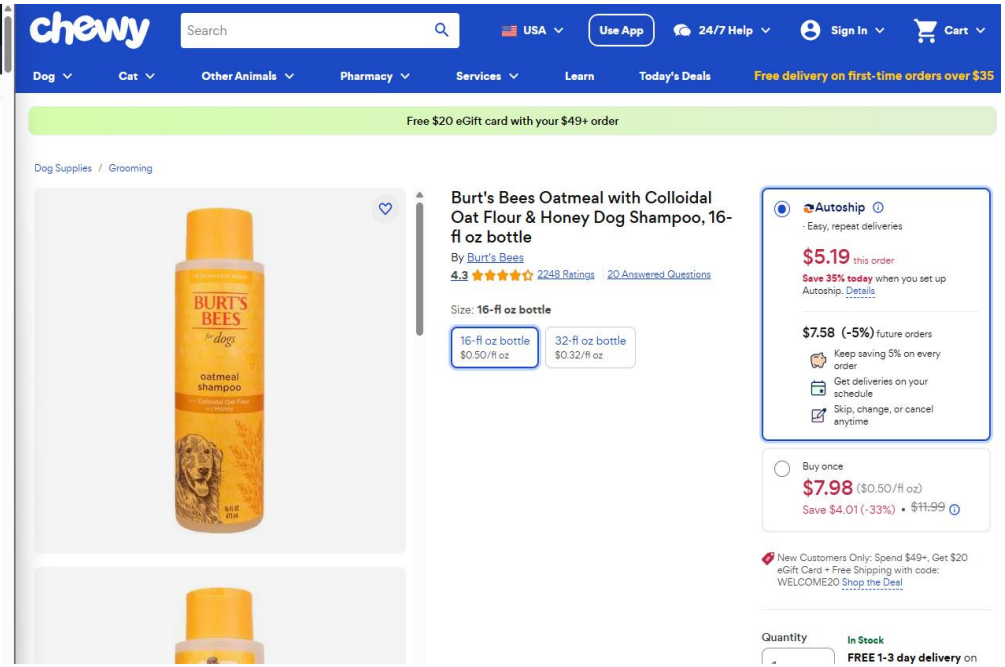
Category

- ❑ Dog Food
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- ❑ Dog Cleaning
- ❑ Dog Toys
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- ❑ Dog Treats
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Bespoke – Amazon and Chewy Identical Items

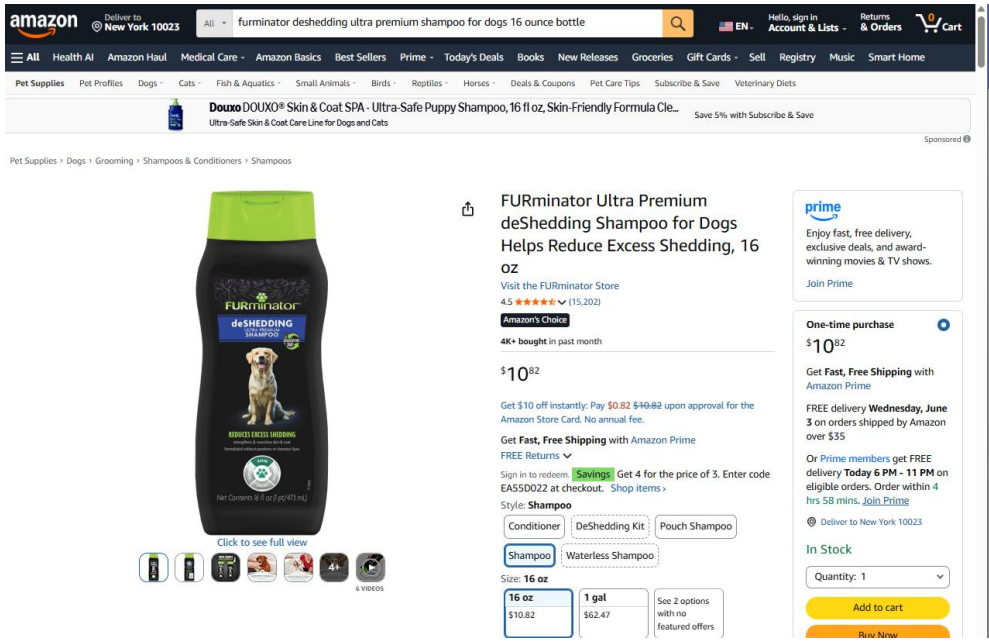
May 2026

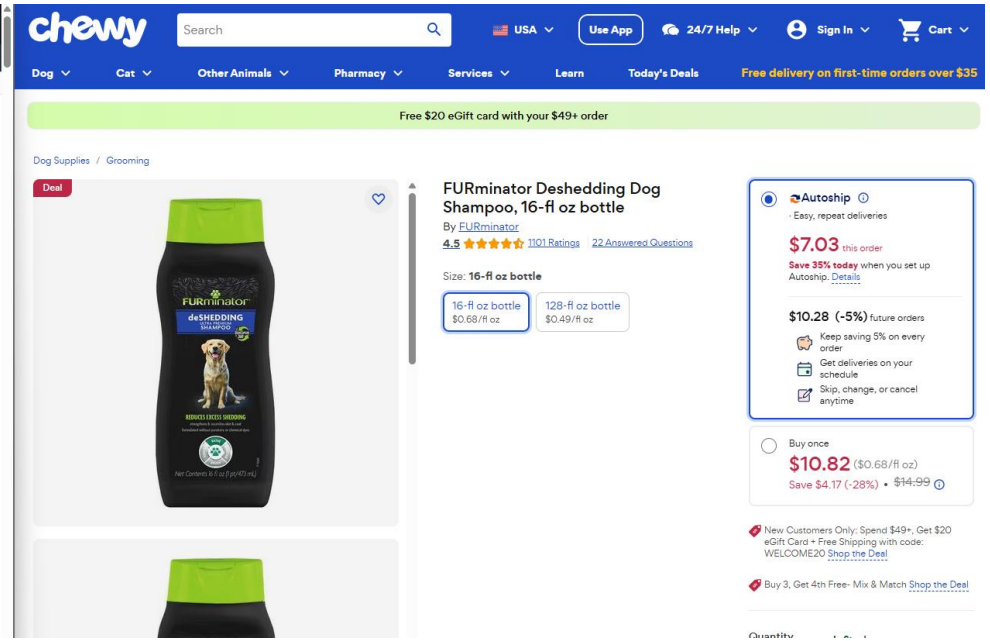




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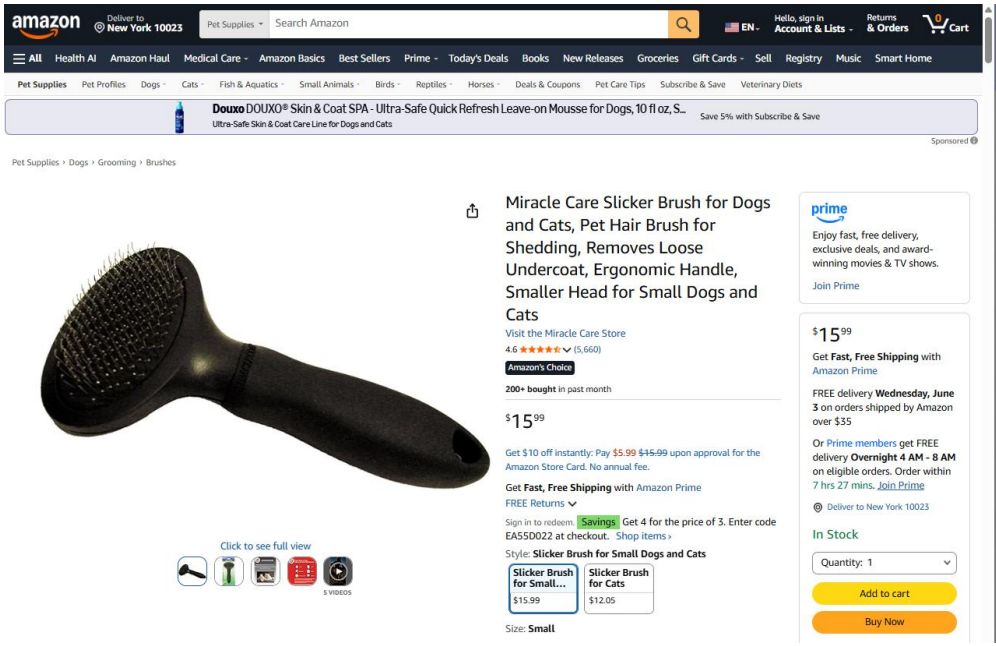


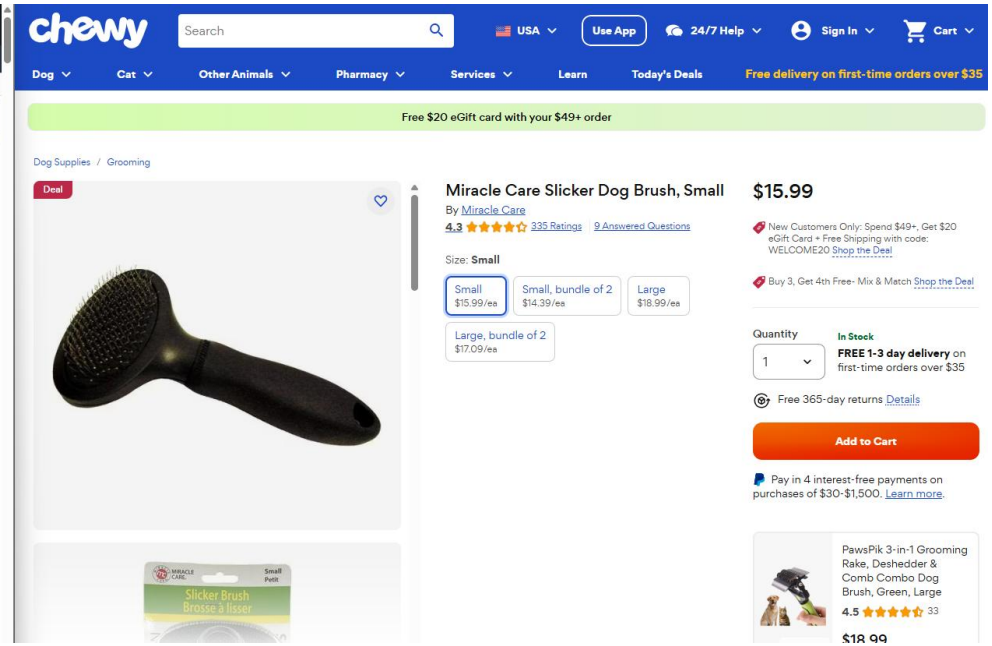


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Bespoke – Amazon and Chewy Identical Items

May 2026

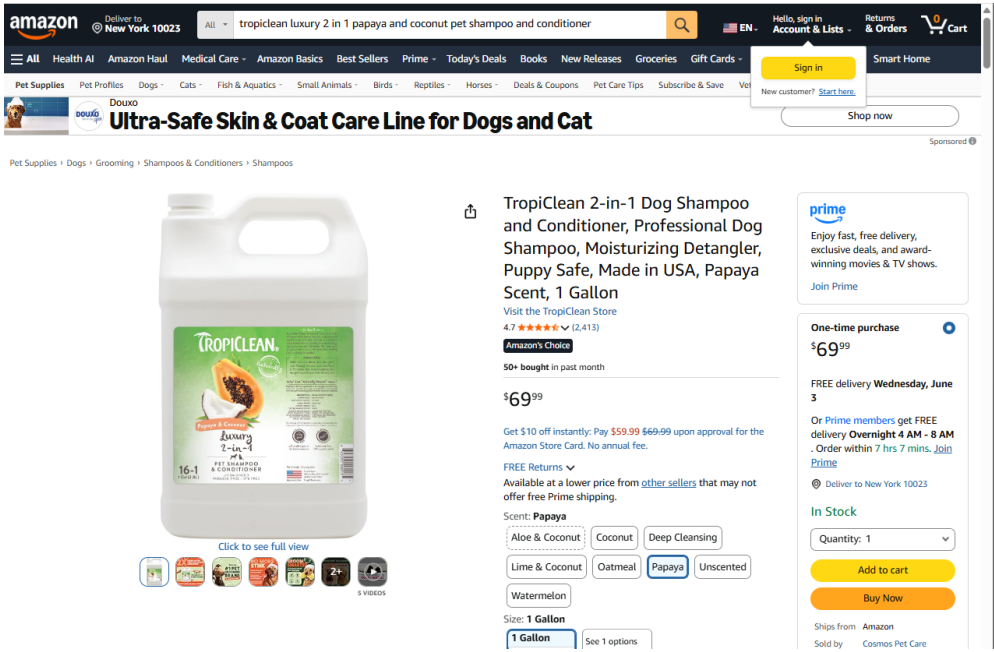


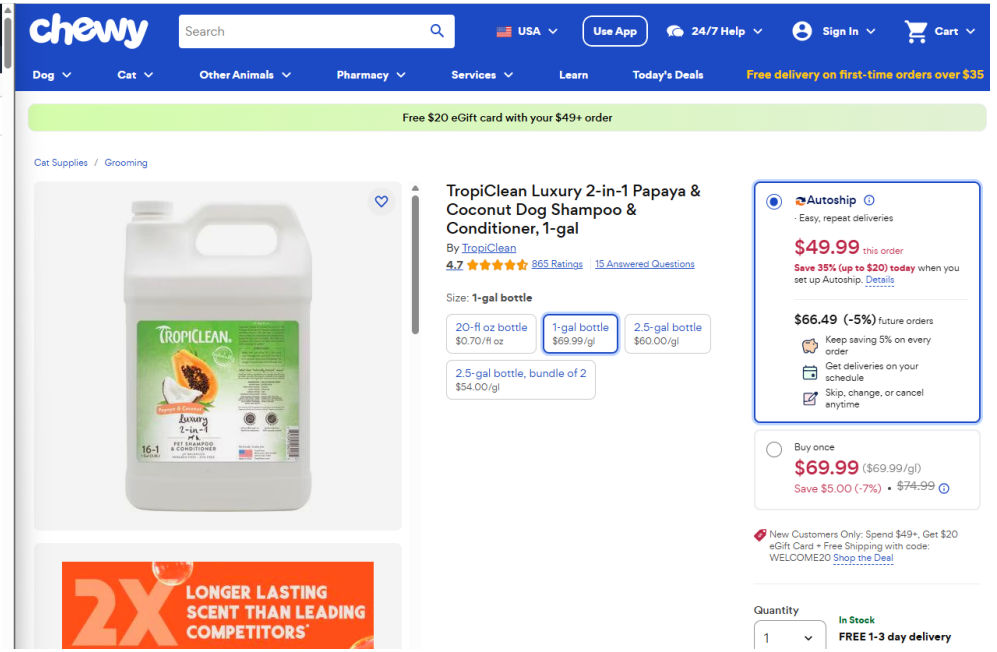


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Bespoke – Amazon and Chewy Identical Items

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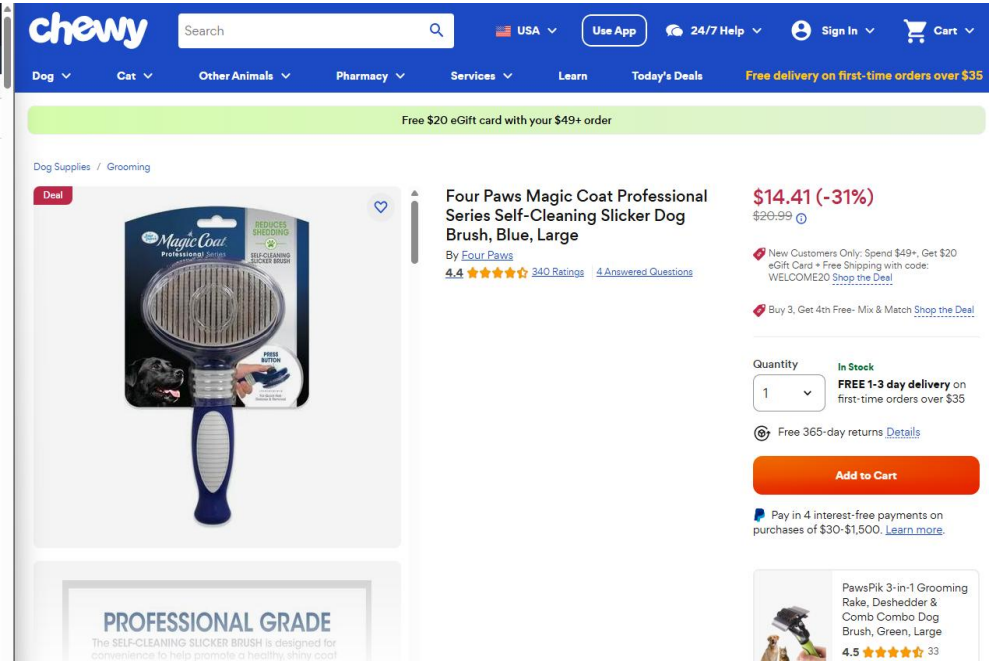


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Bespoke – Amazon and Chewy Identical Items

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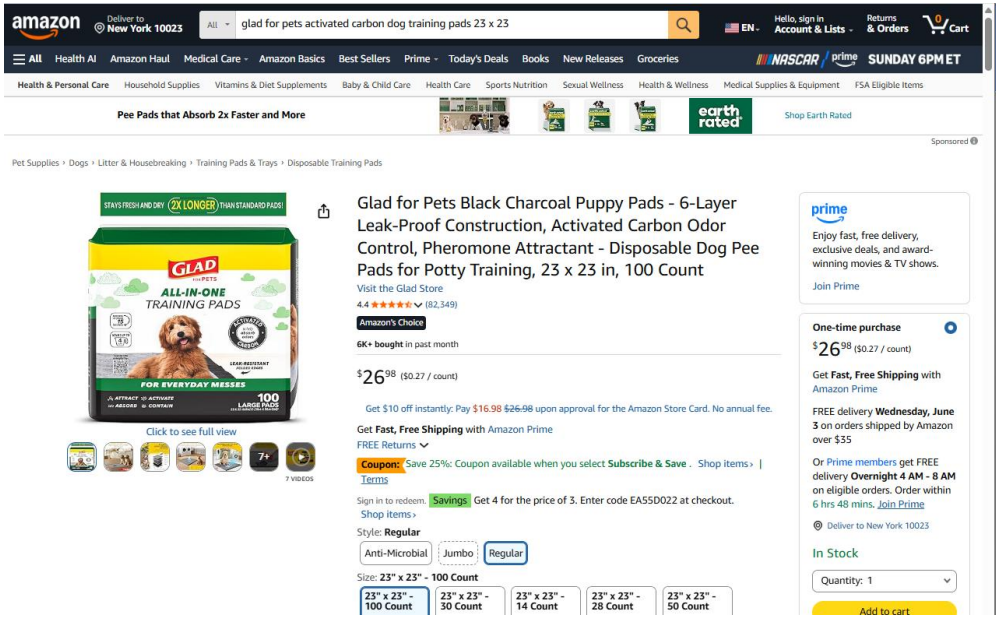
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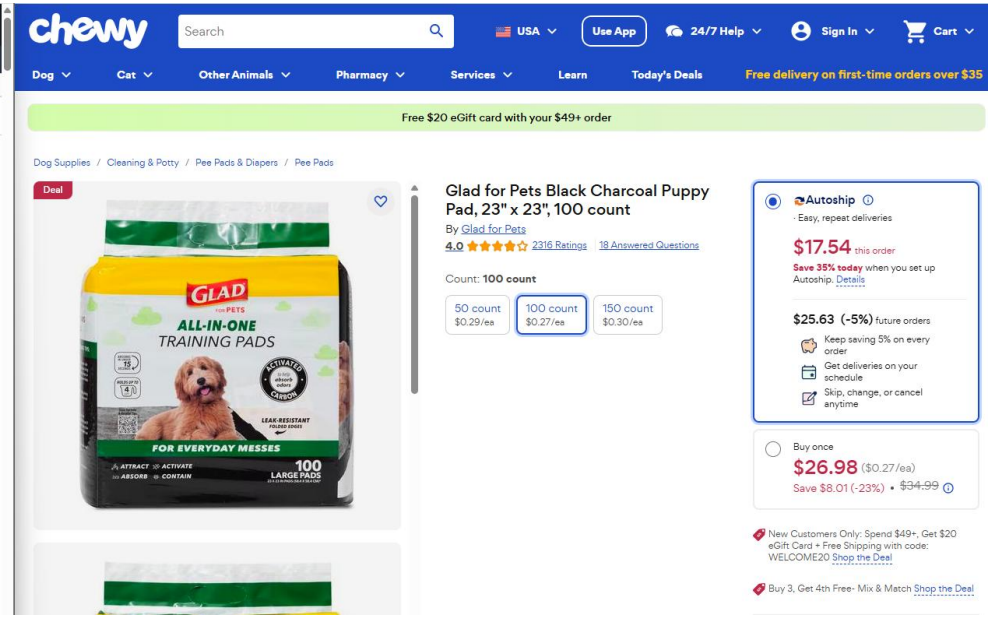
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Bespoke – Amazon and Chewy Identical Items

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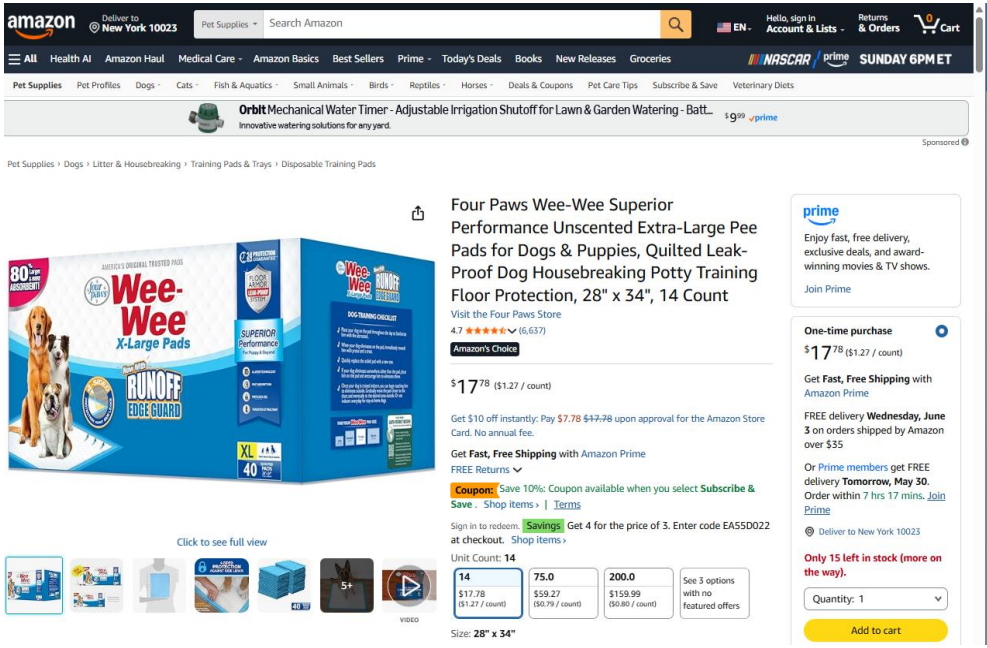


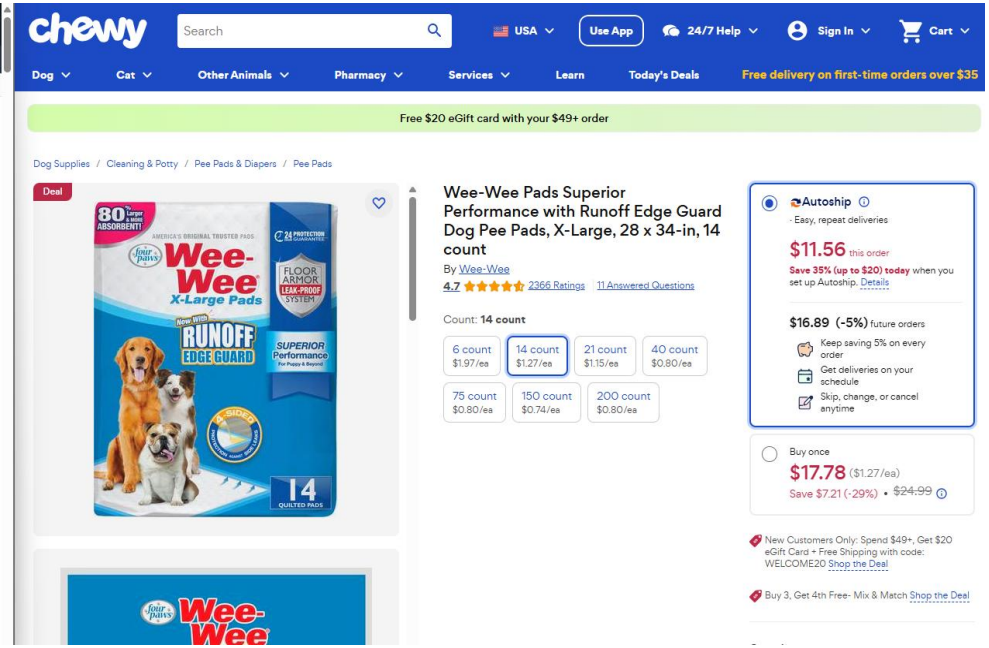


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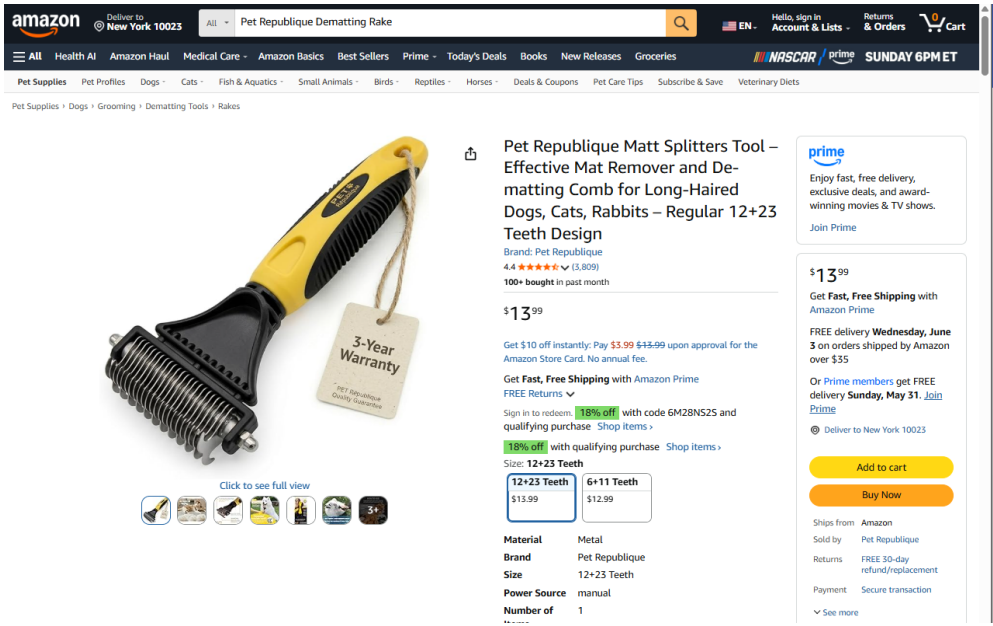


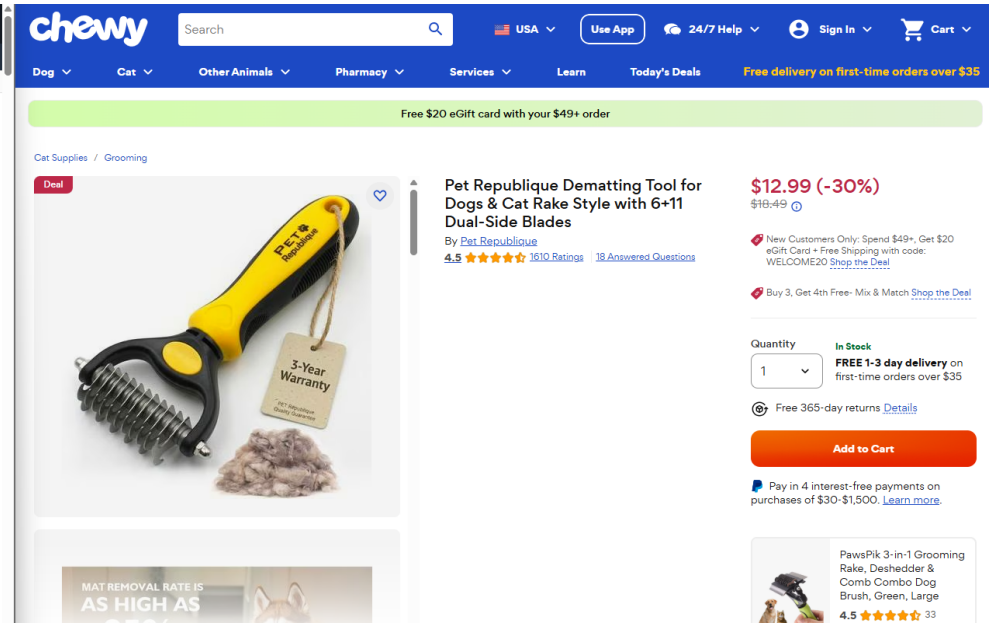


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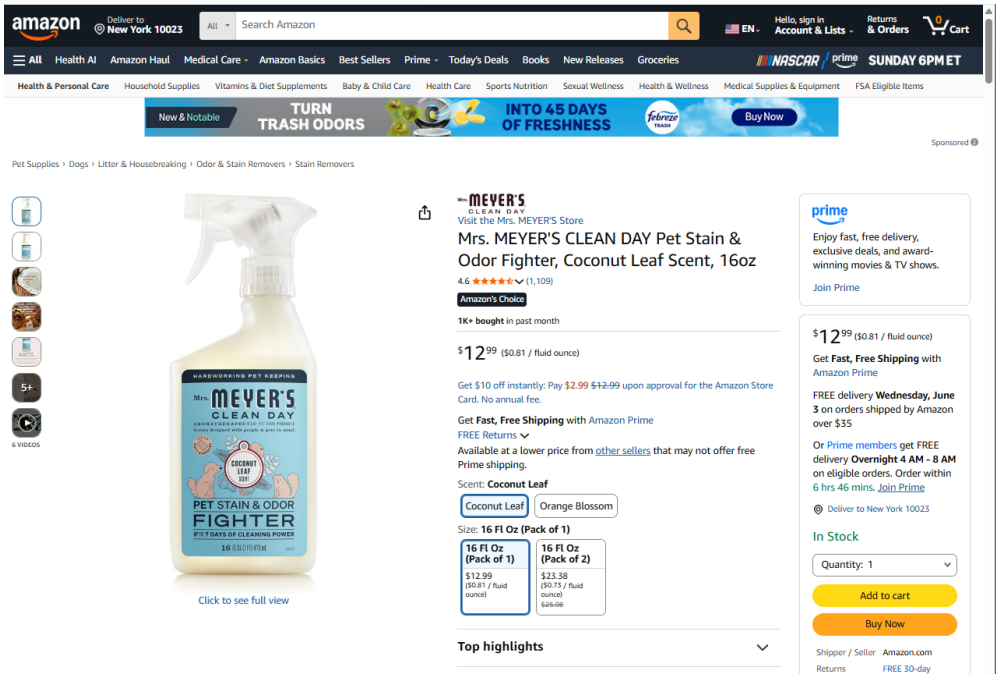


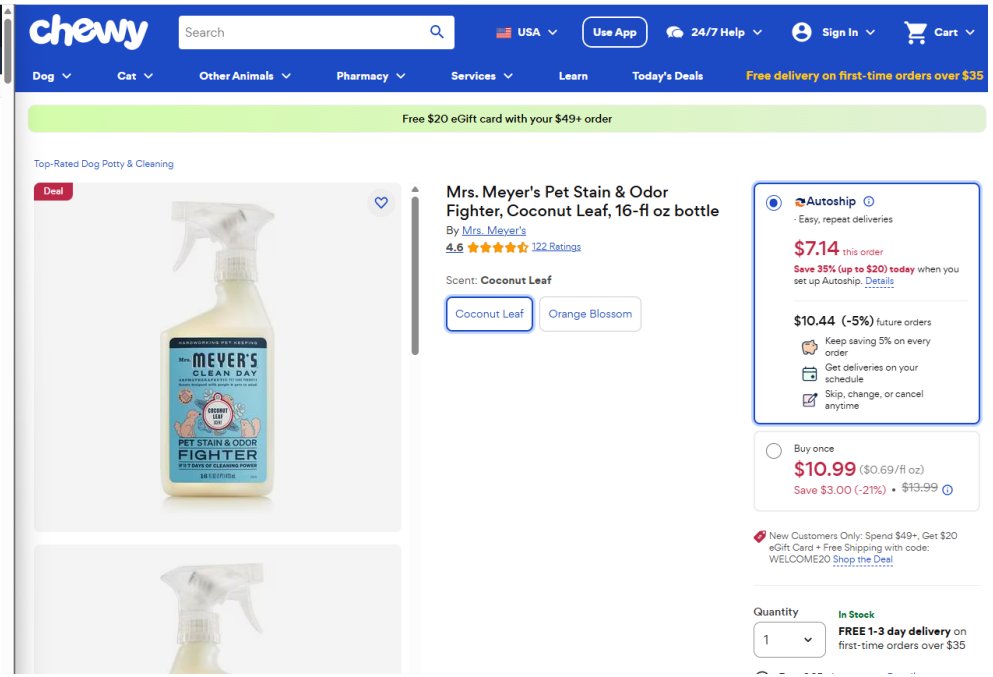


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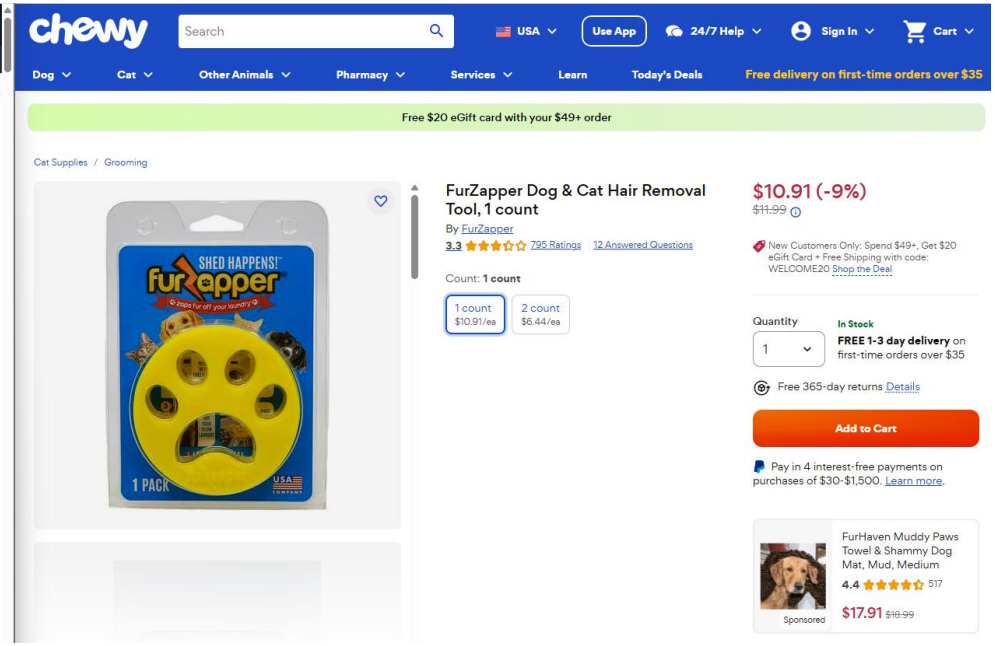


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Bespoke – Amazon and Chewy Identical Items

May 2026





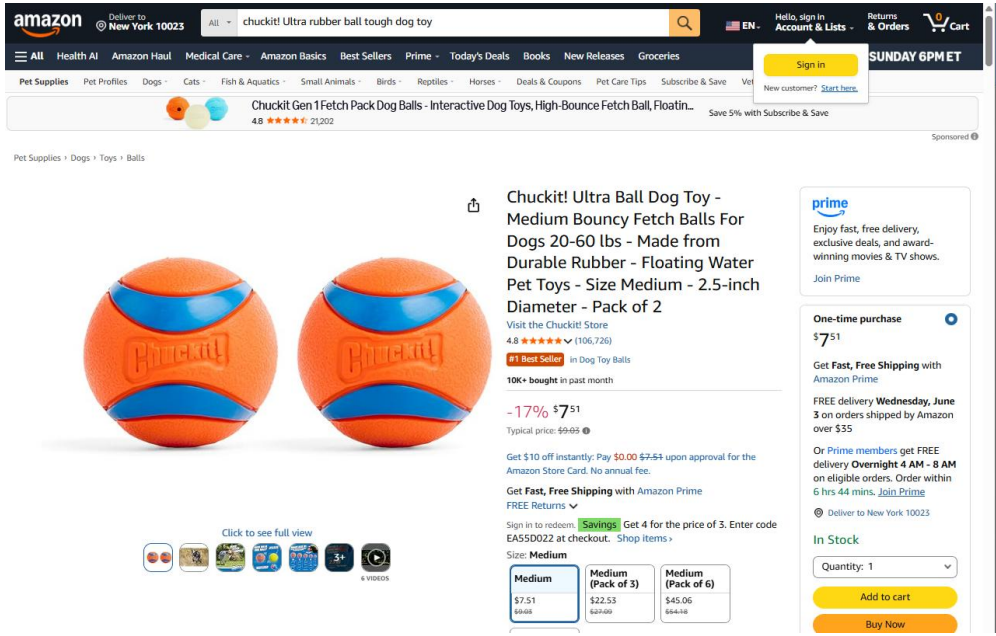
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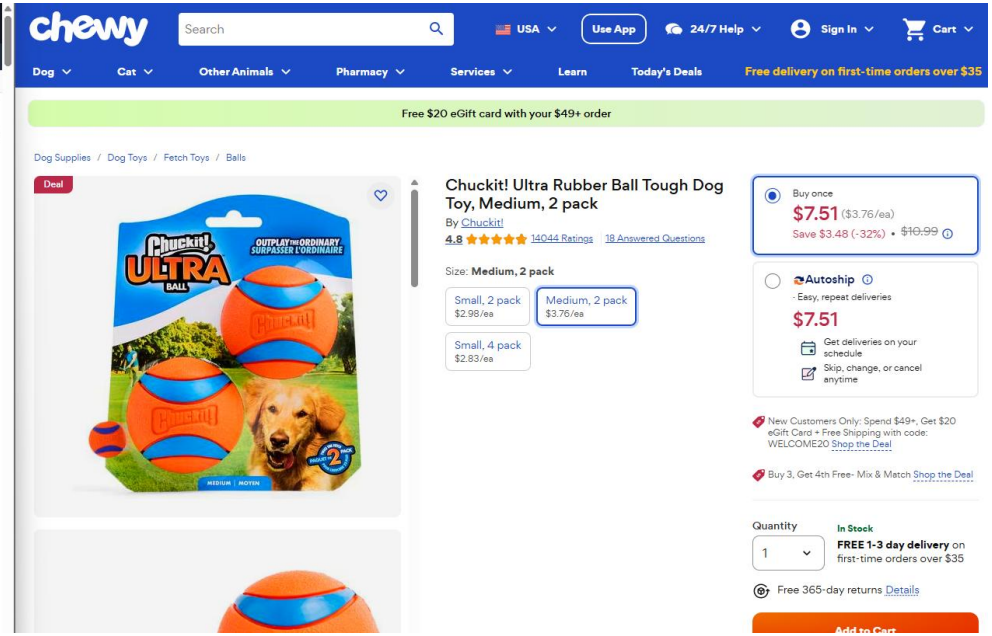
Category

- ❑ Dog Food
- ❑ Dog Health
- ❑ Dog Grooming
- ❑ Dog Cleaning
- ❑ Dog Toys
- ❑ Dog Toy Pens
- ❑ Dog Treats
- ❑ Dog Accessories
- ❑ Dog Beds
- ❑ Dog Dental Treats
- ❑ Cat Food
- ❑ Cat Treats
- ❑ Cat Accessories
- ❑ Cat Toys
- ❑ Cat Litter
- ❑ Cat Health
- ❑ Small Animals
- ❑ Fish
- ❑ Birds

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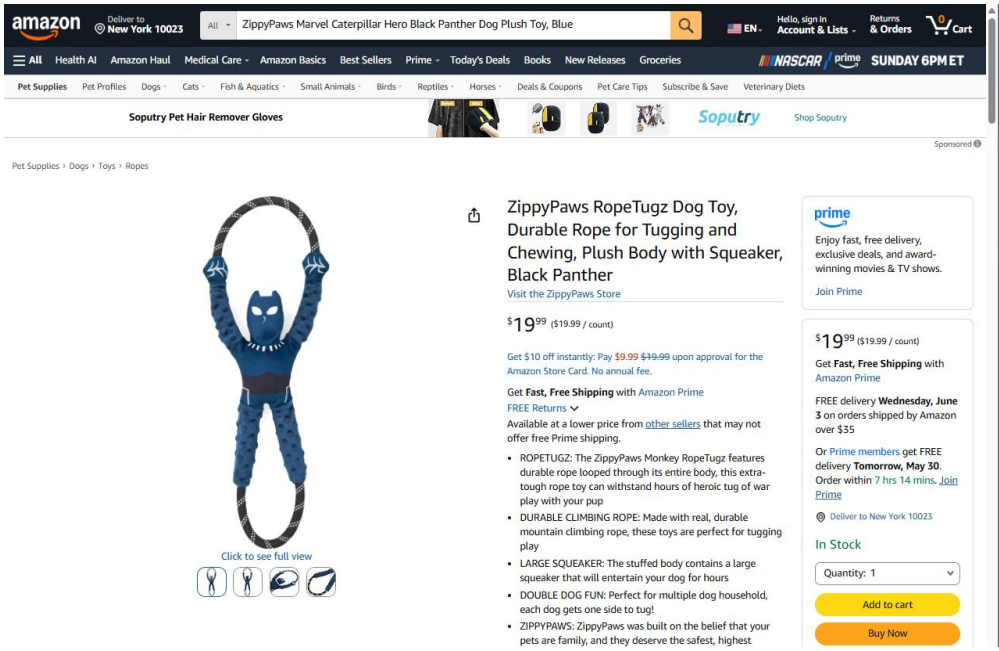
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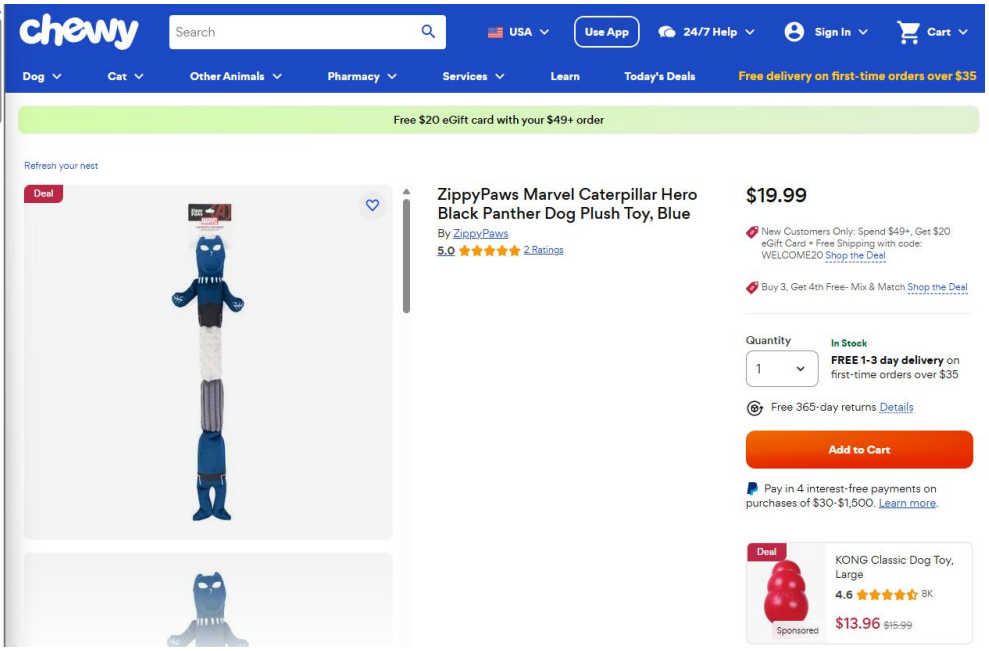




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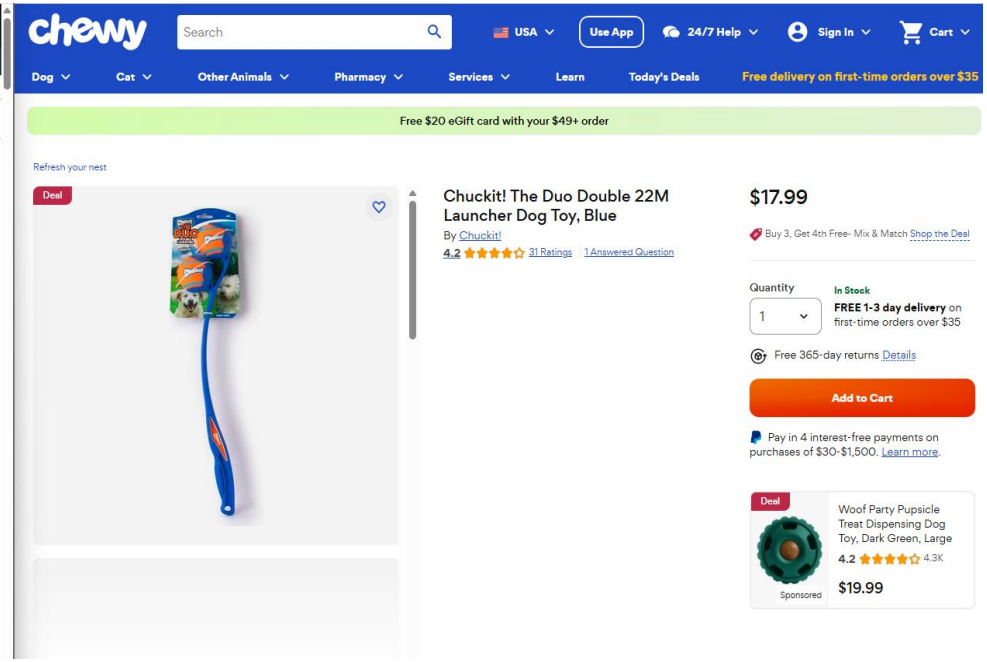


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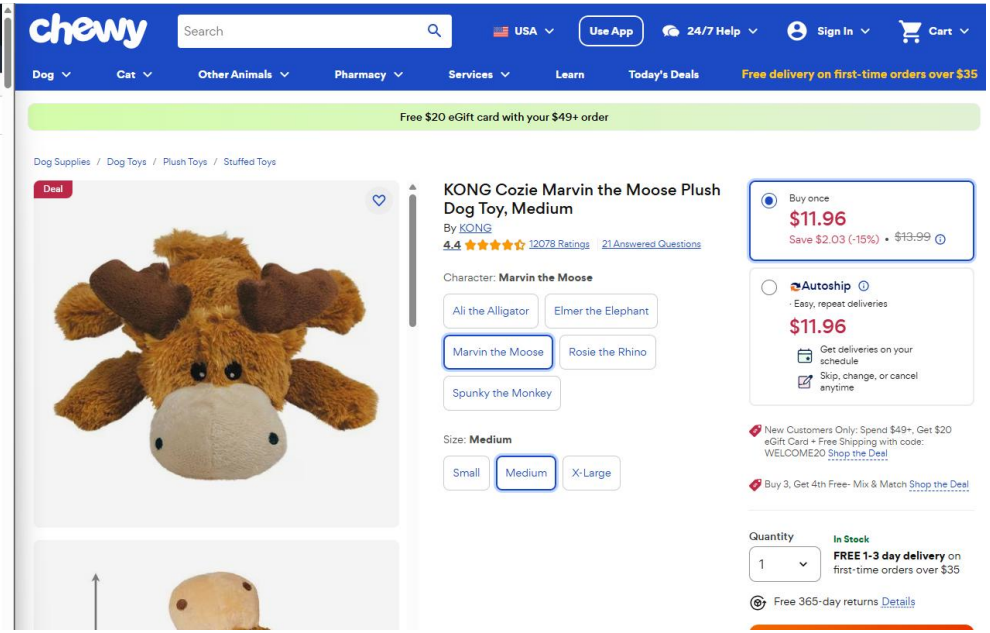


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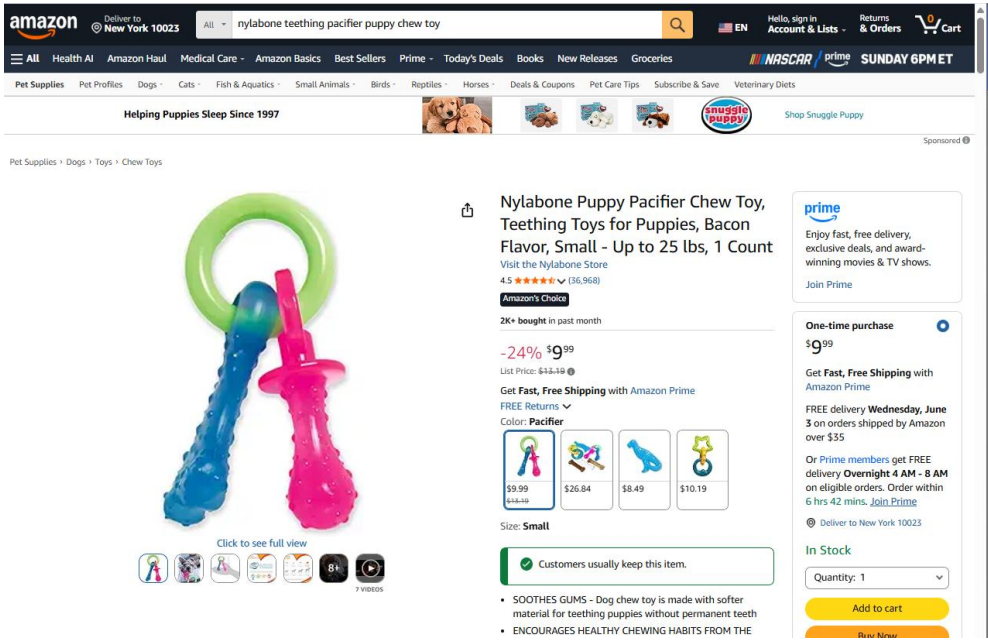


