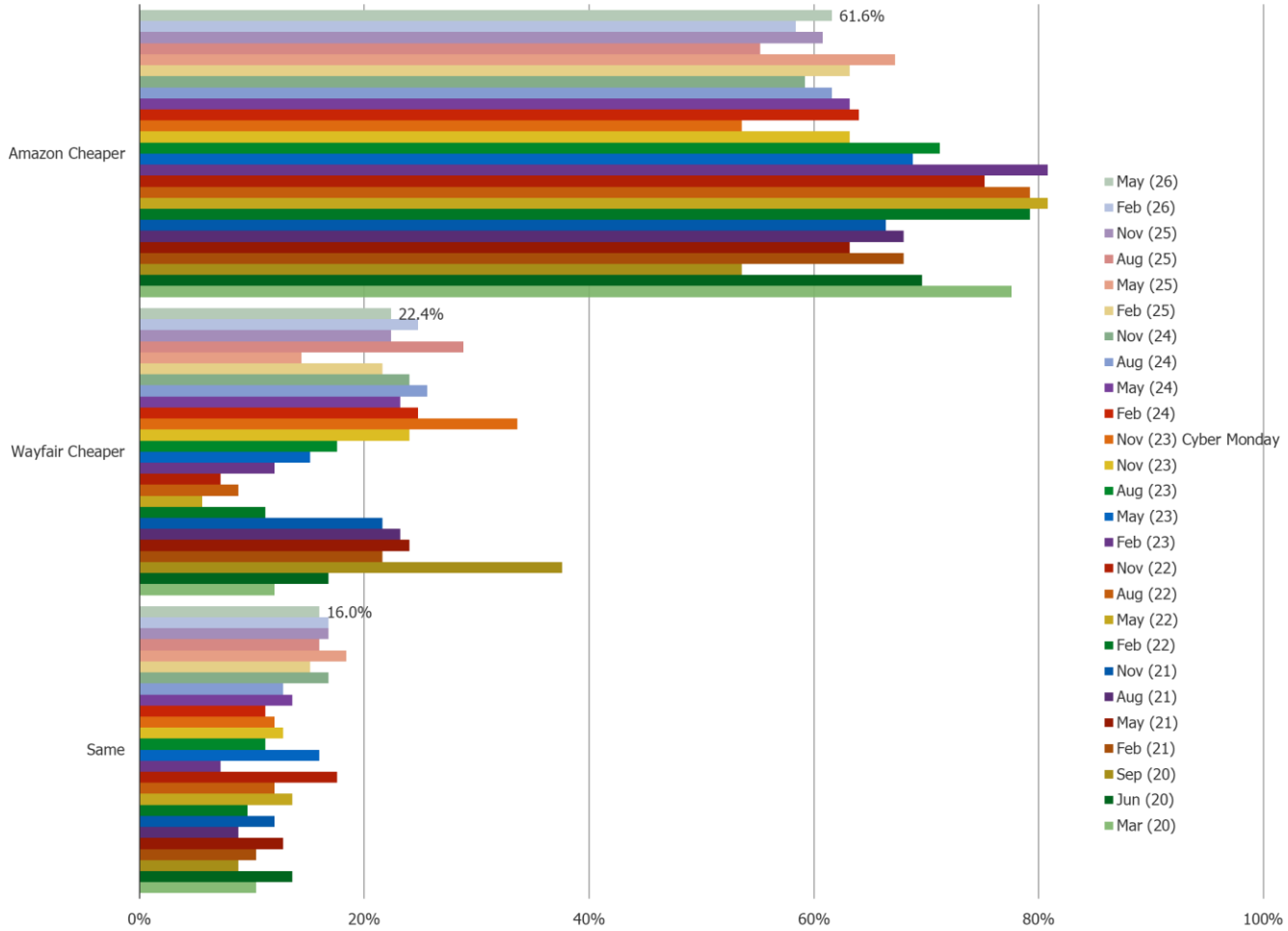
BACKGROUND

- We collected pricing data from 100+ identical items found on both Amazon and Wayfair and compared the results to prior iterations of this exercise (refreshed quarterly).