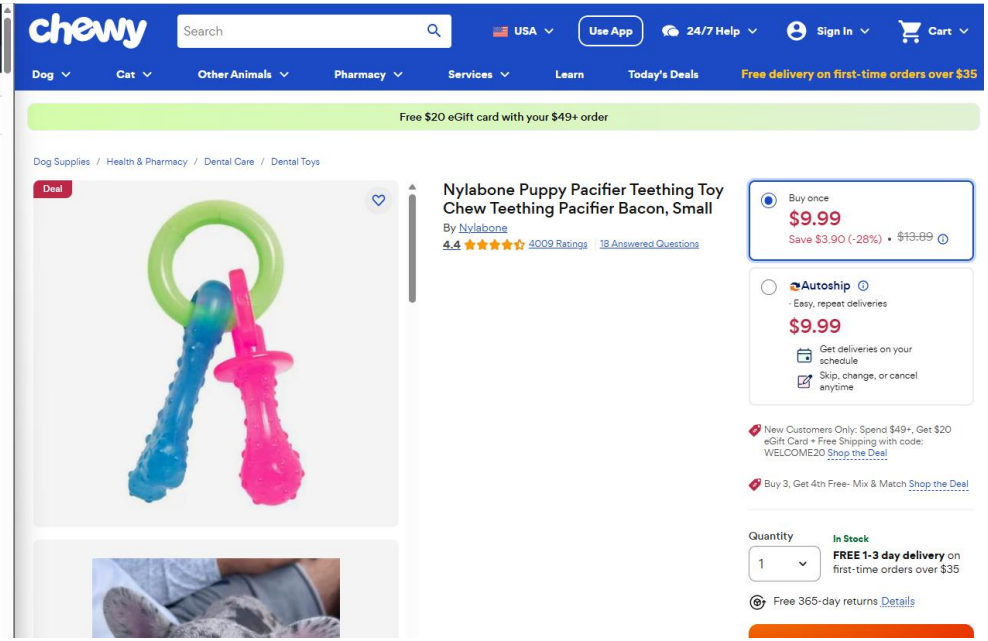


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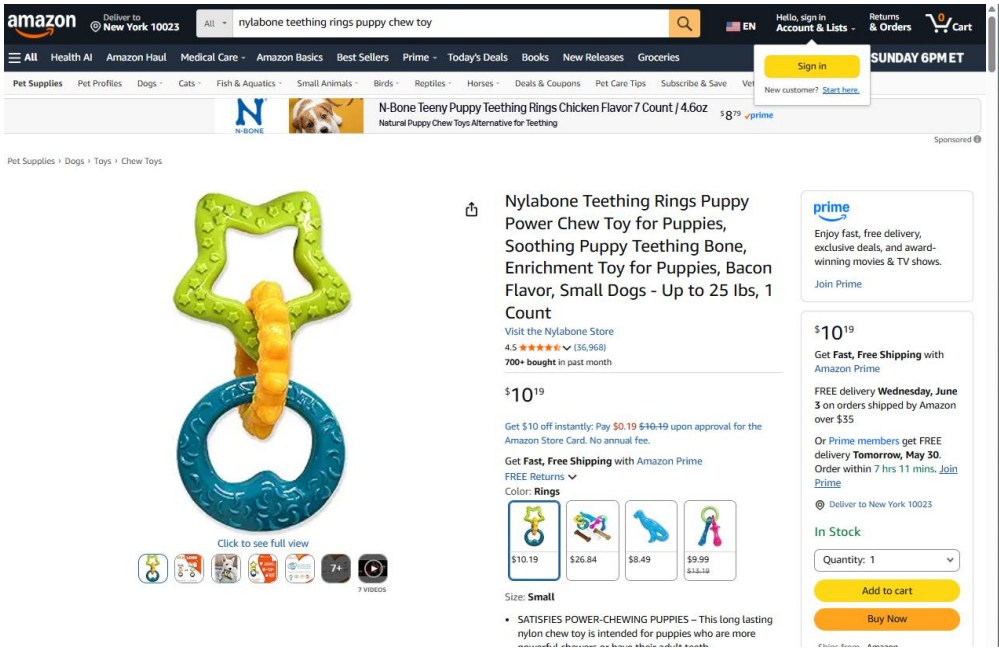


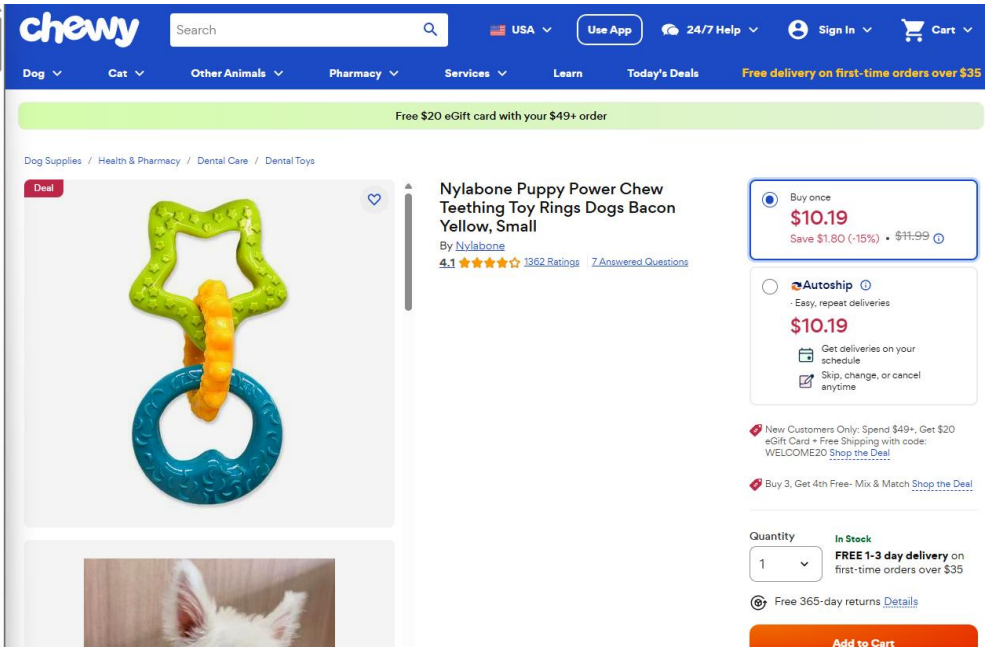


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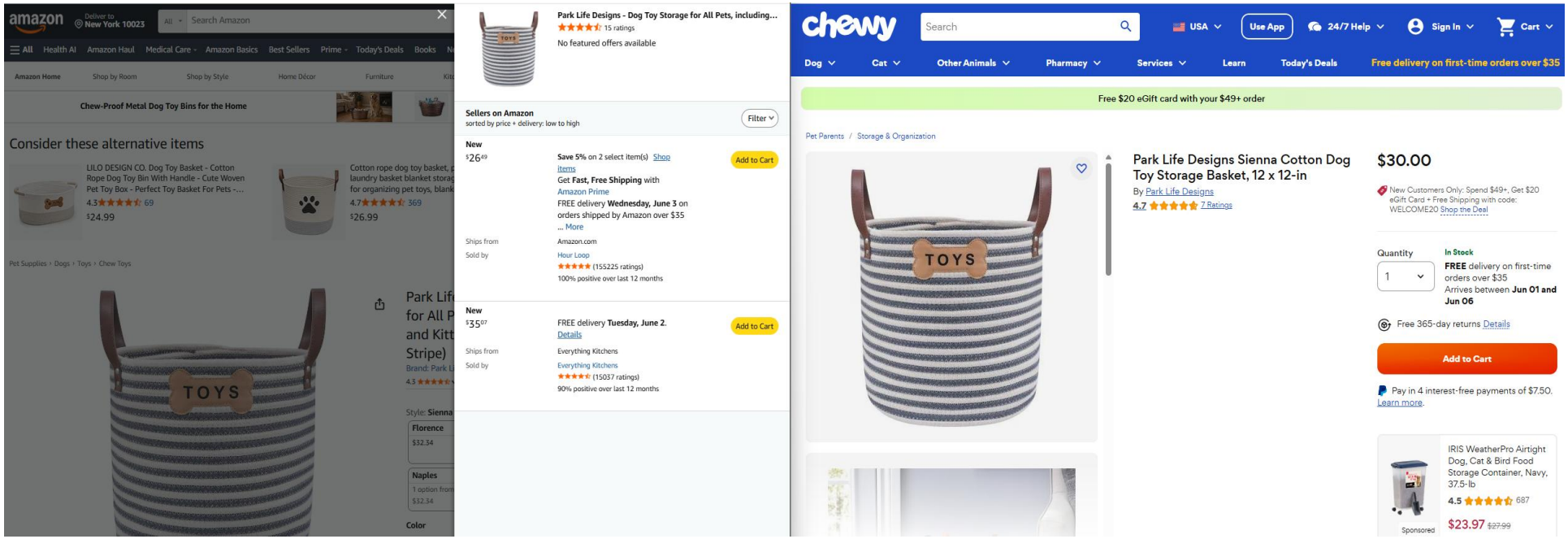
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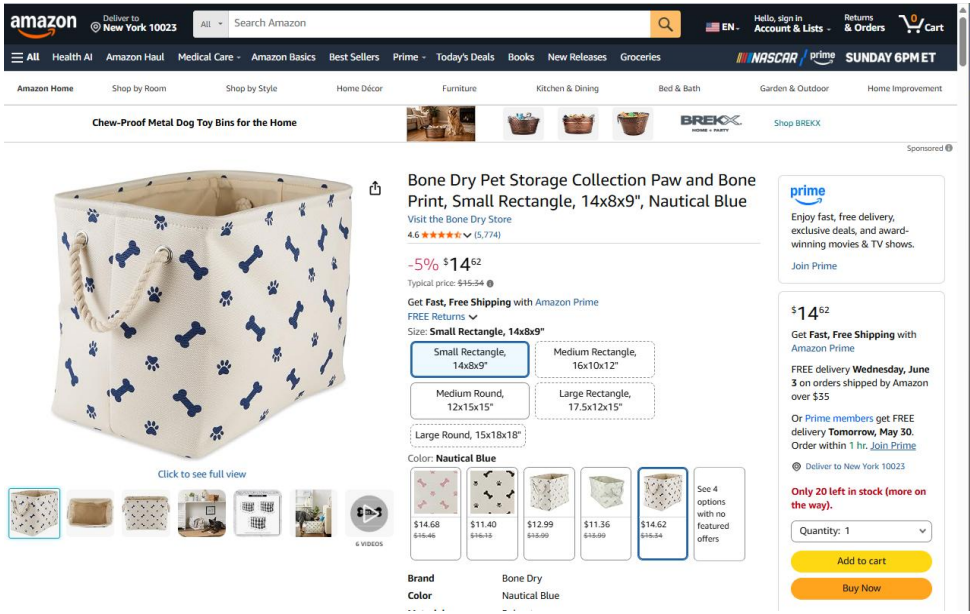
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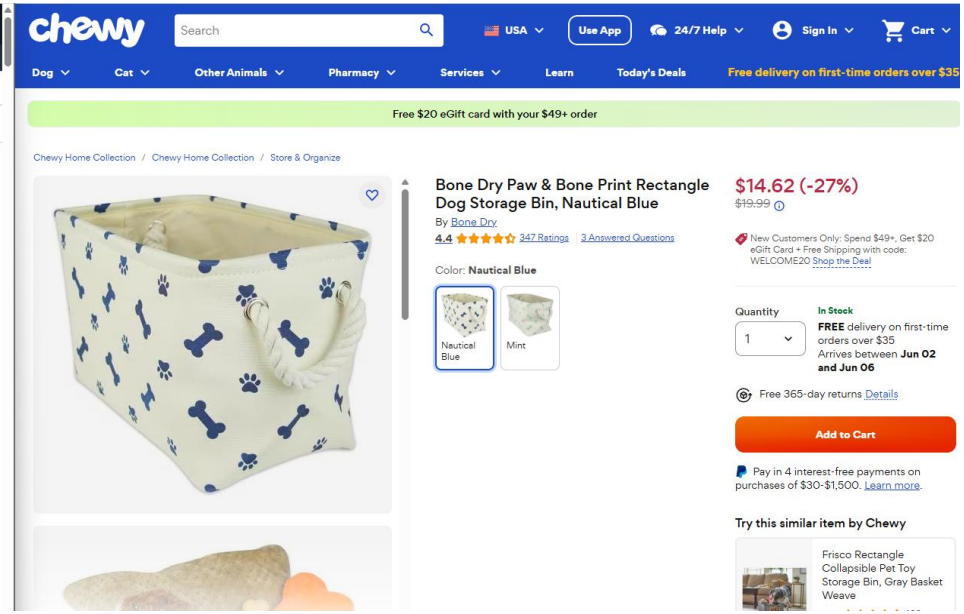


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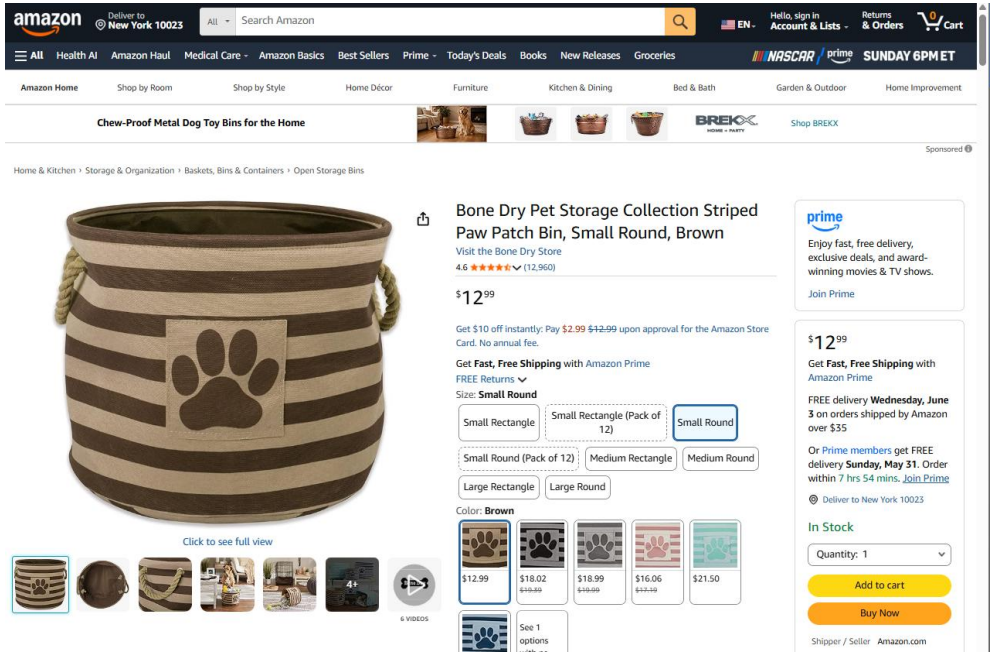


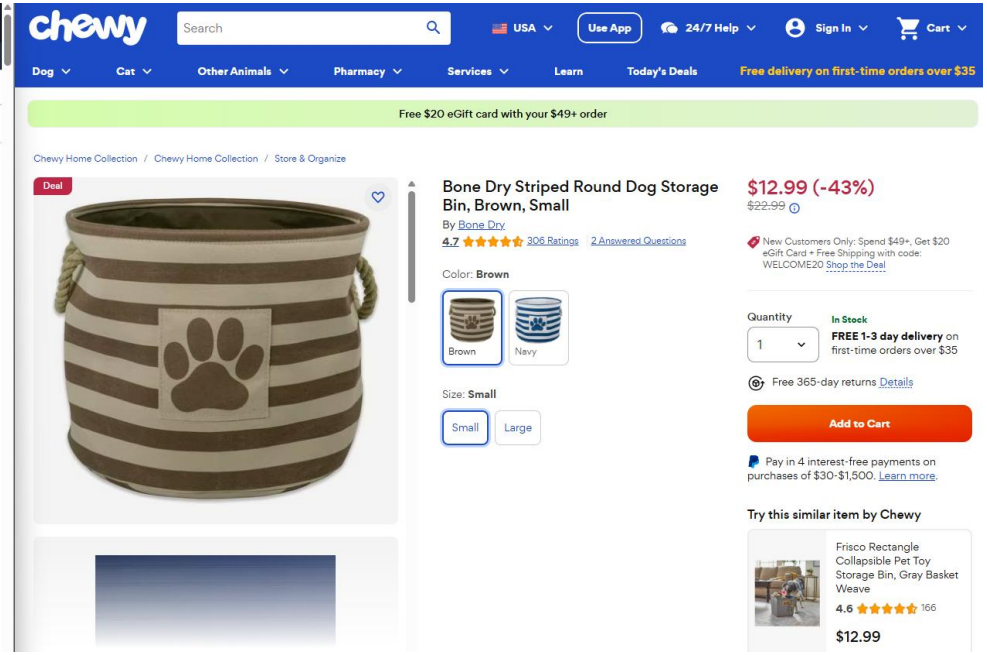


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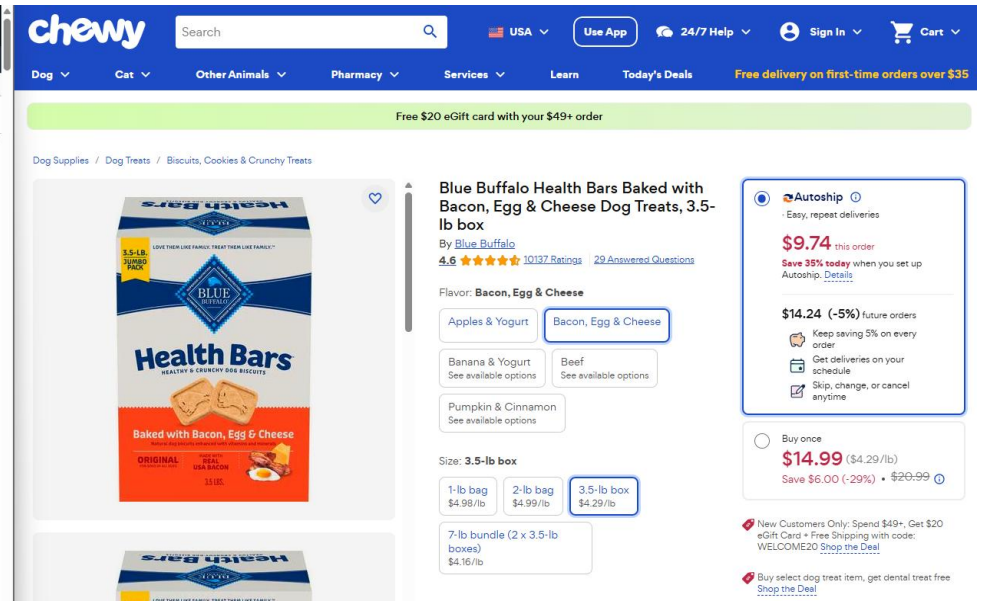
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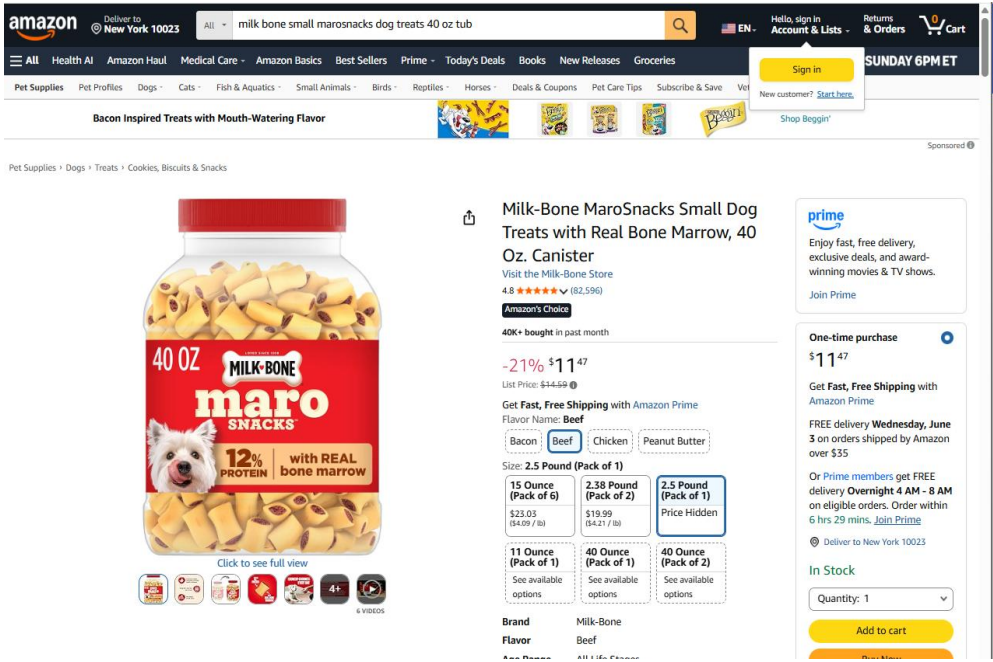


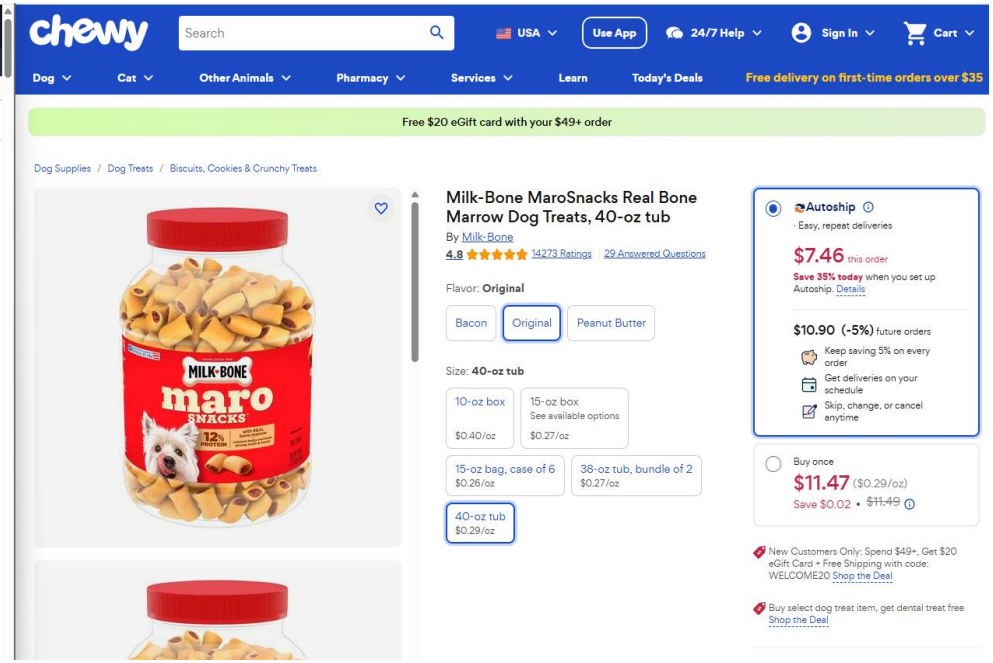


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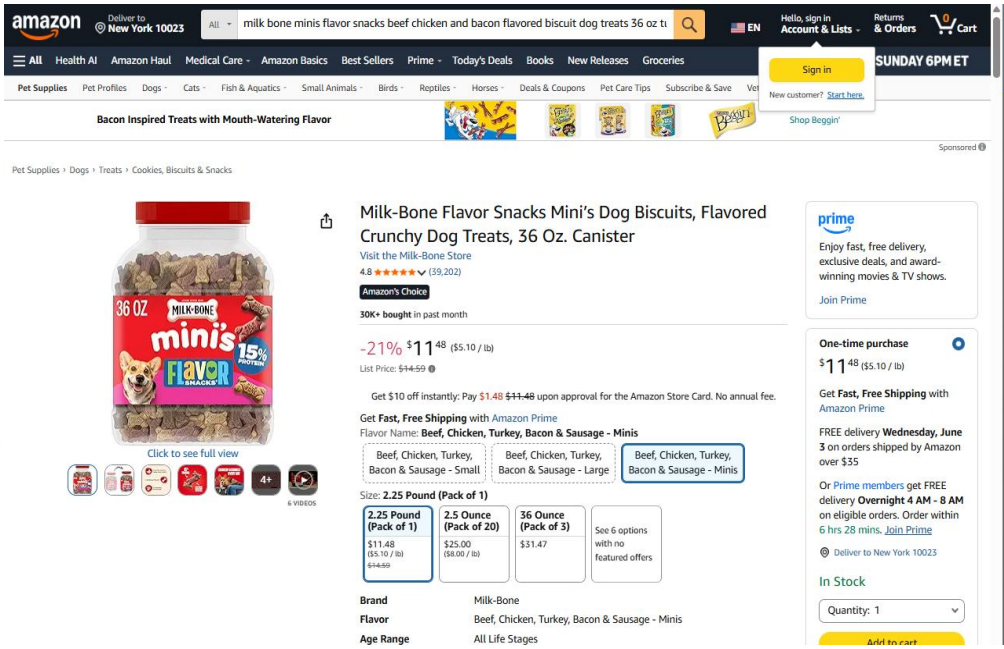


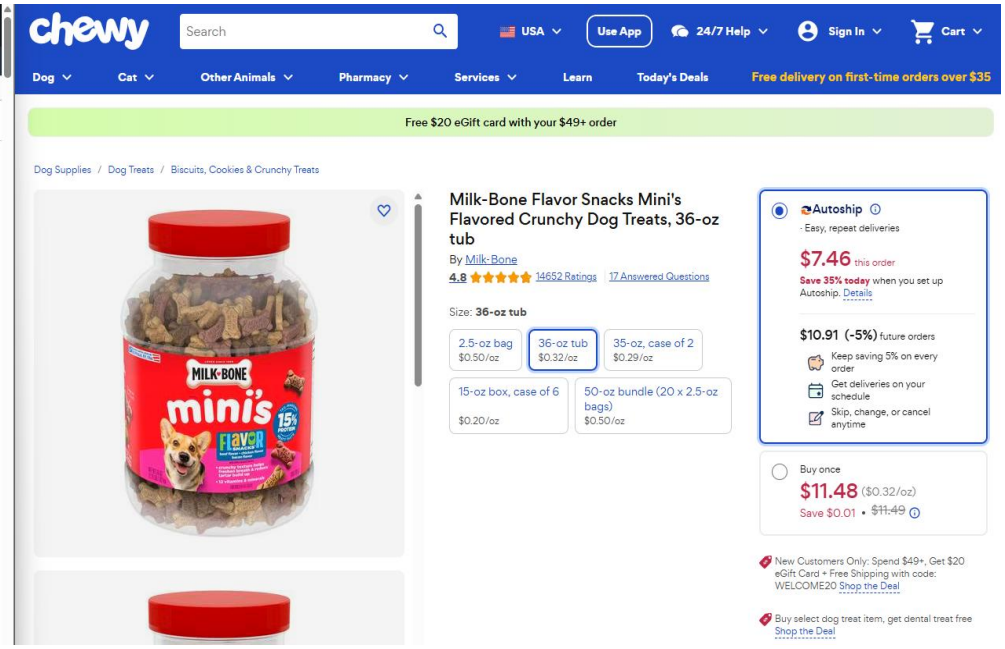


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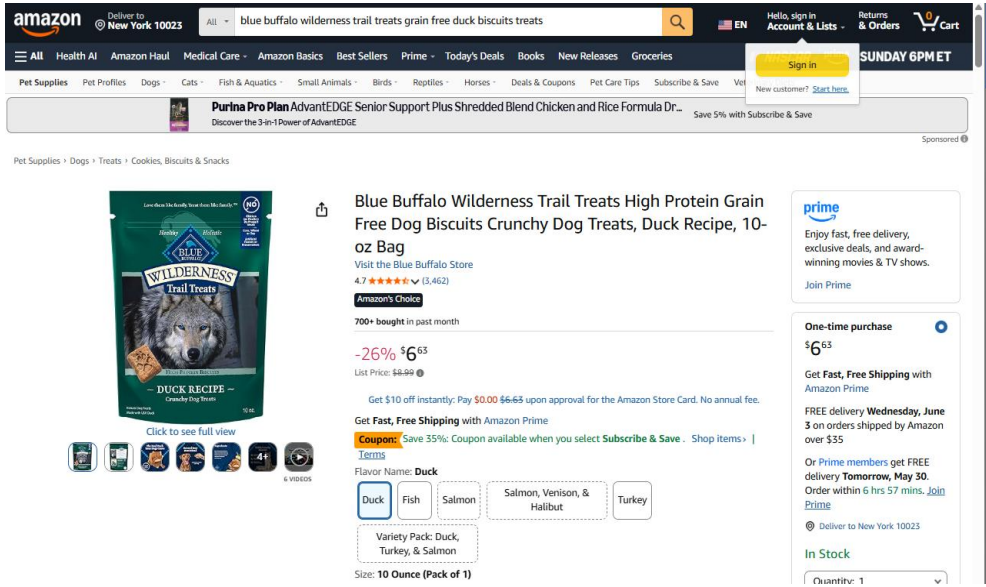


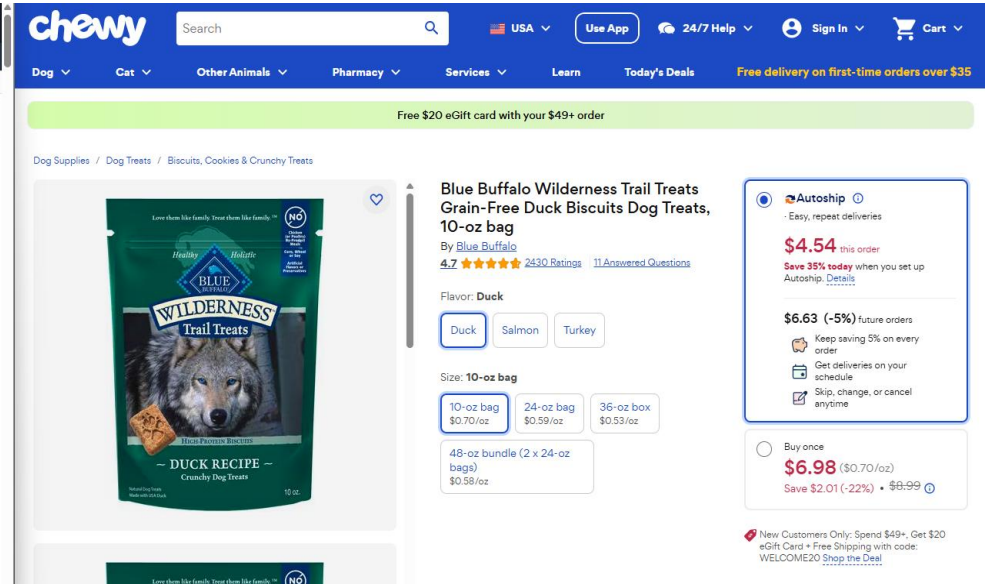


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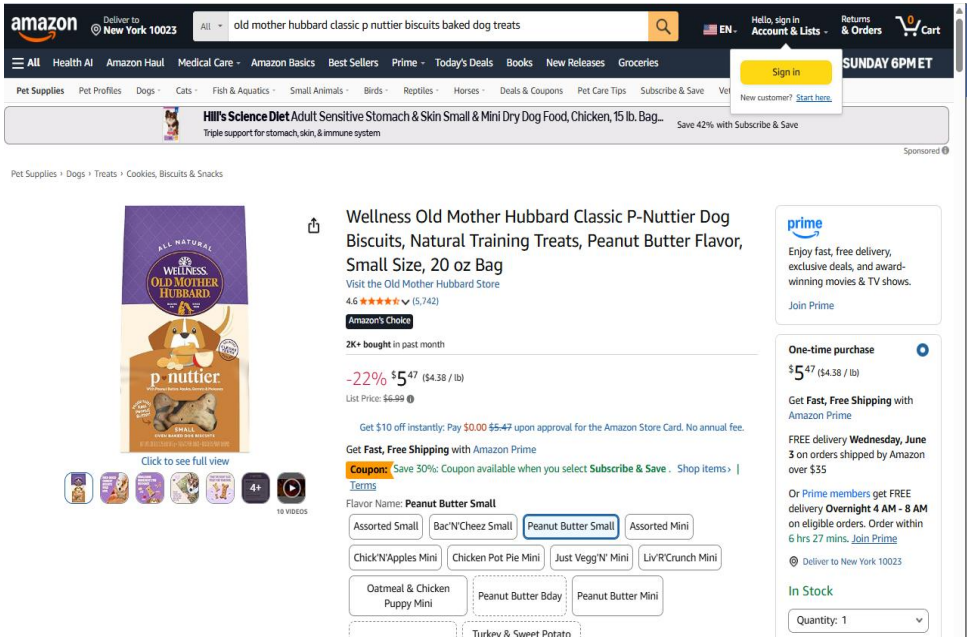


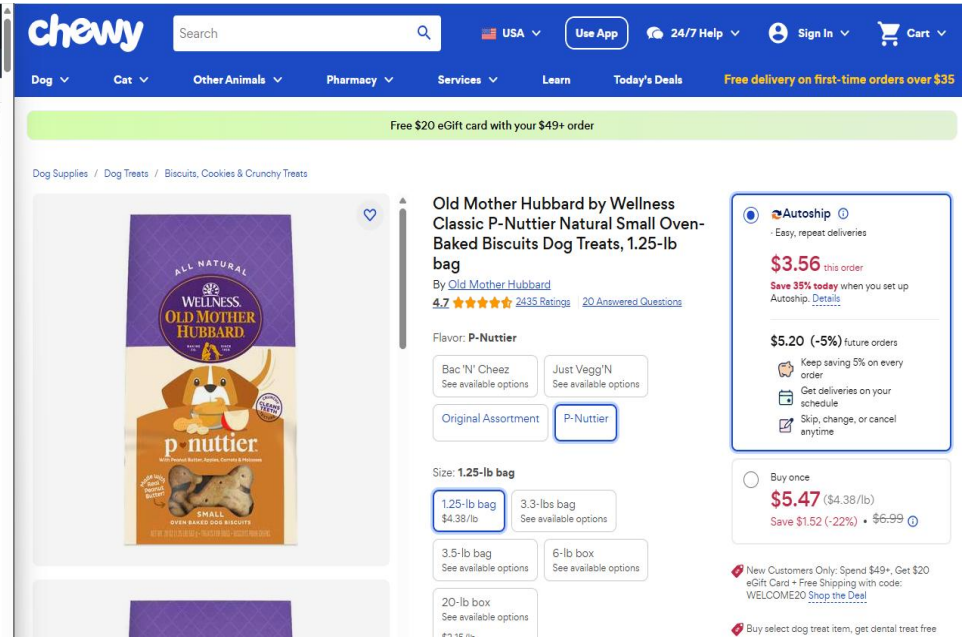


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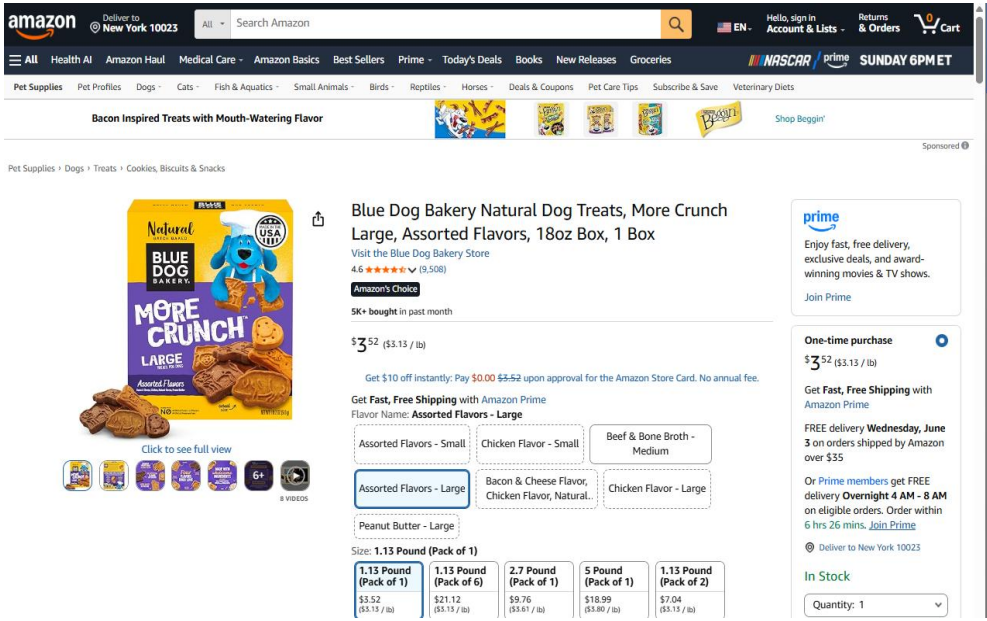


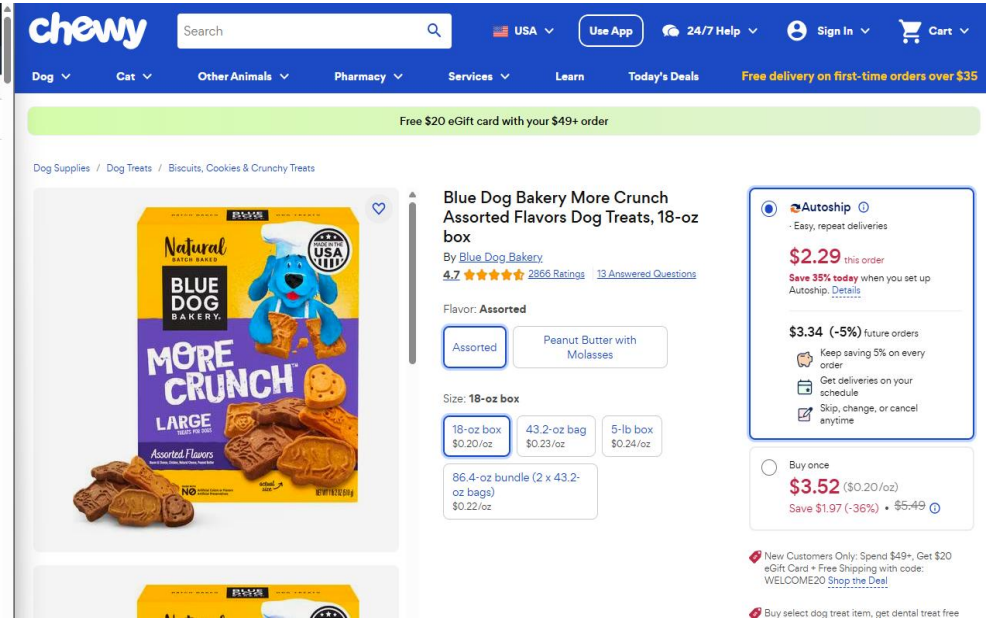


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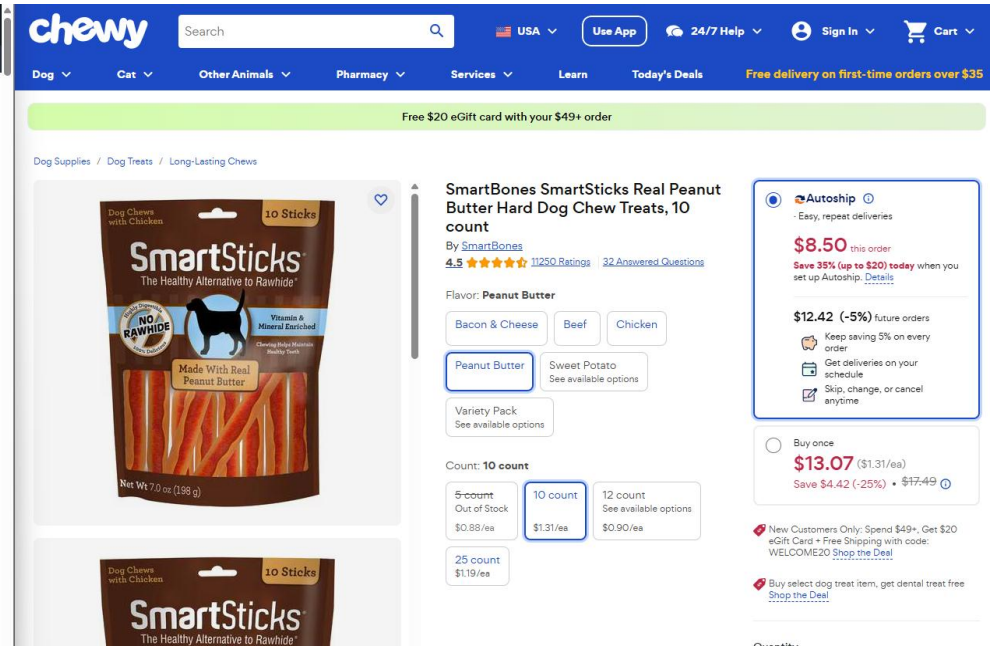


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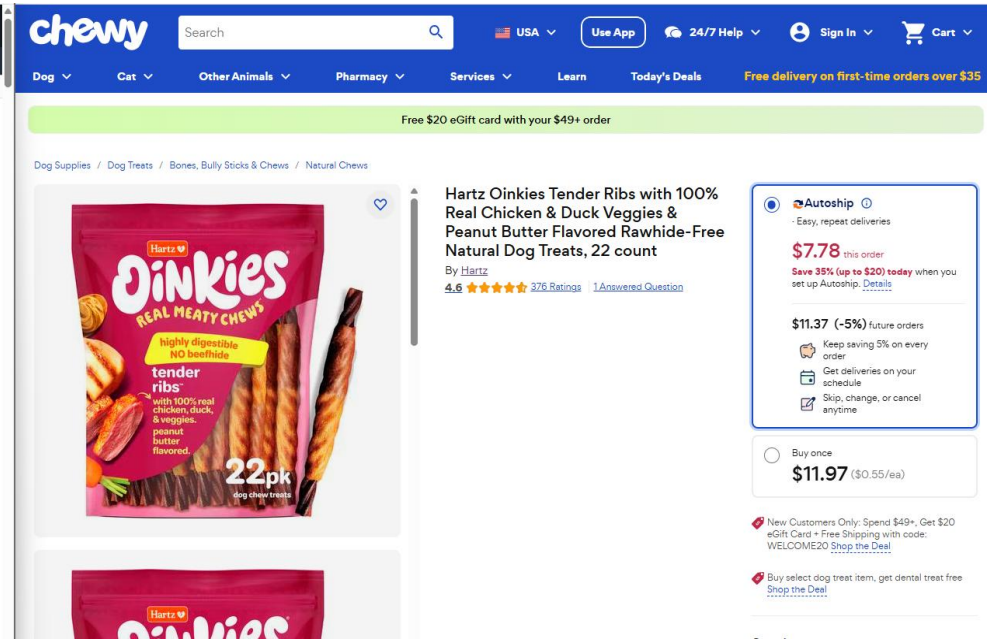


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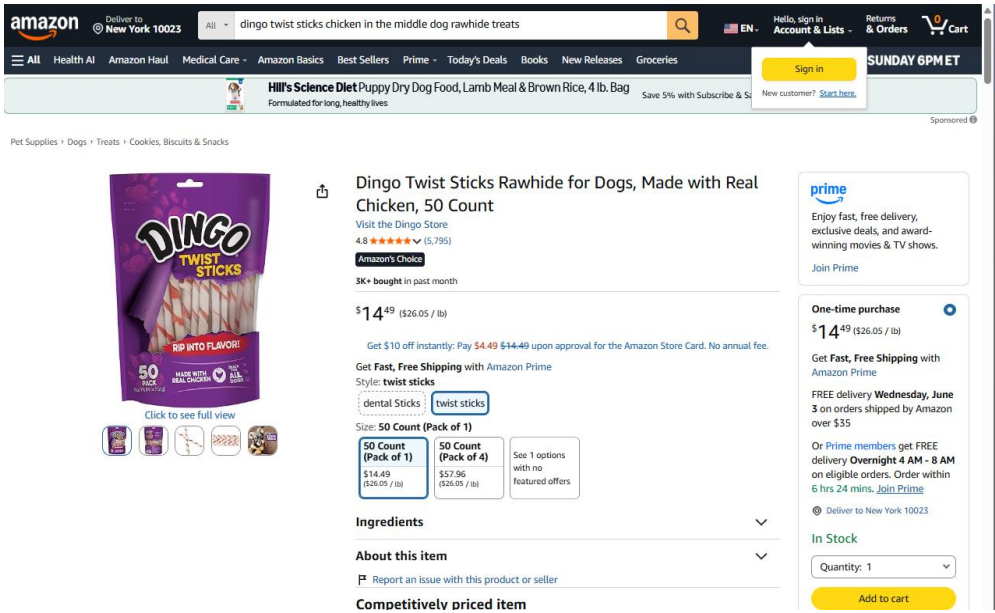


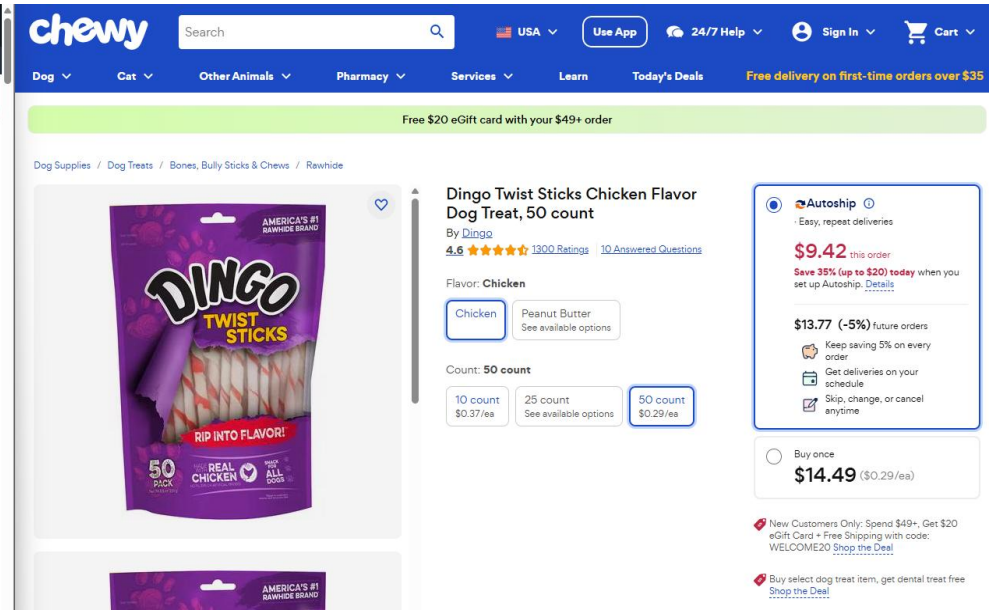


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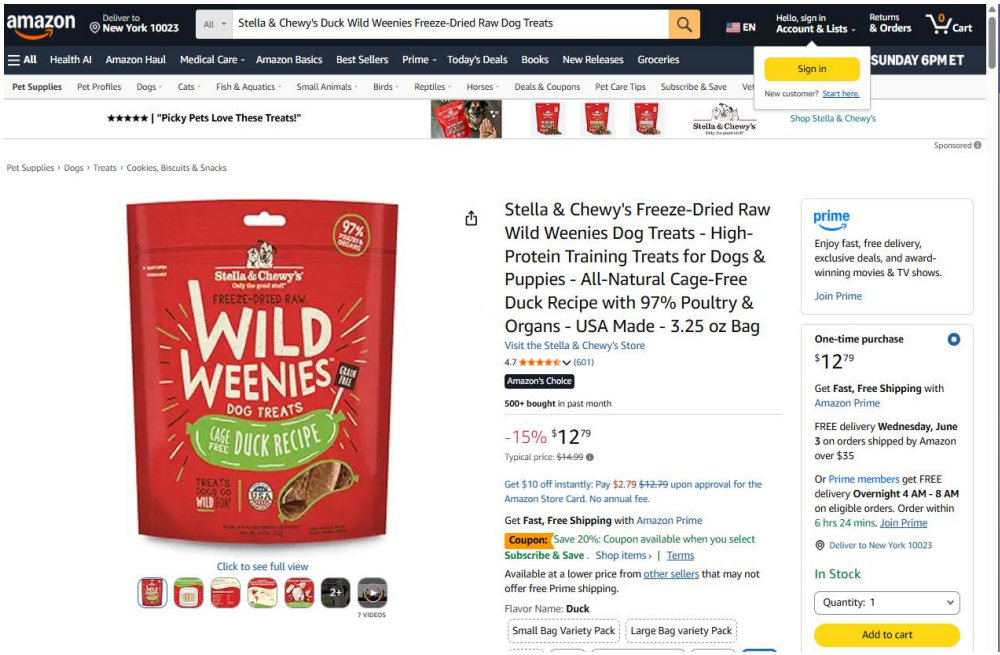


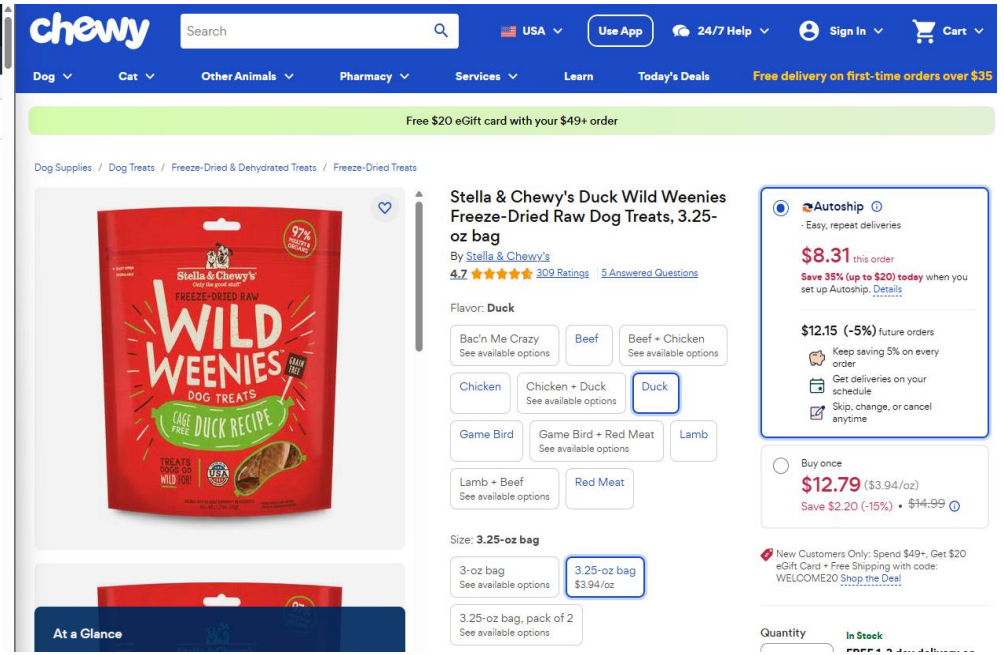


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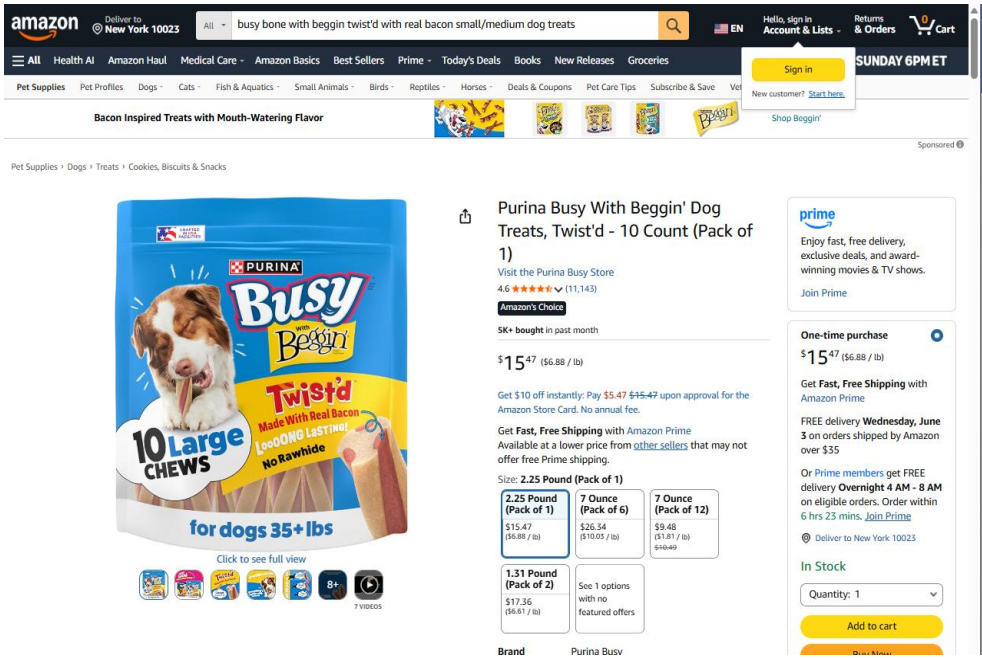
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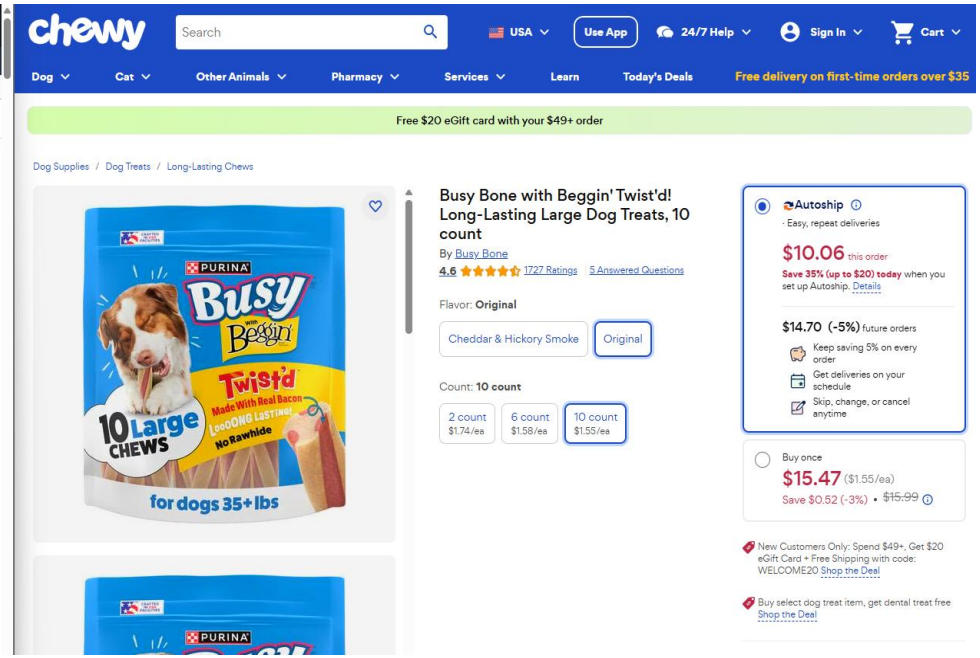




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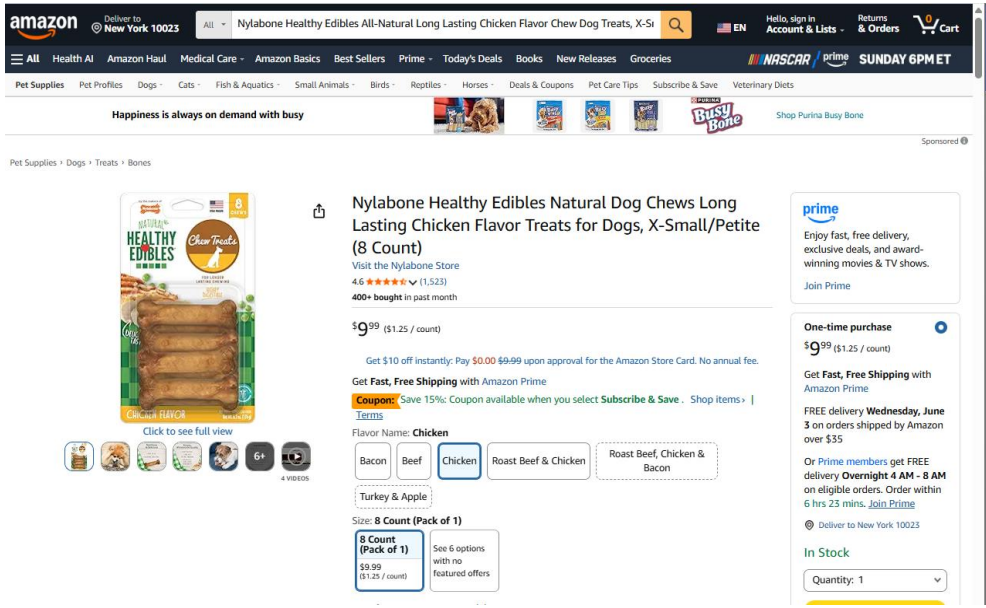
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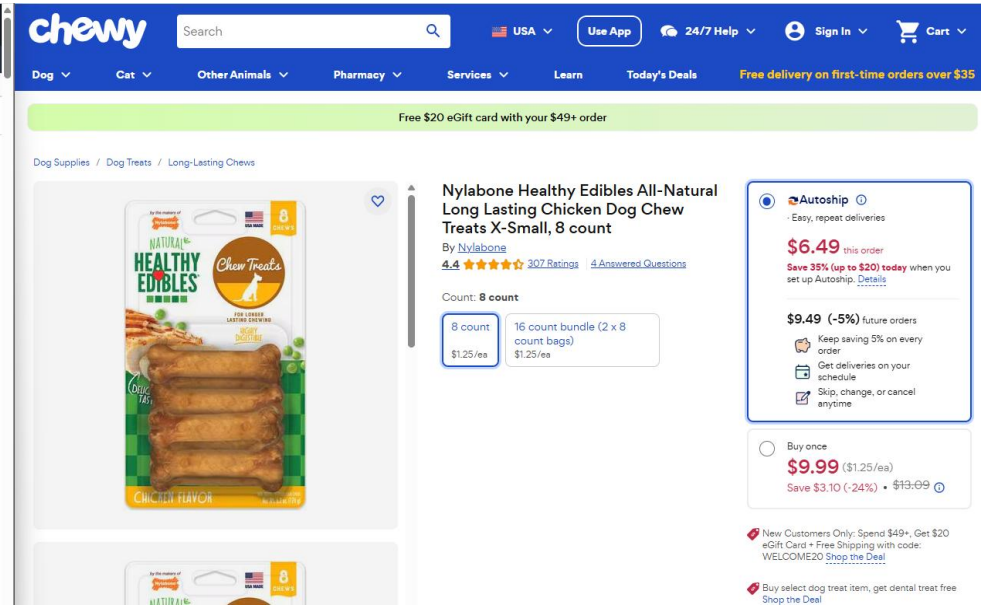




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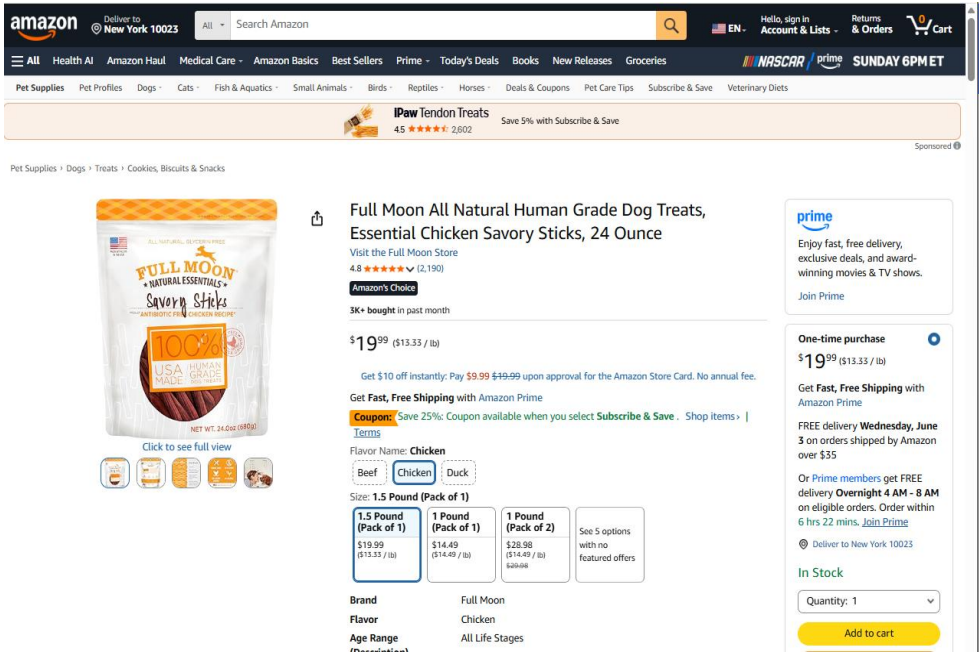


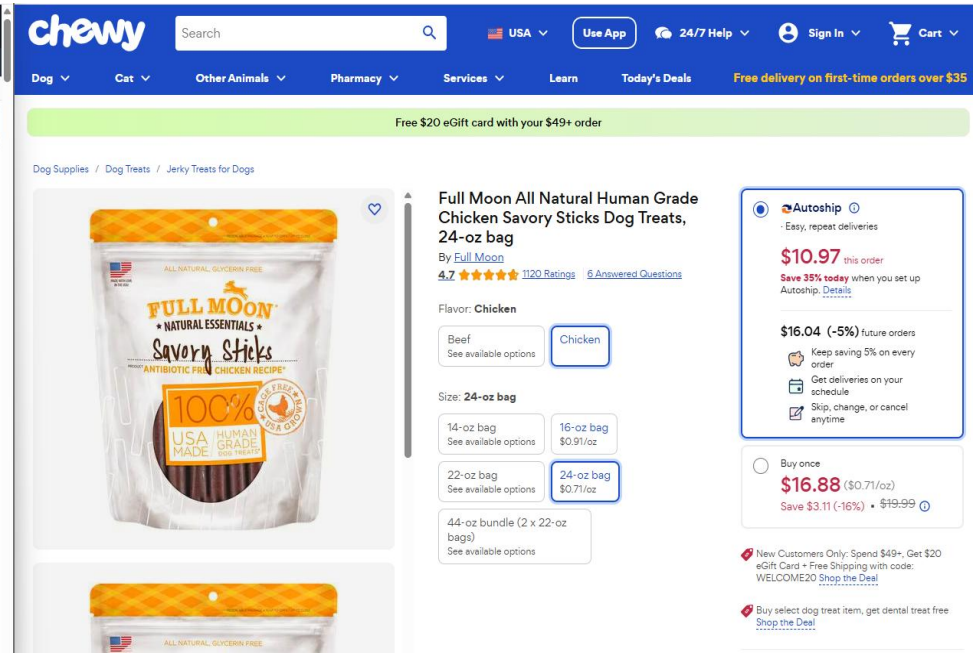


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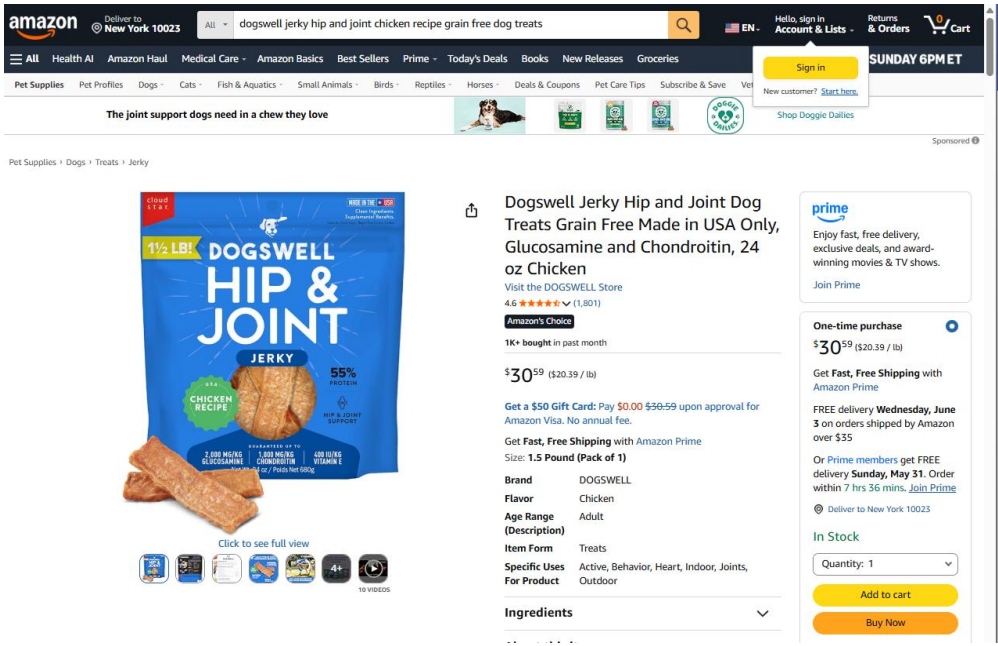


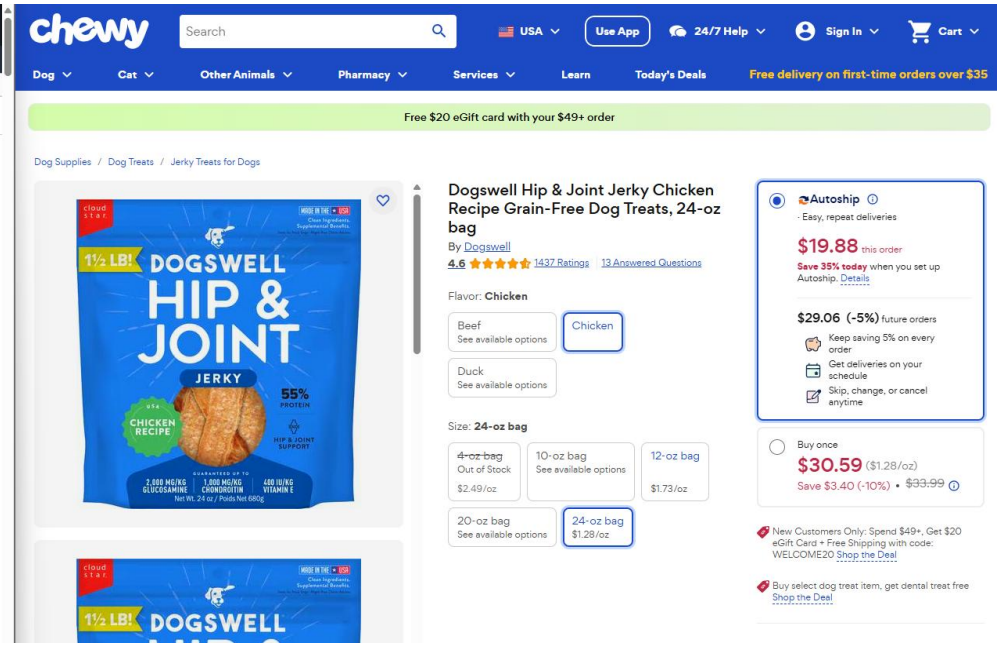


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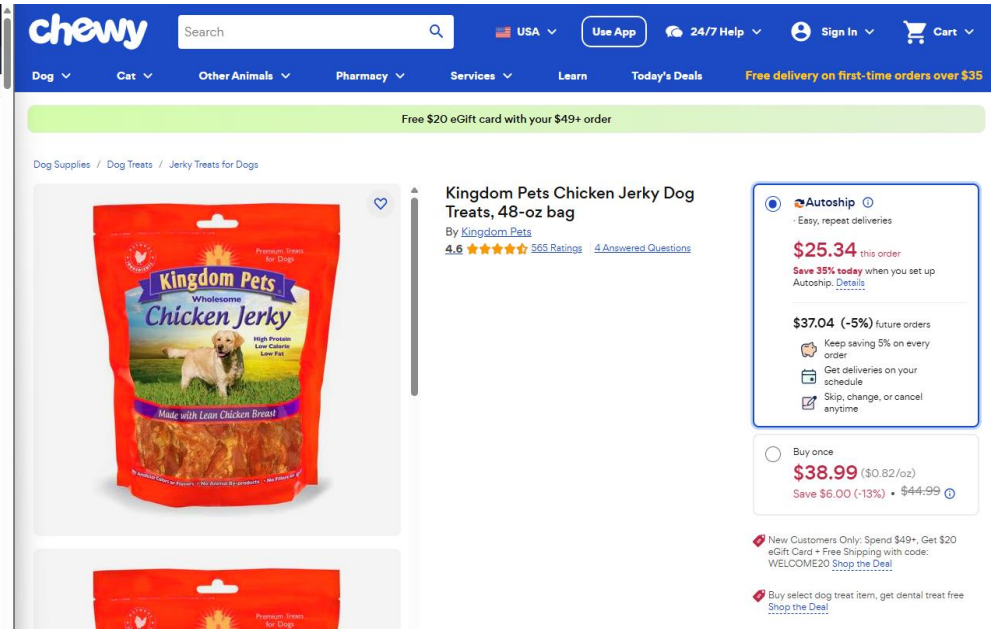


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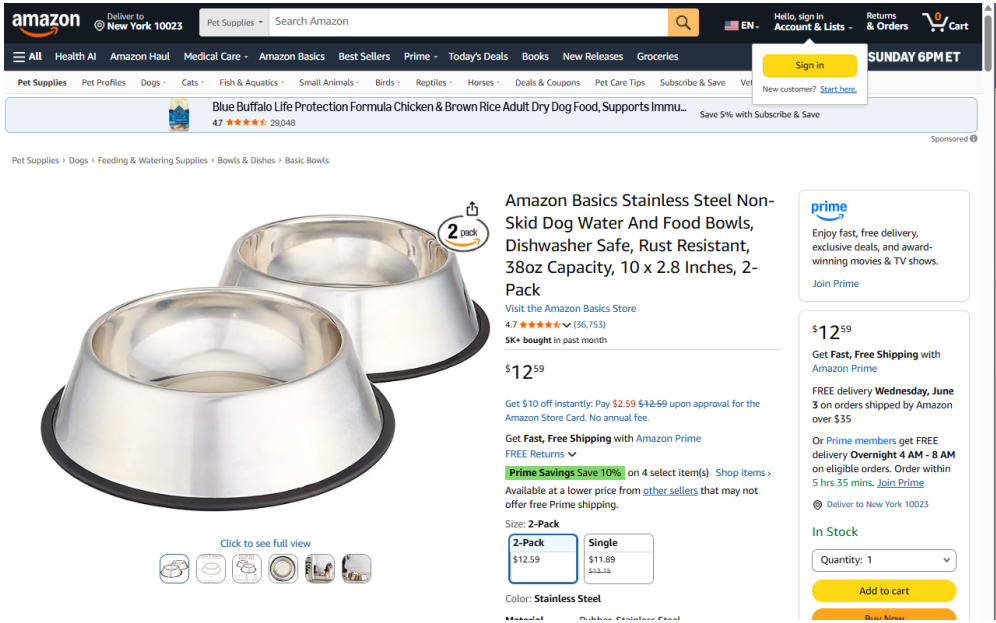
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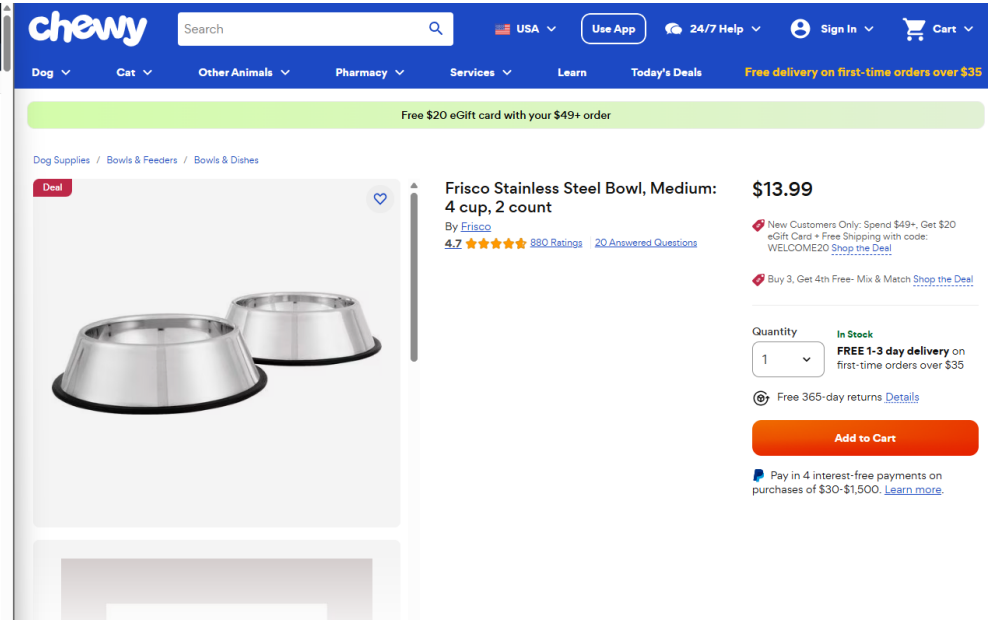
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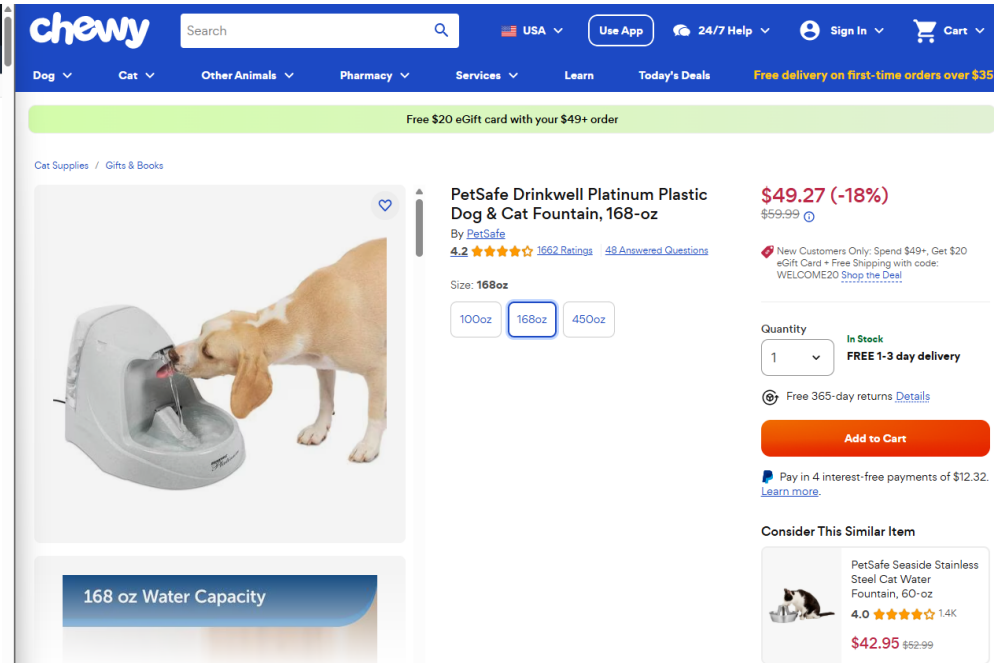


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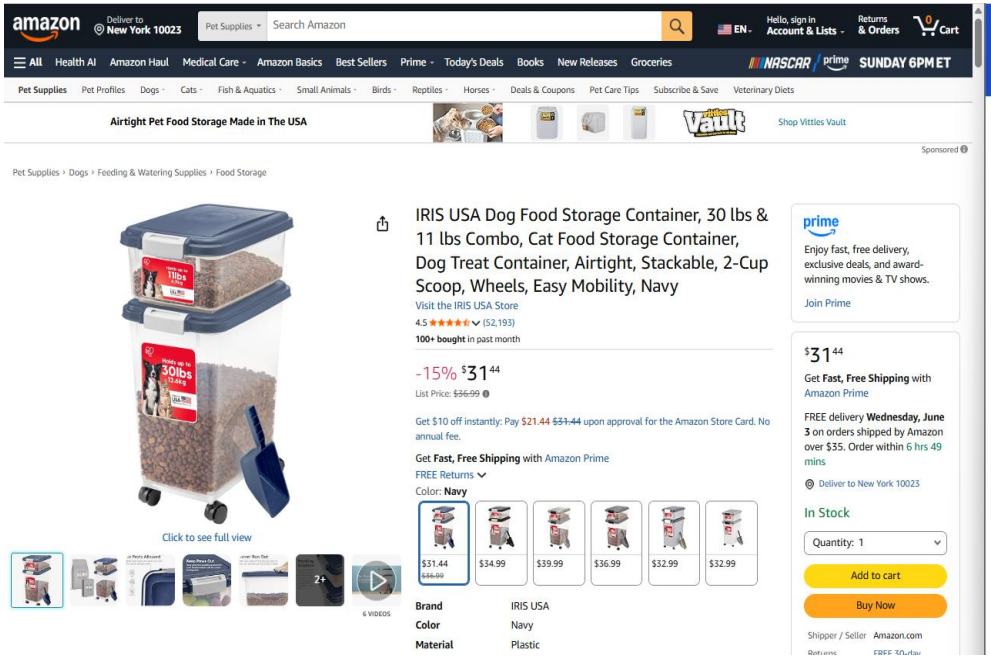


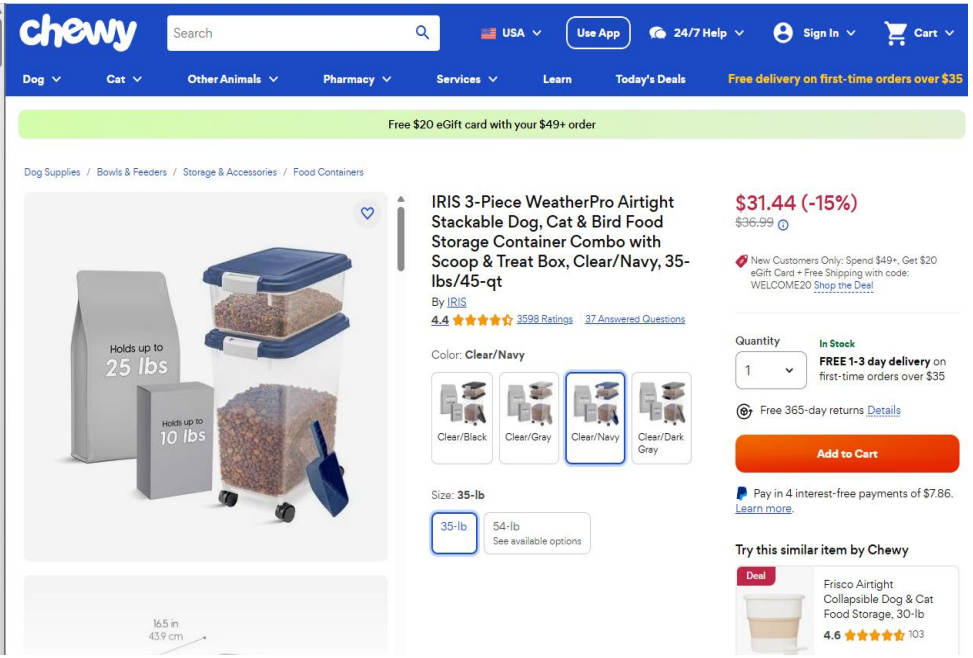


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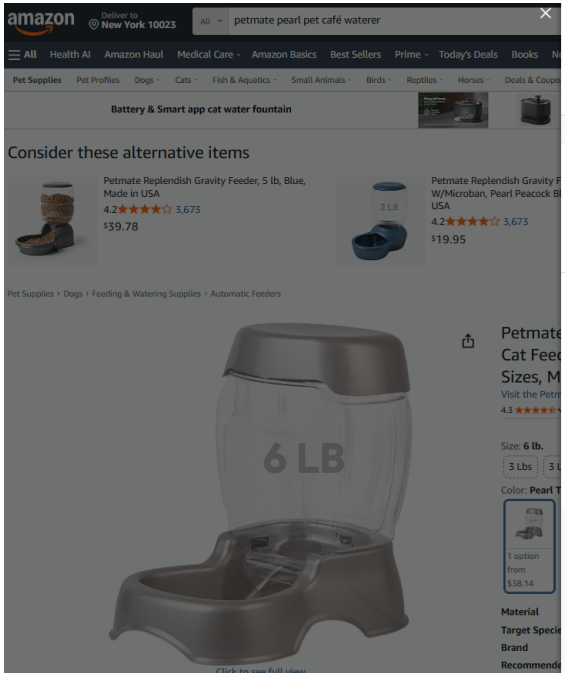


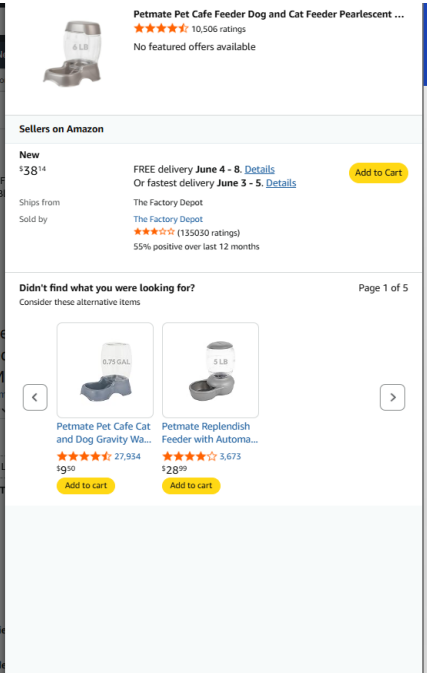


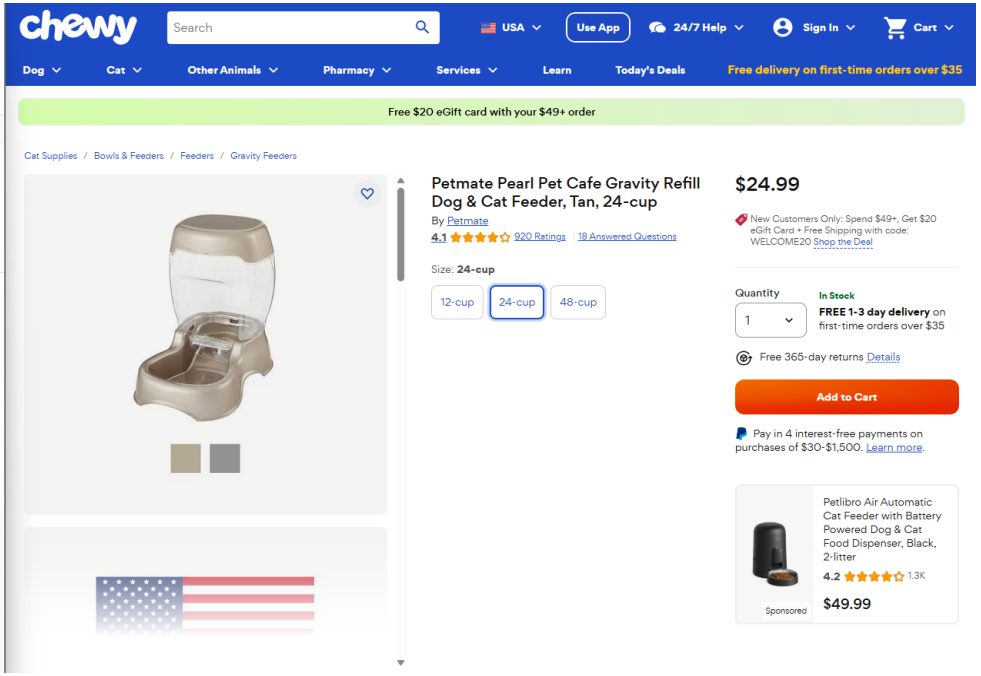
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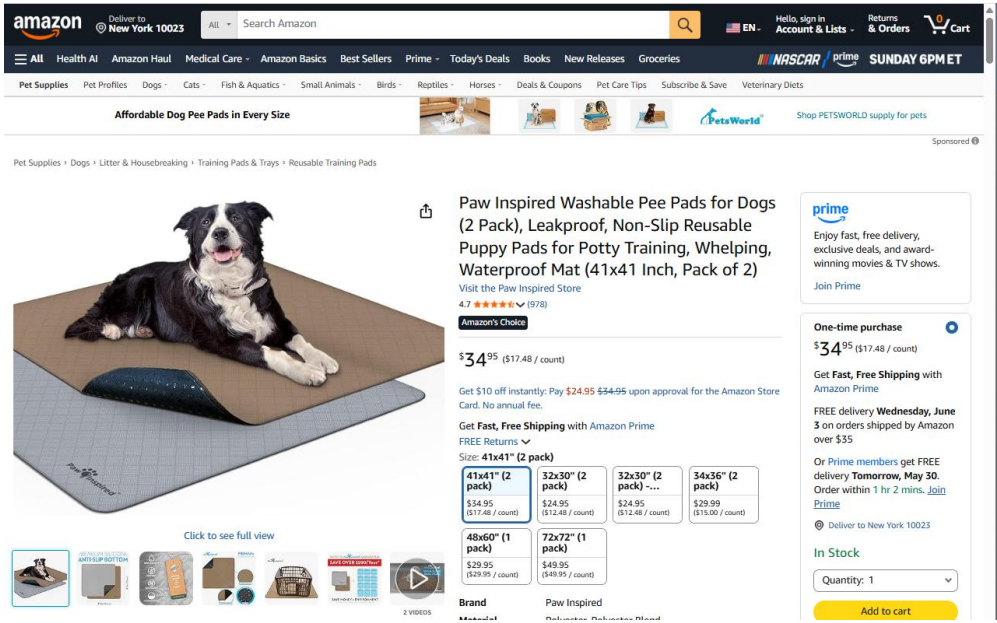


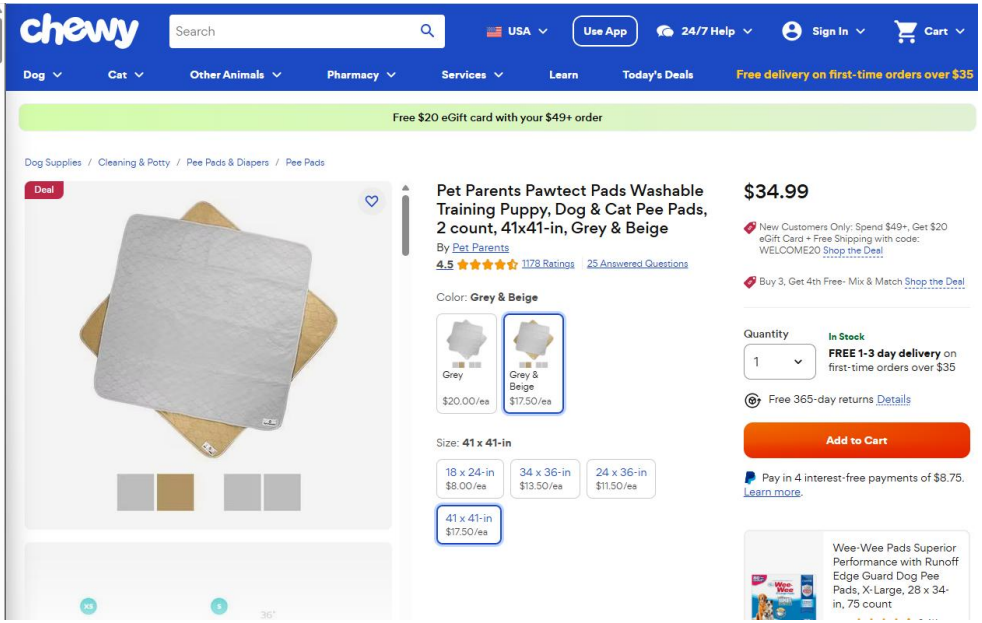


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Bespoke – Amazon and Chewy Identical Items

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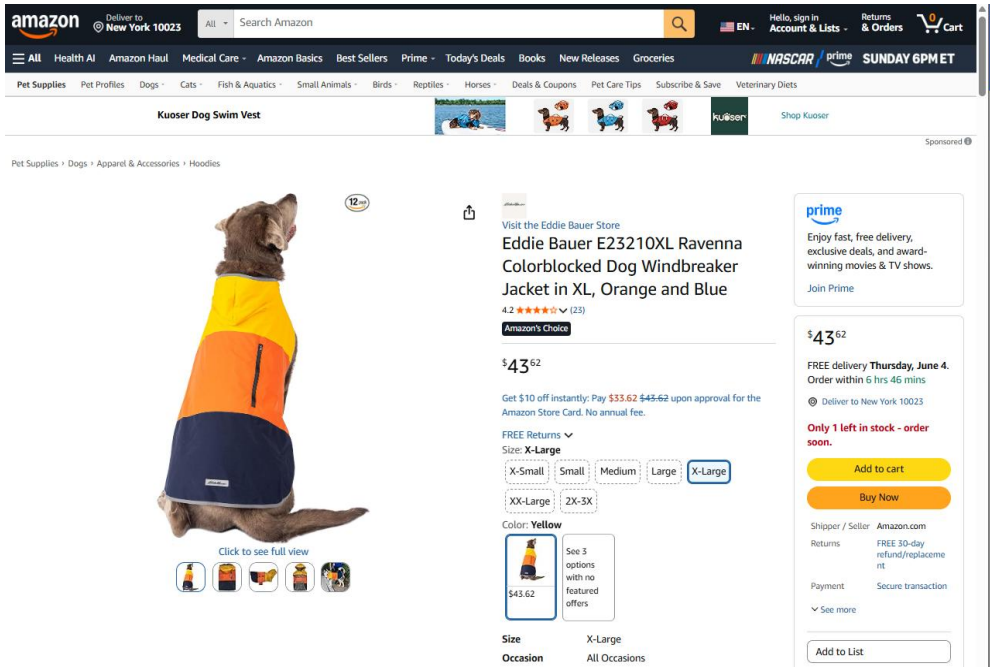


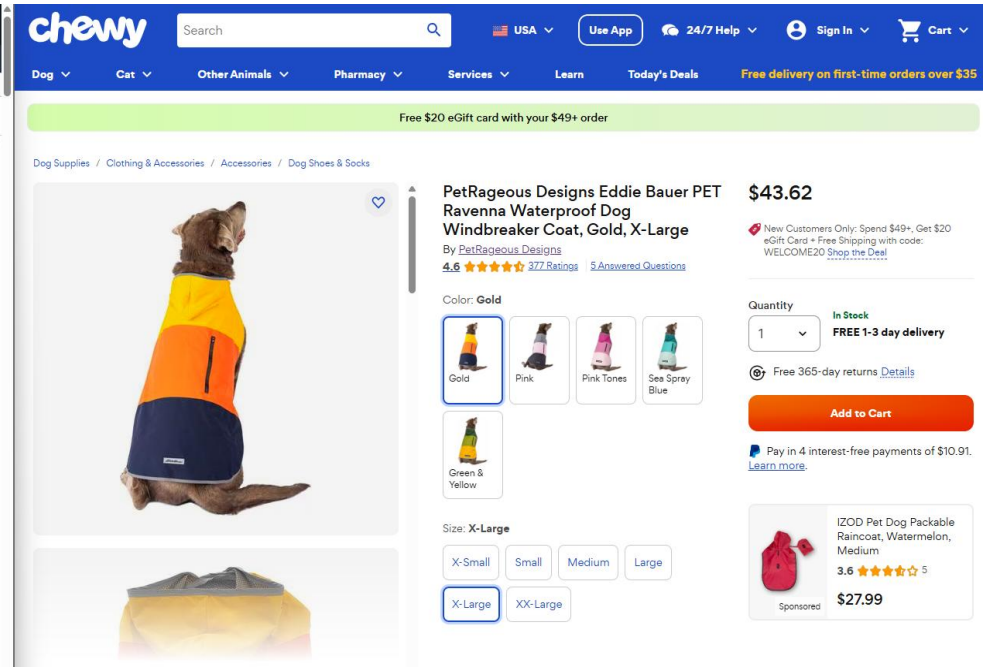


Source: Bespoke Market Intelligence Analysis

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May 2026

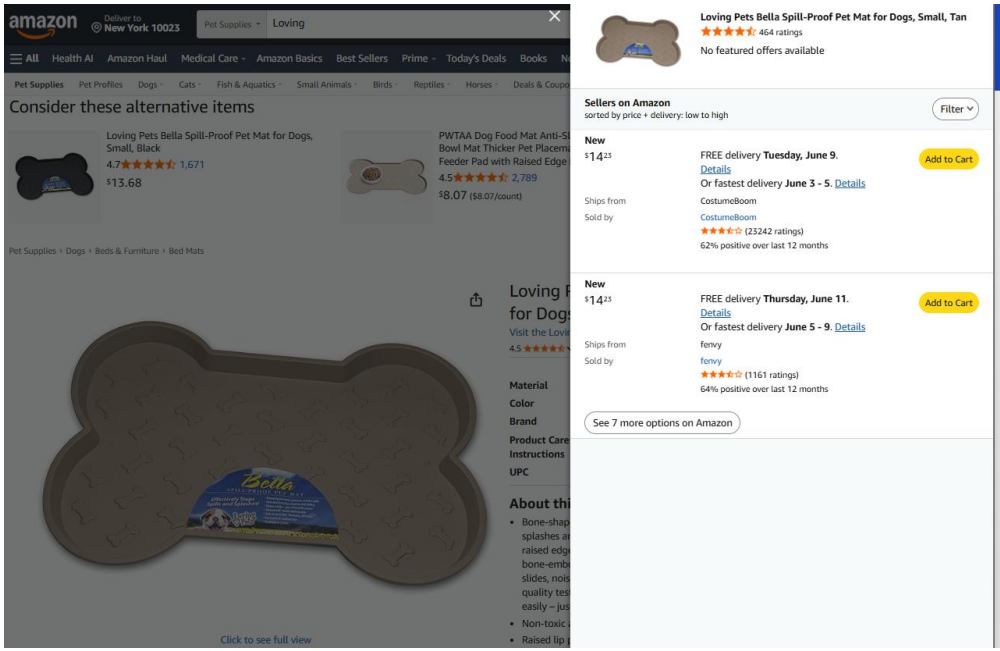


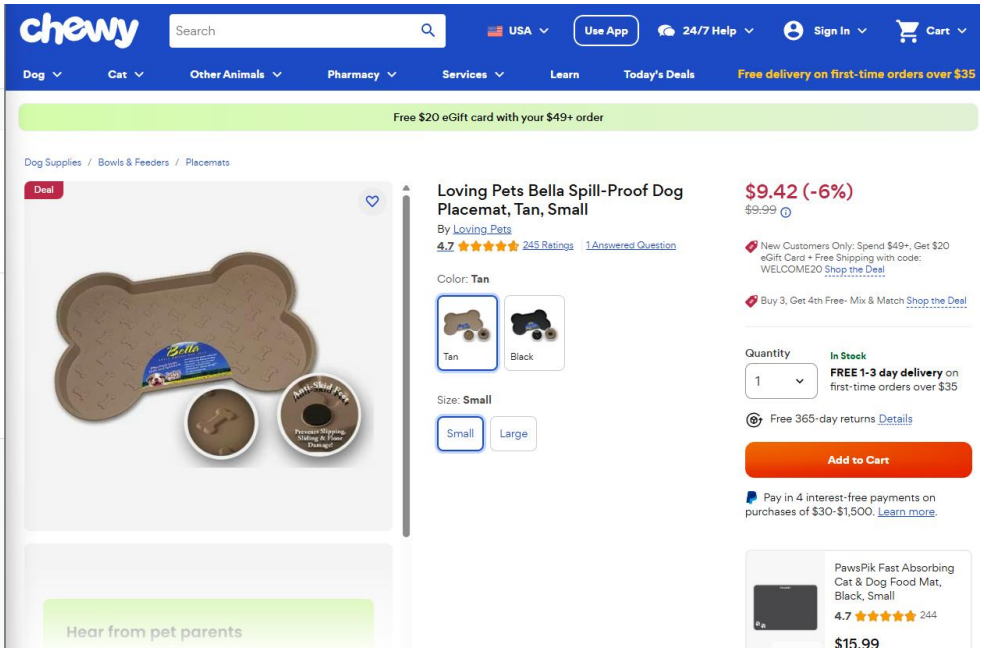


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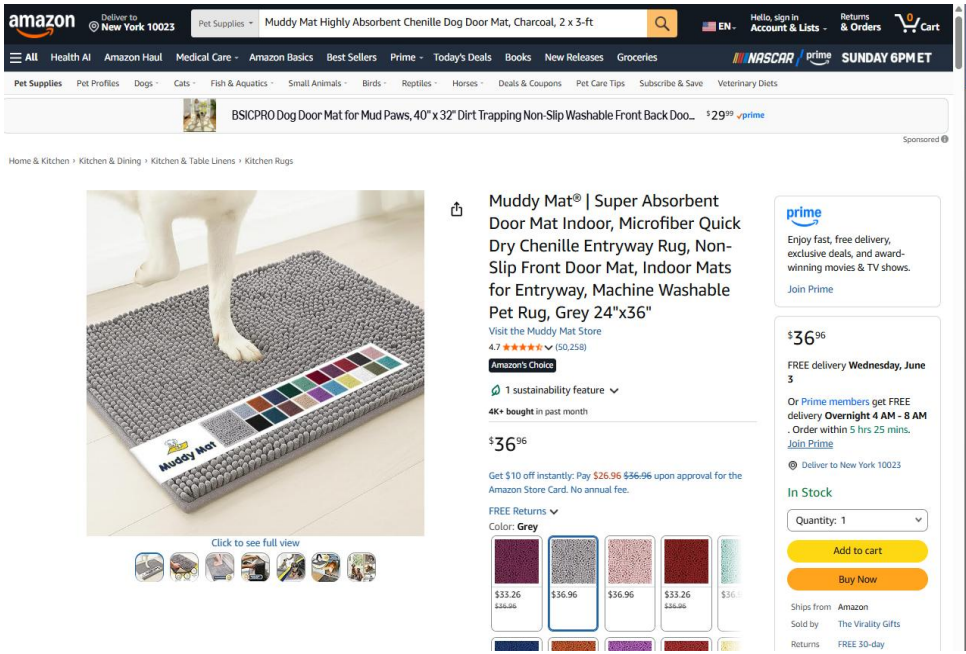