FINDINGS: PRICING ANALYSIS

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

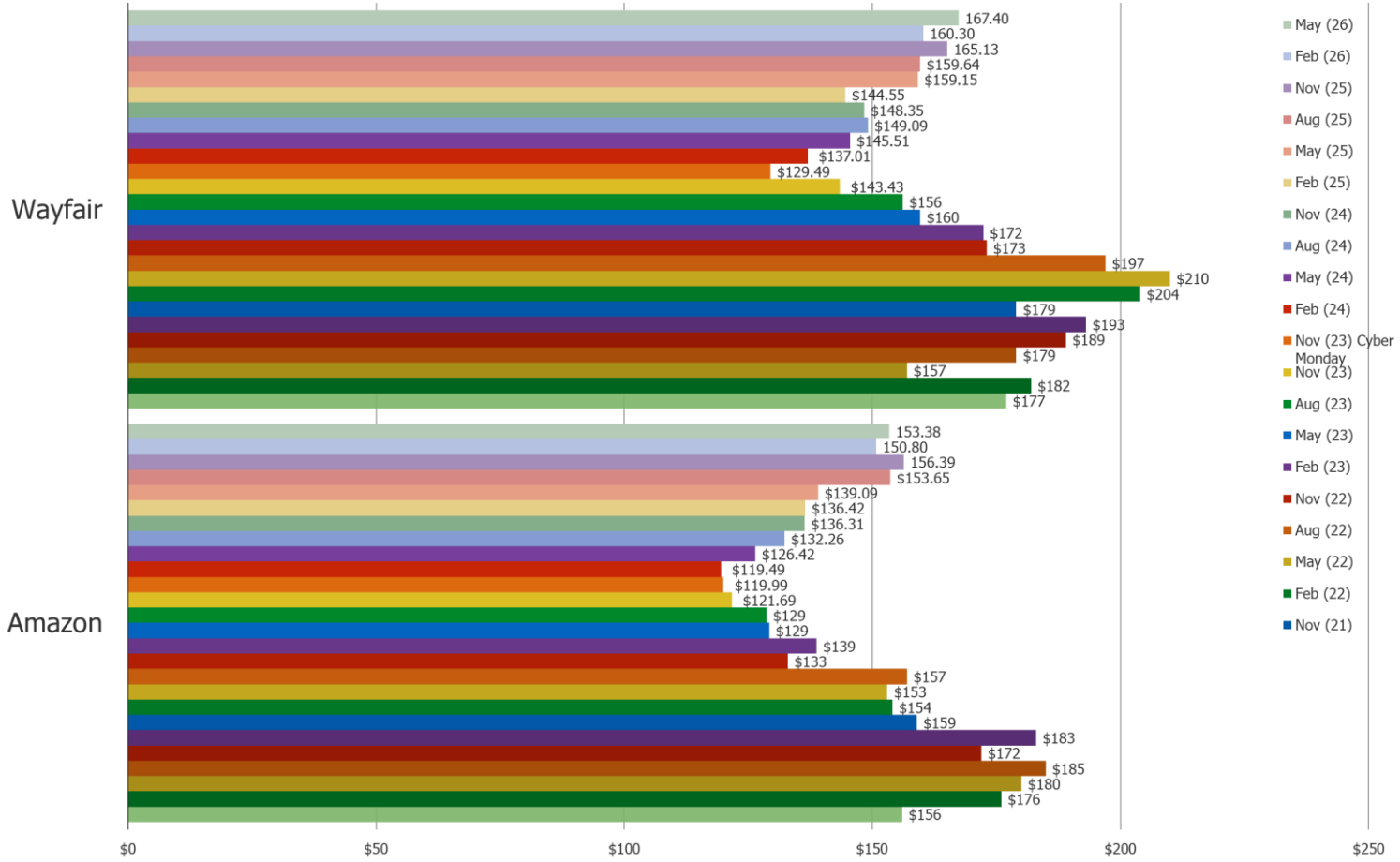


BACKGROUND

- We collected pricing data from 100+ identical items found on both Amazon and Wayfair and compared the results to prior iterations of this exercise (refreshed quarterly).

FINDINGS: PRICING ANALYSIS

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

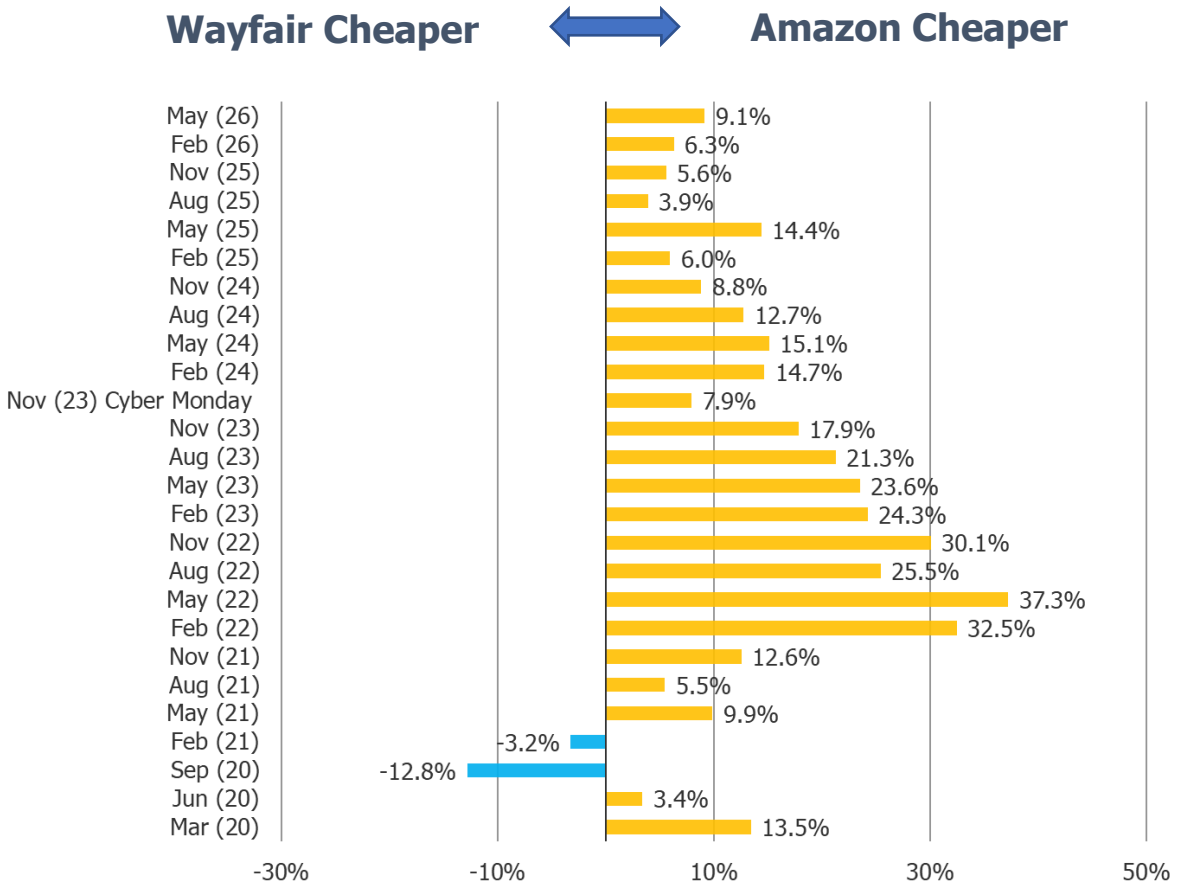


BACKGROUND

- We collected pricing data from 100+ identical items found on both Amazon and Wayfair and compared the results to prior iterations of this exercise (refreshed quarterly).

FINDINGS: PRICING ANALYSIS

Magnitude of how much cheaper Amazon or Wayfair was each wave on 100+ identical items.



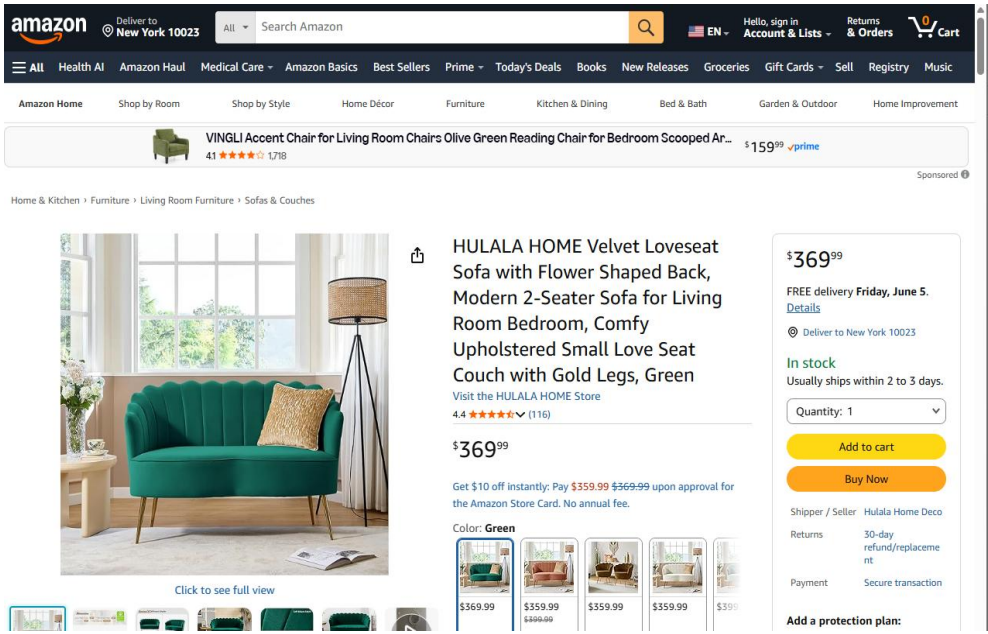
914-630-0512 | research@bespokeintel.com