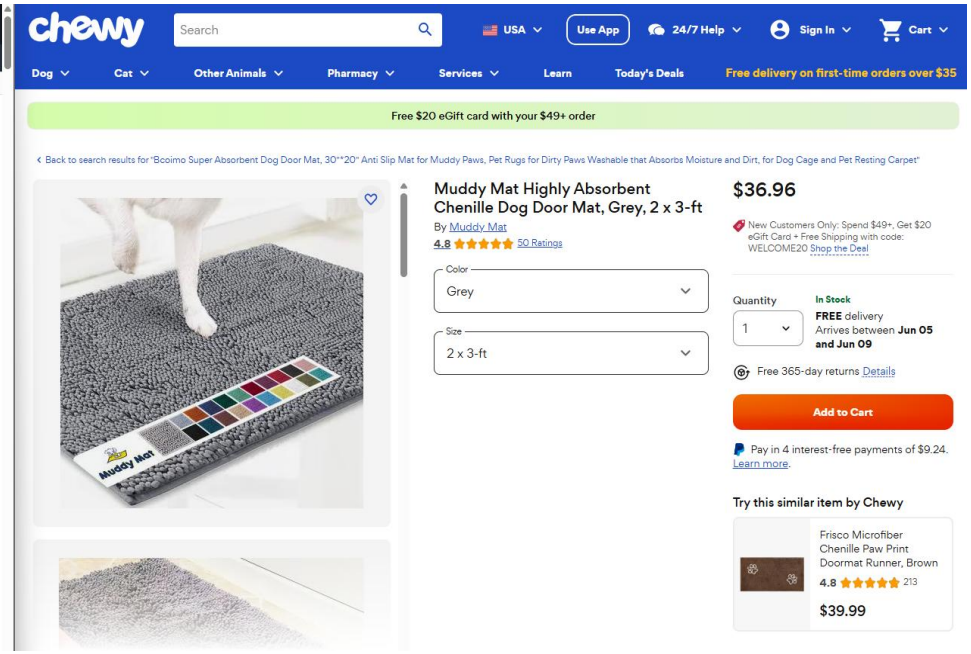


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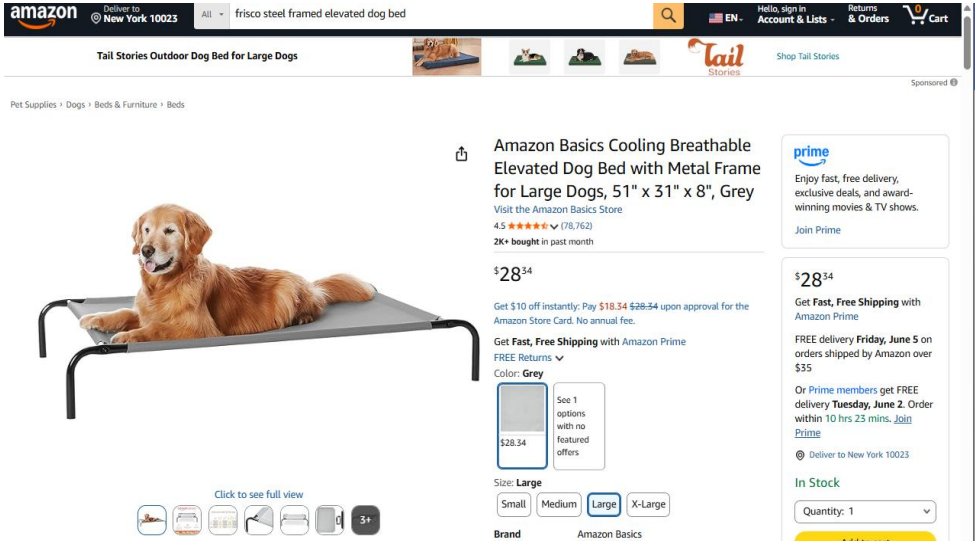


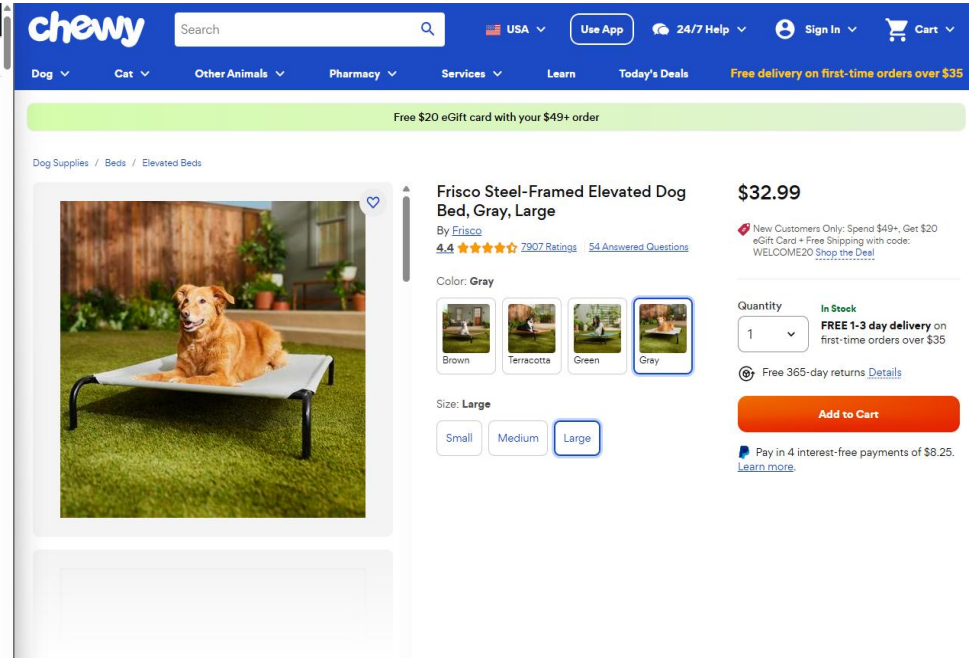
Category

- ❑ Dog Food
- ❑ Dog Health
- ❑ Dog Grooming
- ❑ Dog Cleaning
- ❑ Dog Toys
- ❑ Dog Toy Pens
- ❑ Dog Treats
- ❑ Dog Accessories
- ❑ Dog Beds
- ❑ Dog Dental Treats
- ❑ Cat Food
- ❑ Cat Treats
- ❑ Cat Accessories
- ❑ Cat Toys
- ❑ Cat Litter
- ❑ Cat Health
- ❑ Small Animals
- ❑ Fish
- ❑ Birds

Bespoke – Amazon and Chewy Identical Items

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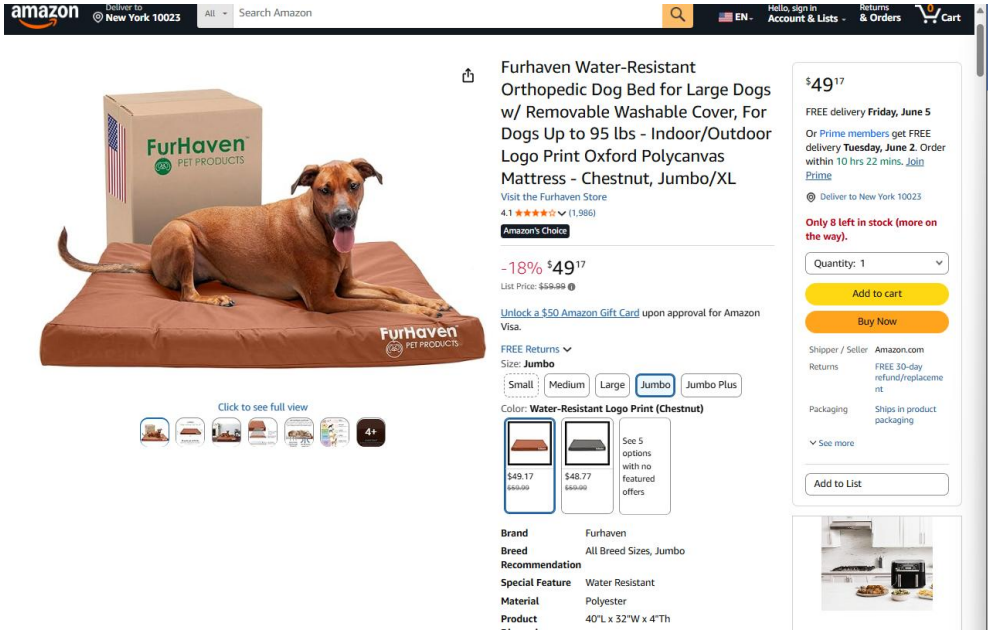


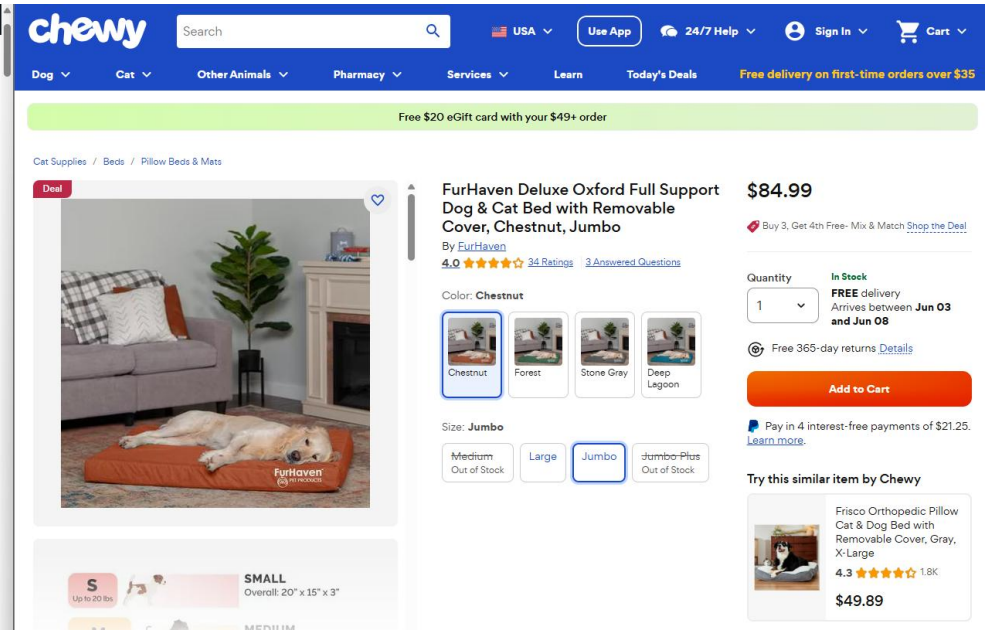


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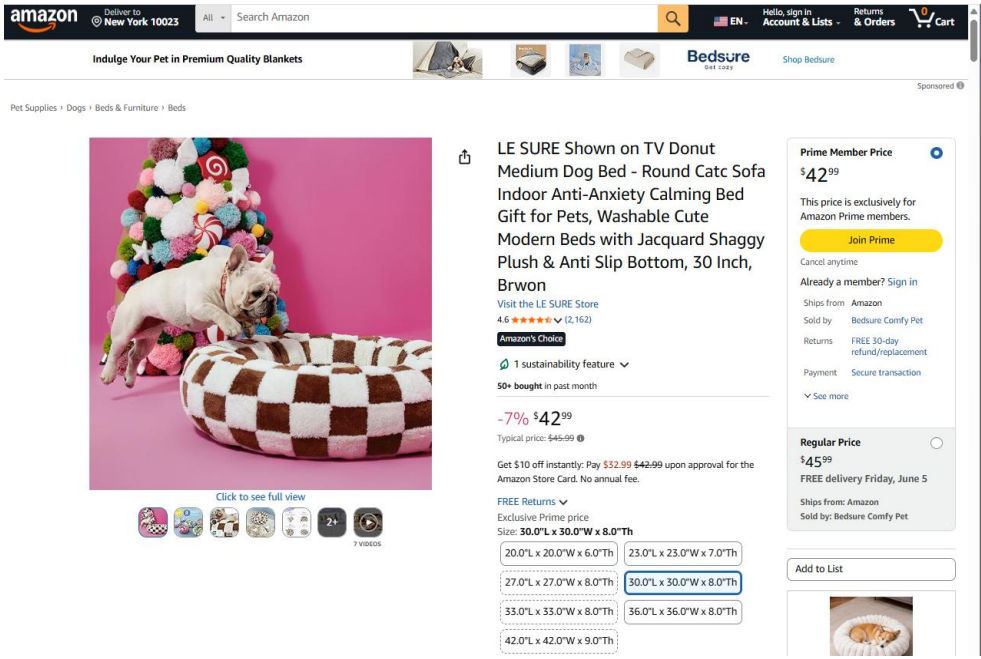


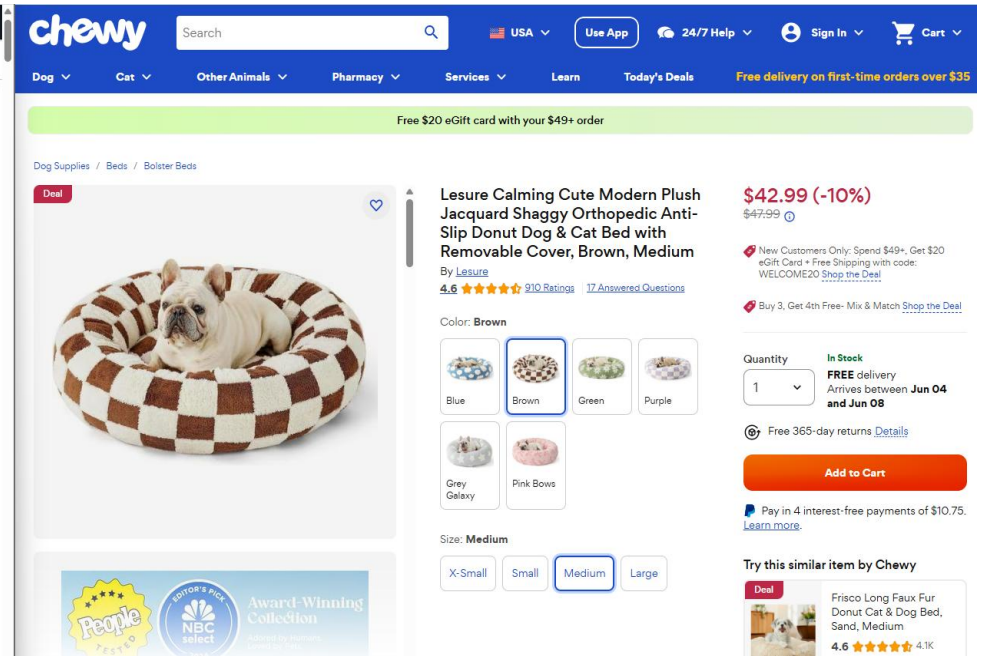


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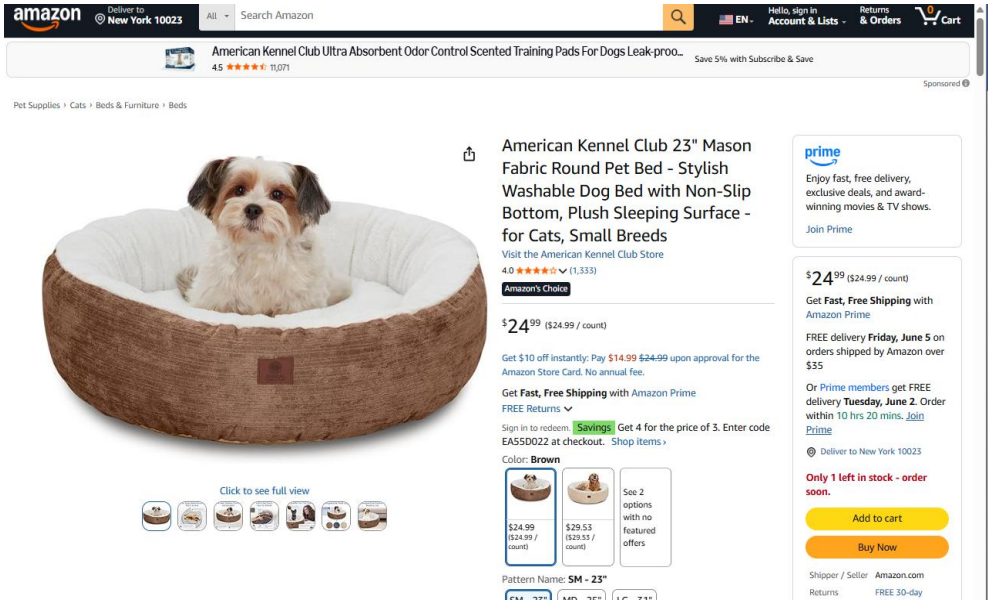


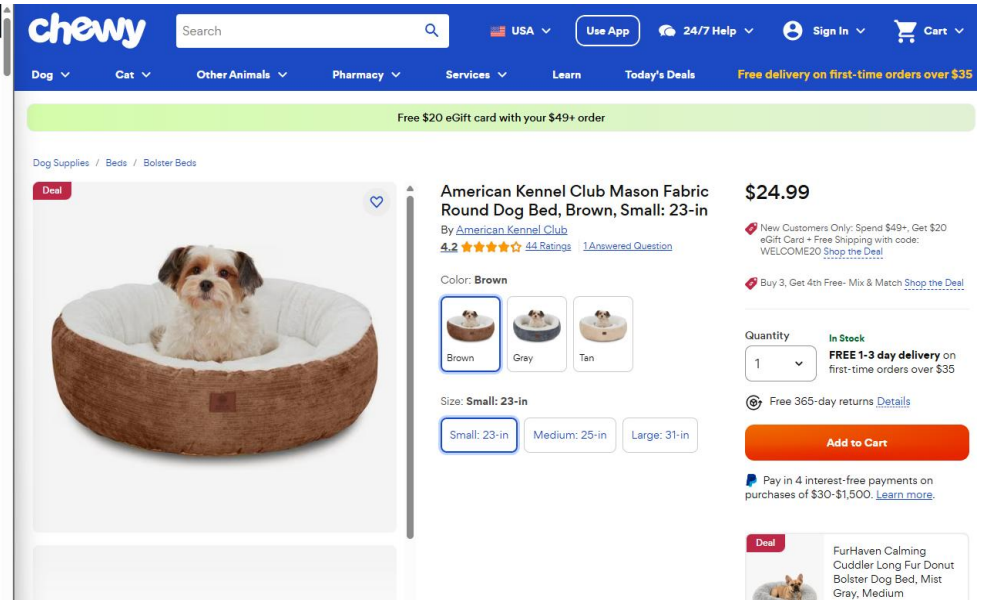


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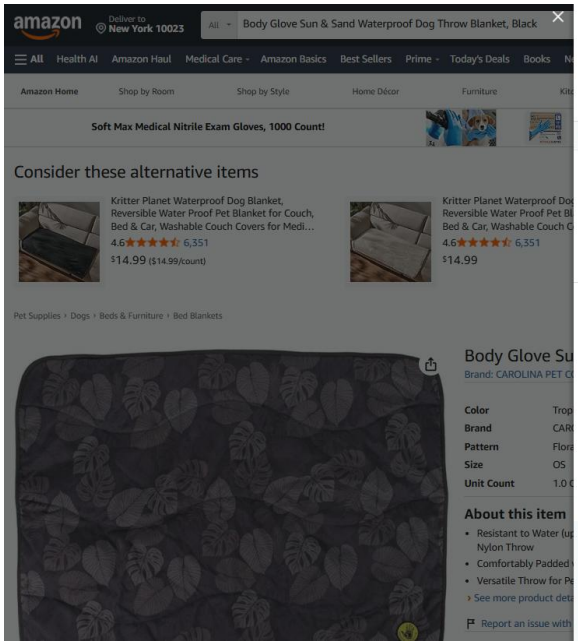


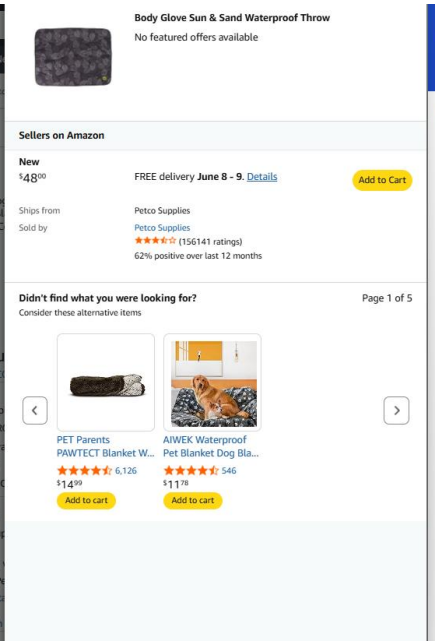


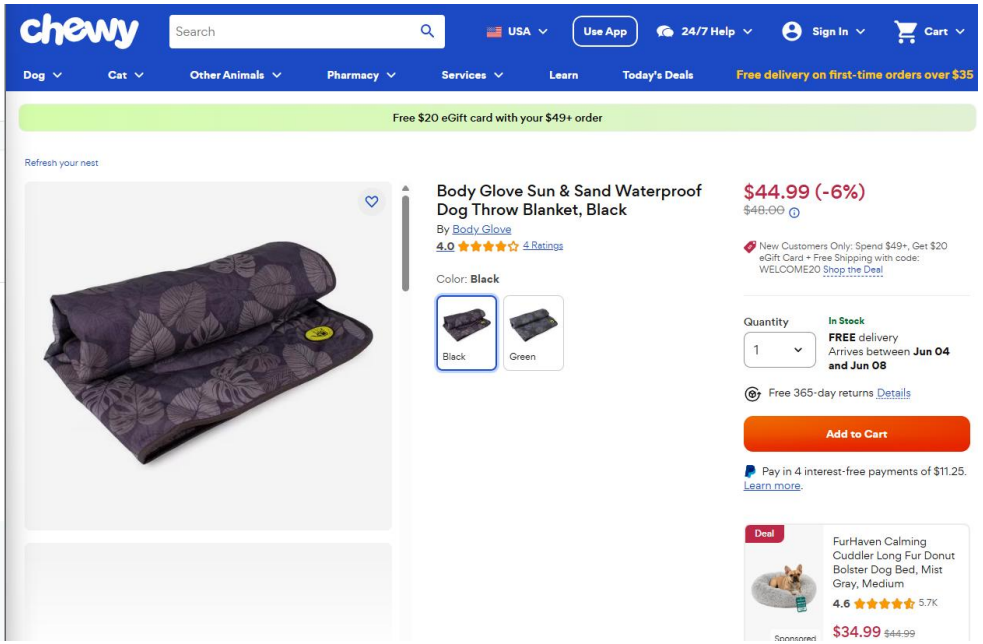
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Bespoke – Amazon and Chewy Identical Items

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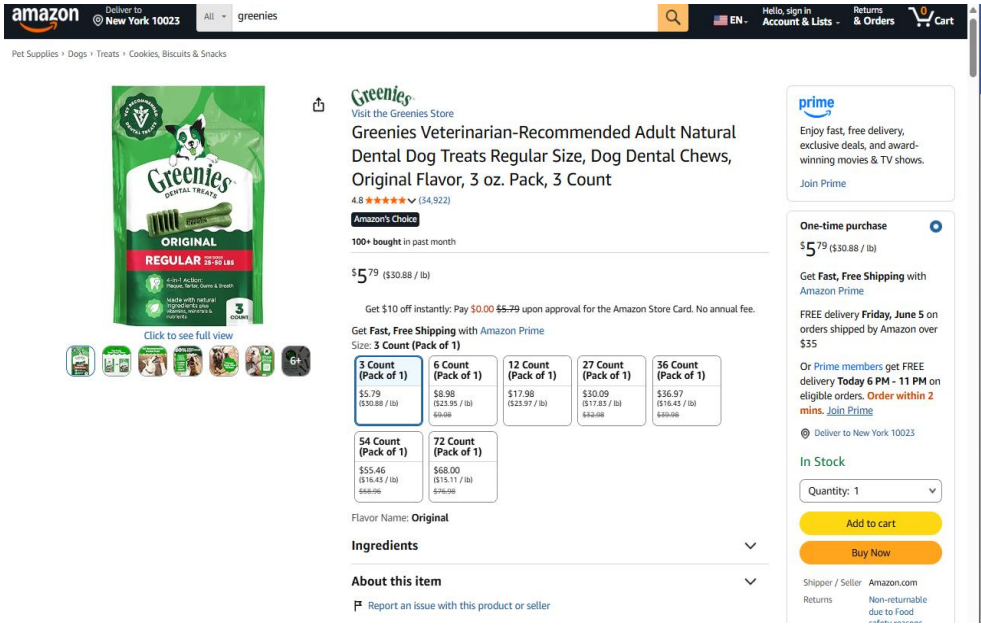
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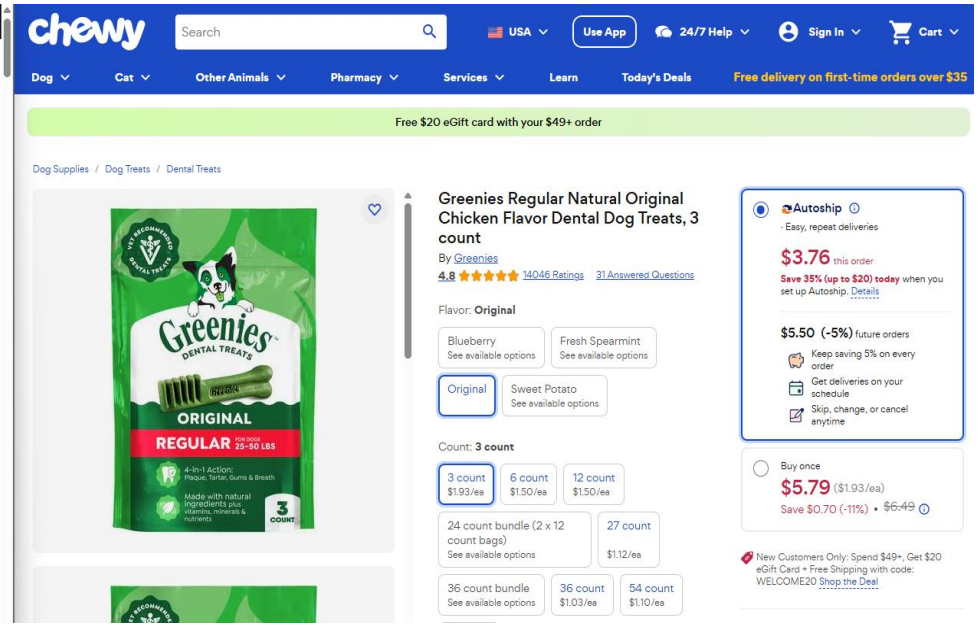
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- ❑ Dog Health
- ❑ Dog Grooming
- ❑ Dog Cleaning
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- ❑ Dog Dental Treats
- ❑ Cat Food
- ❑ Cat Treats
- ❑ Cat Accessories
- ❑ Cat Toys
- ❑ Cat Litter
- ❑ Cat Health
- ❑ Small Animals
- ❑ Fish
- ❑ Birds

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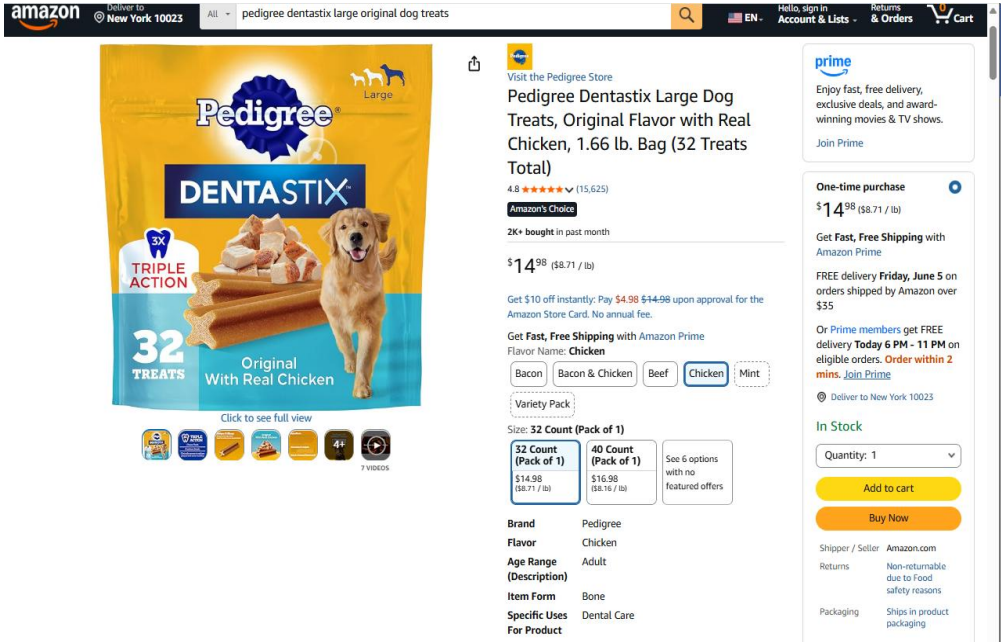


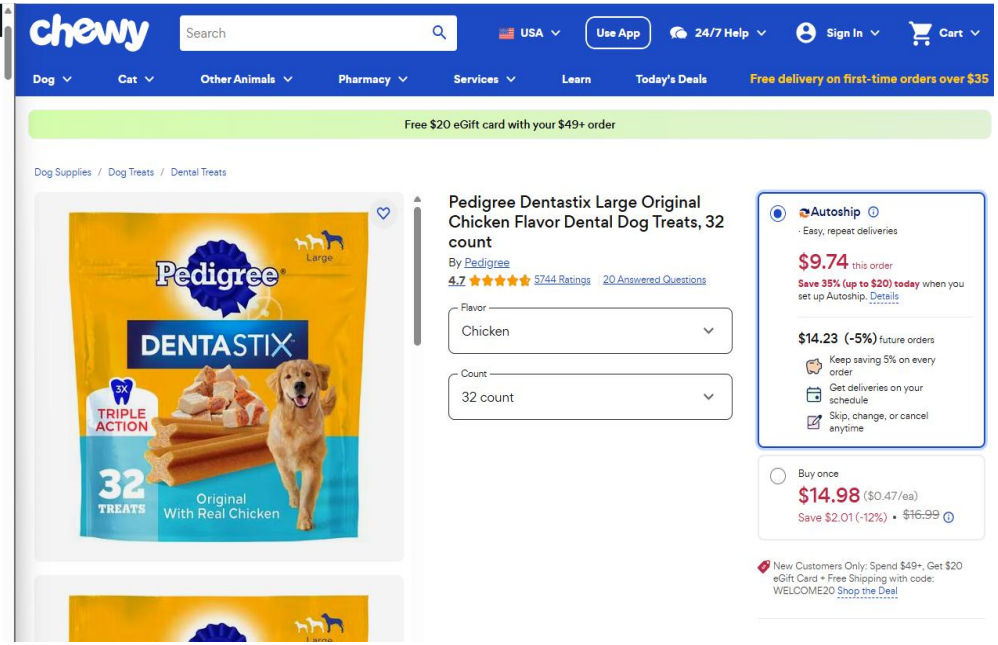


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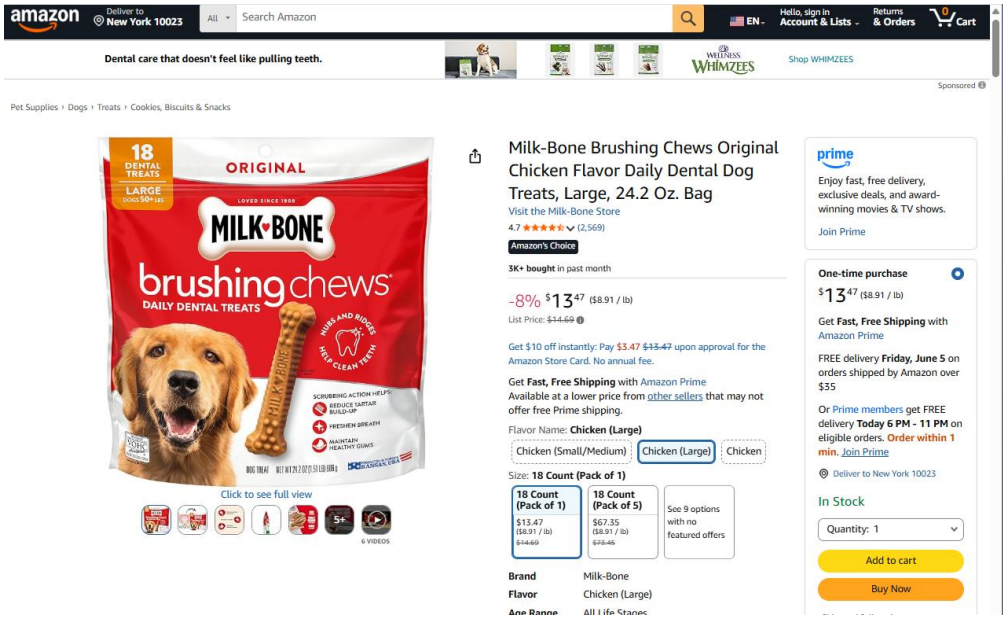


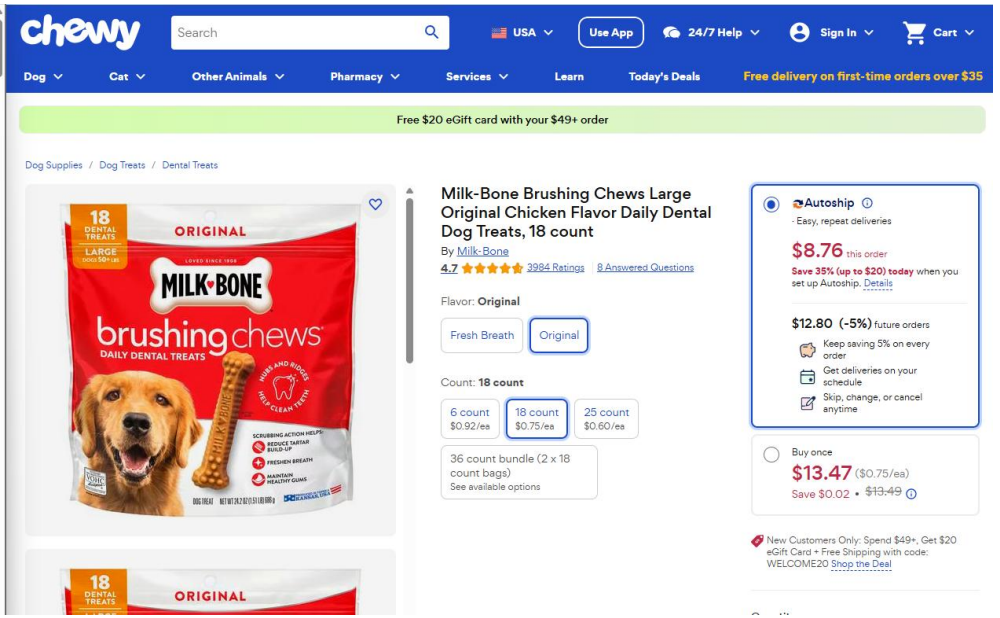


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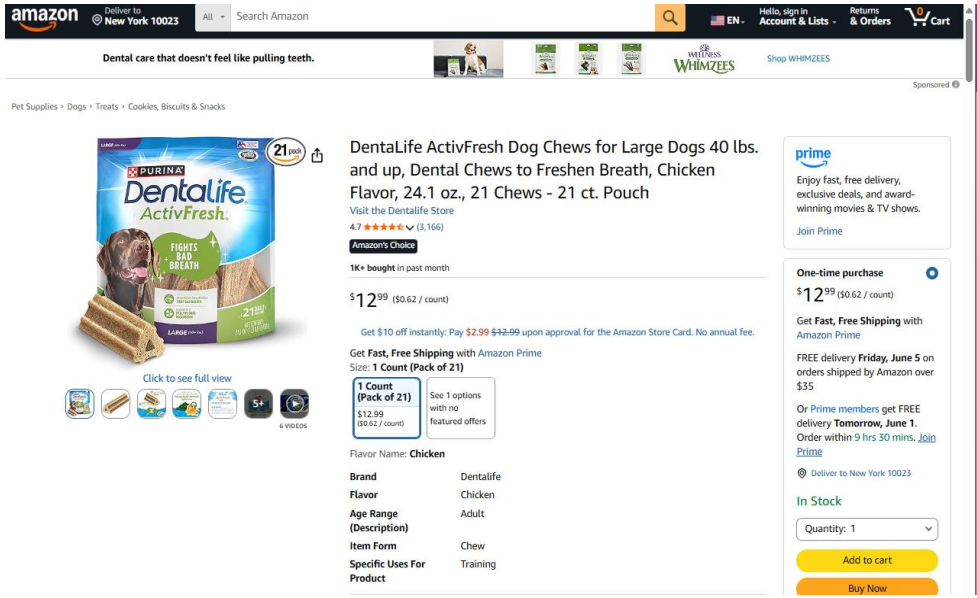


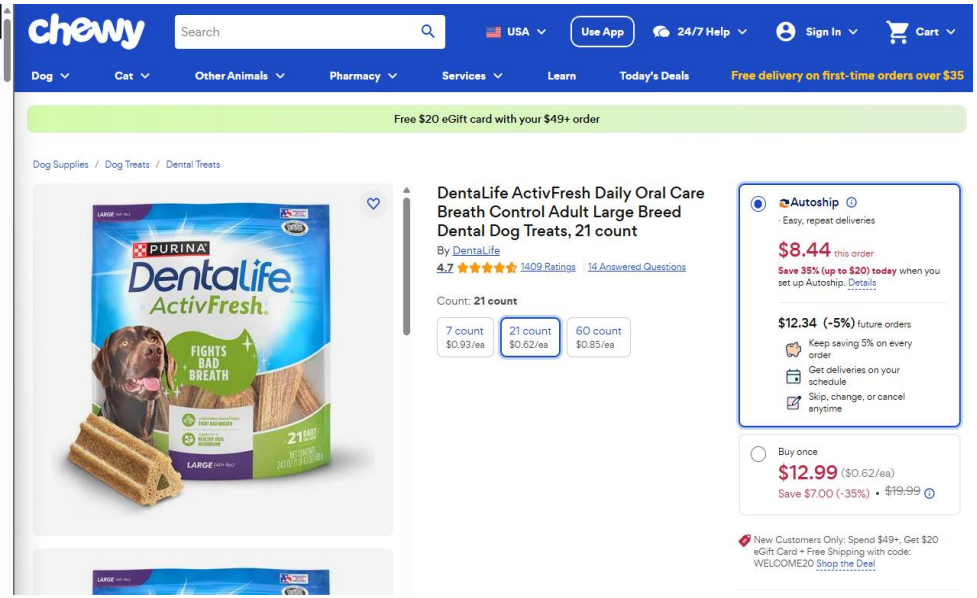


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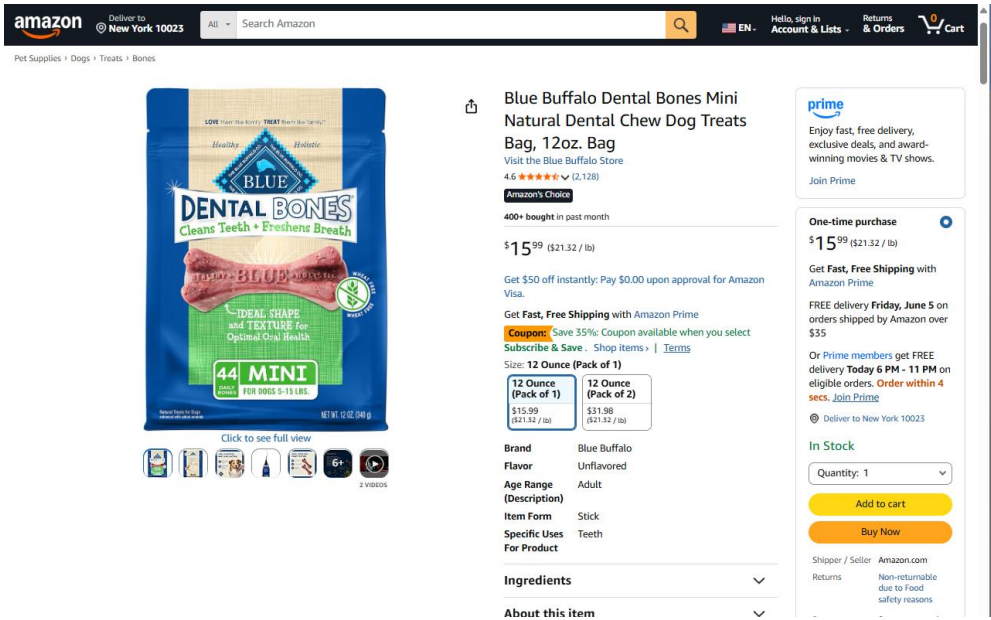


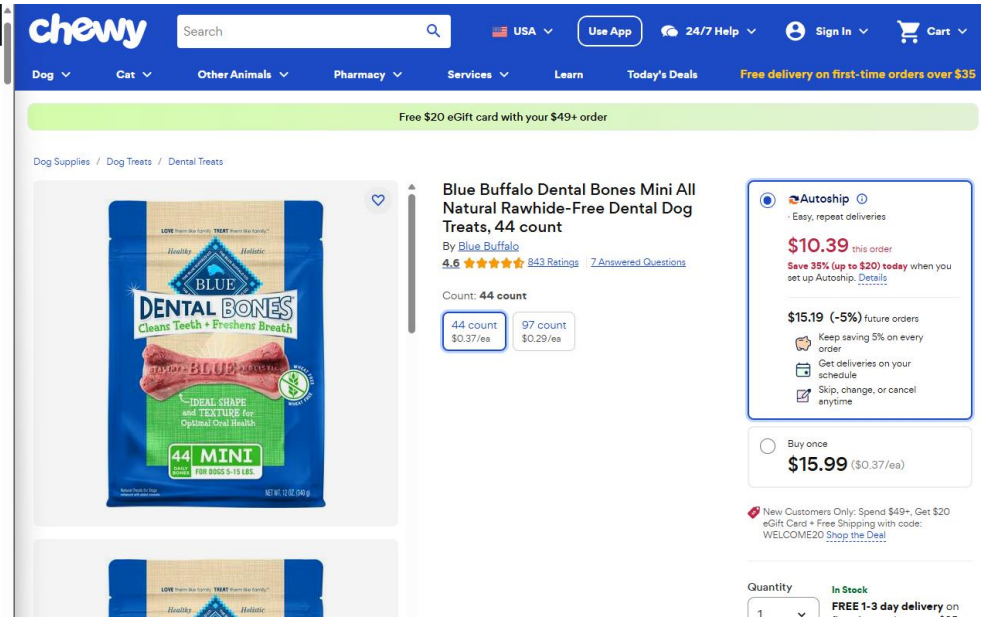


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May 2026





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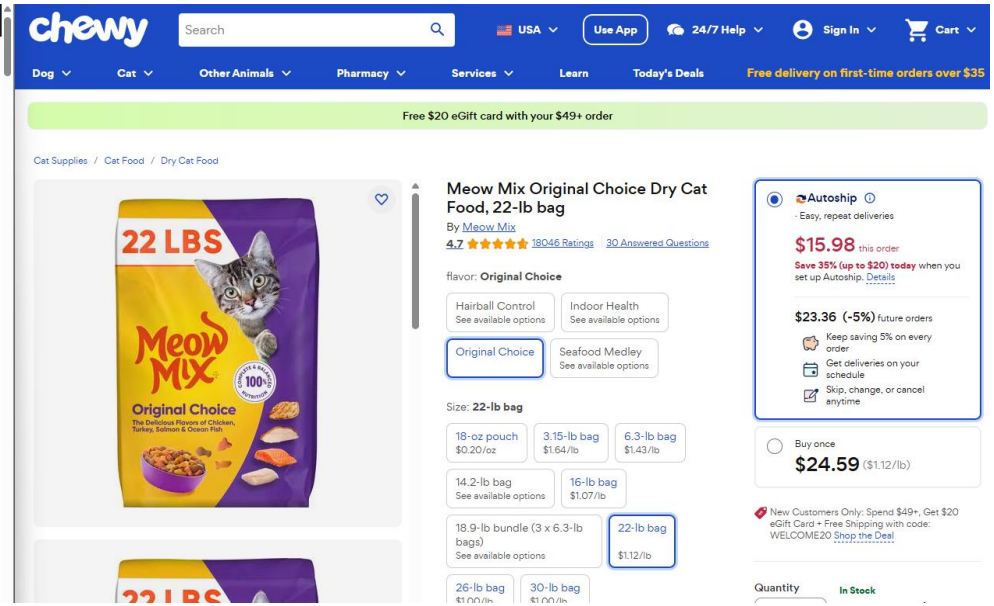
Category

- ❑ Dog Food
- ❑ Dog Health
- ❑ Dog Grooming
- ❑ Dog Cleaning
- ❑ Dog Toys
- ❑ Dog Toy Pens
- ❑ Dog Treats
- ❑ Dog Accessories
- ❑ Dog Beds
- ❑ Dog Dental Treats
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- ❑ Cat Treats
- ❑ Cat Accessories
- ❑ Cat Toys
- ❑ Cat Litter
- ❑ Cat Health
- ❑ Small Animals
- ❑ Fish
- ❑ Birds

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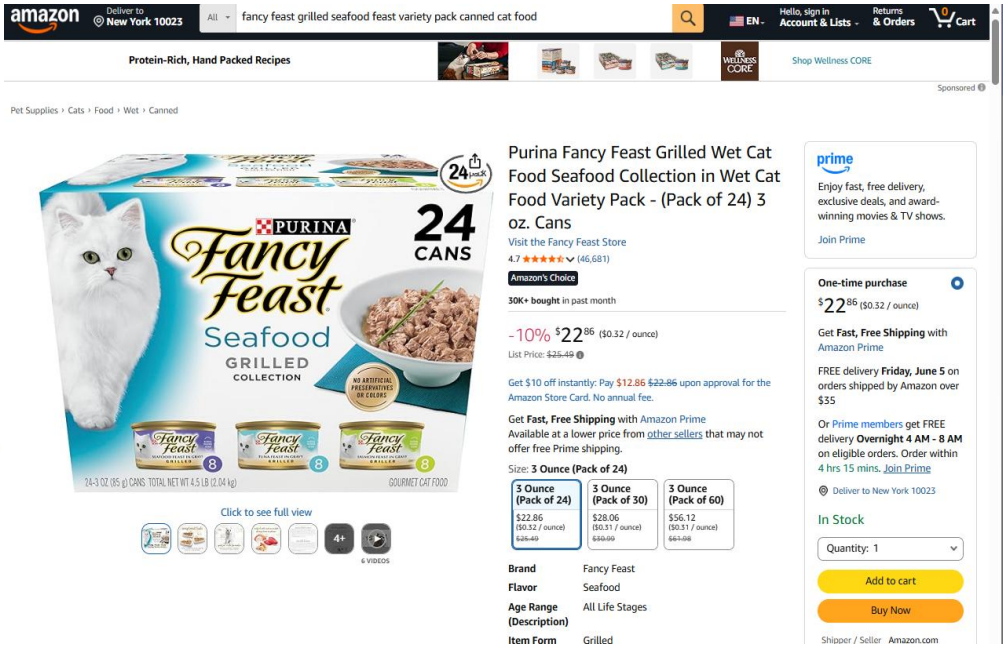


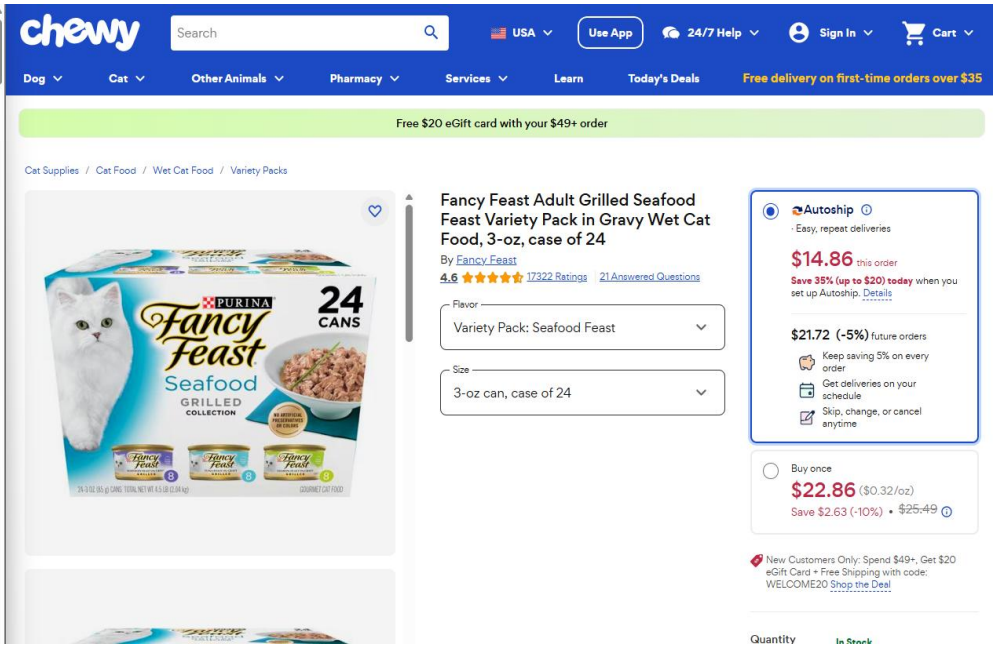


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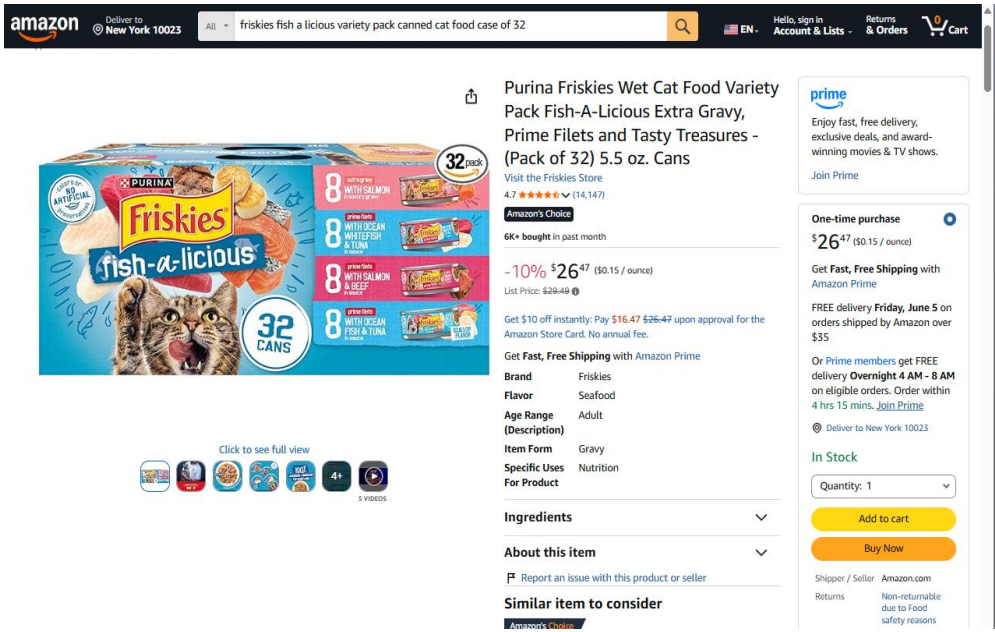


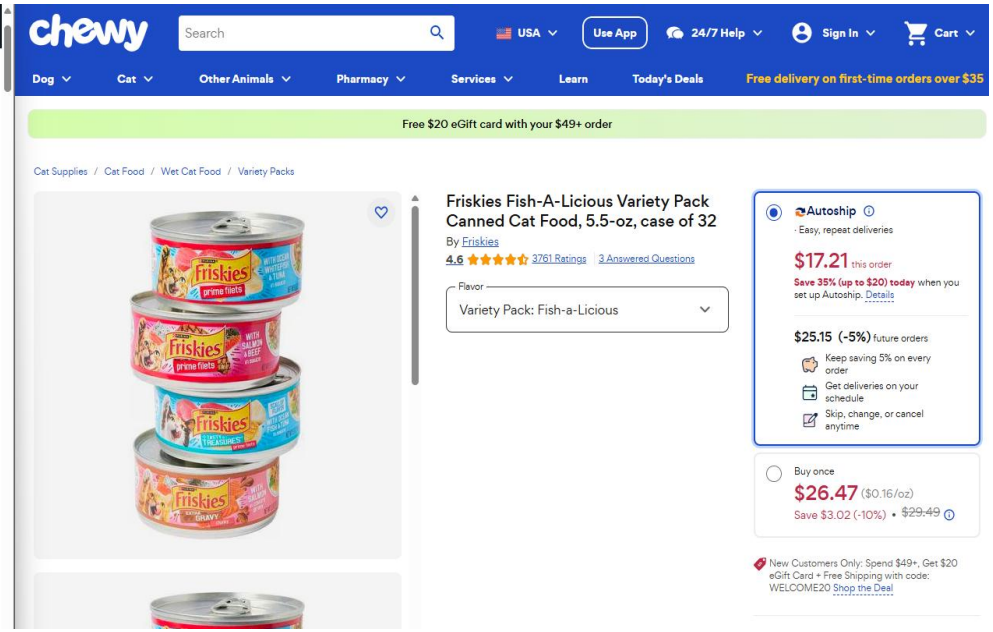


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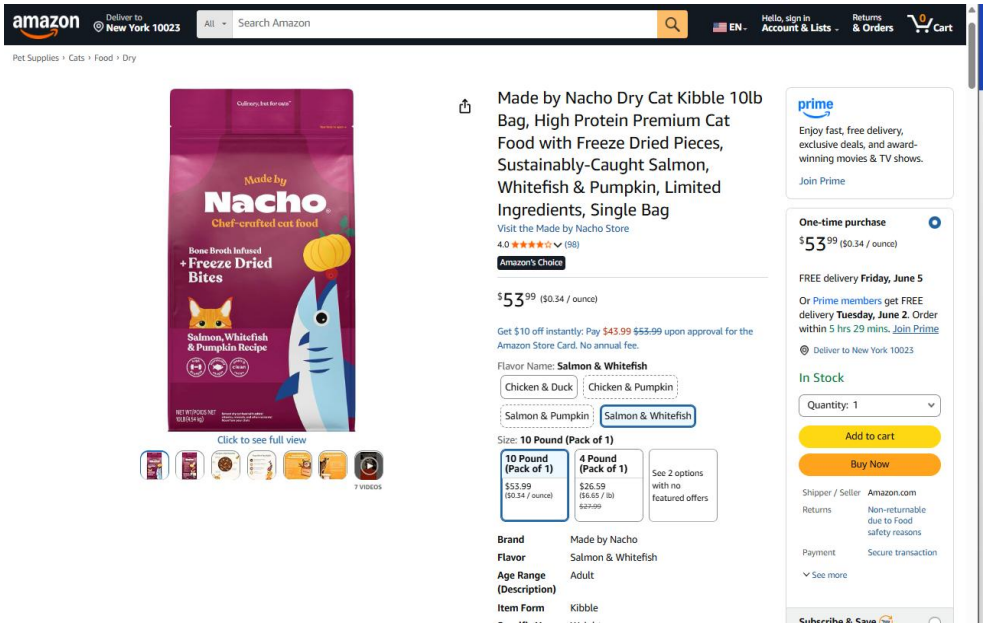


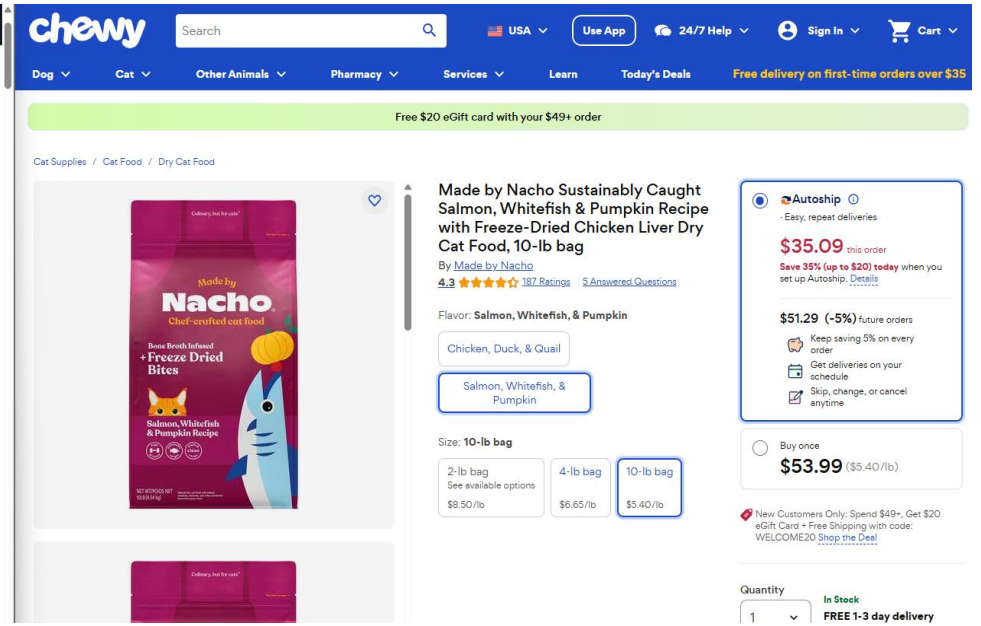


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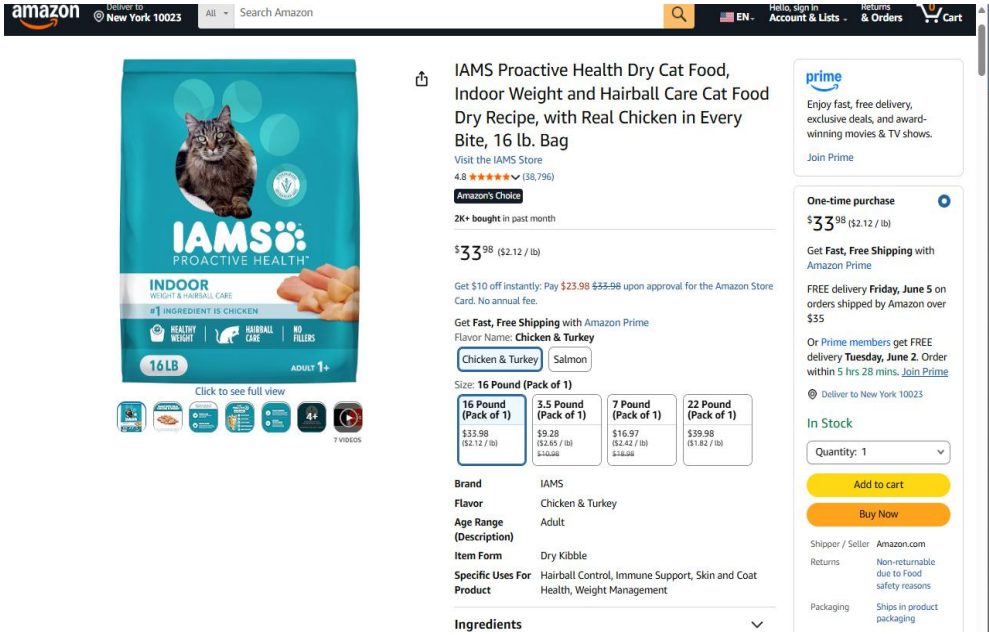


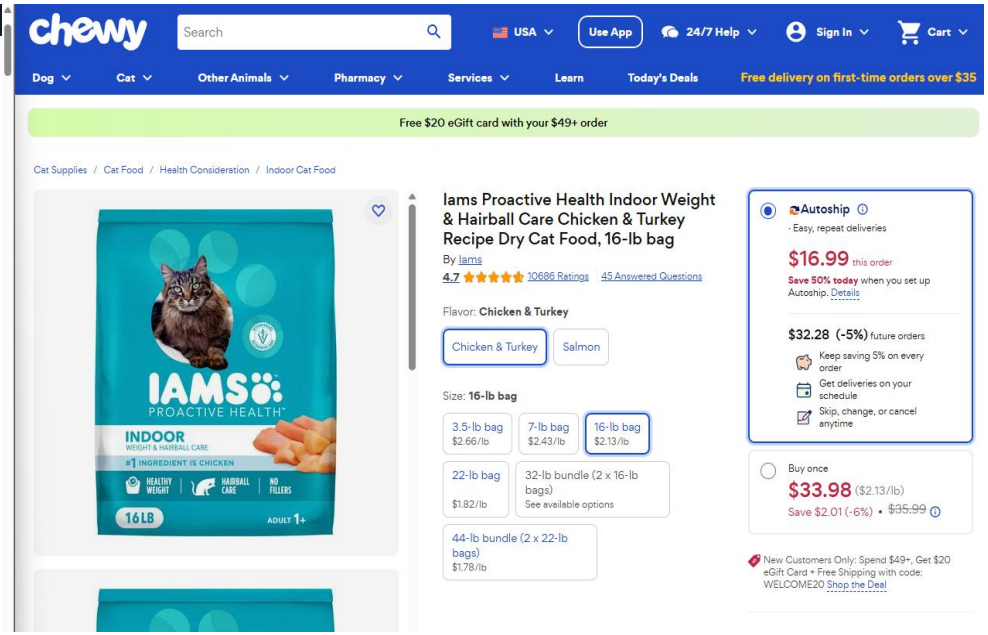


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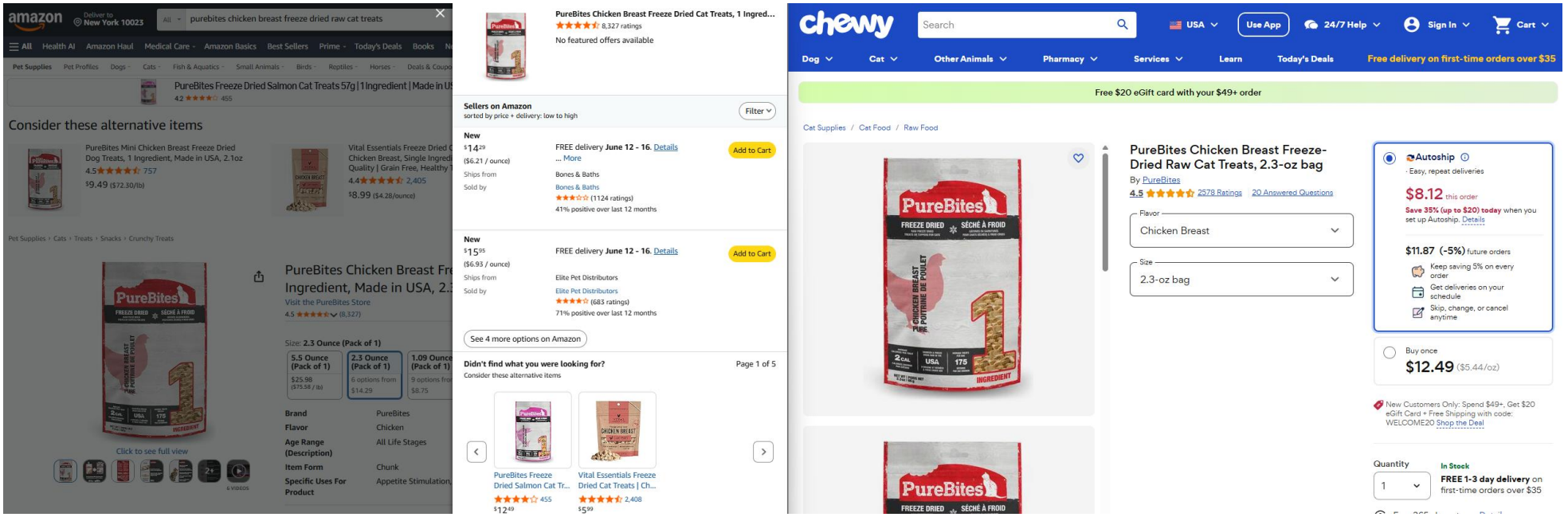
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Category

- ❑ Dog Food
- ❑ Dog Health
- ❑ Dog Grooming
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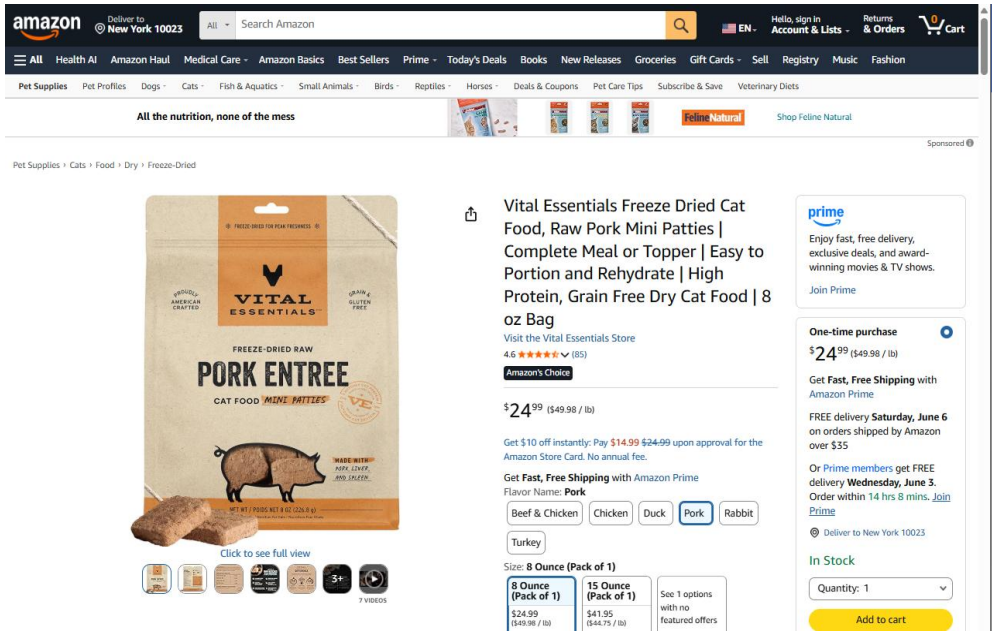
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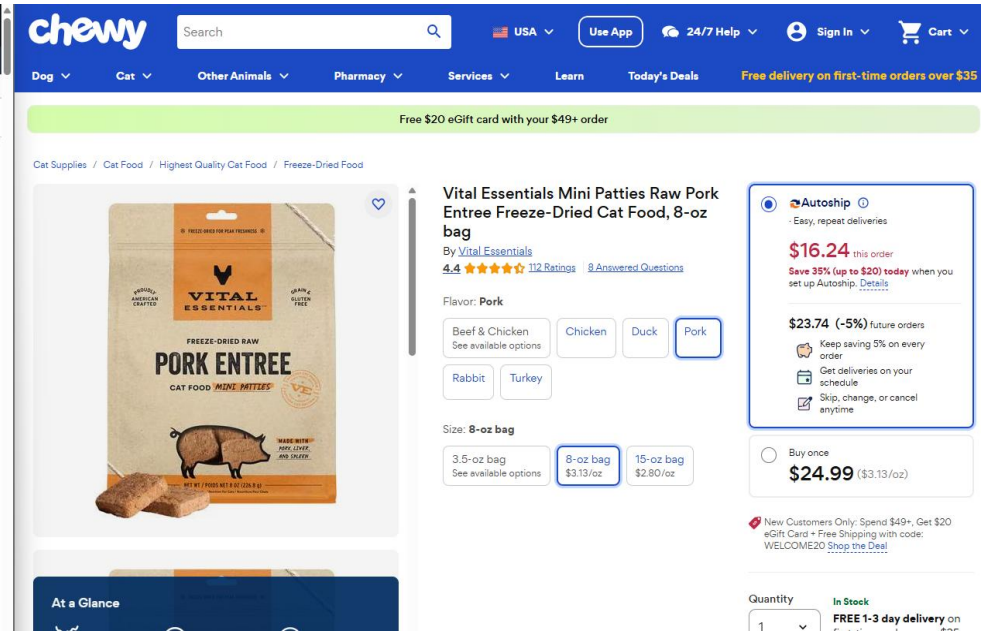


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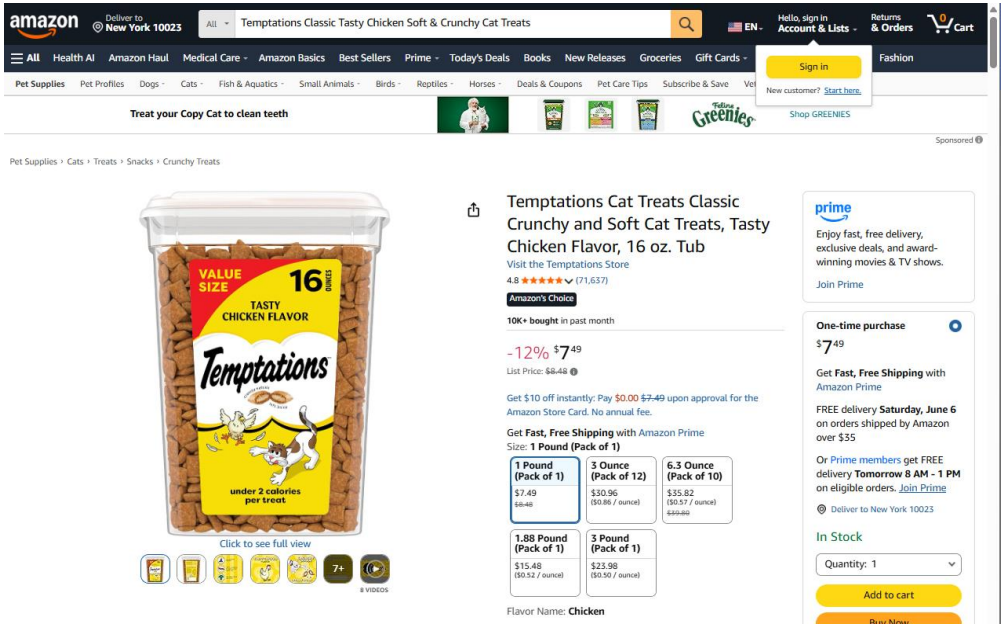


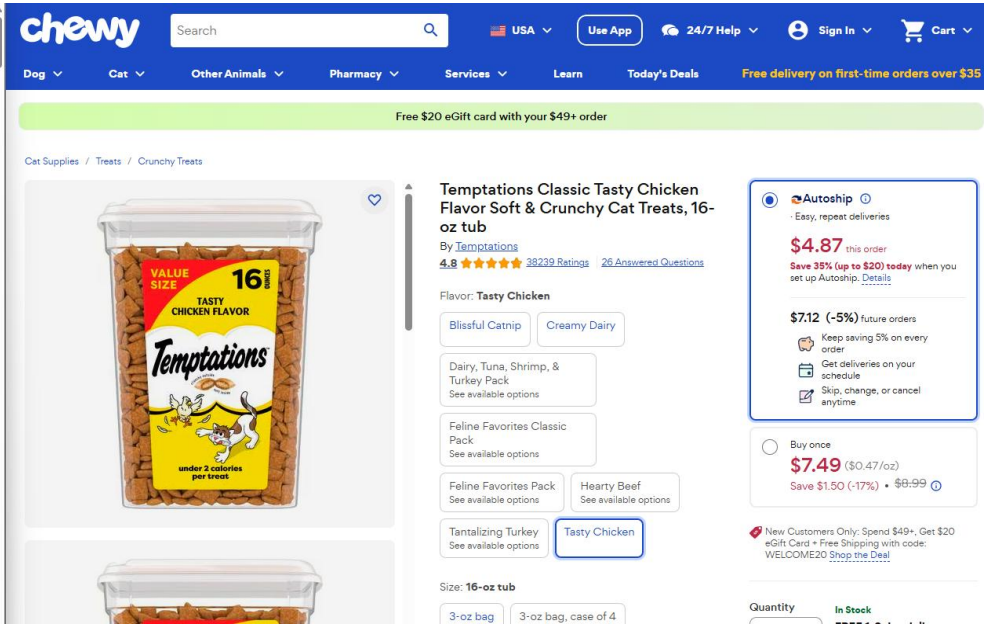


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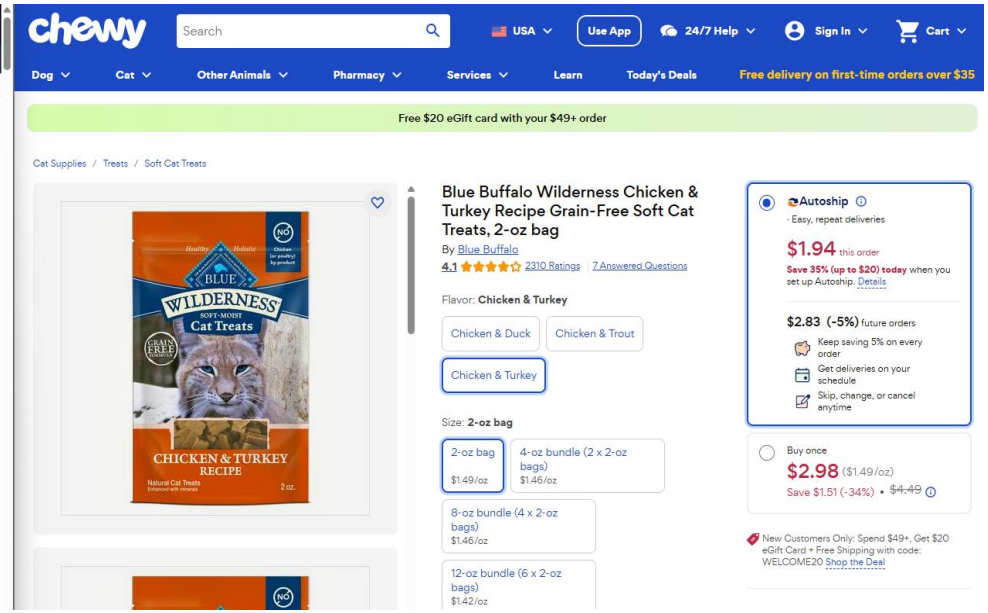


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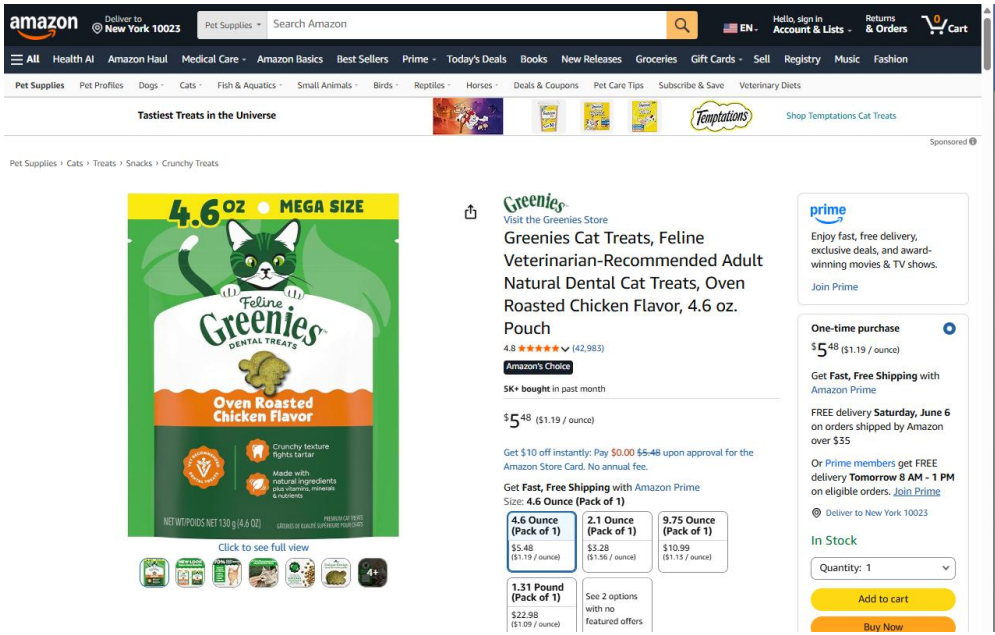


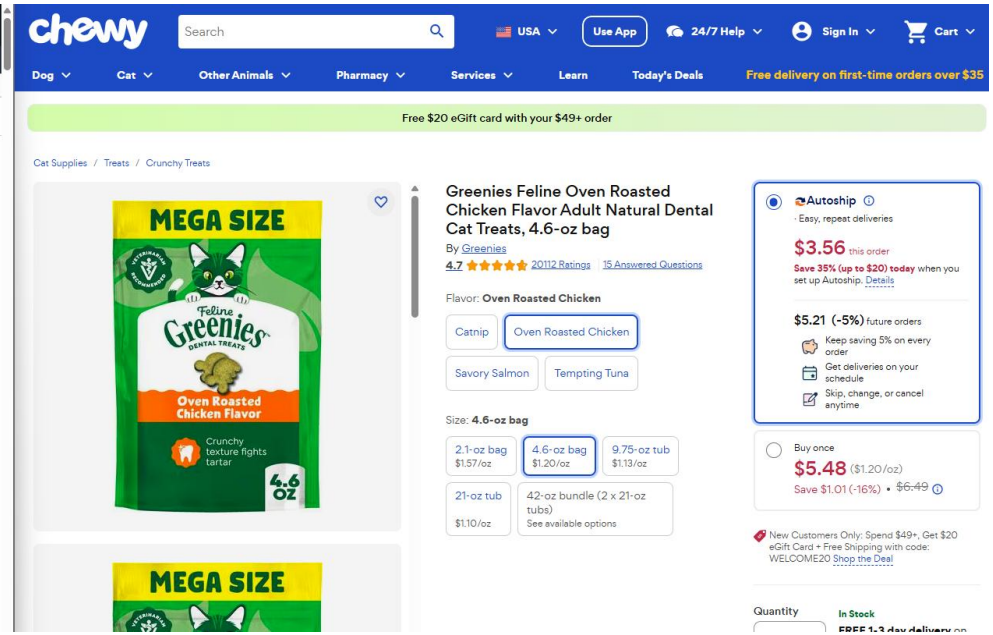


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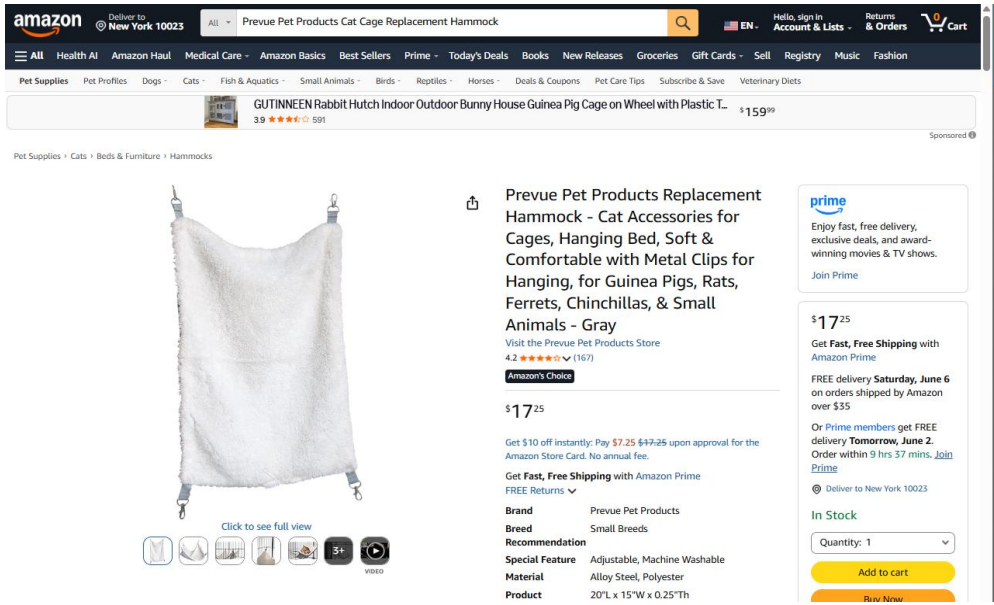
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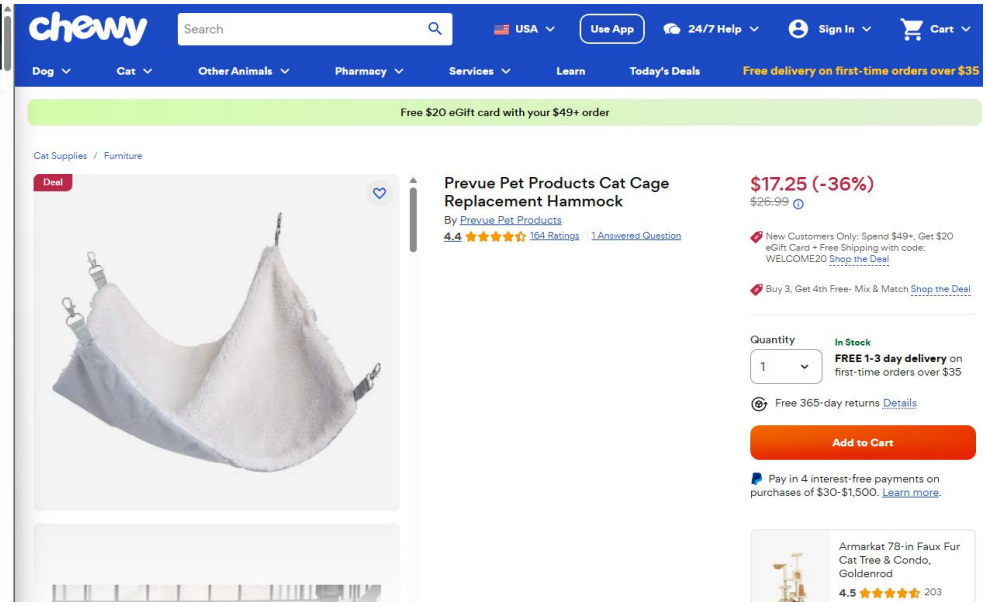
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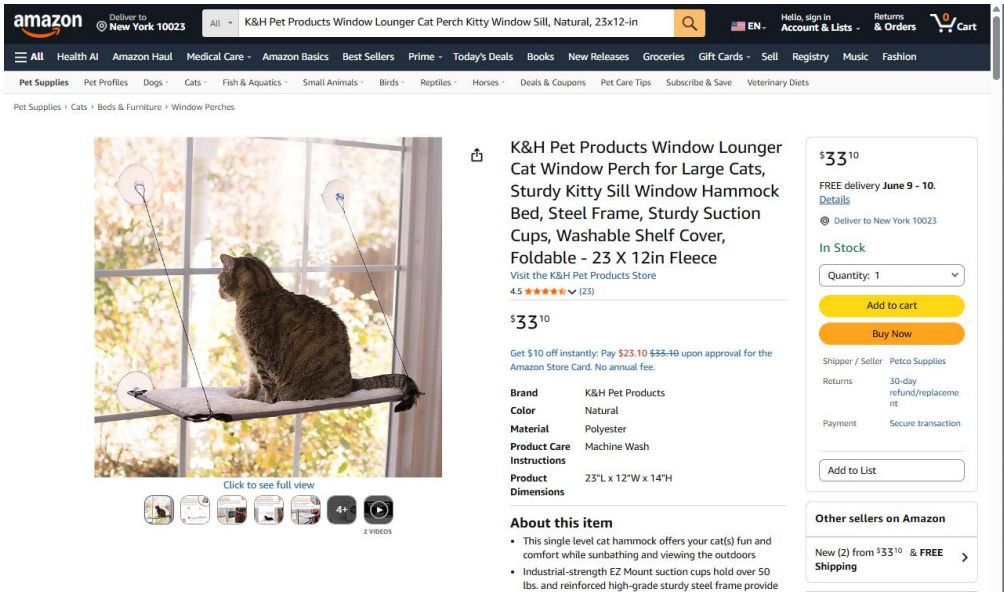


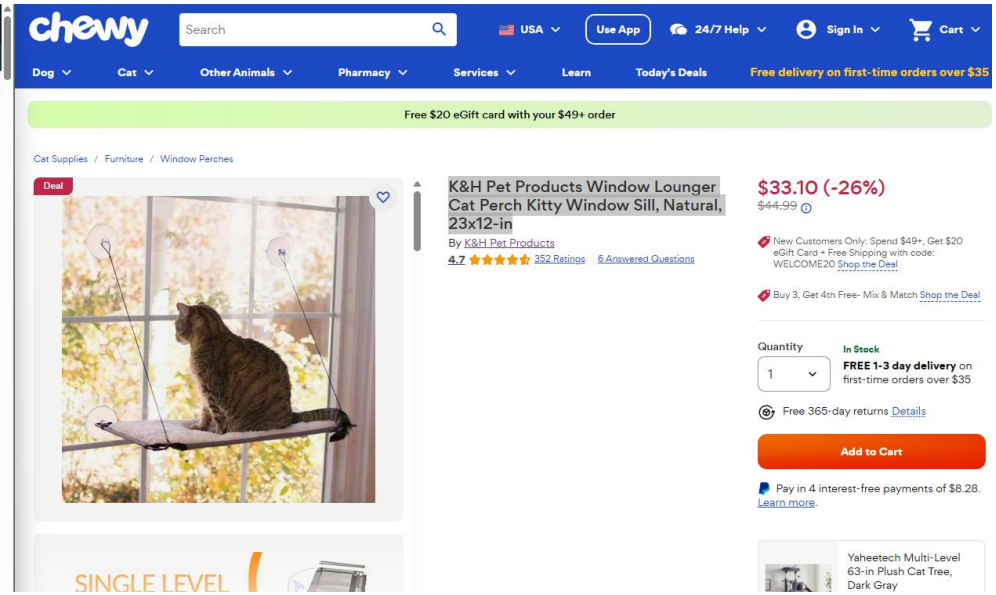


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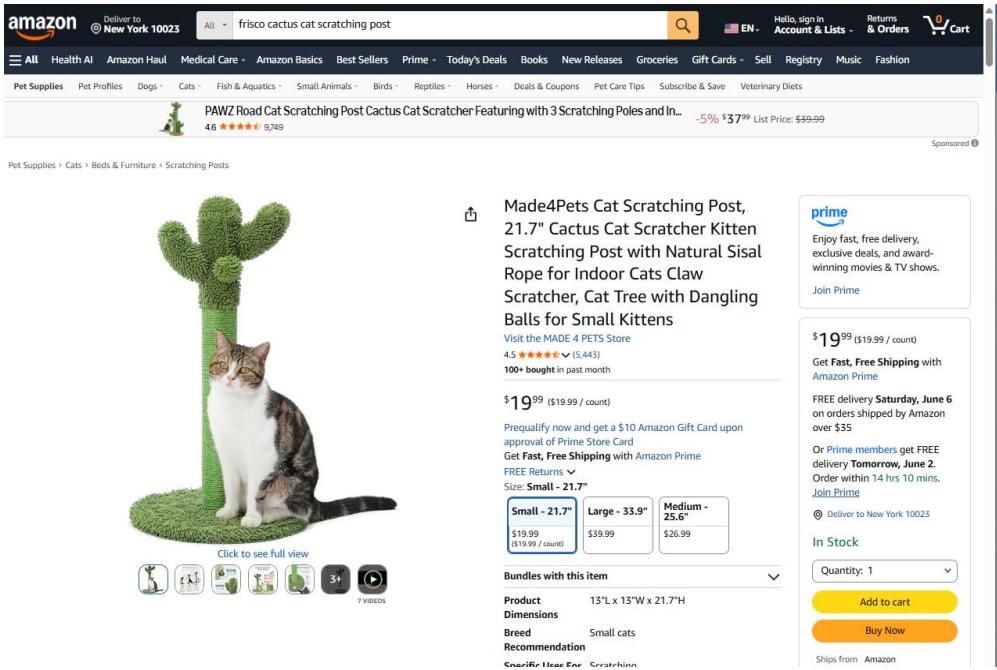


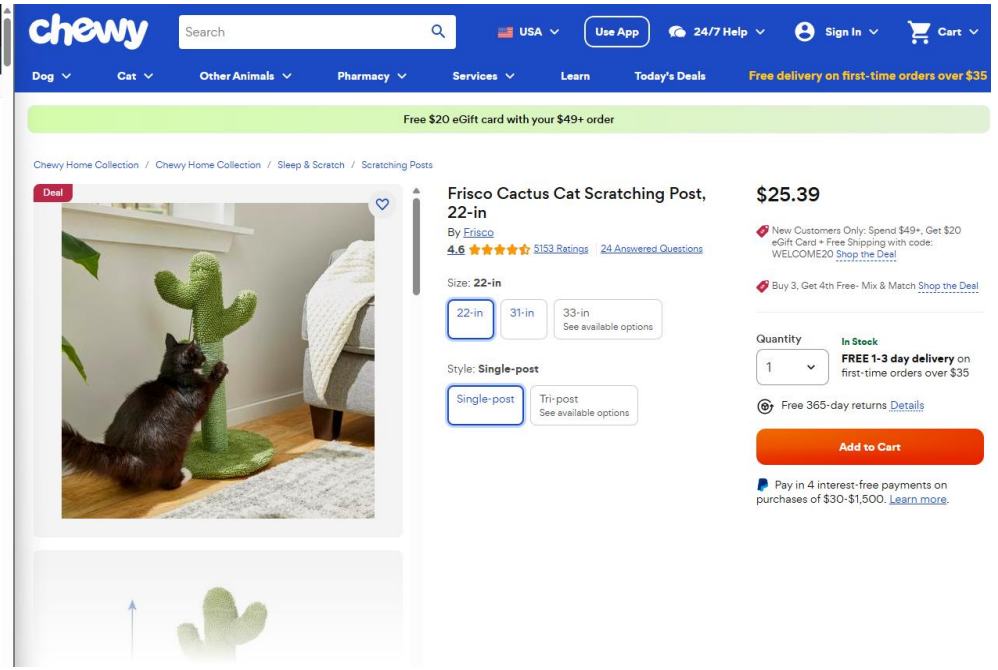


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Chewy Identical Items

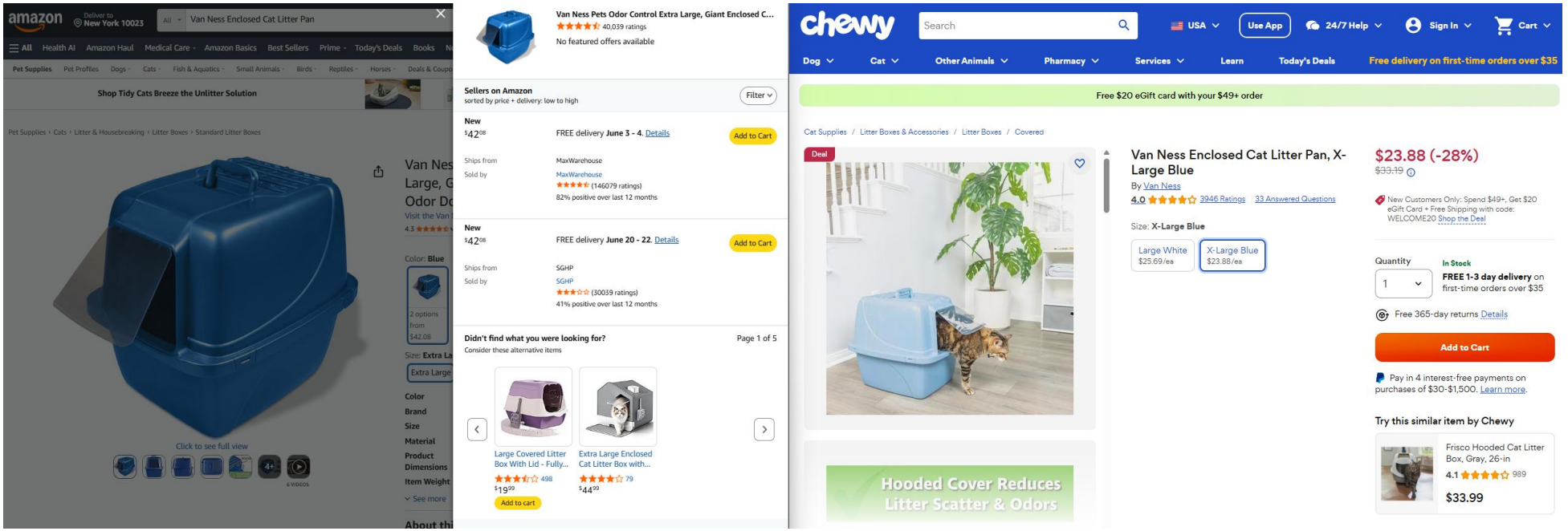
May 2026





Bespoke – Amazon and Chewy Identical Items

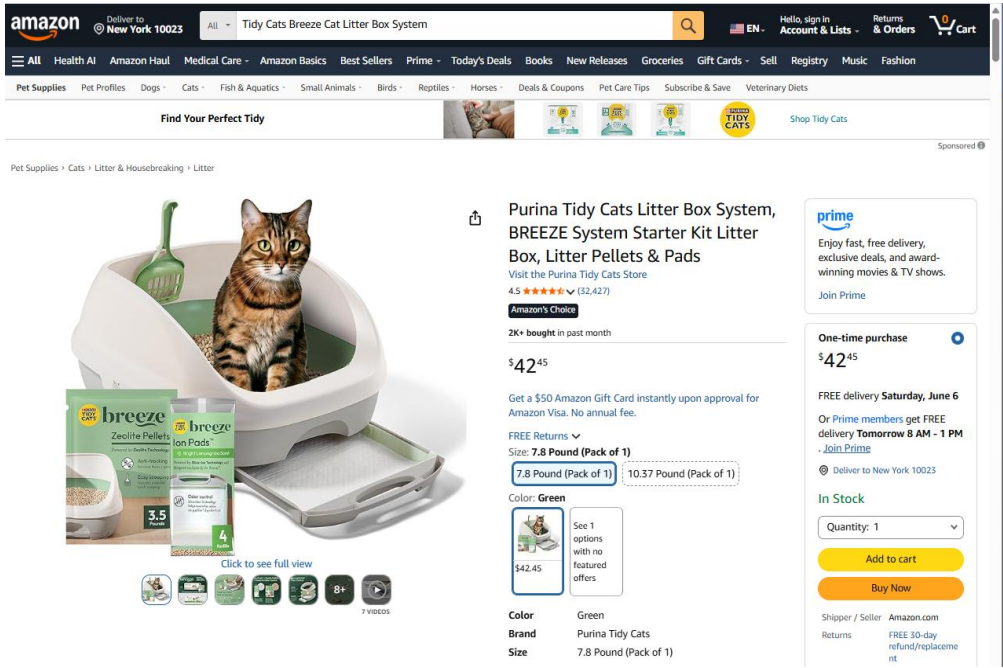
May 2026

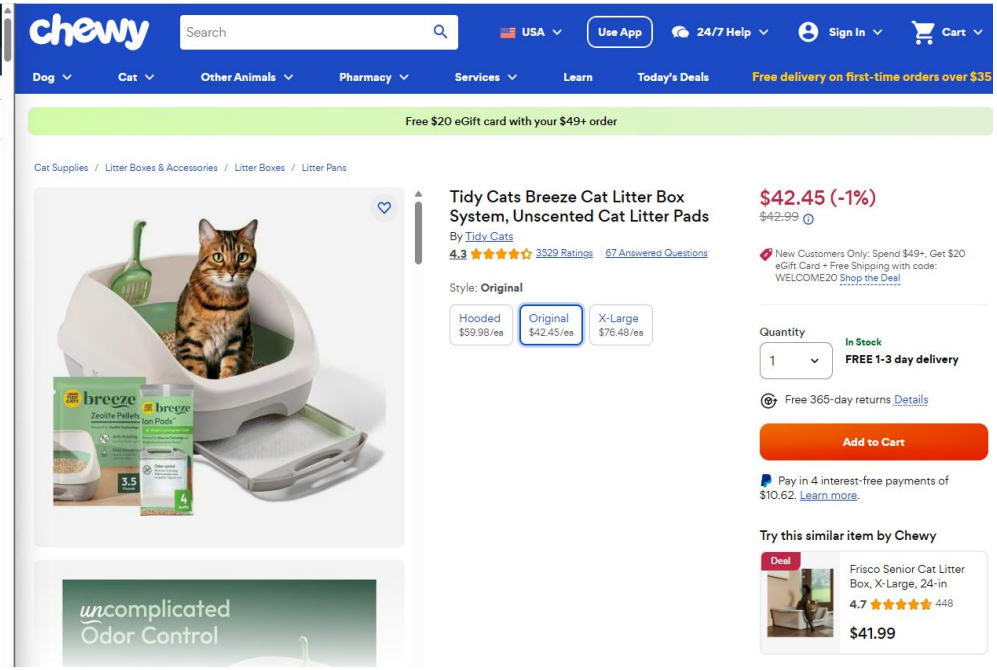


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Bespoke – Amazon and Chewy Identical Items

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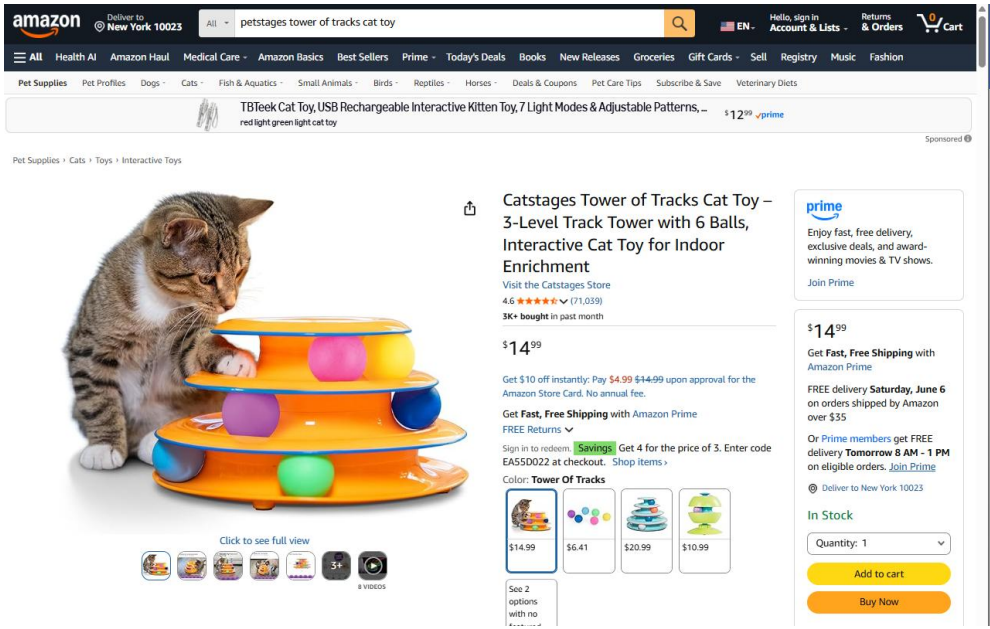