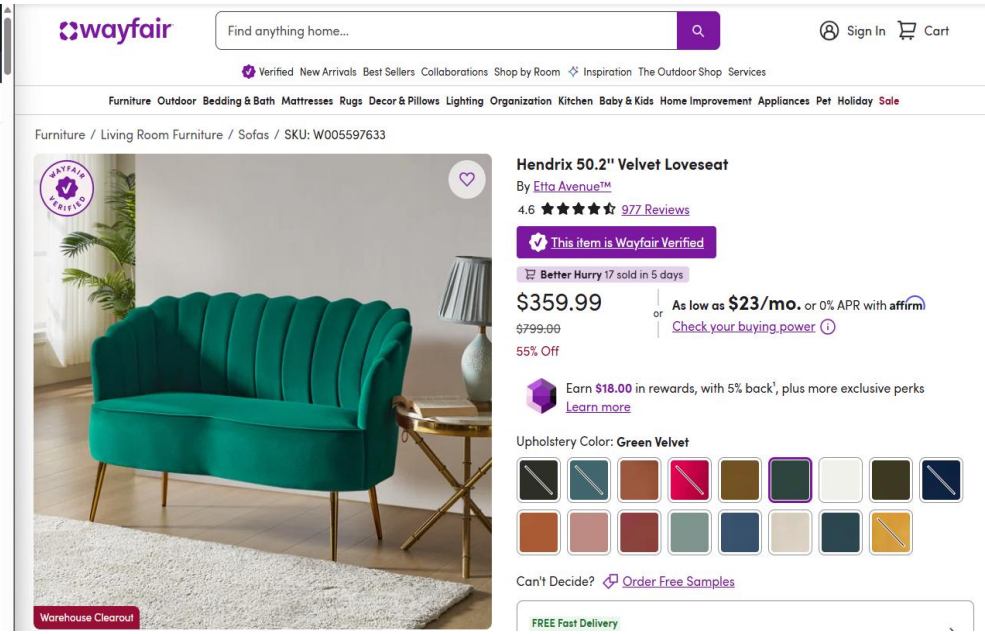
Category

- ❑ Sofas
- ❑ Coffee Tables
- ❑ TV Stands
- ❑ Beds
- ❑ Dressers
- ❑ Nightstands
- ❑ Dining Tables
- ❑ Chairs
- ❑ Desks
- ❑ Patio
- ❑ Rugs
- ❑ Décor
- ❑ Curtains
- ❑ Pillows
- ❑ Blankets
- ❑ Shelving
- ❑ Closet
- ❑ Lighting
- ❑ Lamps
- ❑ Dinnerware
- ❑ Drinkware
- ❑ Kids Beds
- ❑ Bathroom, Misc.
- ❑ Refrigerators
- ❑ Pets

Bespoke – Amazon and Wayfair Identical Items

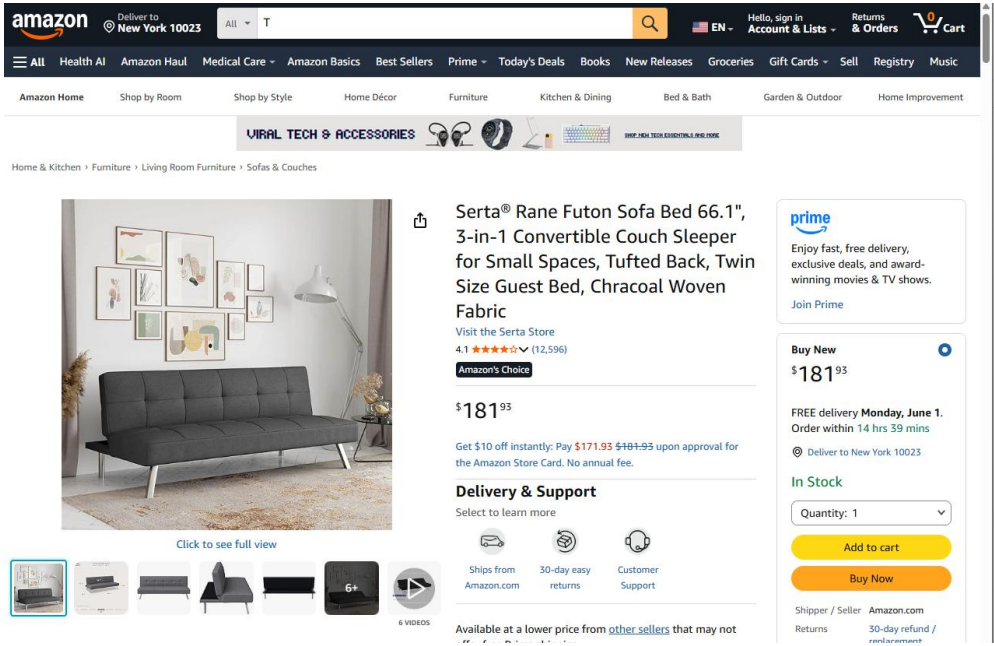
May 2026

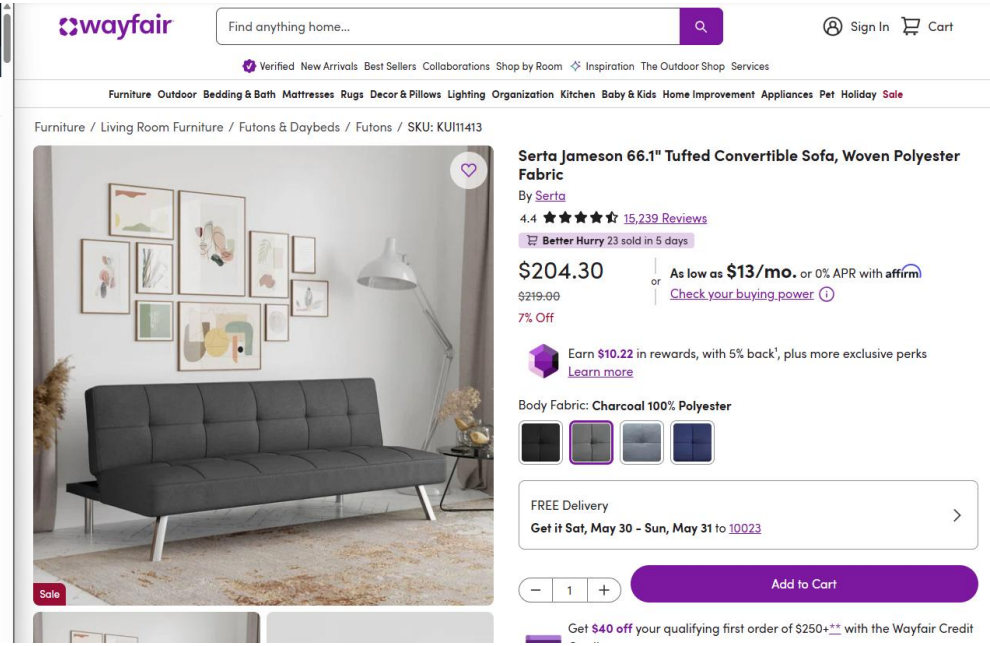




Bespoke – Amazon and Wayfair Identical Items

May 2026

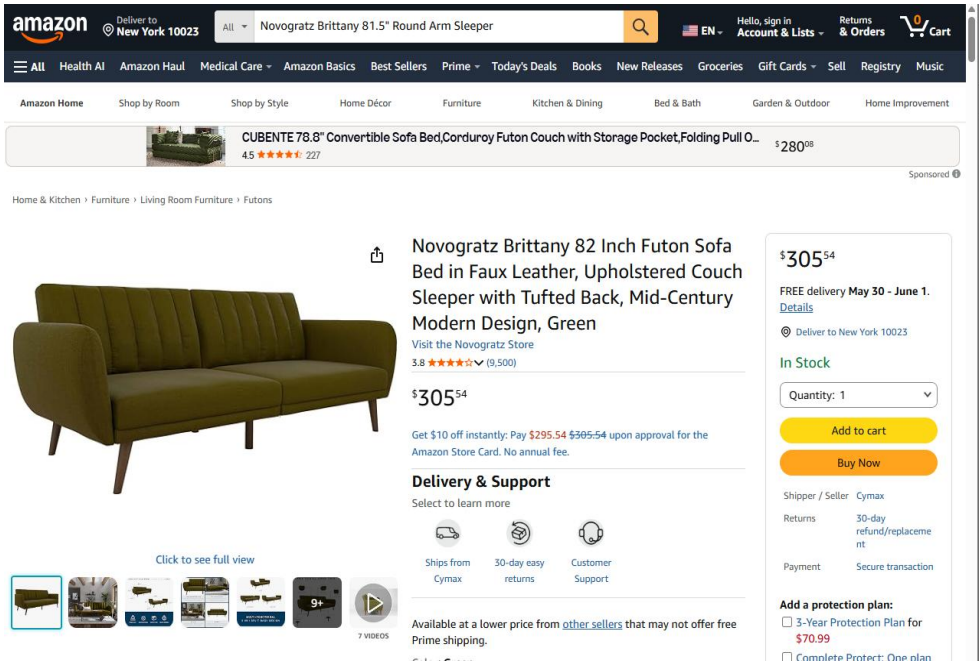


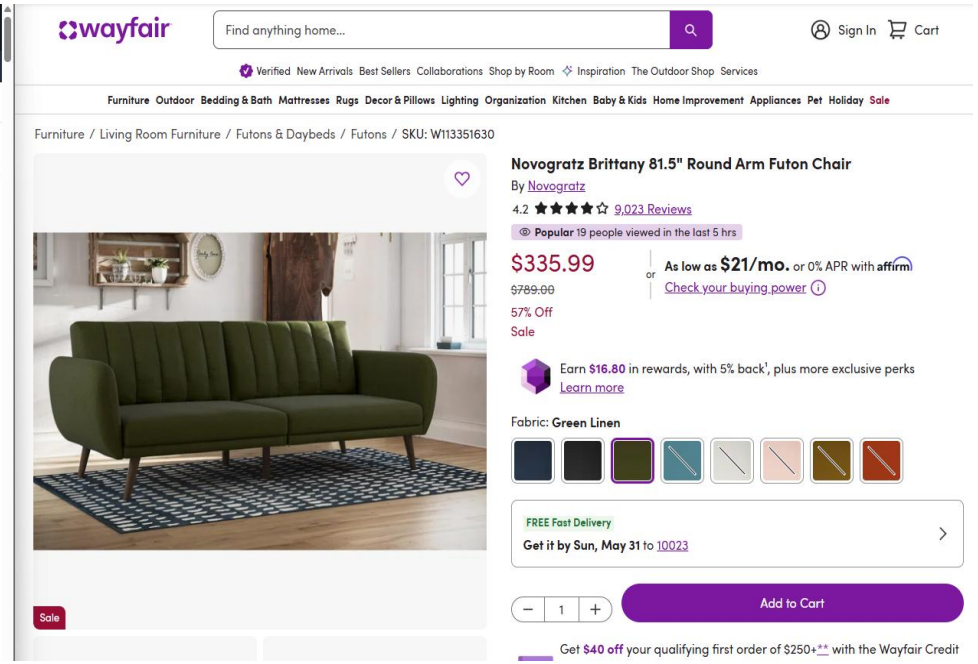