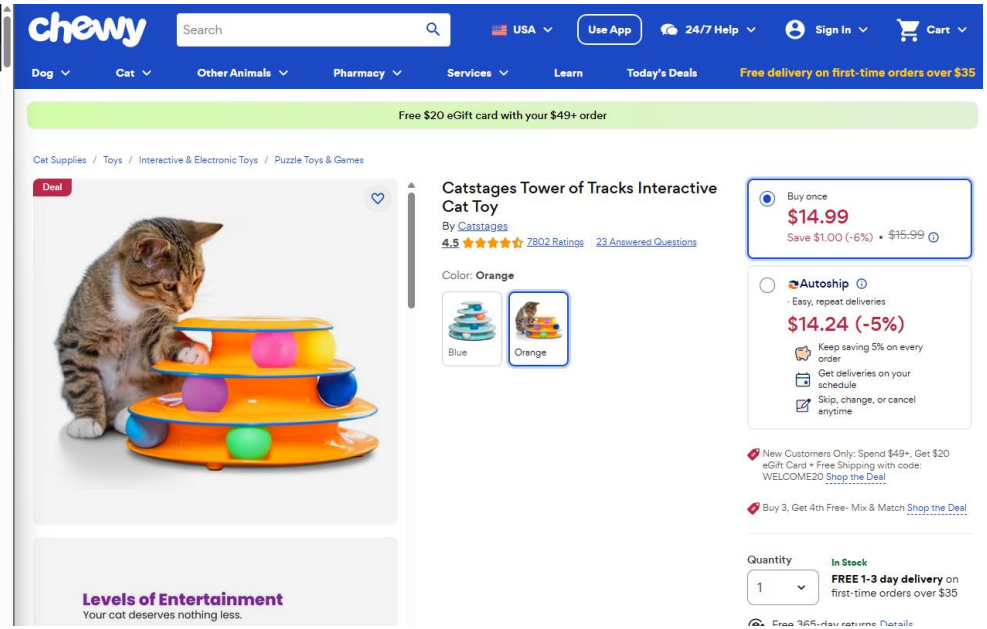
Category

- ❑ Dog Food
- ❑ Dog Health
- ❑ Dog Grooming
- ❑ Dog Cleaning
- ❑ Dog Toys
- ❑ Dog Toy Pens
- ❑ Dog Treats
- ❑ Dog Accessories
- ❑ Dog Beds
- ❑ Dog Dental Treats
- ❑ Cat Food
- ❑ Cat Treats
- ❑ Cat Accessories
- ❑ Cat Toys
- ❑ Cat Litter
- ❑ Cat Health
- ❑ Small Animals
- ❑ Fish
- ❑ Birds

Bespoke – Amazon and Chewy Identical Items

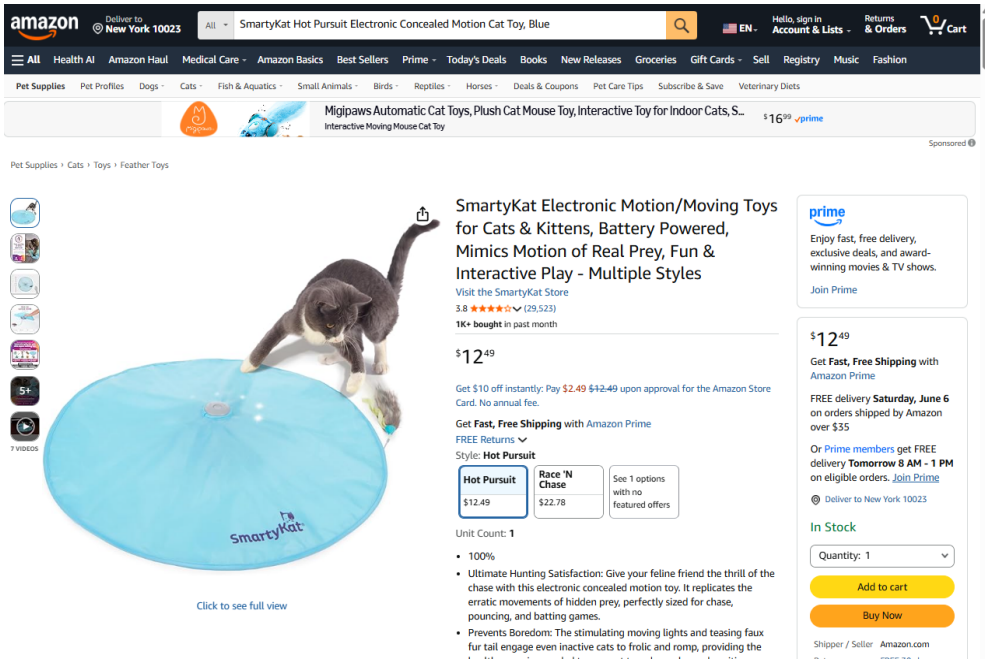
May 2026

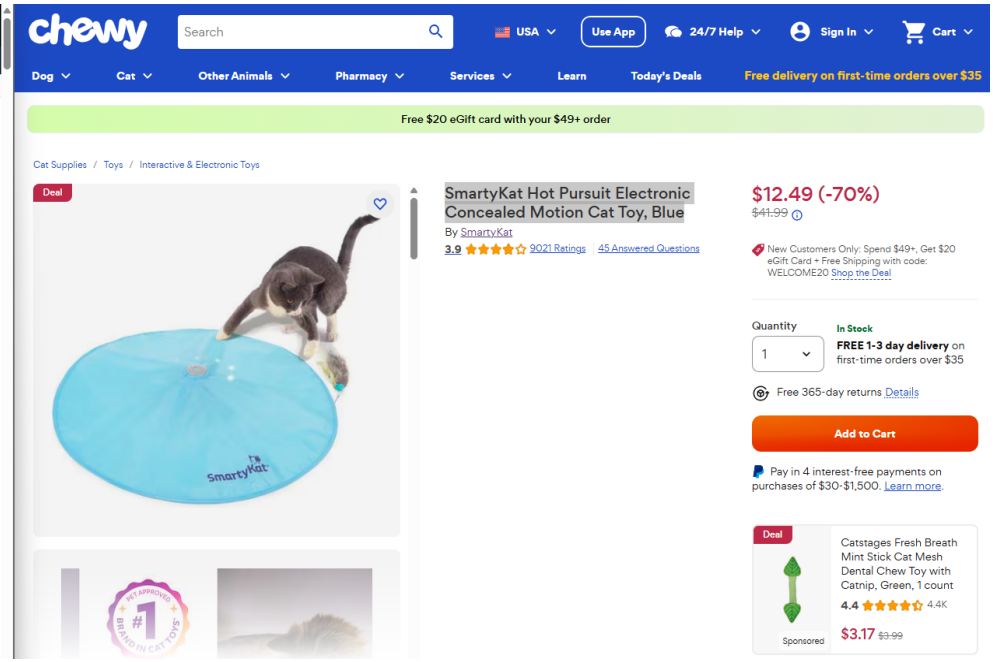




Bespoke – Amazon and Chewy Identical Items

May 2026

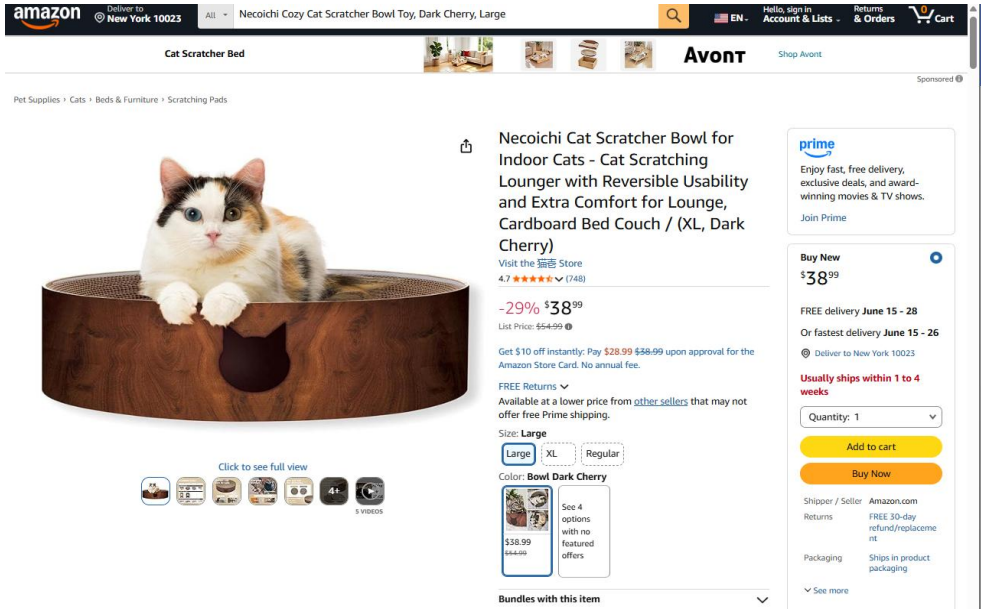


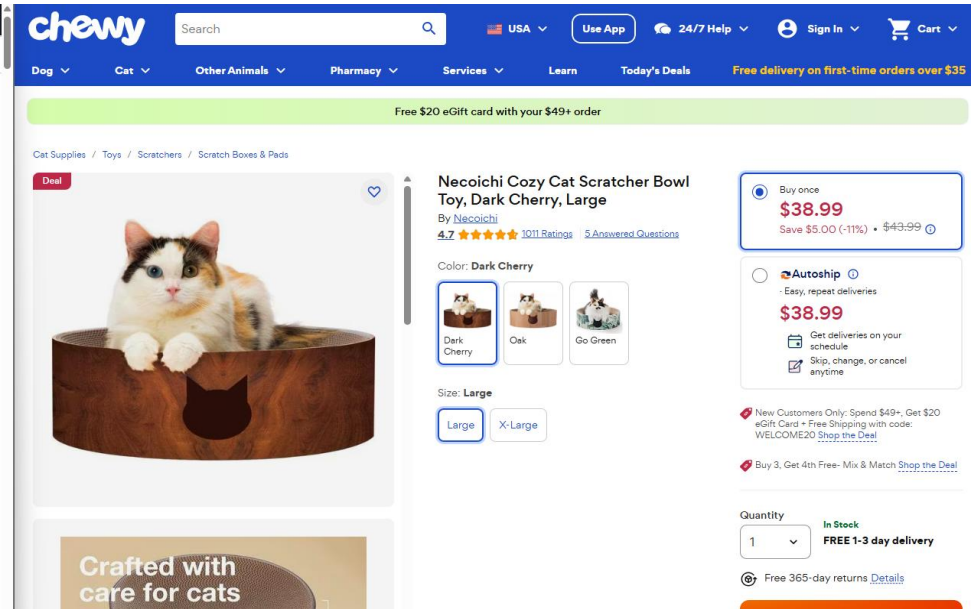


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Chewy Identical Items

May 2026

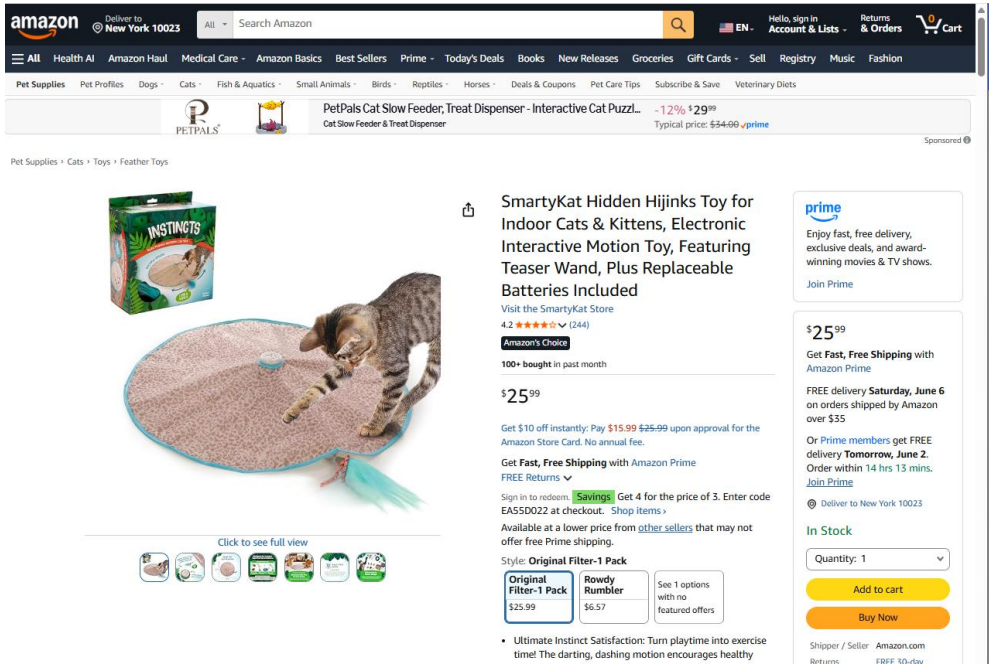


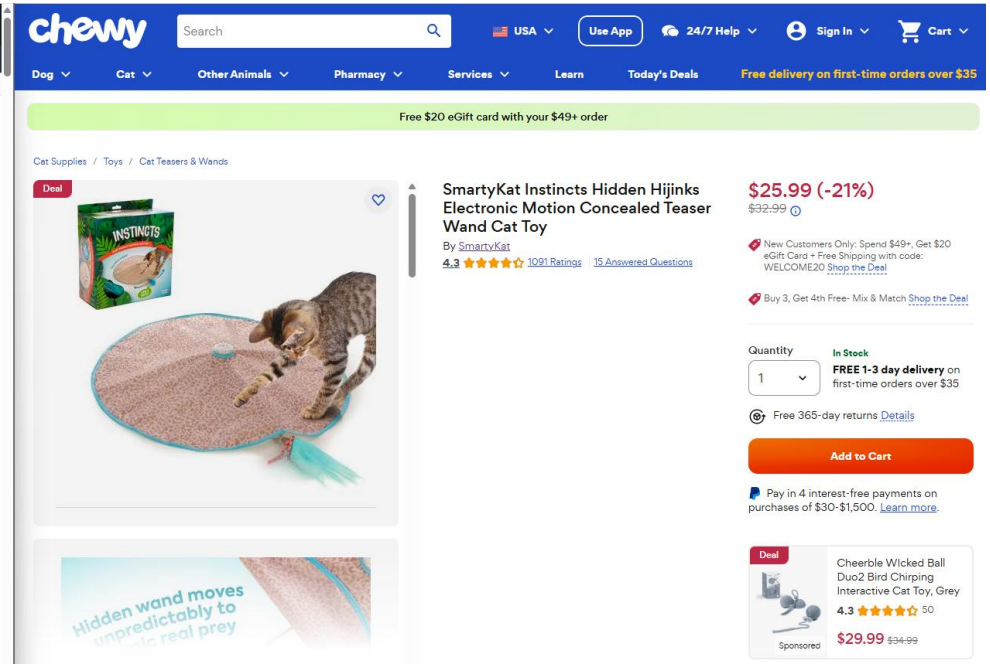


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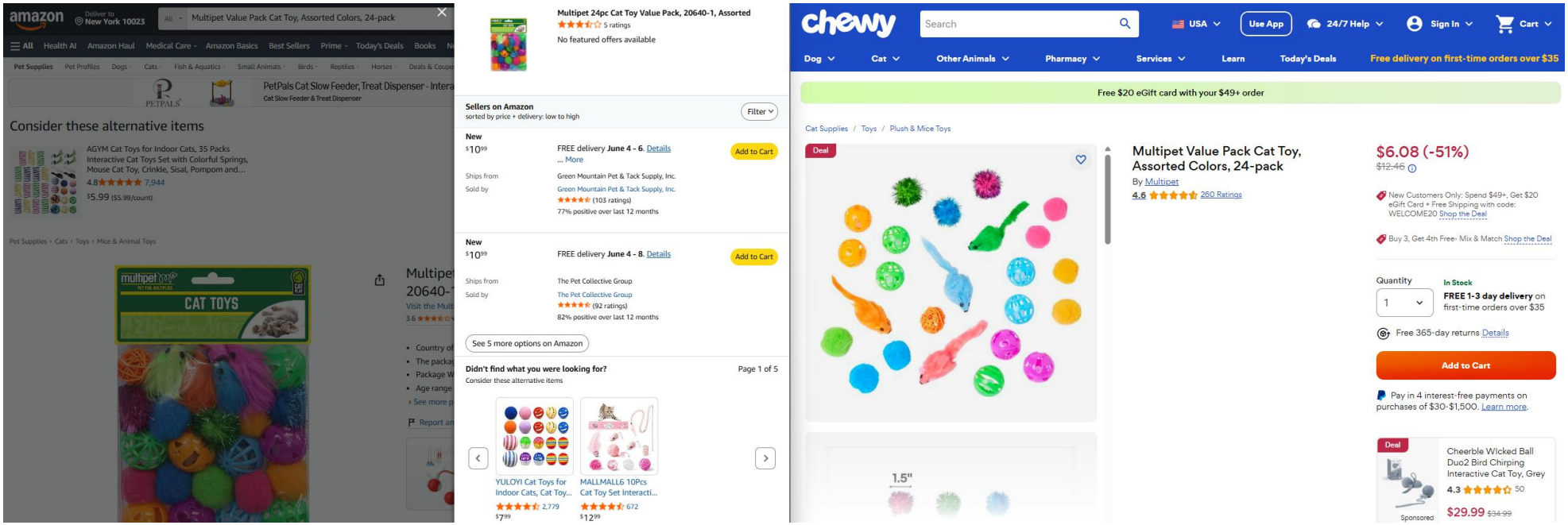




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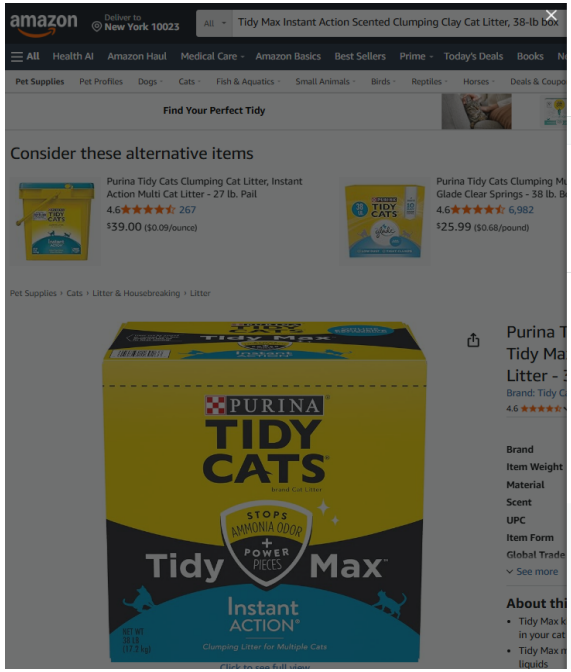
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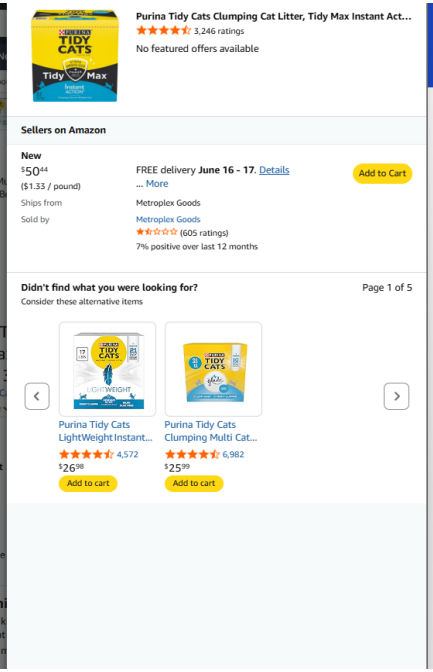
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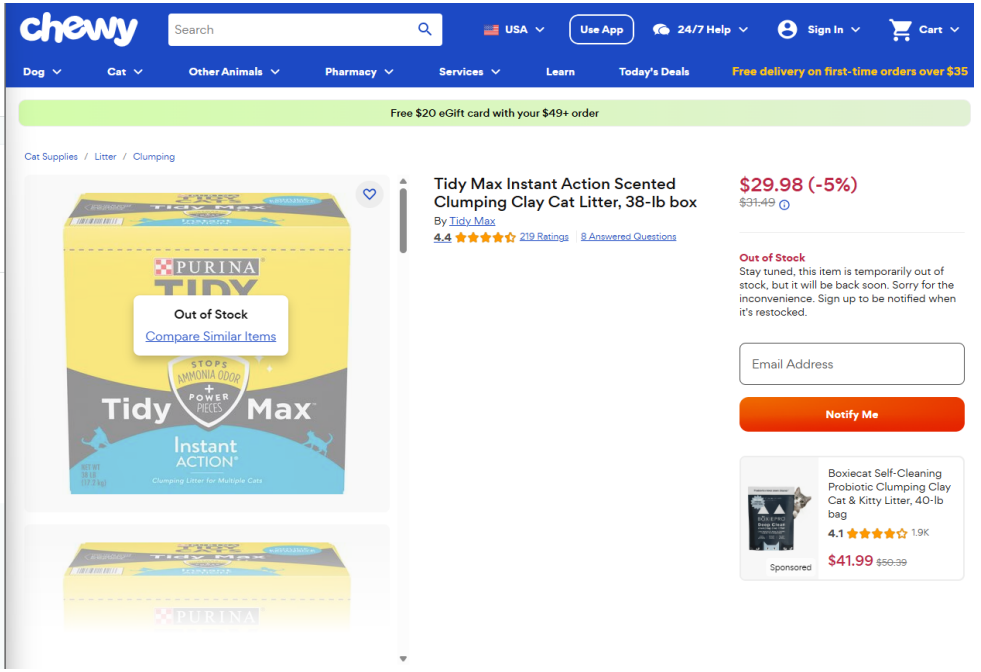
- ❑ Dog Food
- ❑ Dog Health
- ❑ Dog Grooming
- ❑ Dog Cleaning
- ❑ Dog Toys
- ❑ Dog Toy Pens
- ❑ Dog Treats
- ❑ Dog Accessories
- ❑ Dog Beds
- ❑ Dog Dental Treats
- ❑ Cat Food
- ❑ Cat Treats
- ❑ Cat Accessories
- ❑ Cat Toys
- ❑ Cat Litter
- ❑ Cat Health
- ❑ Small Animals
- ❑ Fish
- ❑ Birds

Bespoke – Amazon and Chewy Identical Items

May 2026



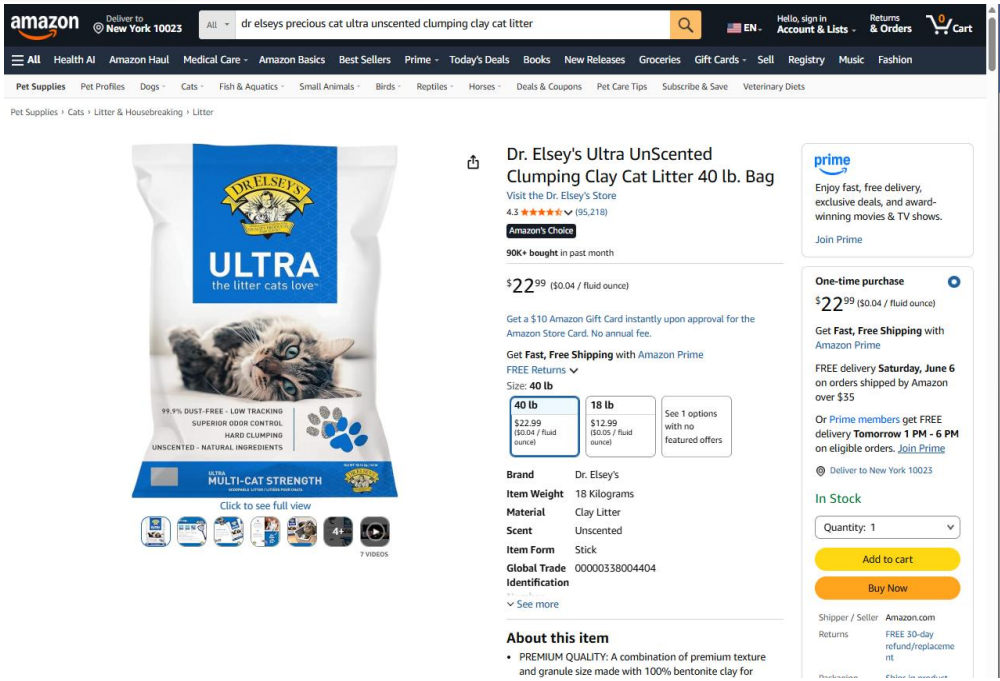


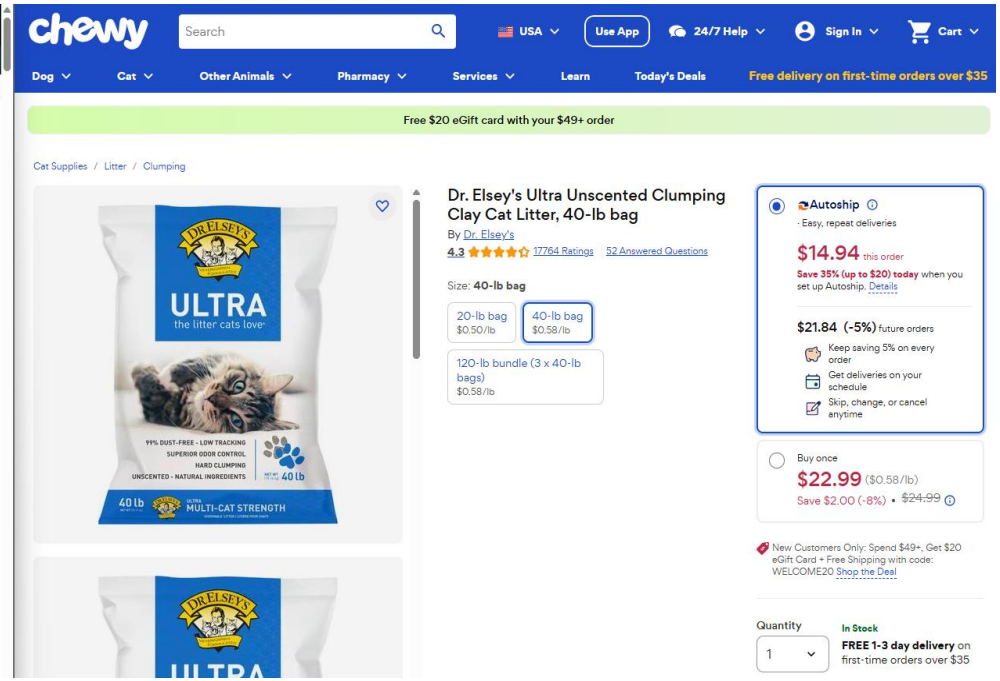


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Bespoke – Amazon and Chewy Identical Items

May 2026



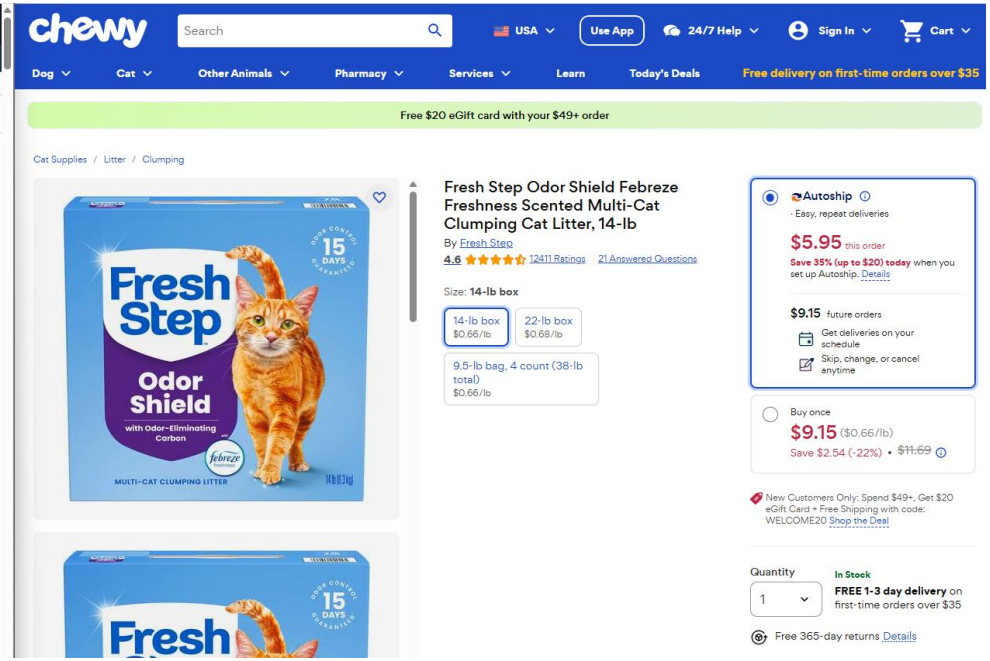


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Bespoke – Amazon and Chewy Identical Items

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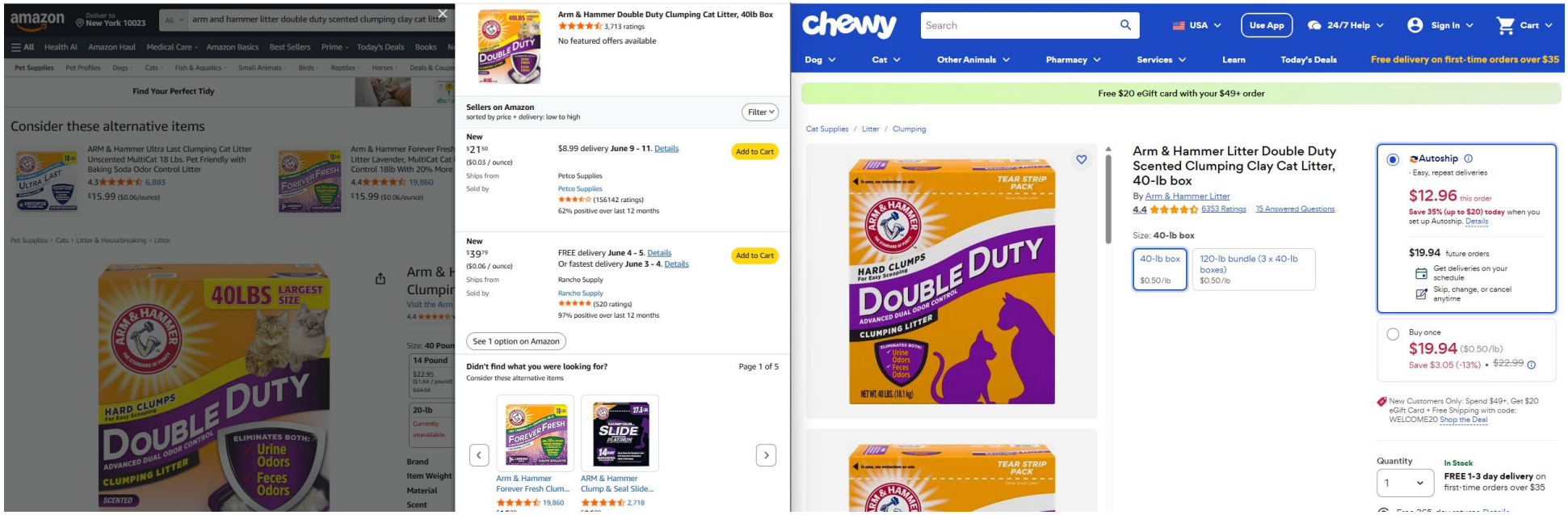




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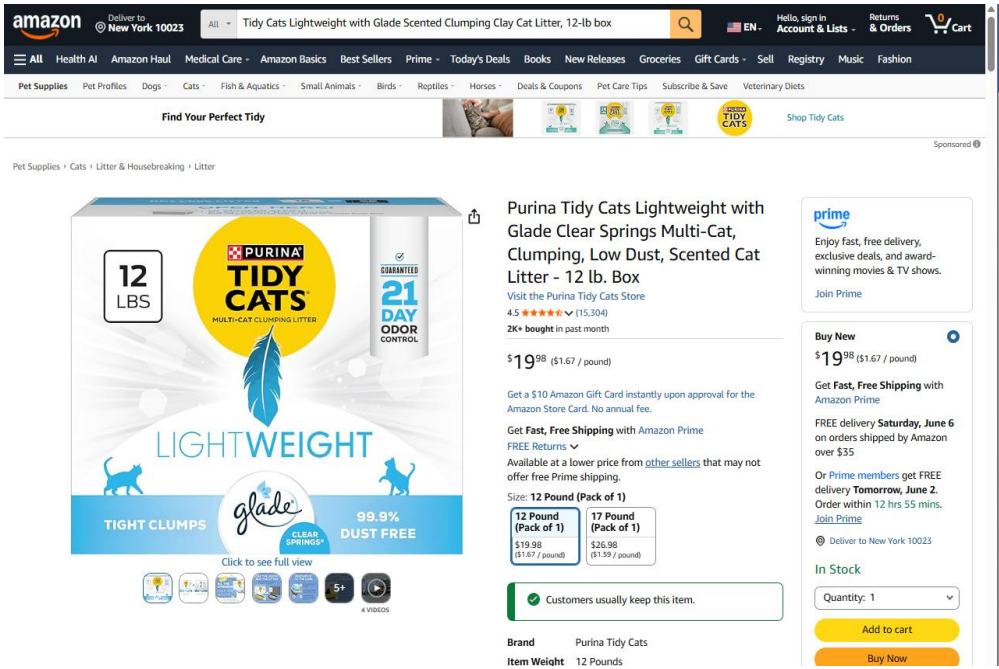
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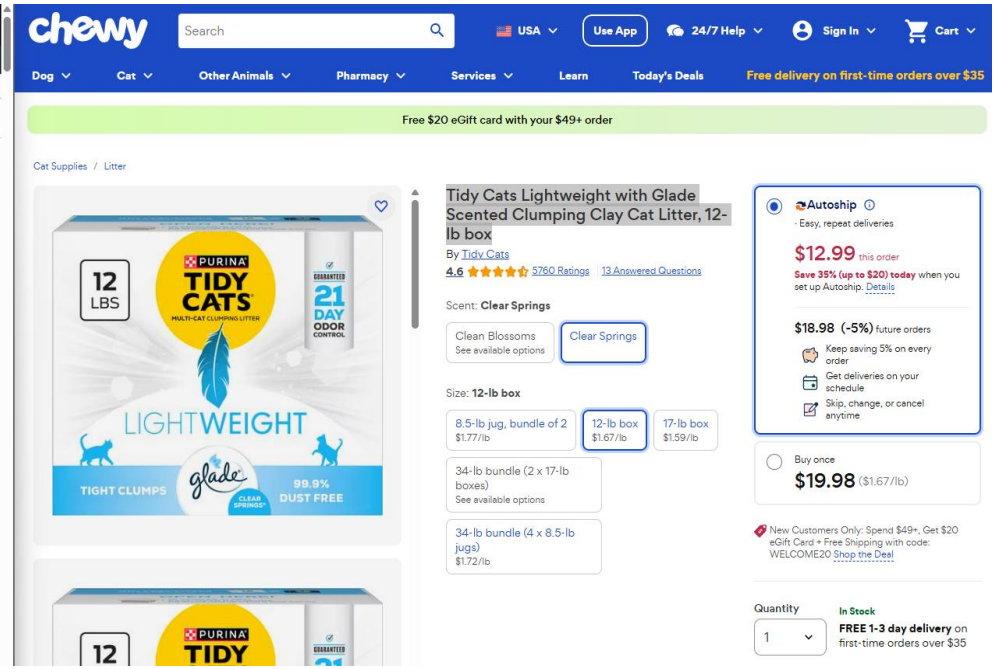


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Bespoke – Amazon and Chewy Identical Items

May 2026





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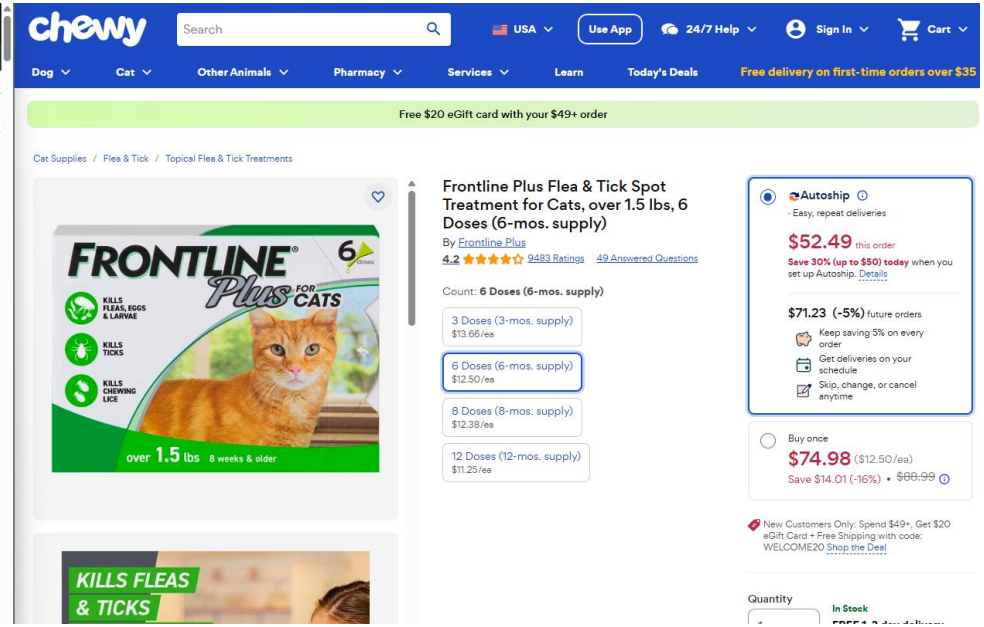
Category

- ❑ Dog Food
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- ❑ Dog Cleaning
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- ❑ Dog Treats
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- ❑ Dog Dental Treats
- ❑ Cat Food
- ❑ Cat Treats
- ❑ Cat Accessories
- ❑ Cat Toys
- ❑ Cat Litter
- ❑ Cat Health
- ❑ Small Animals
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Bespoke – Amazon and Chewy Identical Items

May 2026

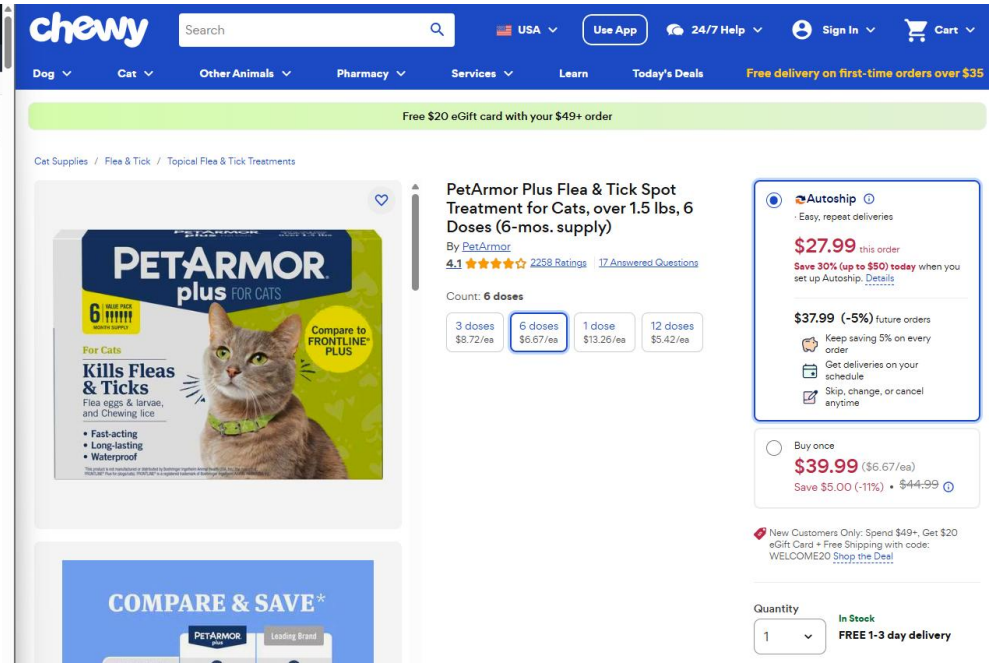




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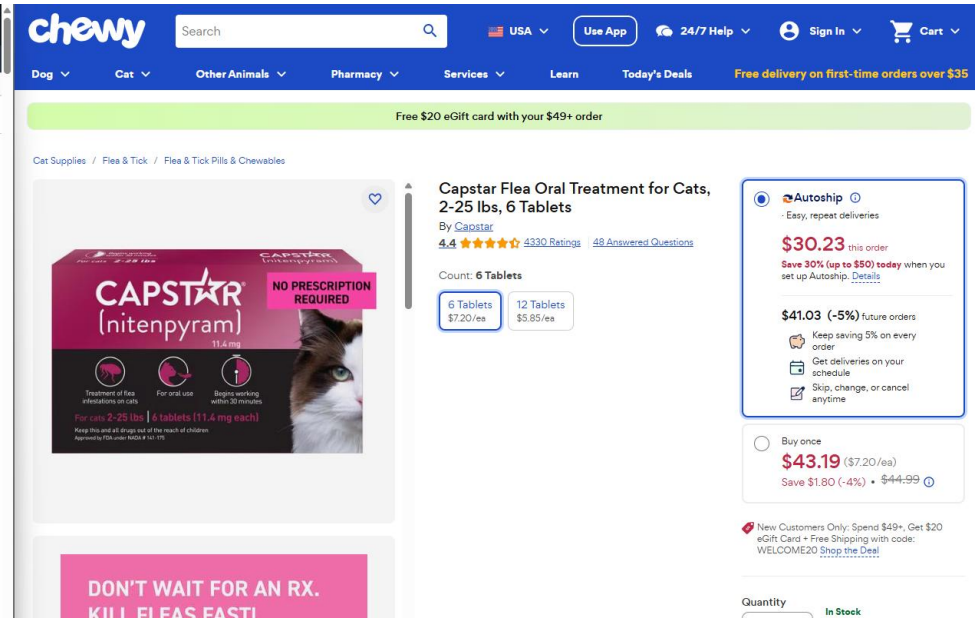




Bespoke – Amazon and Chewy Identical Items

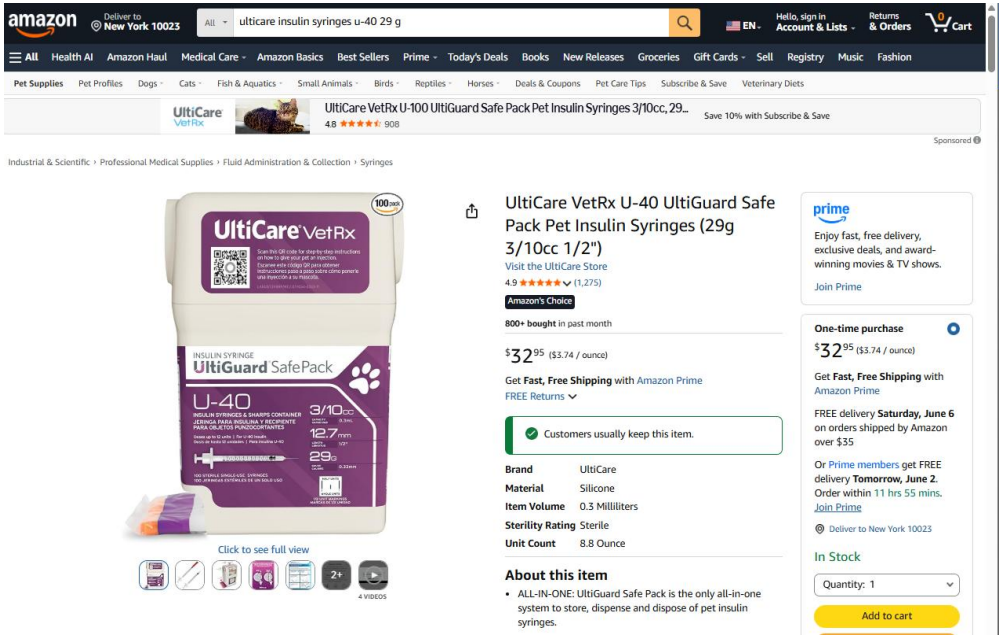
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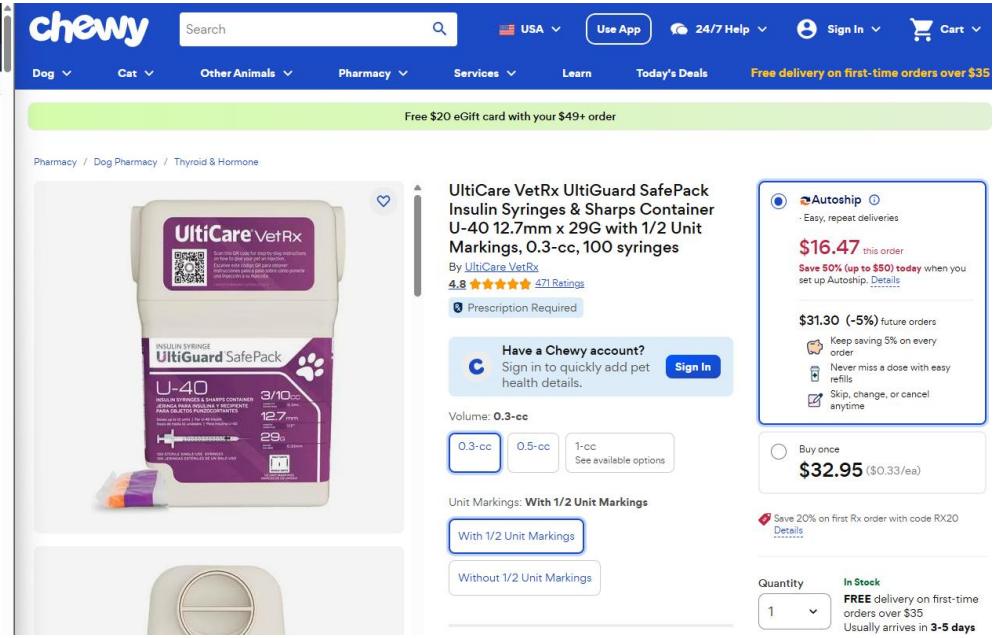




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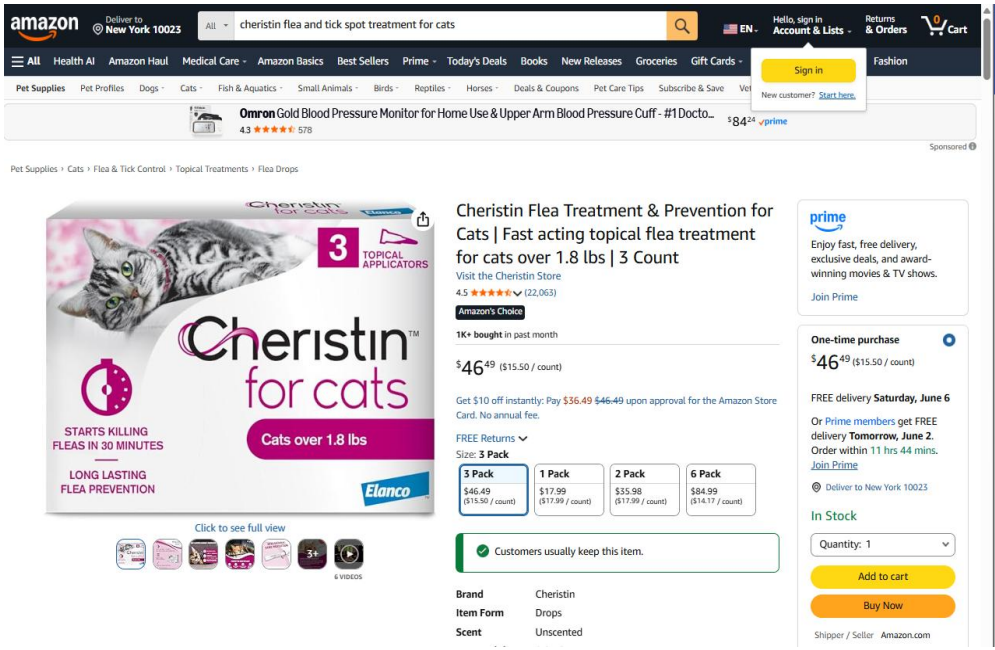


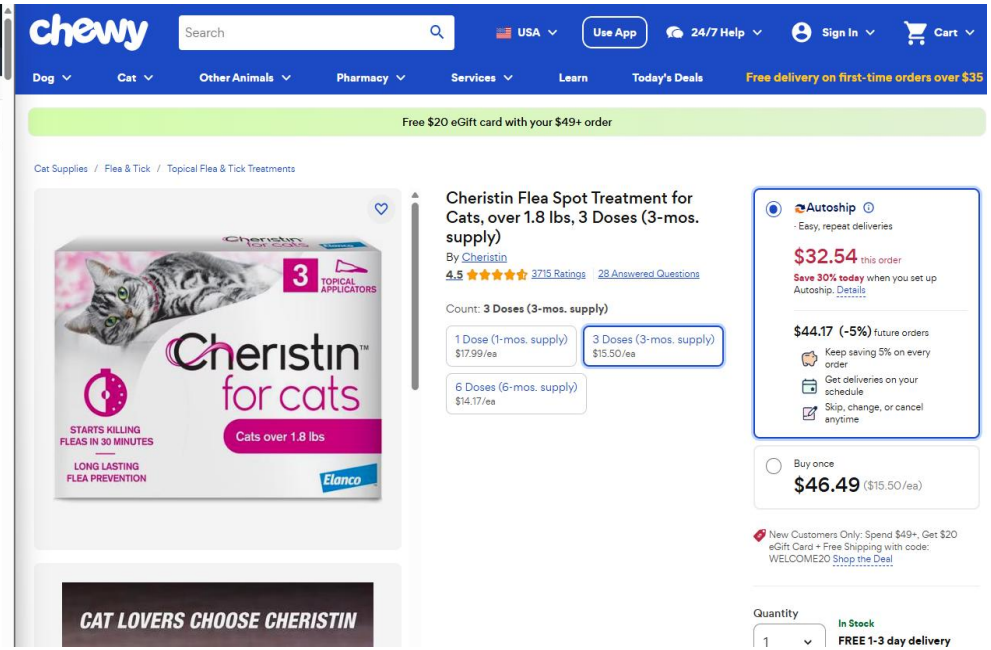


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Bespoke – Amazon and Chewy Identical Items