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026

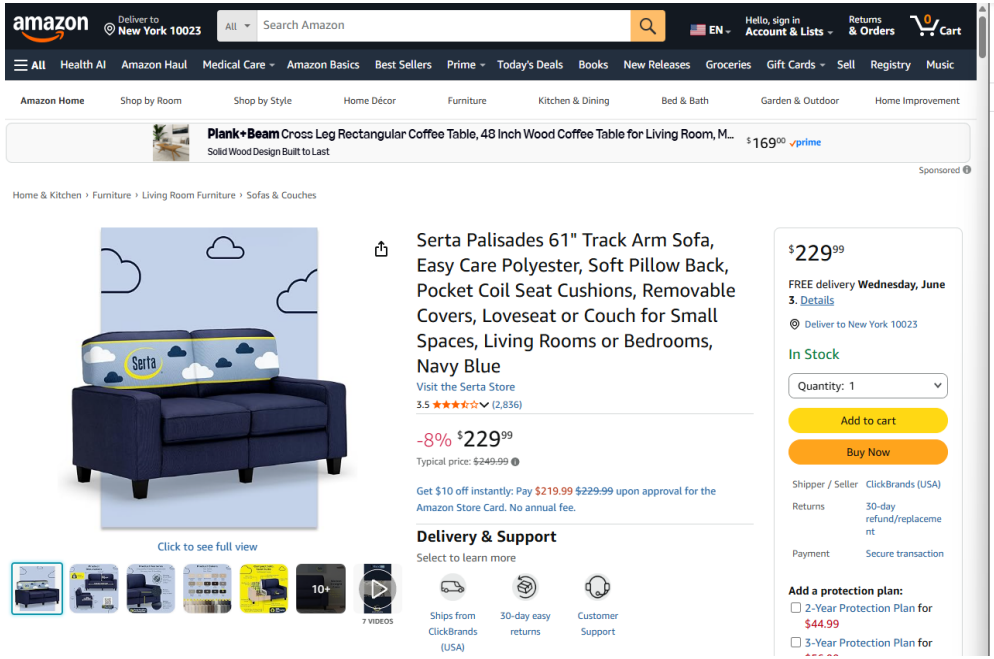


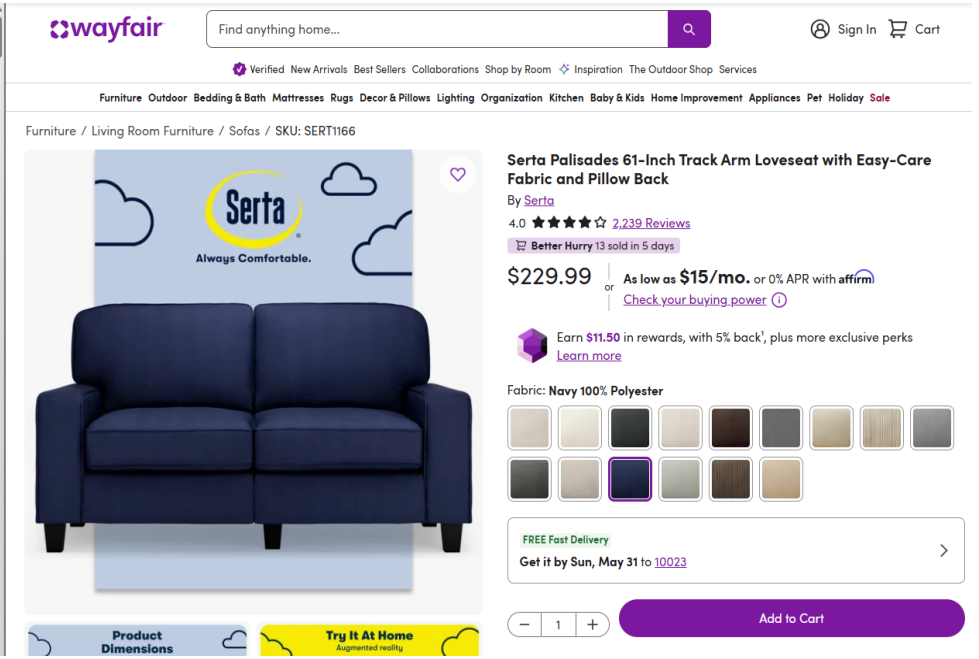


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026



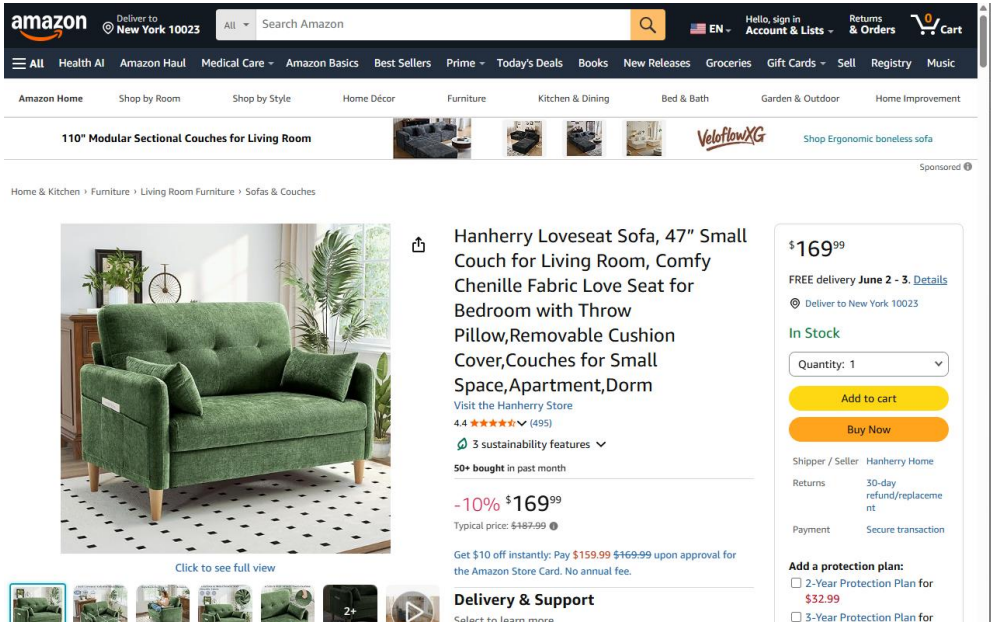


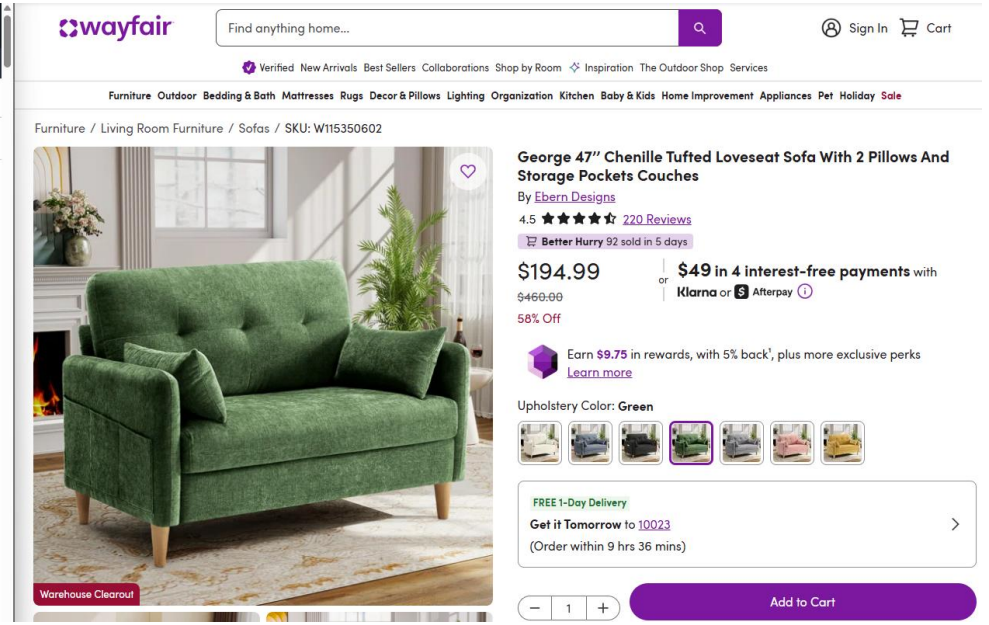
Source: Bespoke Market Intelligence Analysis

Wayfair Primary Research

Bespoke – Amazon and Wayfair Identical Items

May 2026





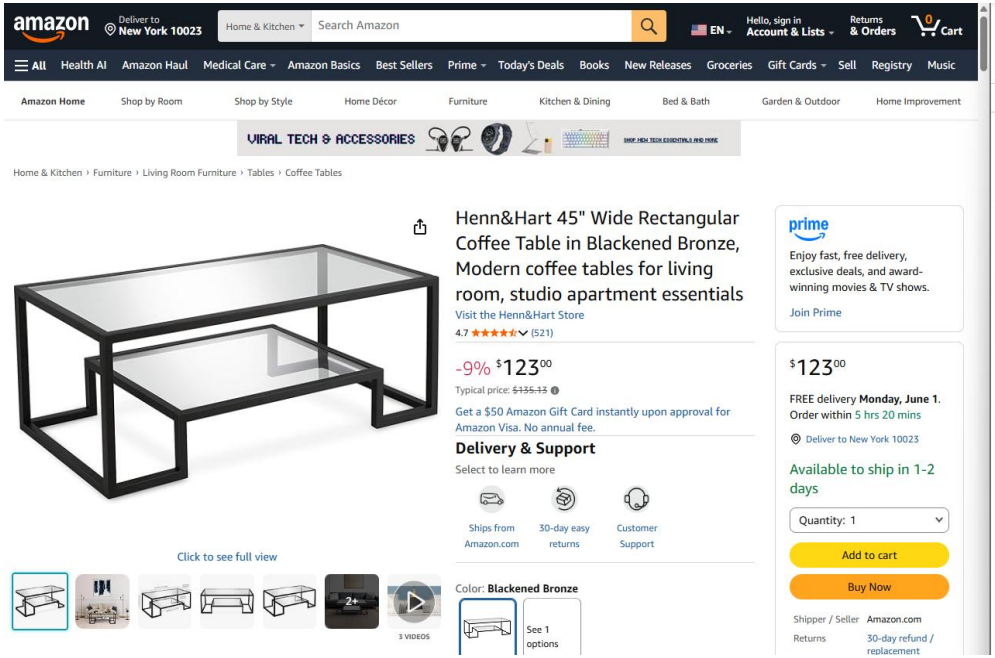
Source: Bespoke Market Intelligence Analysis

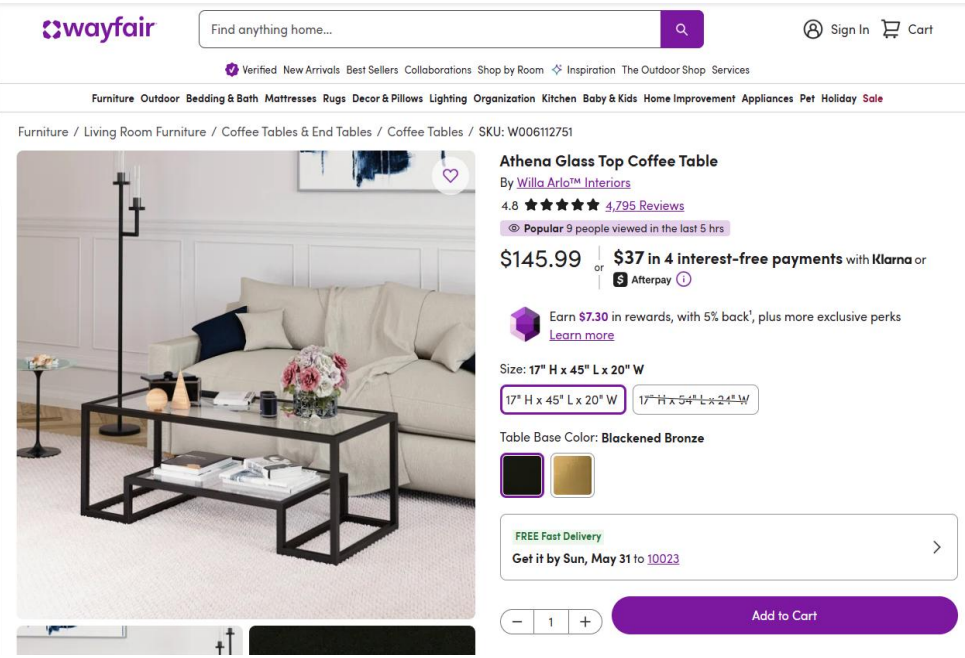
Category

- ❑ Sofas
- ❑ Coffee Tables
- ❑ TV Stands
- ❑ Beds
- ❑ Dressers
- ❑ Nightstands
- ❑ Dining Tables
- ❑ Chairs
- ❑ Desks
- ❑ Patio
- ❑ Rugs
- ❑ Décor
- ❑ Curtains
- ❑ Pillows
- ❑ Blankets
- ❑ Shelving
- ❑ Closet
- ❑ Lighting
- ❑ Lamps
- ❑ Dinnerware
- ❑ Drinkware
- ❑ Kids Beds
- ❑ Bathroom, Misc.
- ❑ Refrigerators
- ❑ Pets