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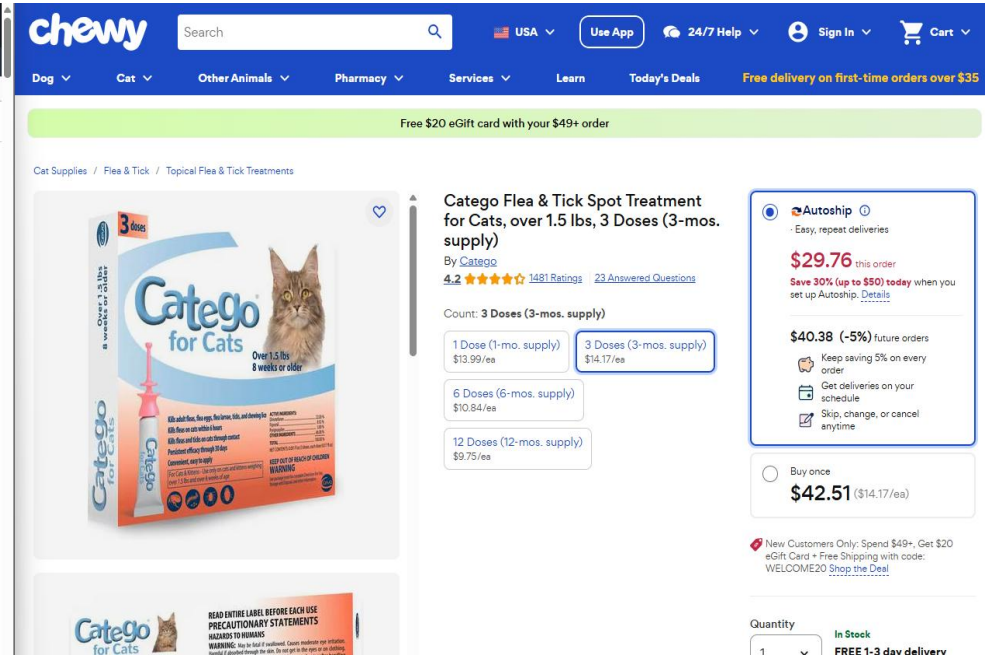


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Bespoke – Amazon and Chewy Identical Items

May 2026





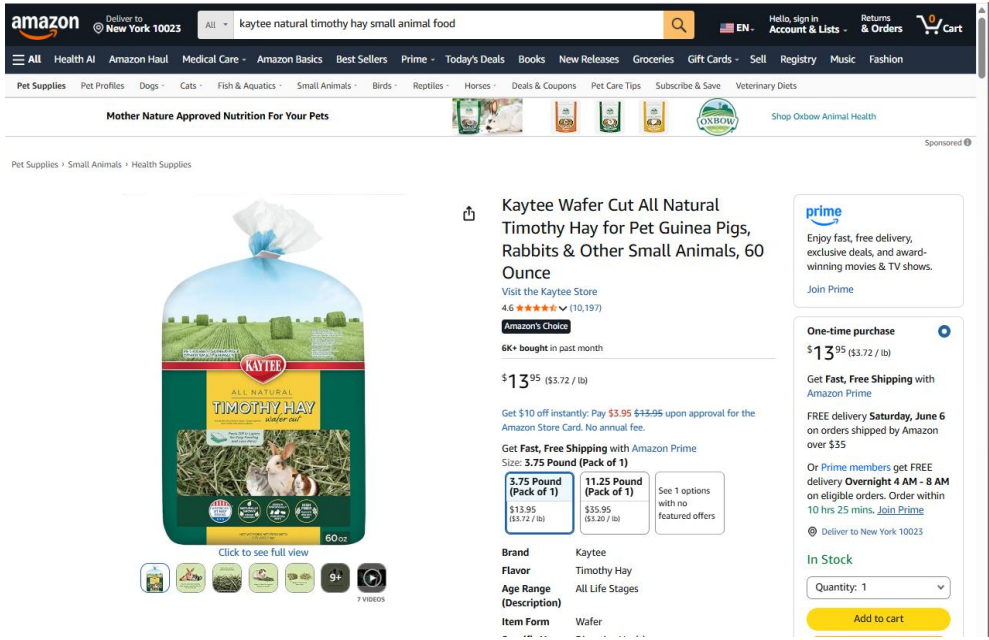
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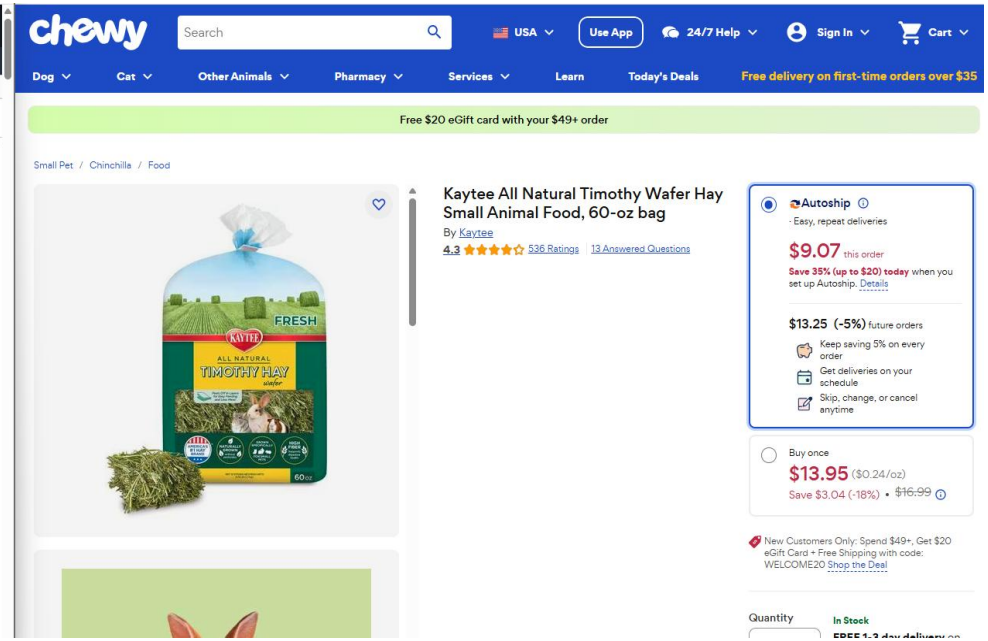
Category

- ❑ Dog Food
- ❑ Dog Health
- ❑ Dog Grooming
- ❑ Dog Cleaning
- ❑ Dog Toys
- ❑ Dog Toy Pens
- ❑ Dog Treats
- ❑ Dog Accessories
- ❑ Dog Beds
- ❑ Dog Dental Treats
- ❑ Cat Food
- ❑ Cat Treats
- ❑ Cat Accessories
- ❑ Cat Toys
- ❑ Cat Litter
- ❑ Cat Health
- ❑ Small Animals
- ❑ Fish
- ❑ Birds

Bespoke – Amazon and Chewy Identical Items

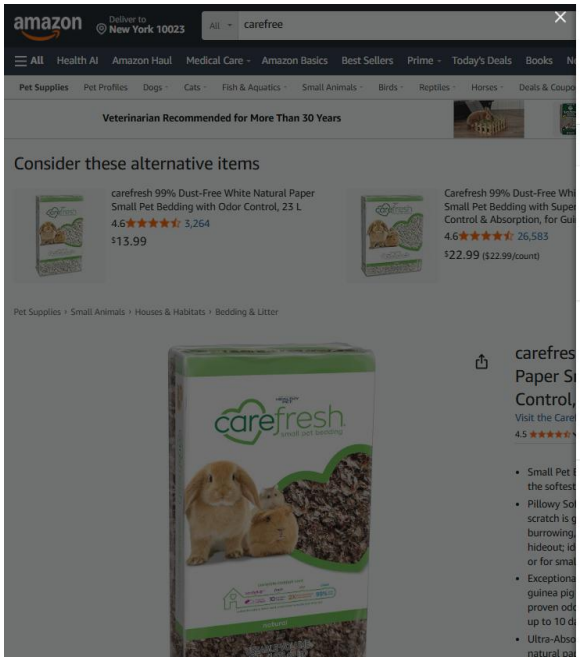
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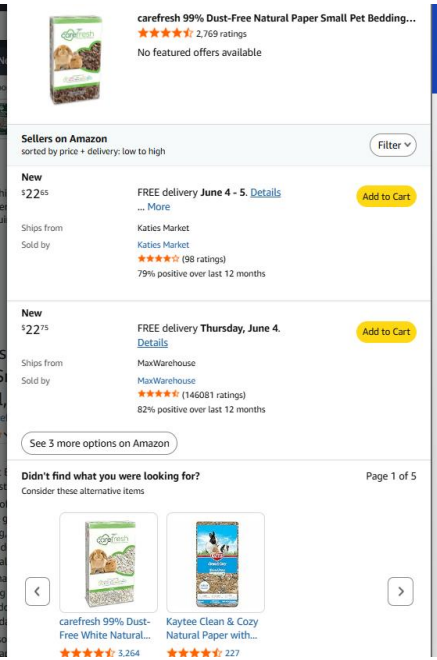


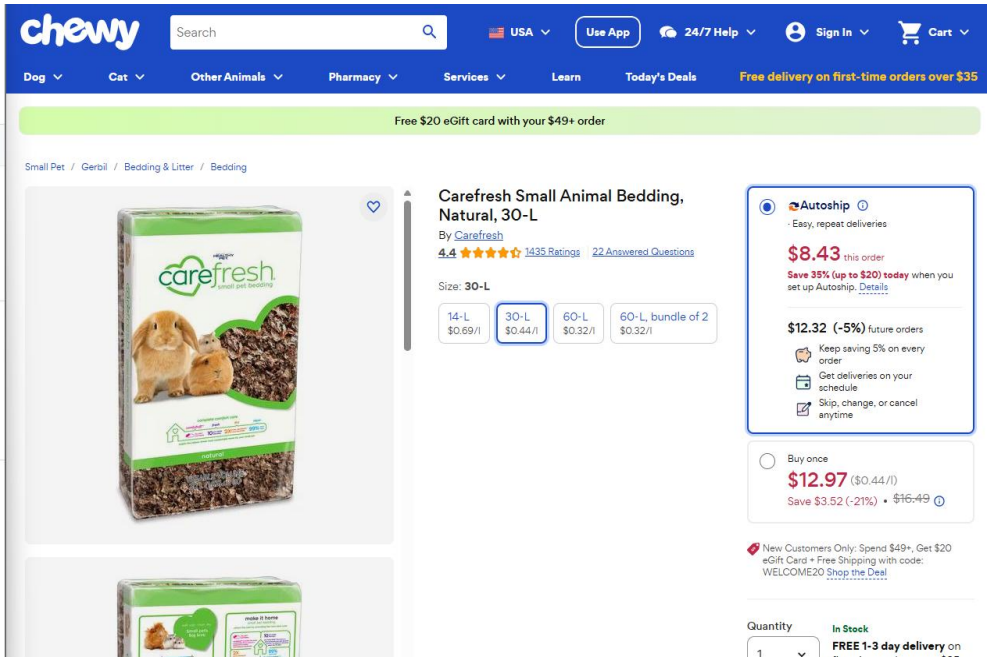


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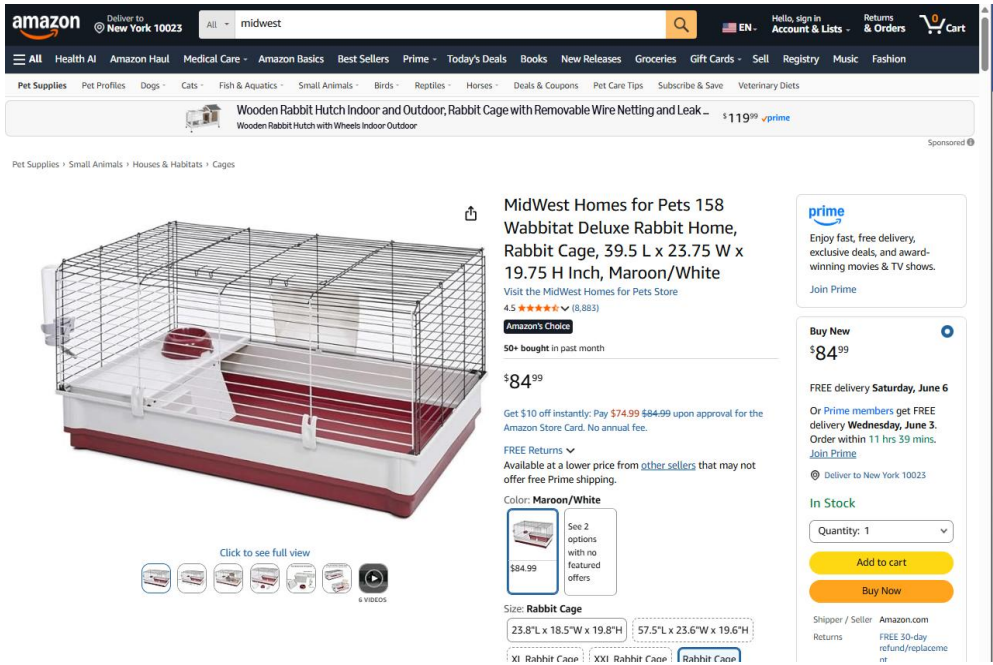


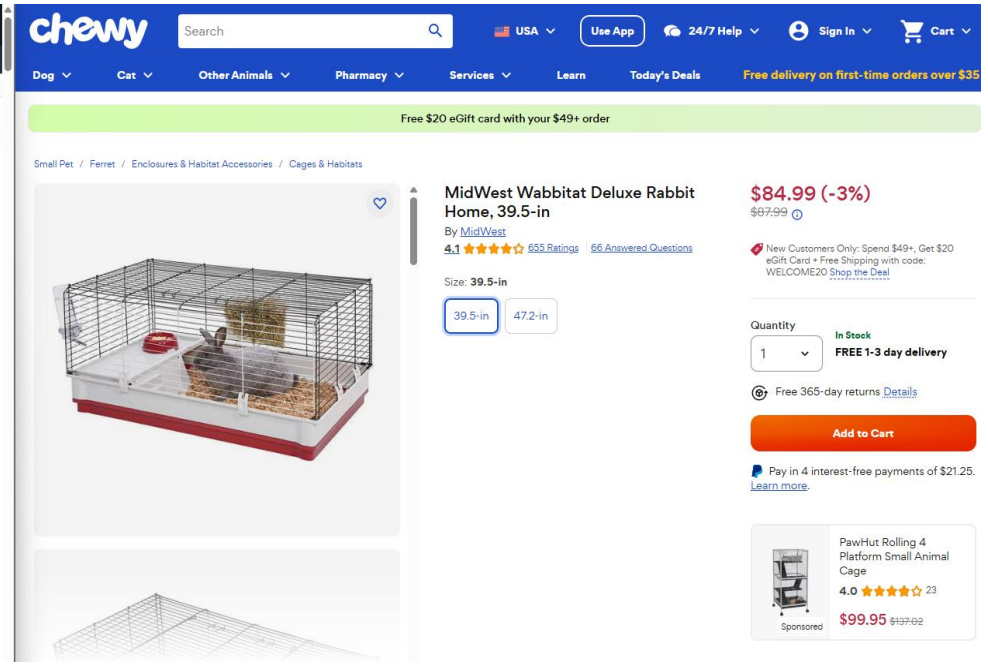


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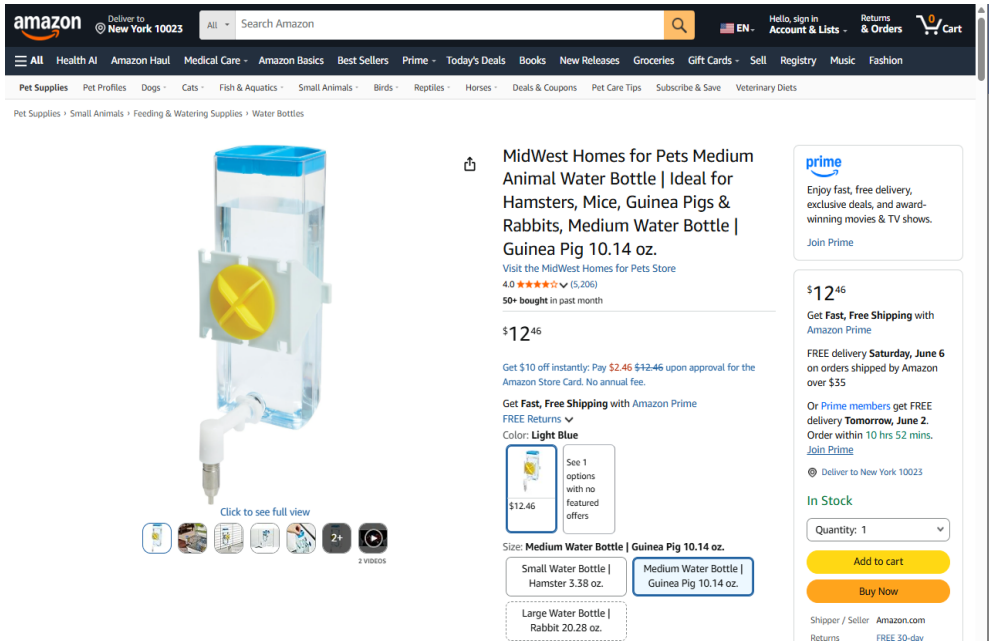


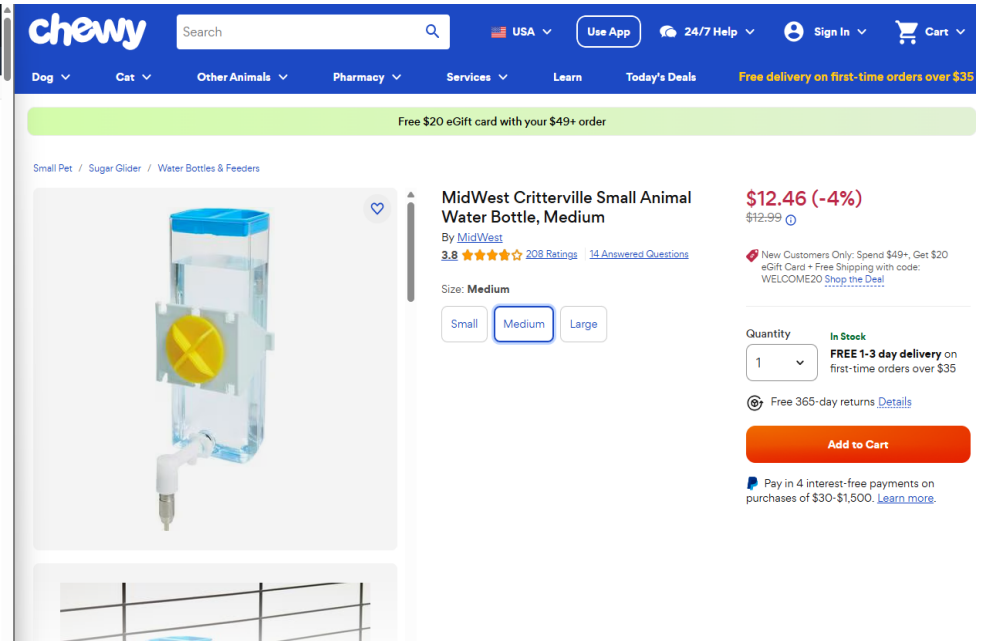


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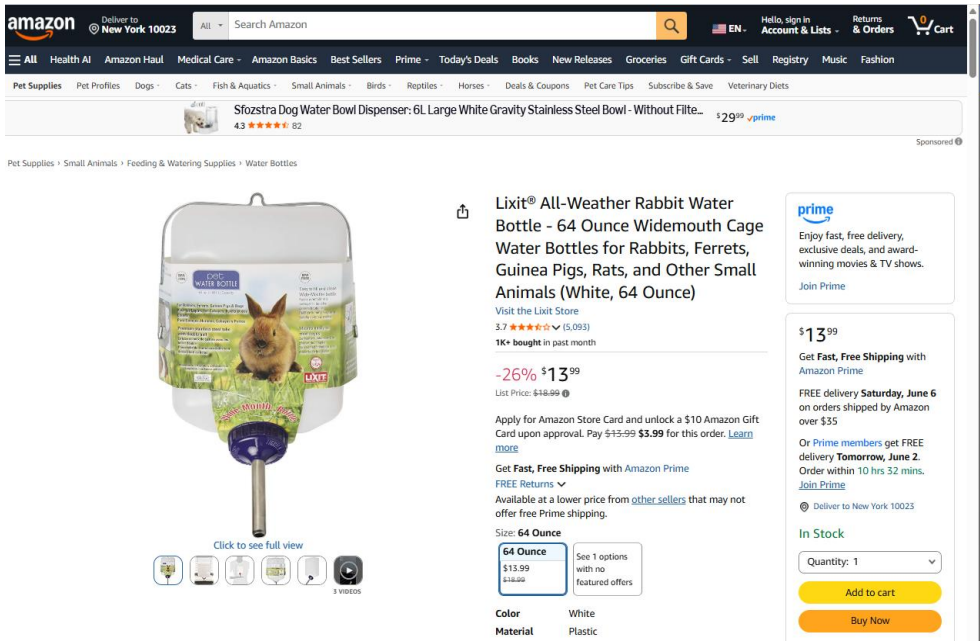


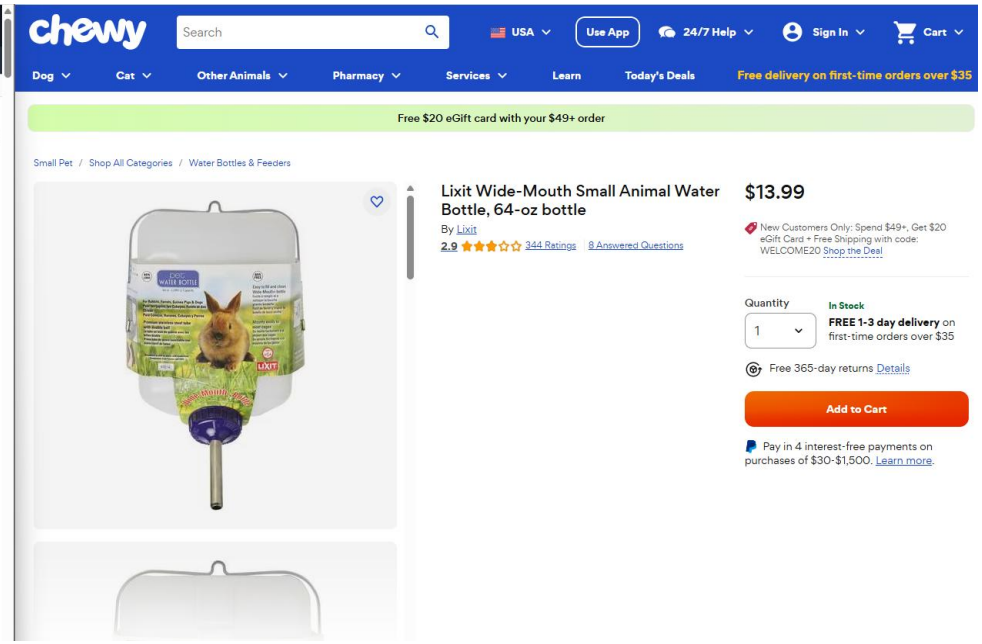


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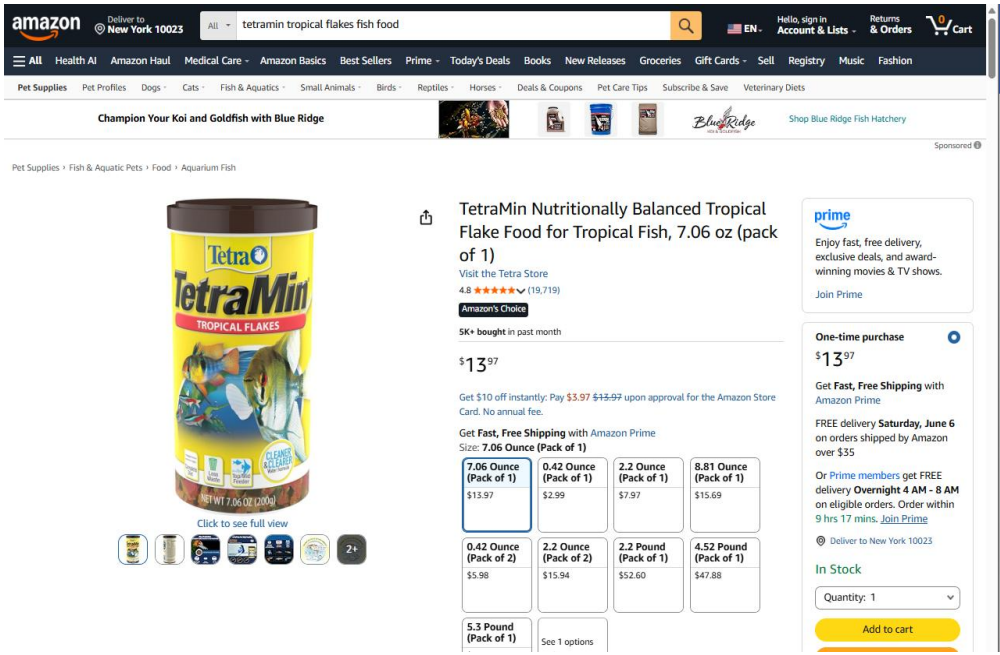
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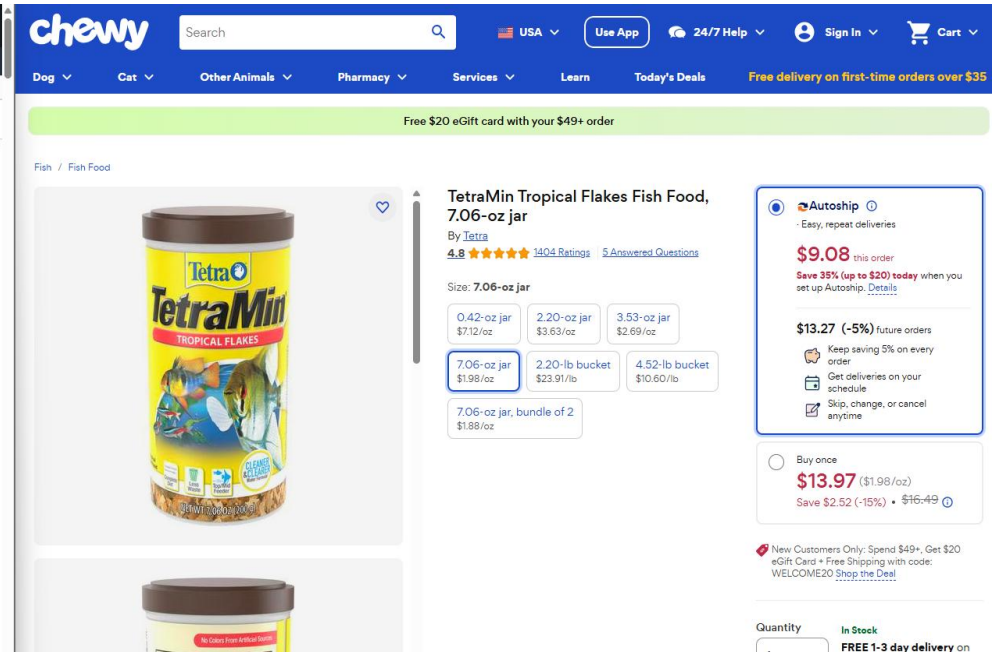
Category

- ❑ Dog Food
- ❑ Dog Health
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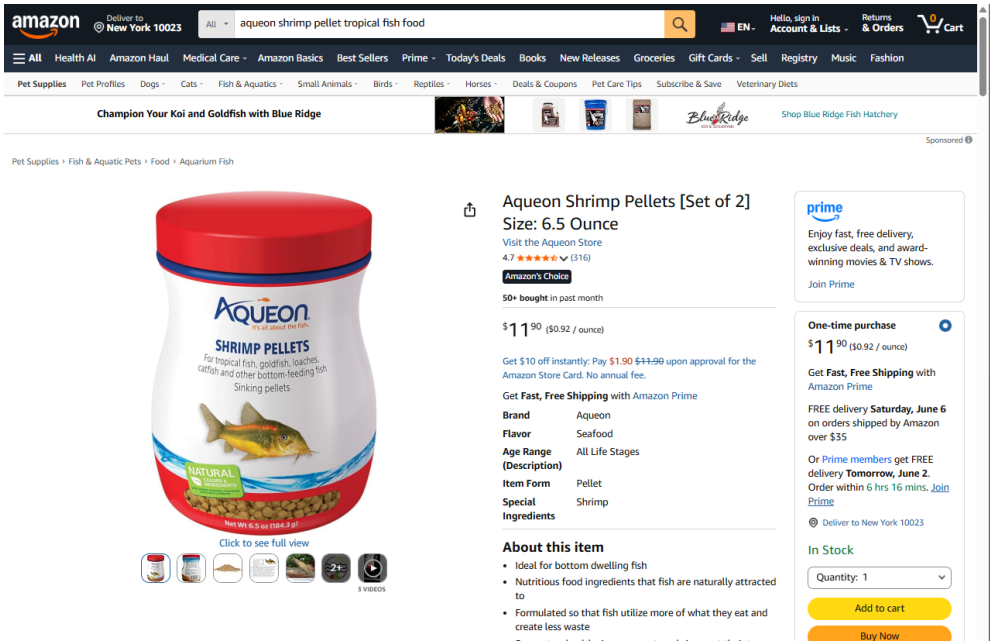


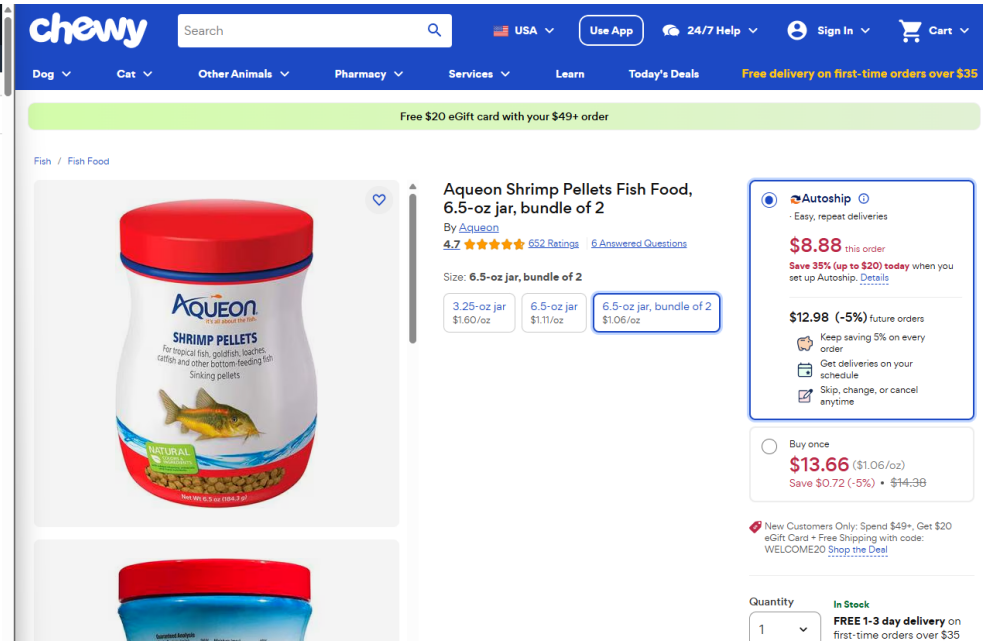


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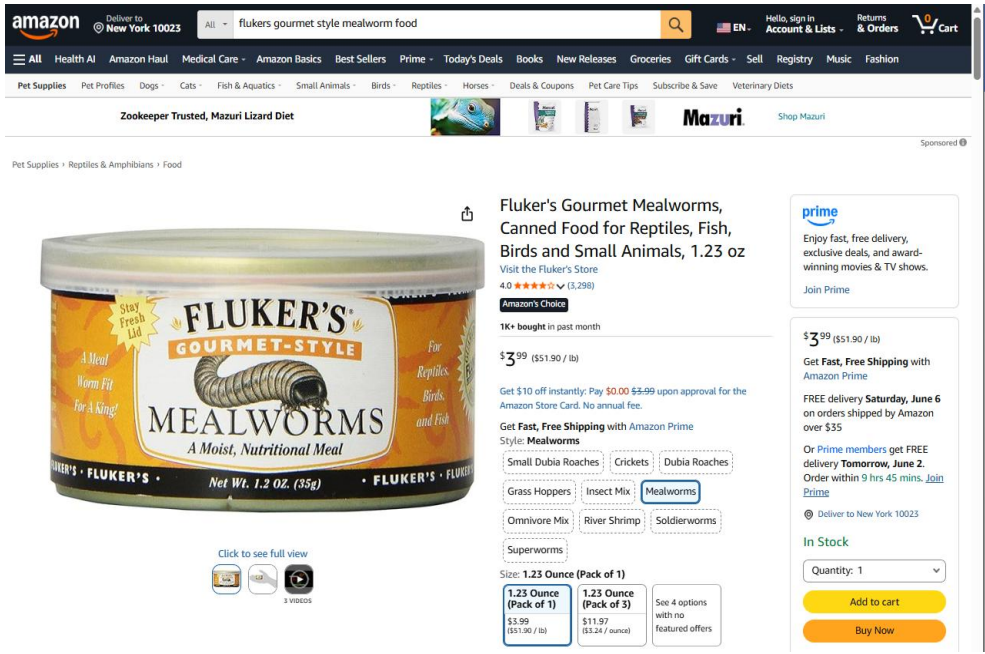


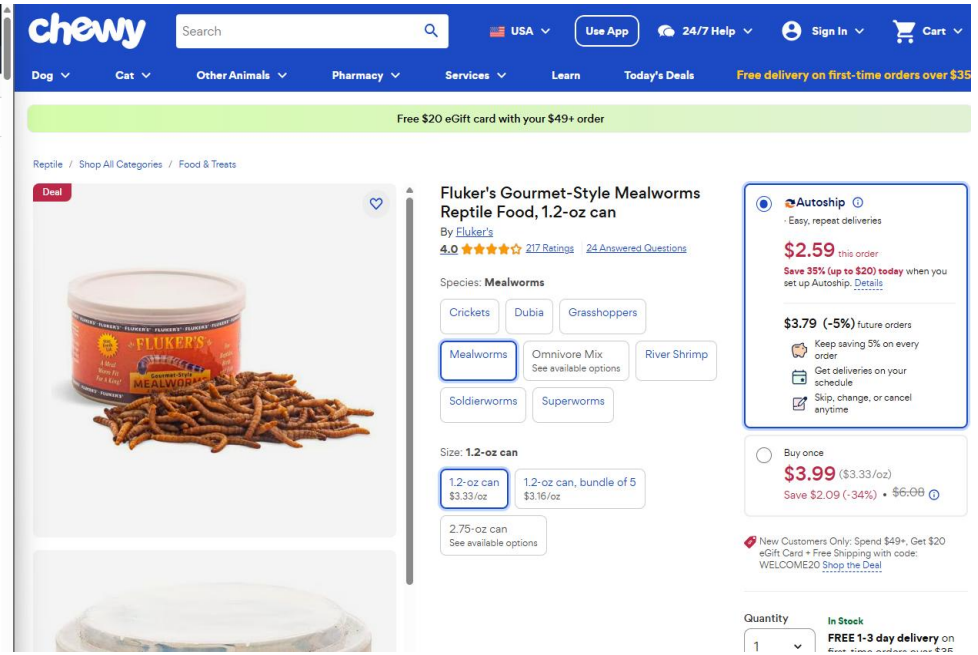


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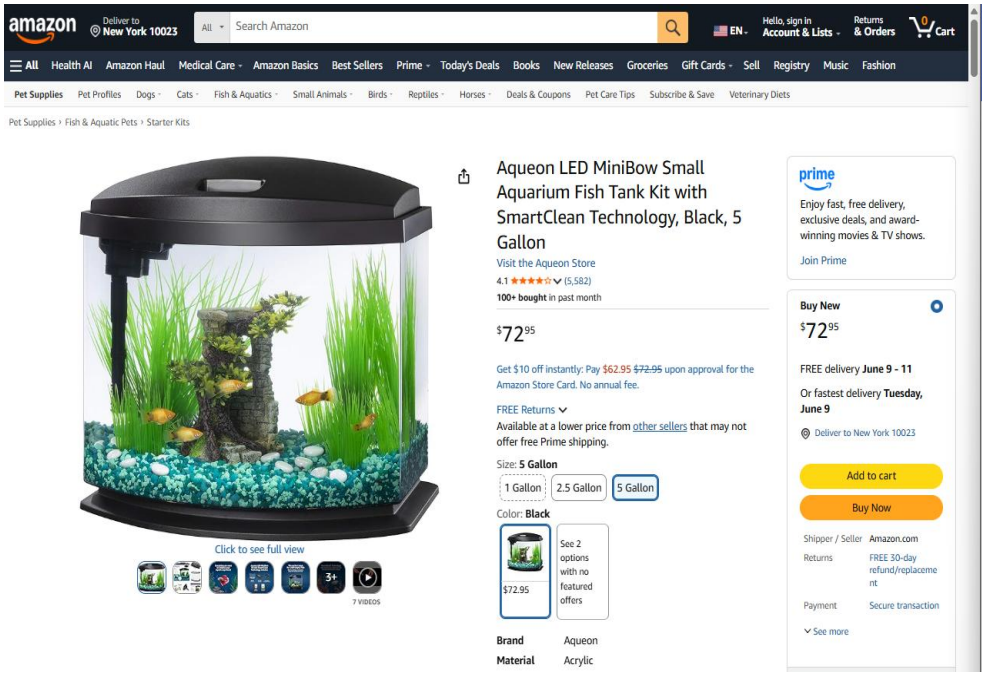


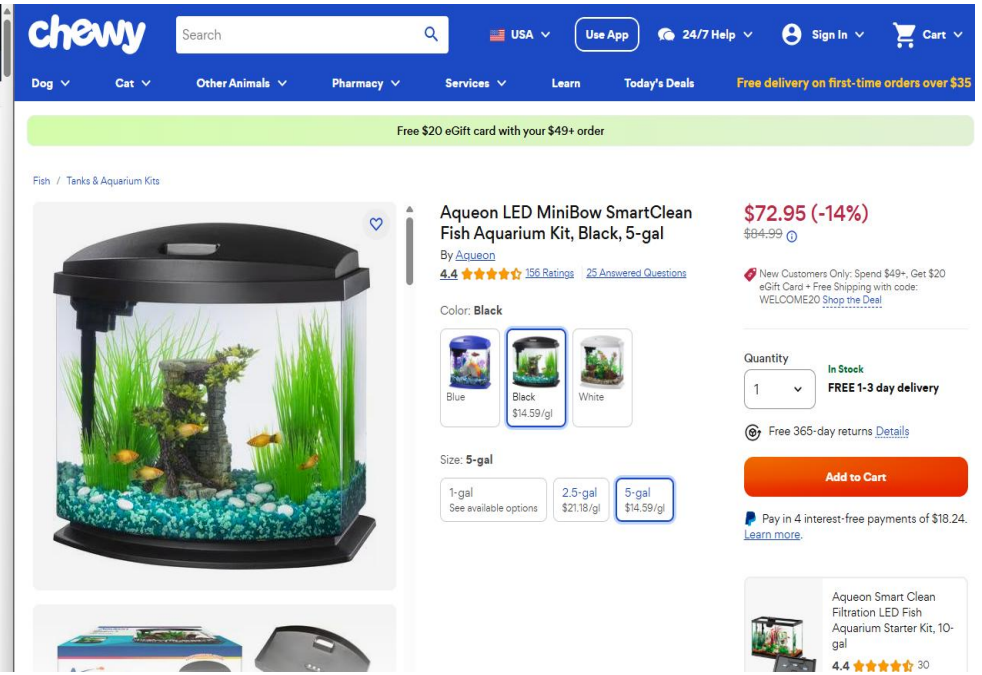


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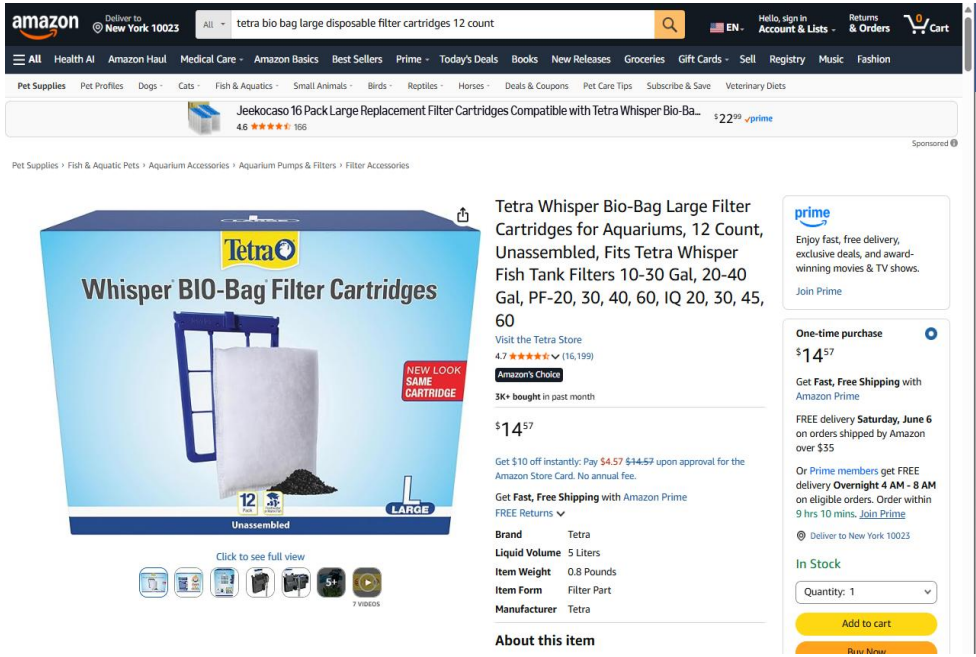


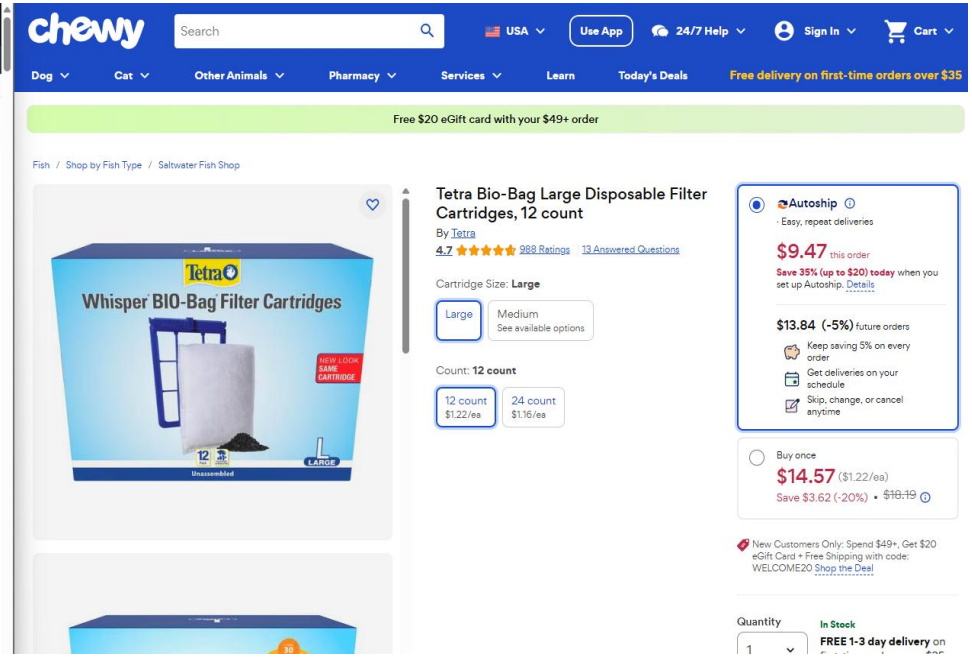


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Bespoke – Amazon and Chewy Identical Items

May 2026

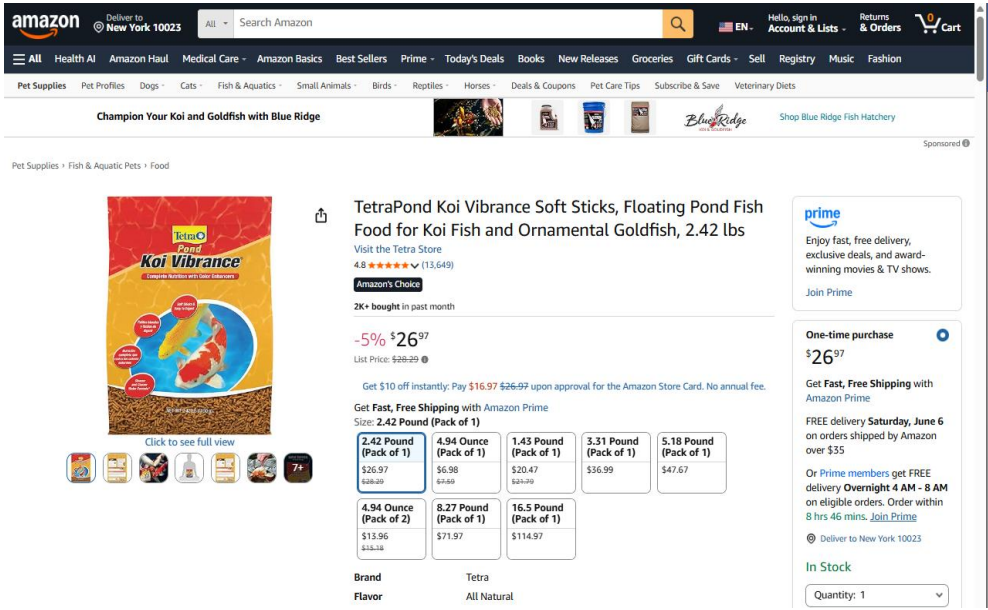


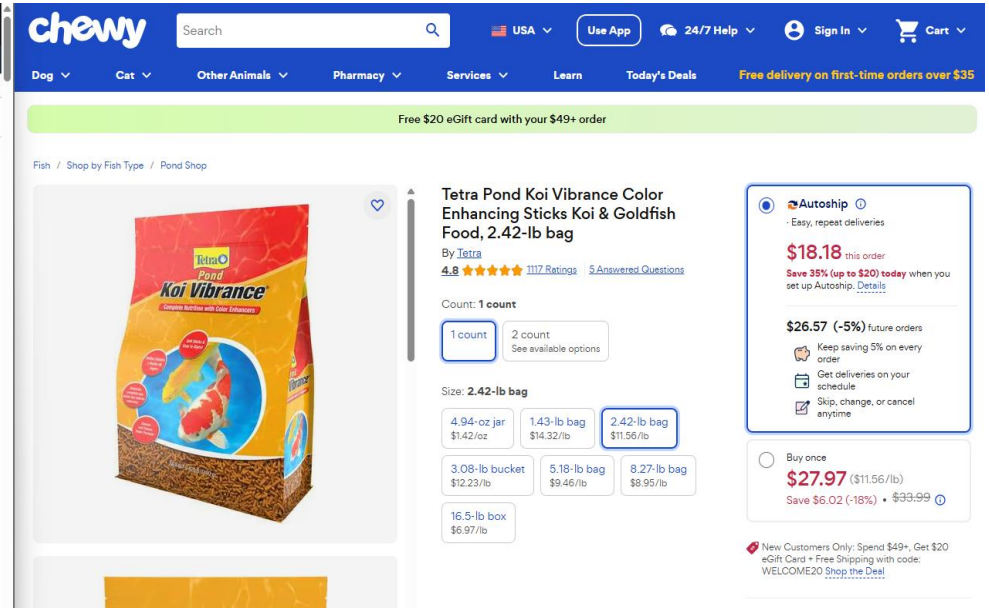


Source: Bespoke Market Intelligence Analysis

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May 2026

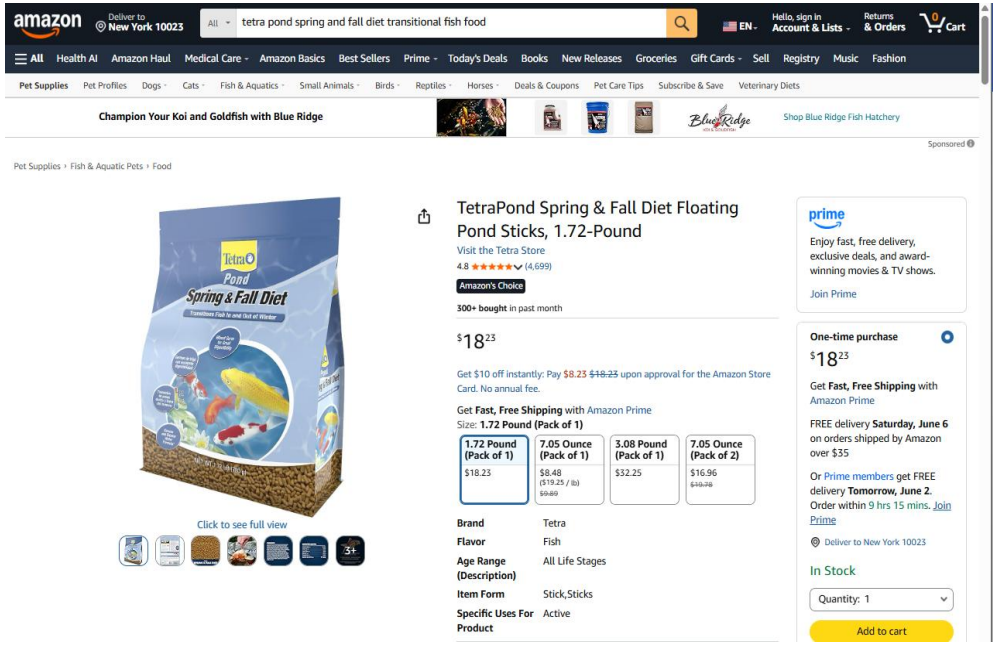


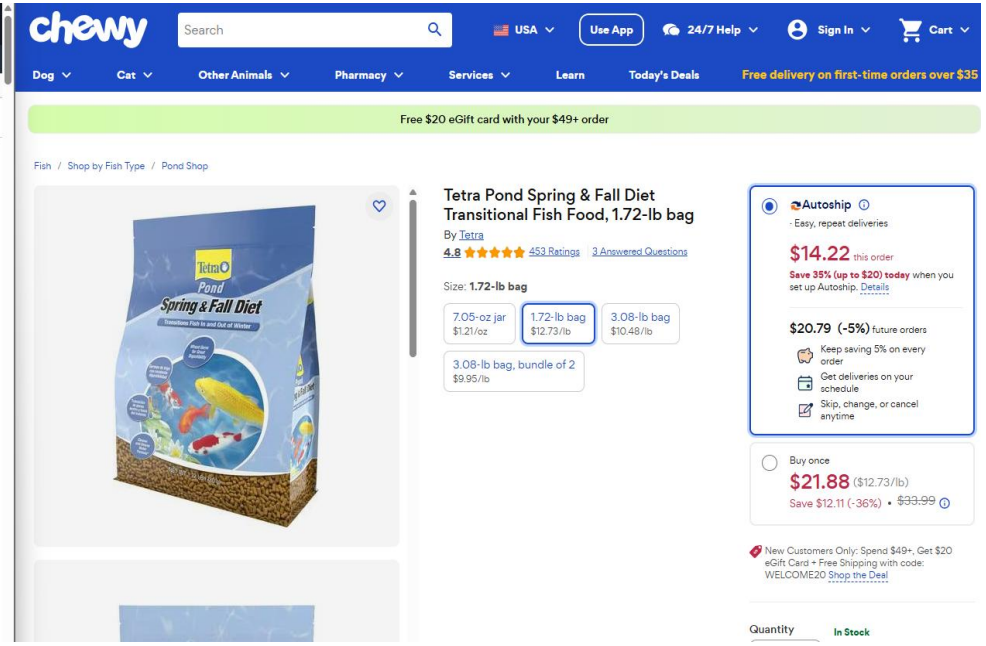


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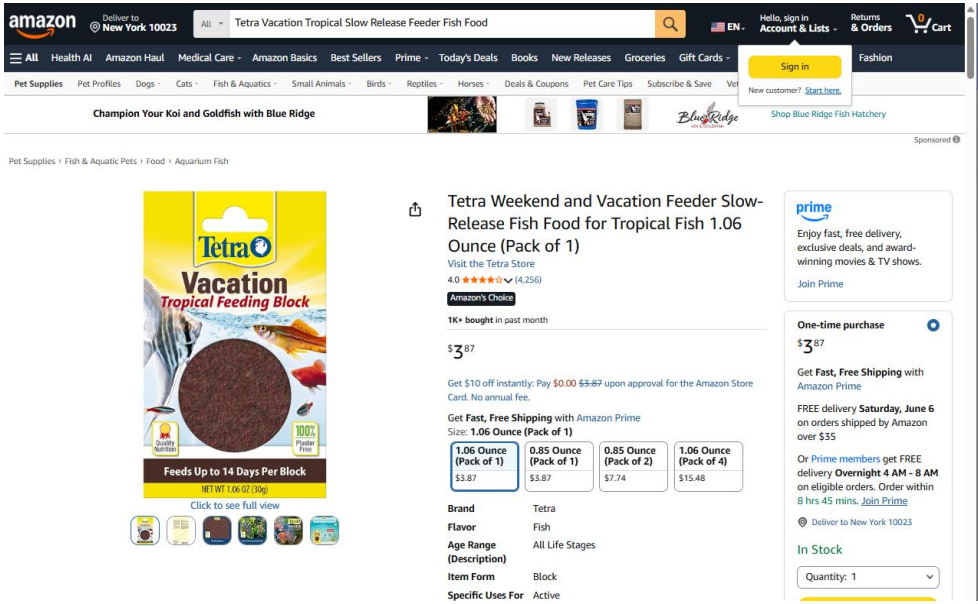
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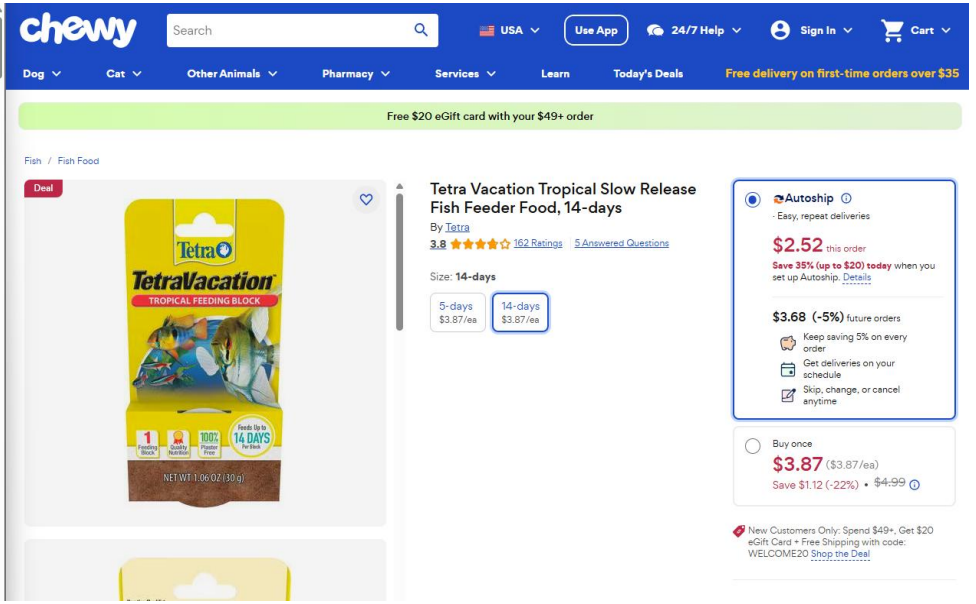




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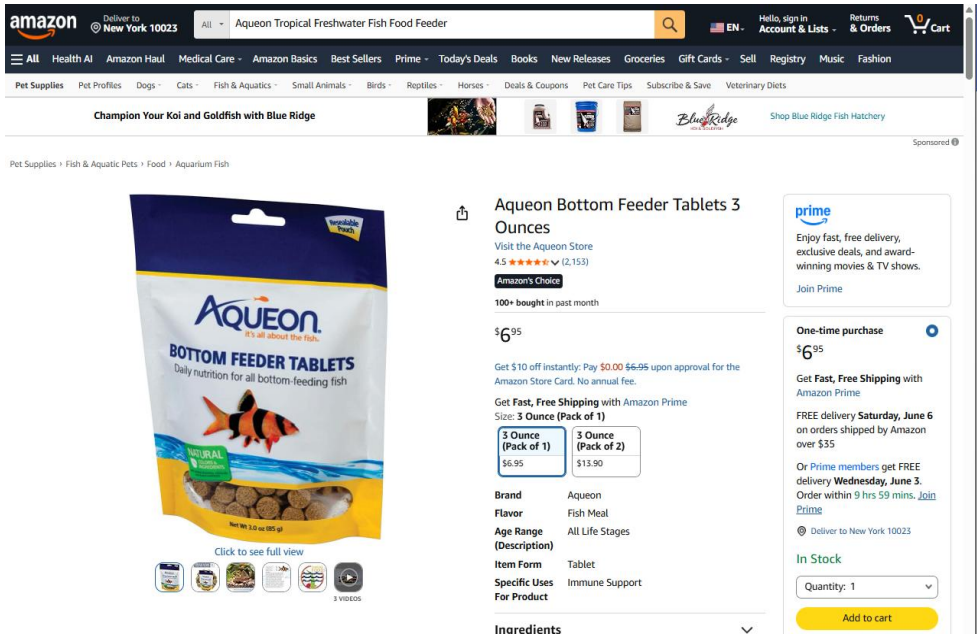


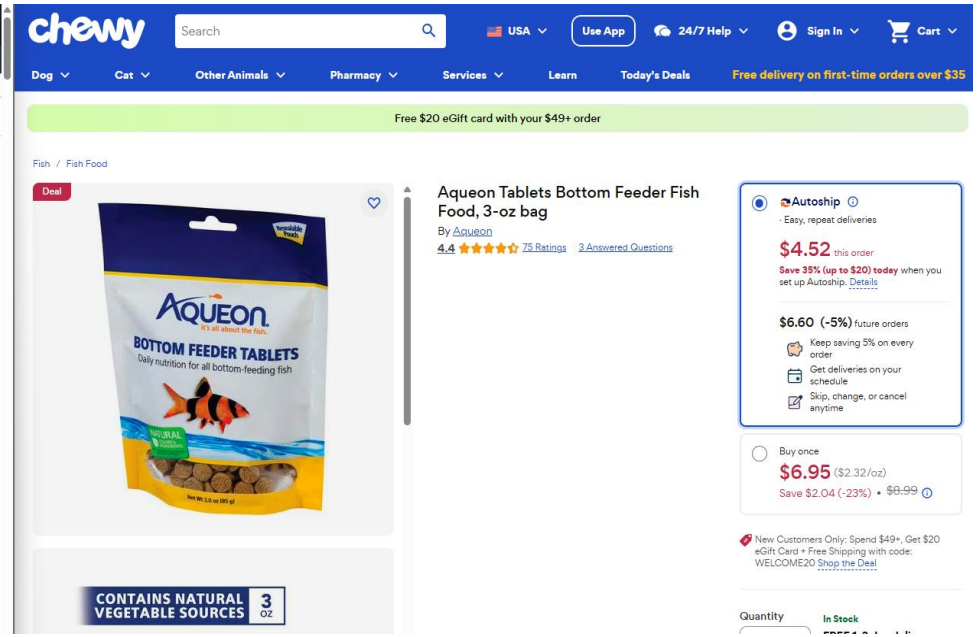


Source: Bespoke Market Intelligence Analysis

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May 2026





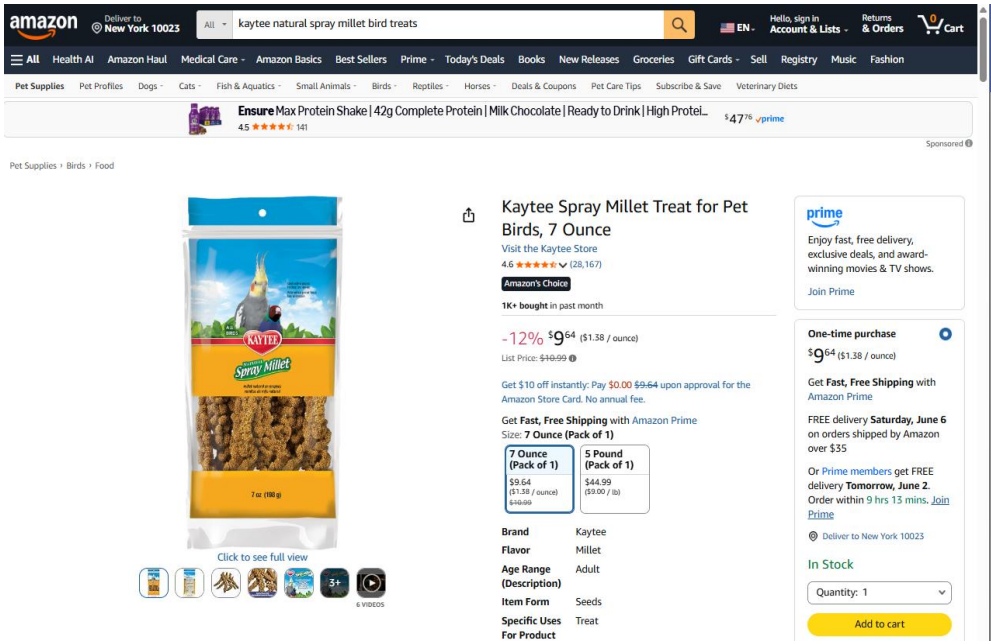
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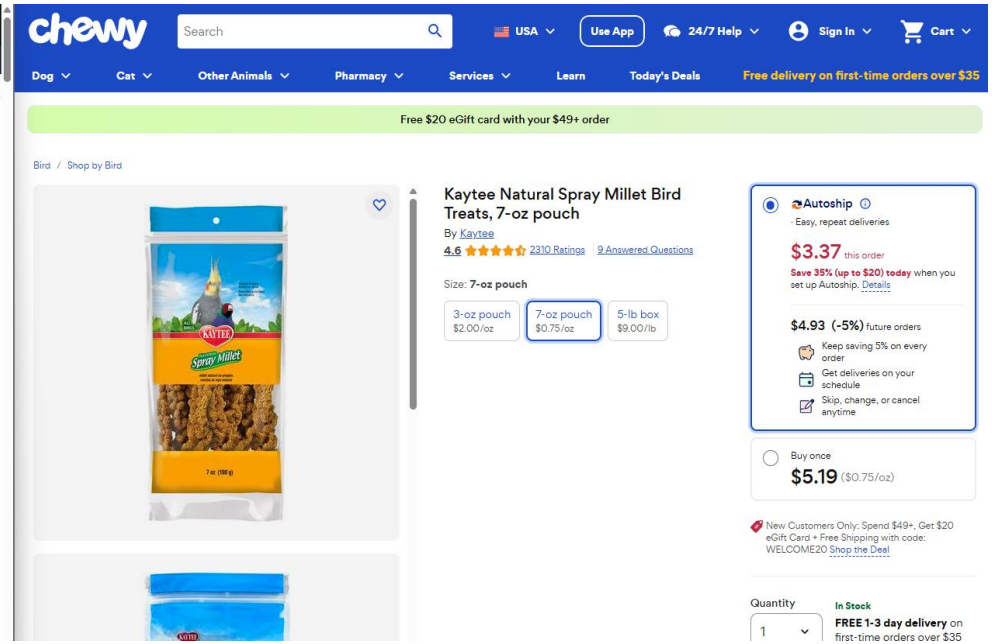
Category

- ❑ Dog Food
- ❑ Dog Health
- ❑ Dog Grooming
- ❑ Dog Cleaning
- ❑ Dog Toys
- ❑ Dog Toy Pens
- ❑ Dog Treats
- ❑ Dog Accessories
- ❑ Dog Beds
- ❑ Dog Dental Treats
- ❑ Cat Food
- ❑ Cat Treats
- ❑ Cat Accessories
- ❑ Cat Toys
- ❑ Cat Litter
- ❑ Cat Health
- ❑ Small Animals
- ❑ Fish
- ❑ Birds

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May 2026



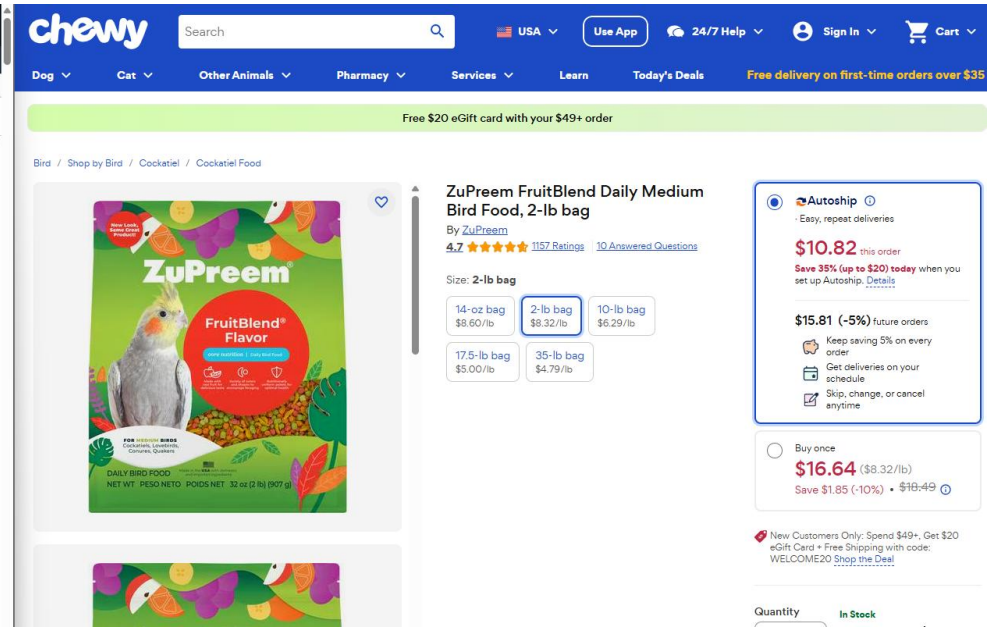


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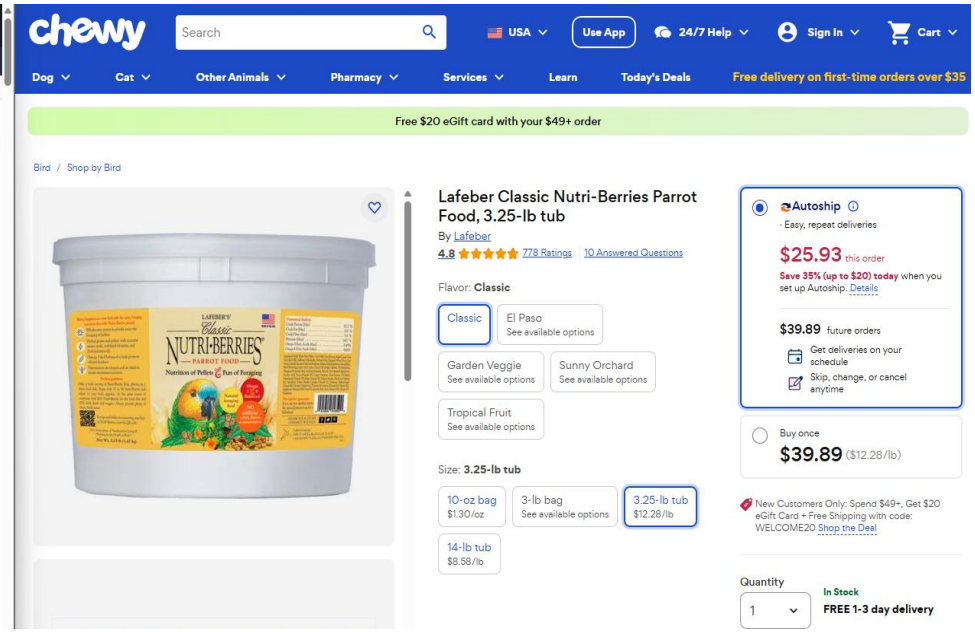




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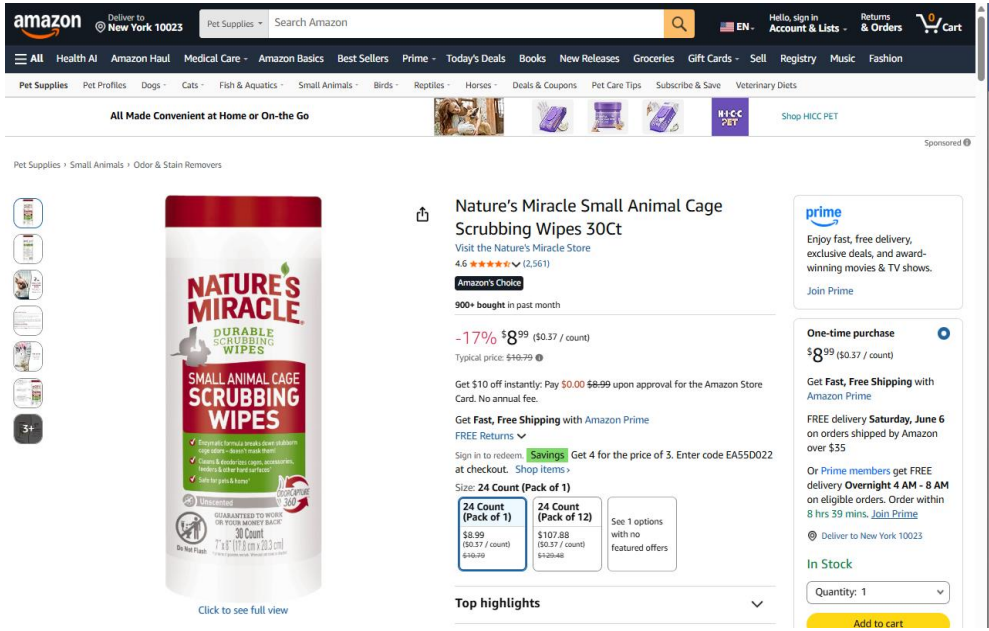


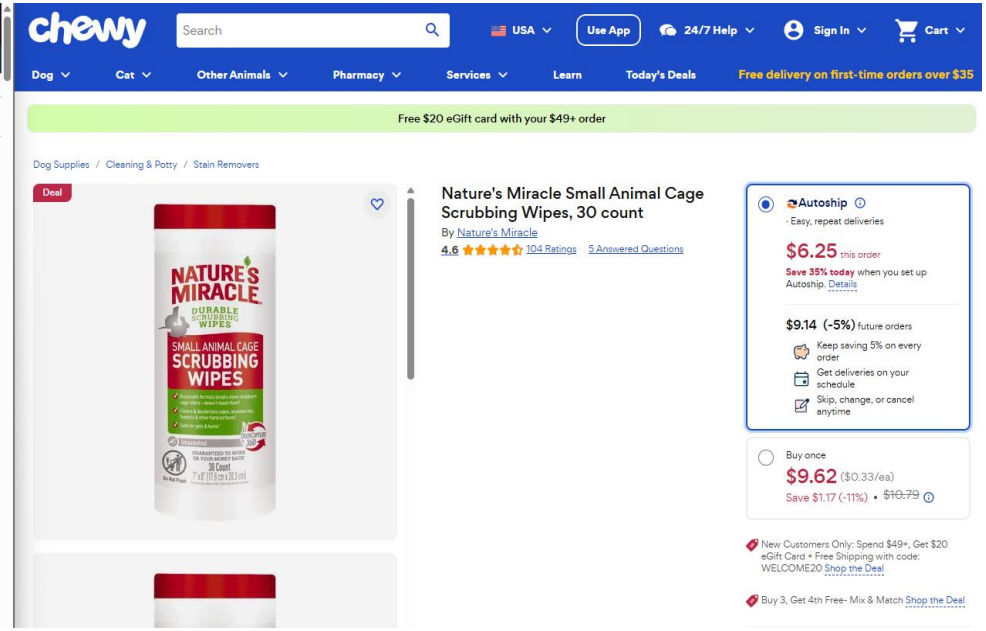


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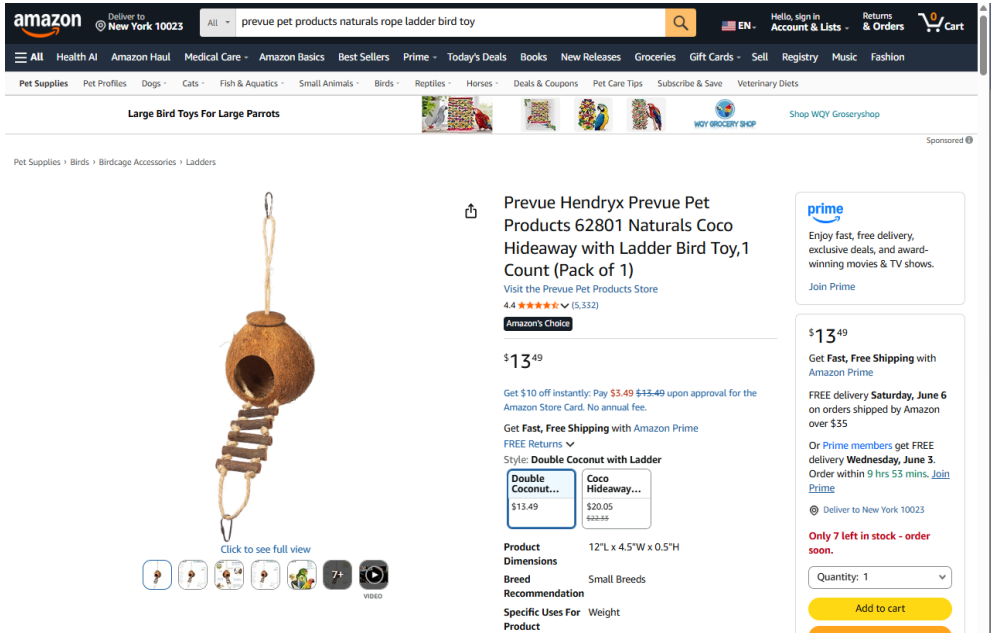


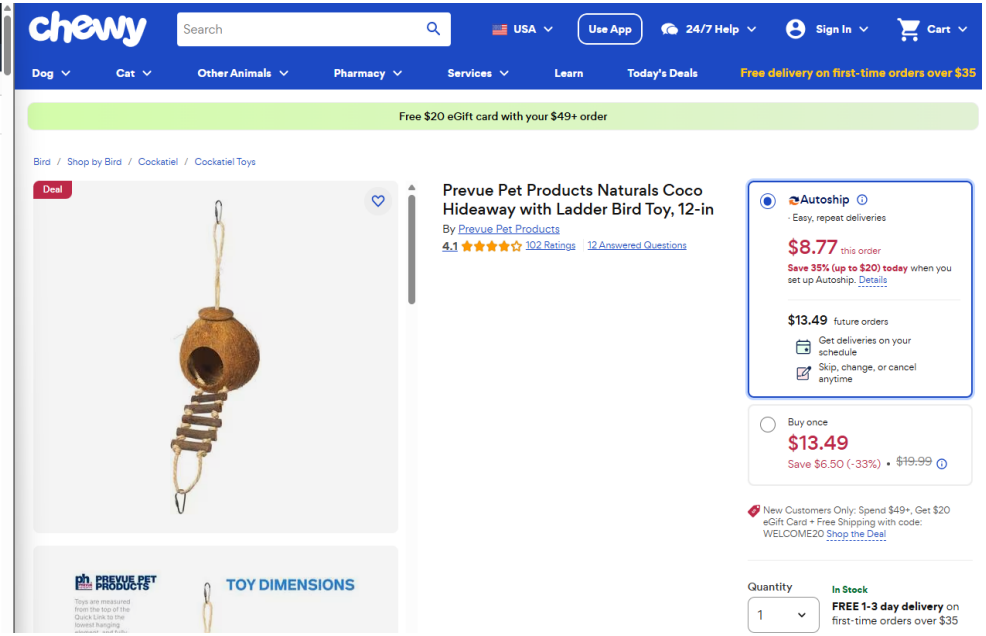


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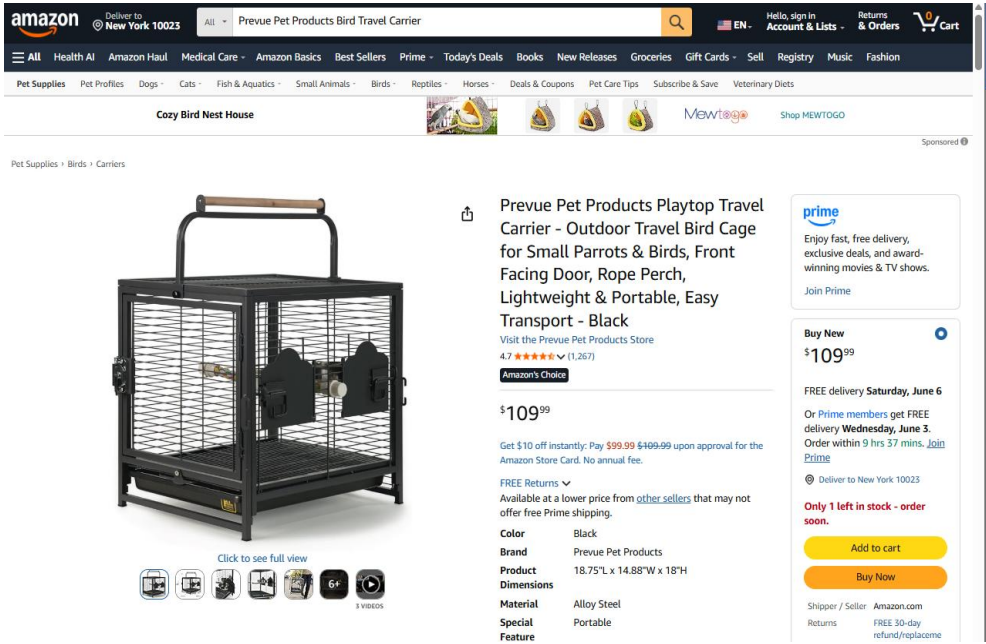


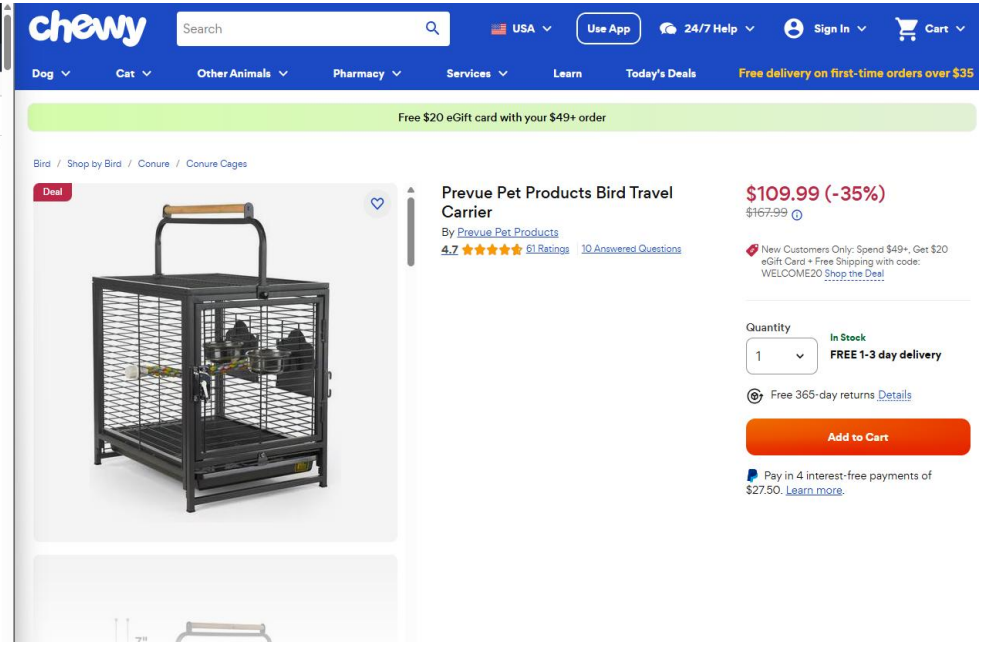


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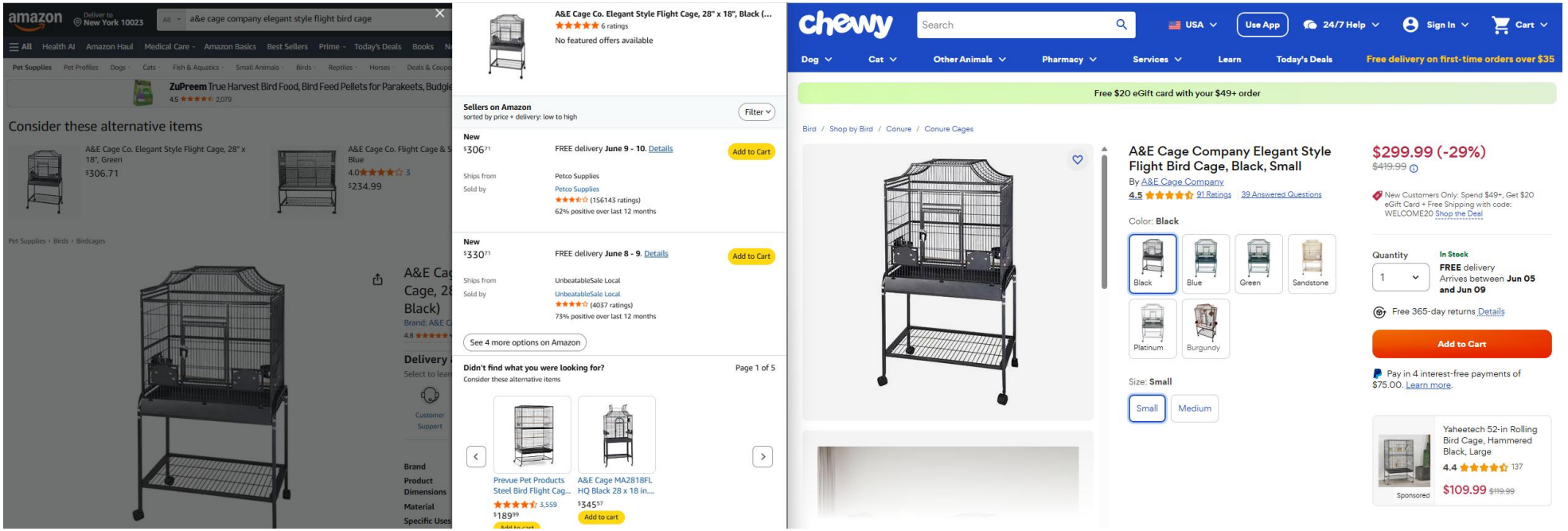
May 2026





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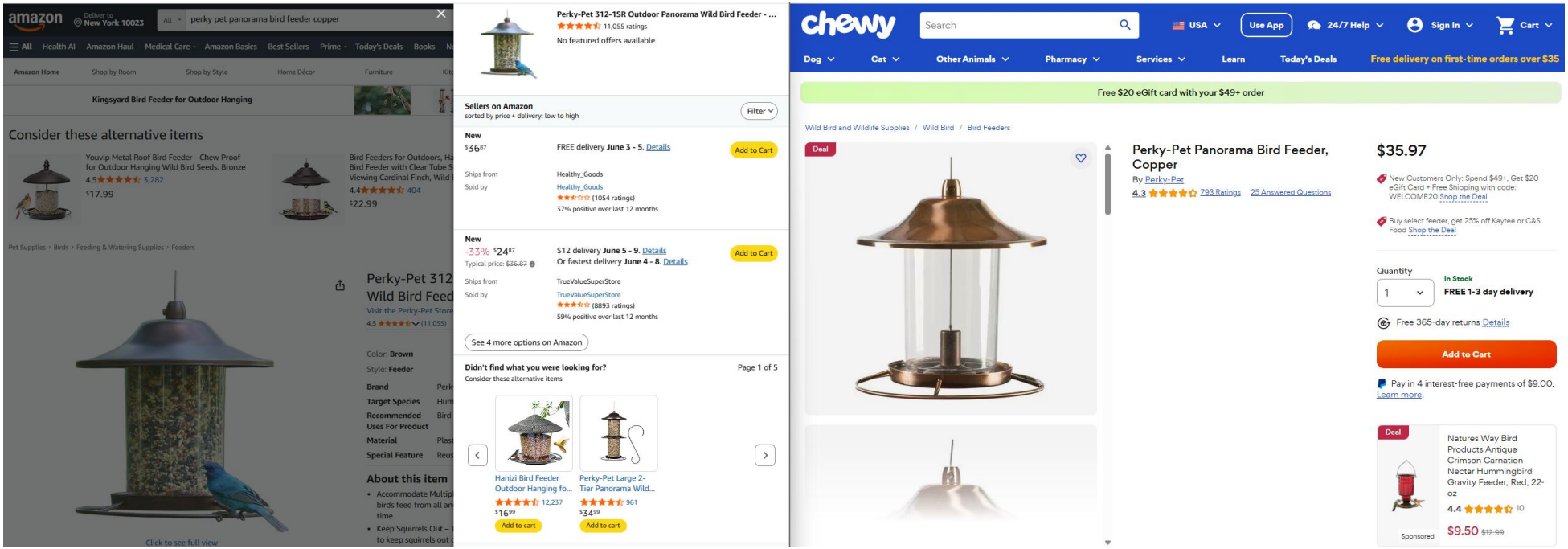
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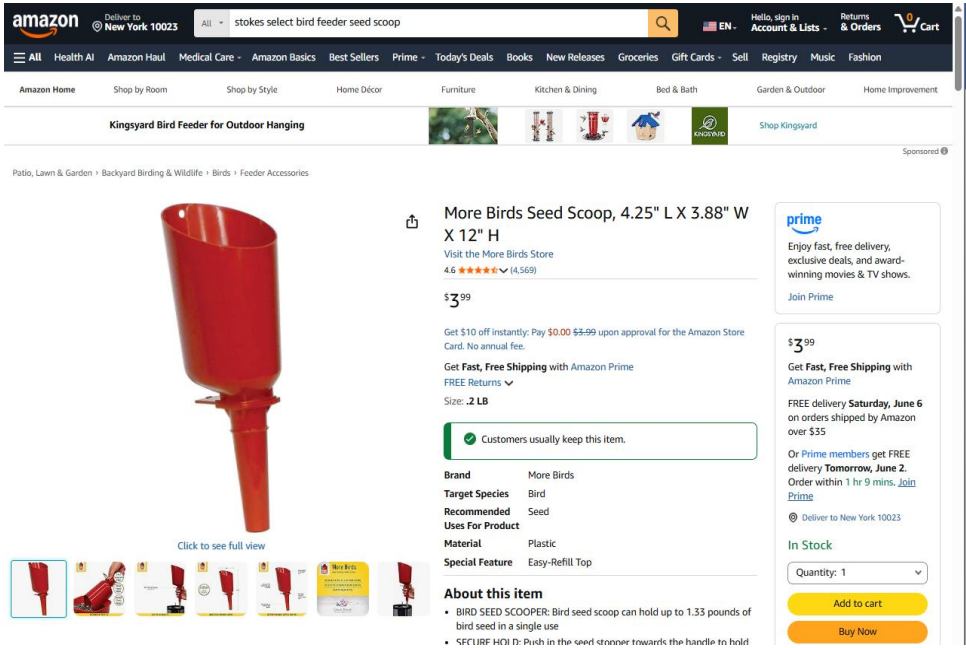
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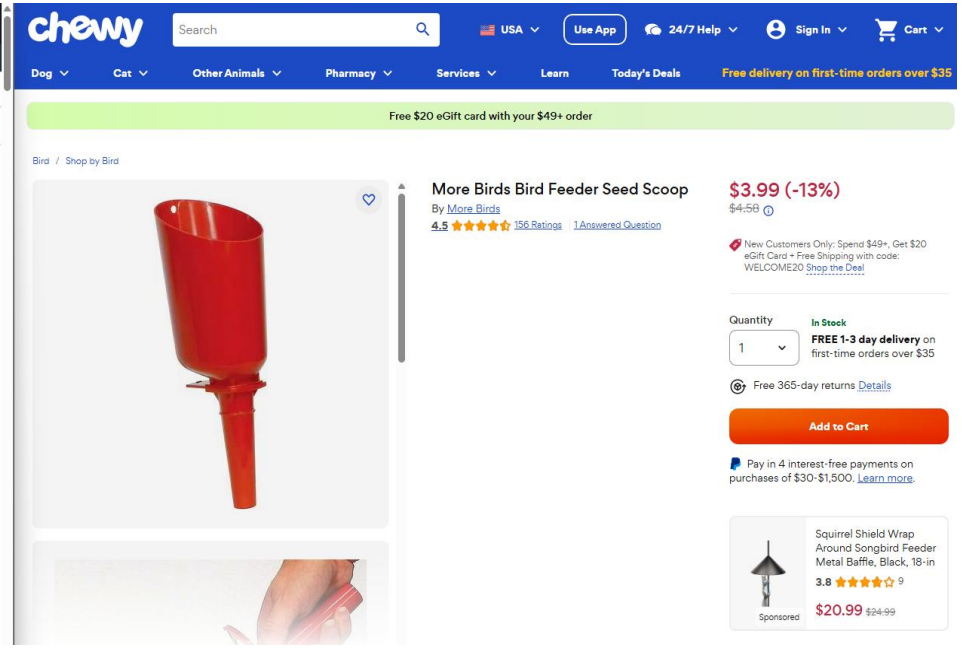


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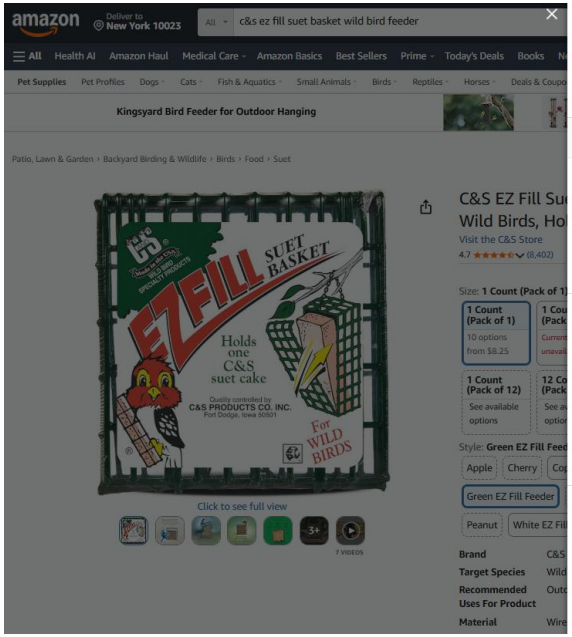


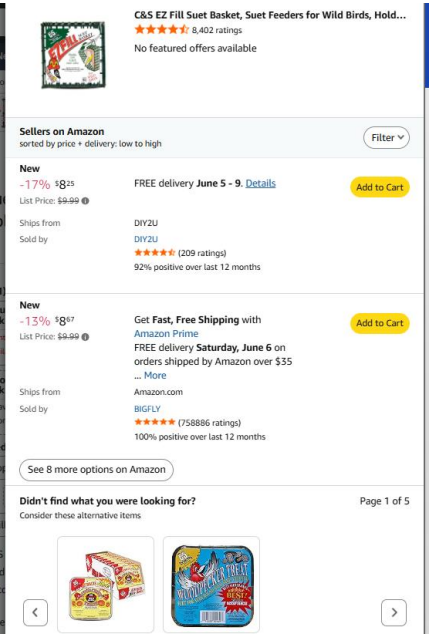
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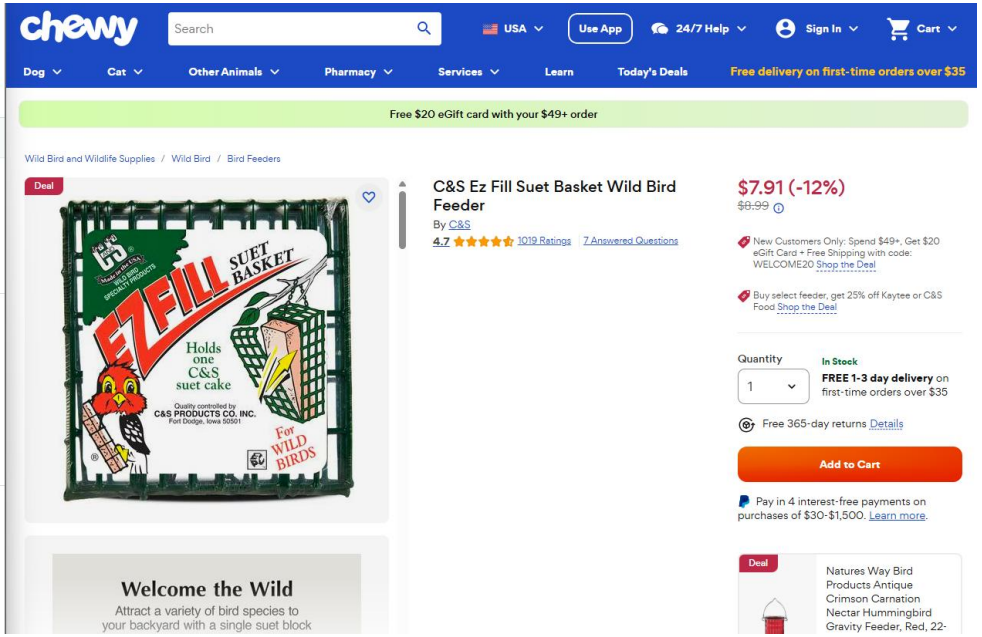
Chewy Primary Research

Bespoke – Amazon and Chewy Identical Items

May 2026





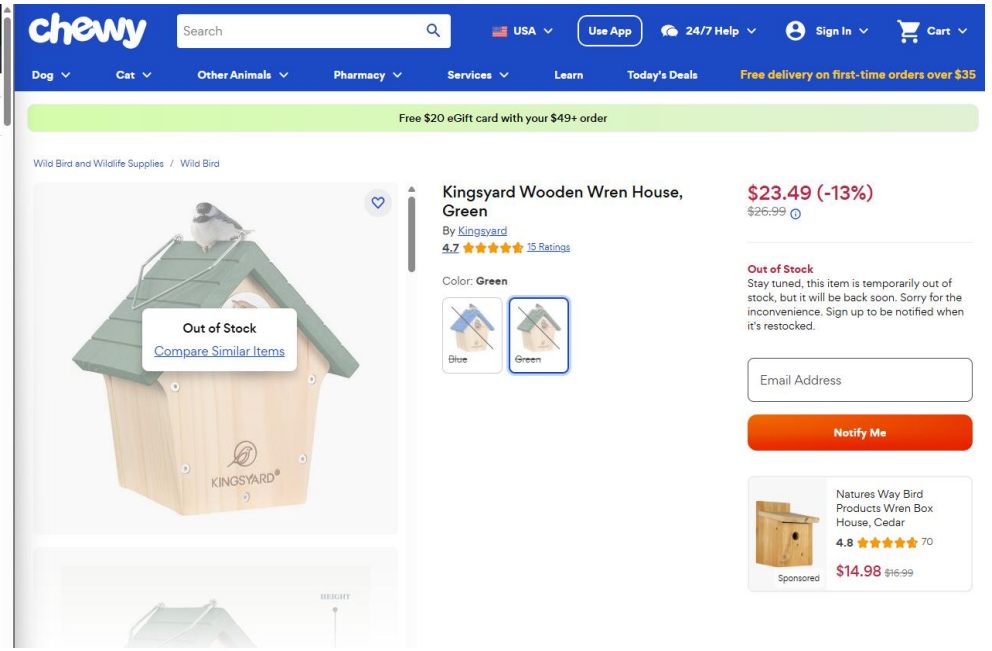


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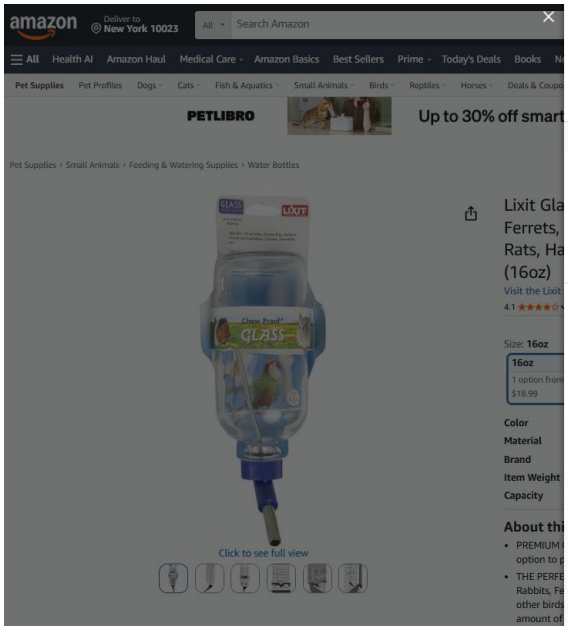


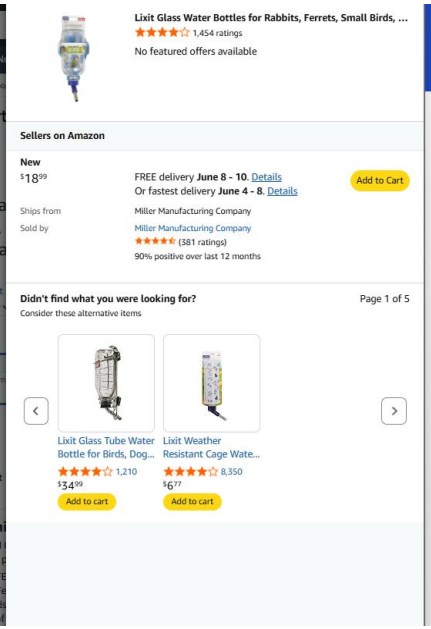


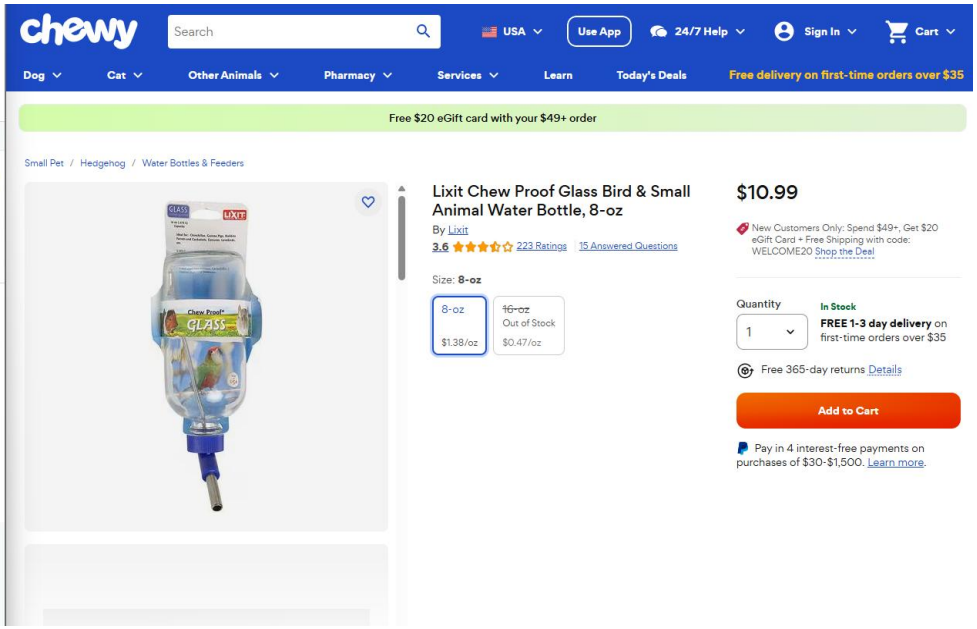
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