Bespoke – Amazon and Wayfair Identical Items

May 2026

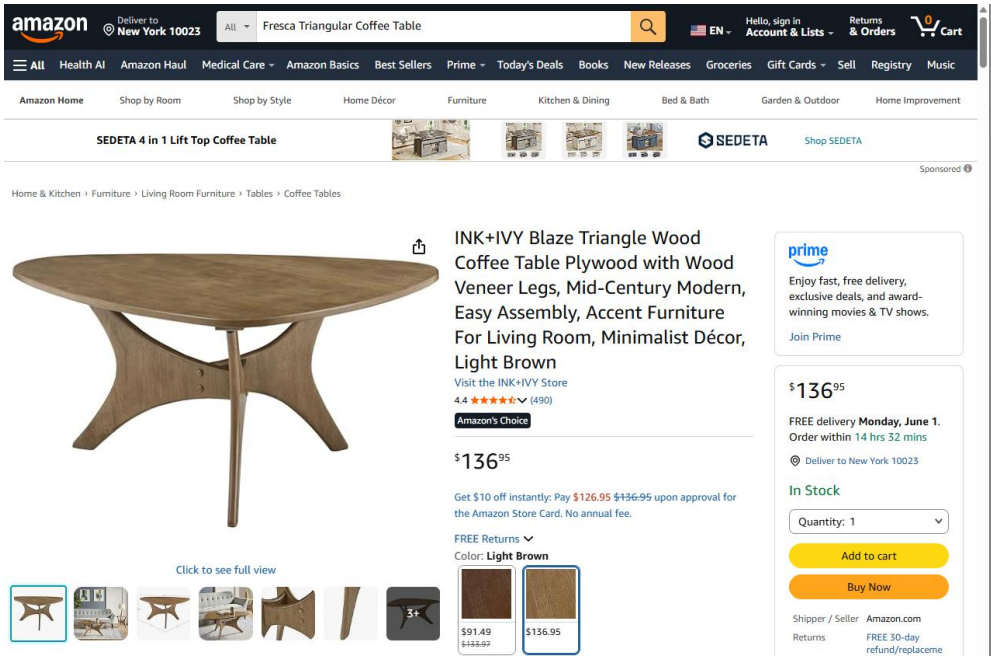


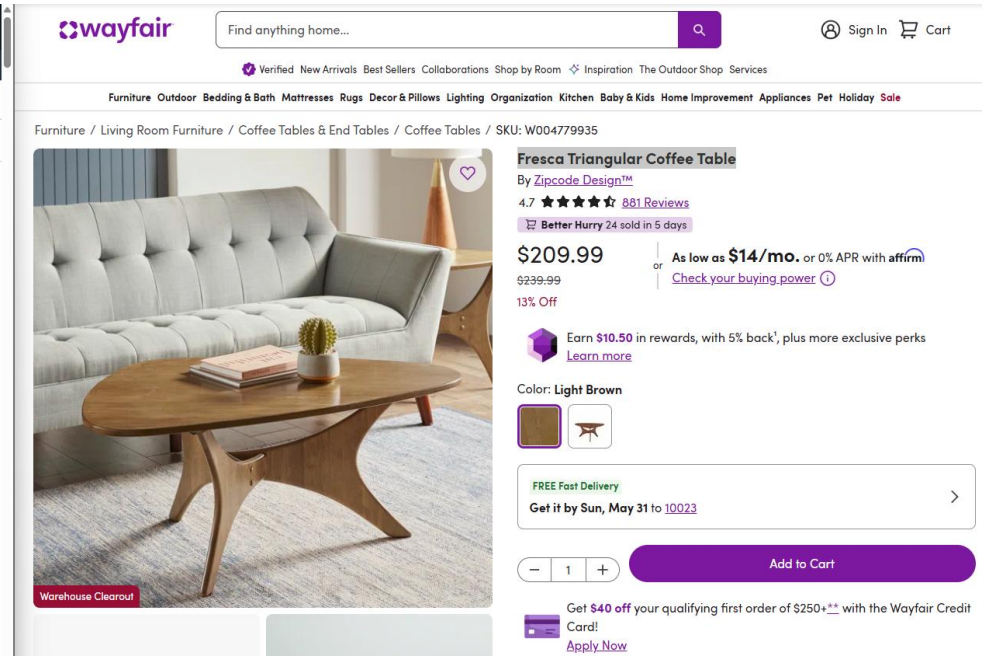


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026

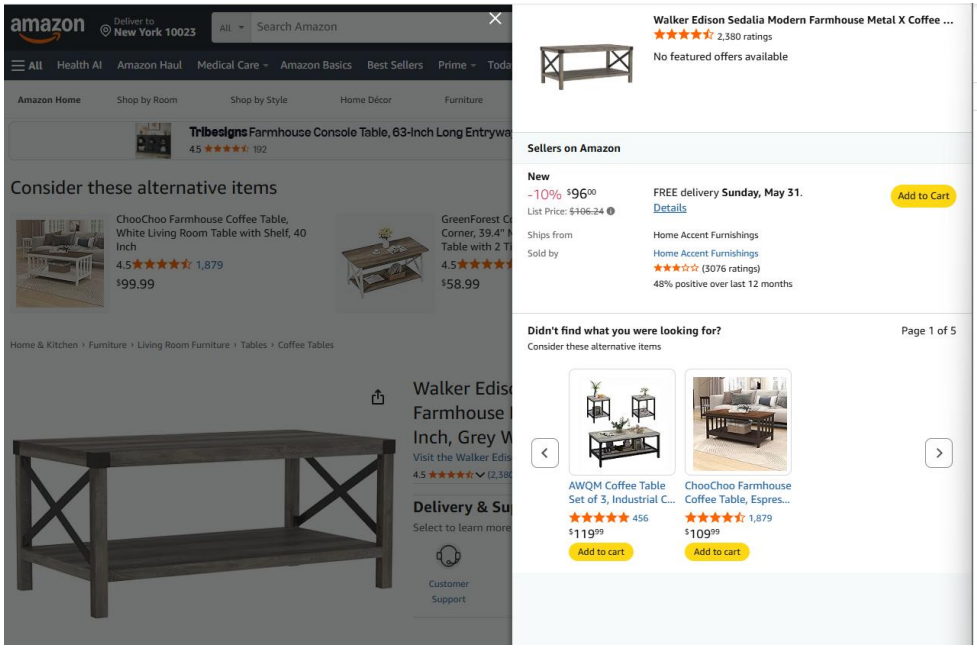


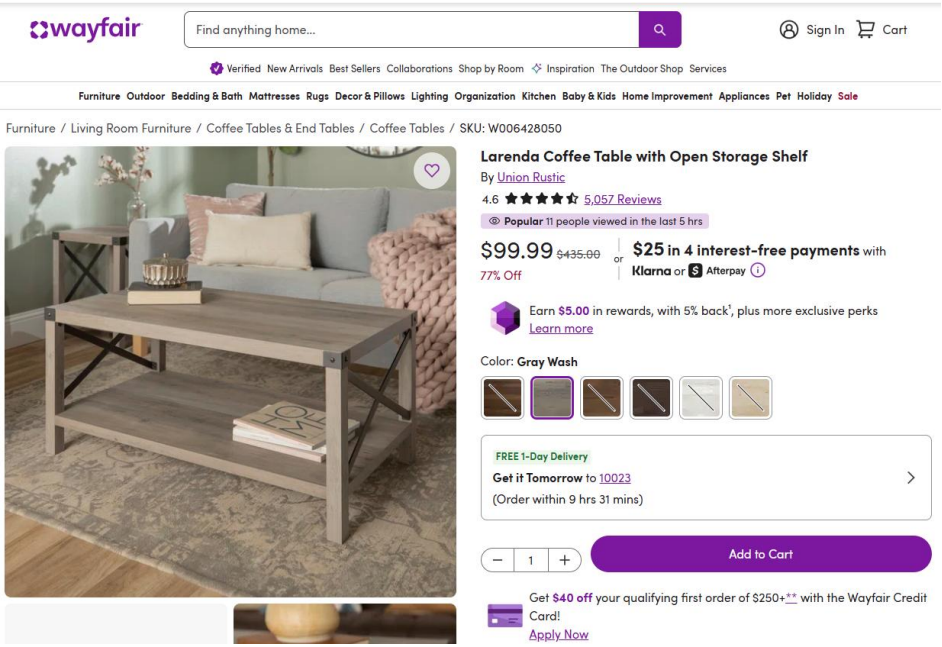


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026

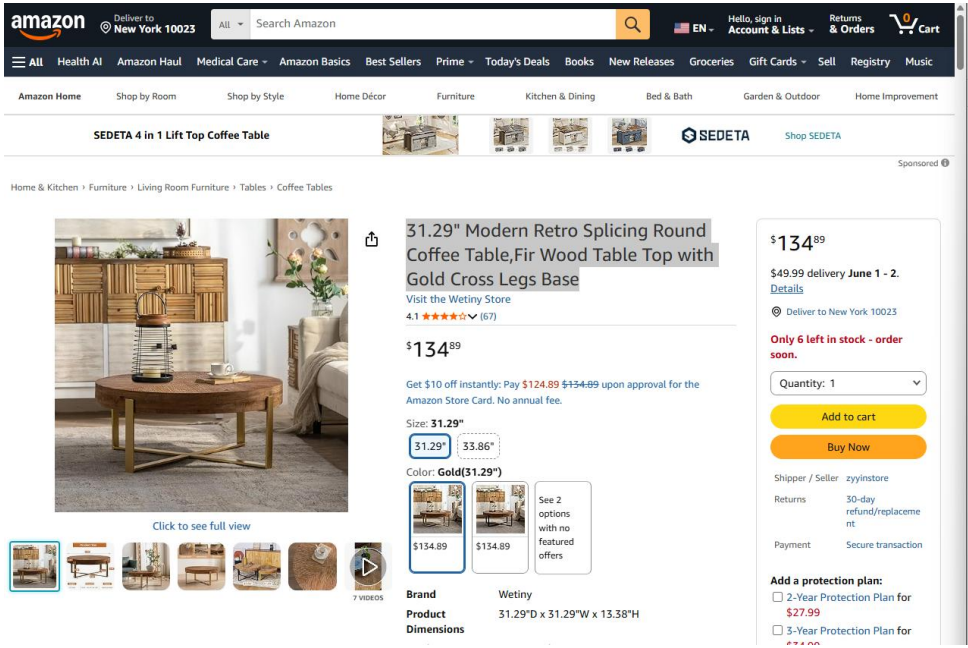


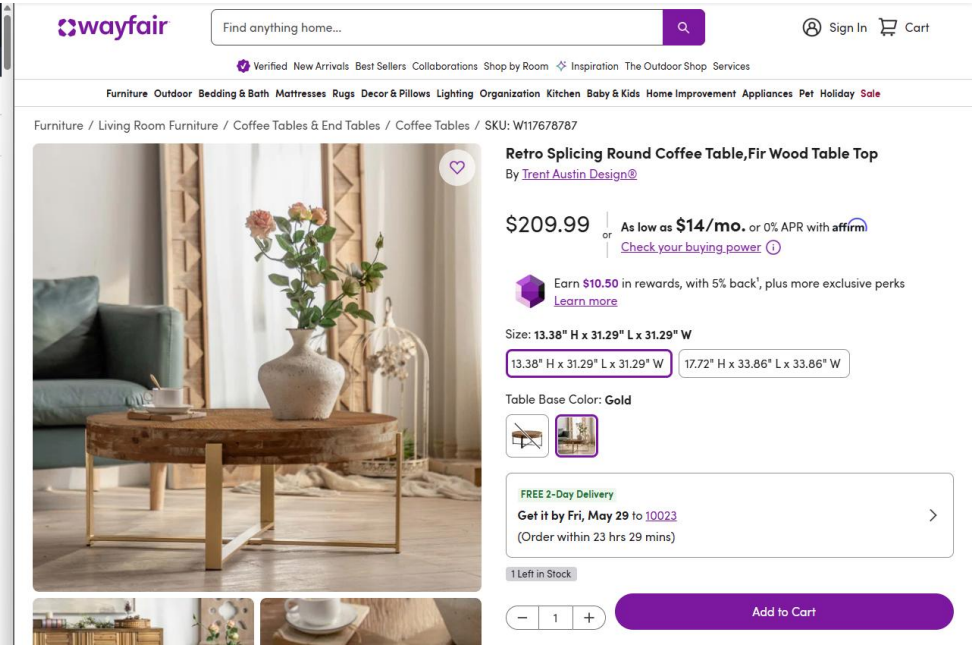


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026

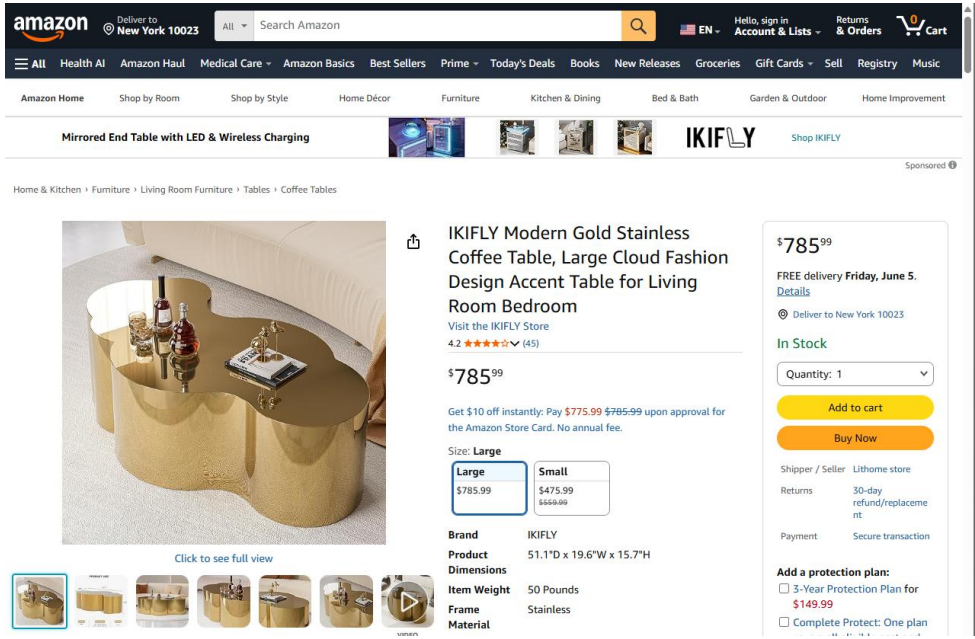


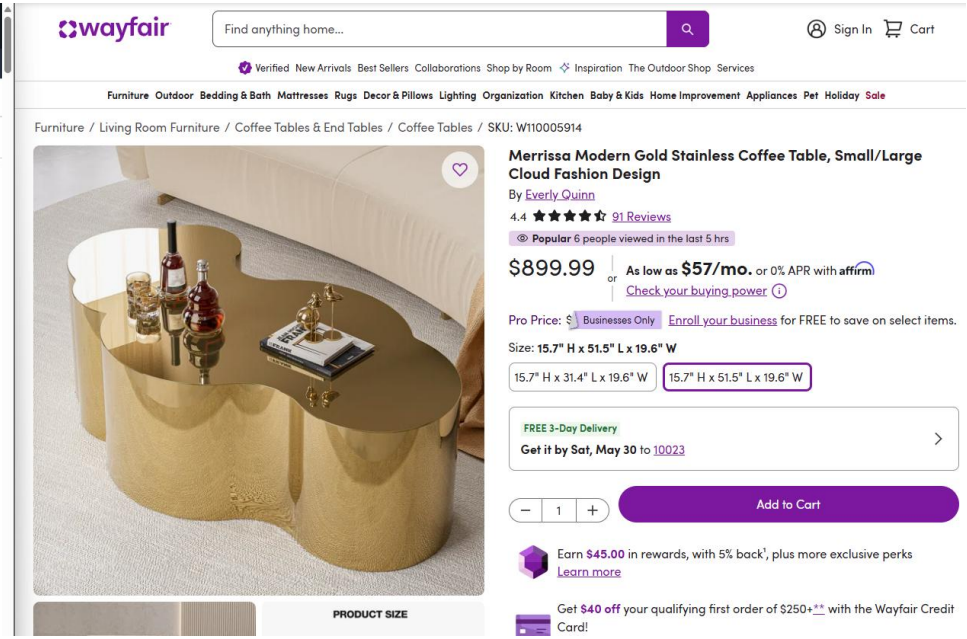


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026





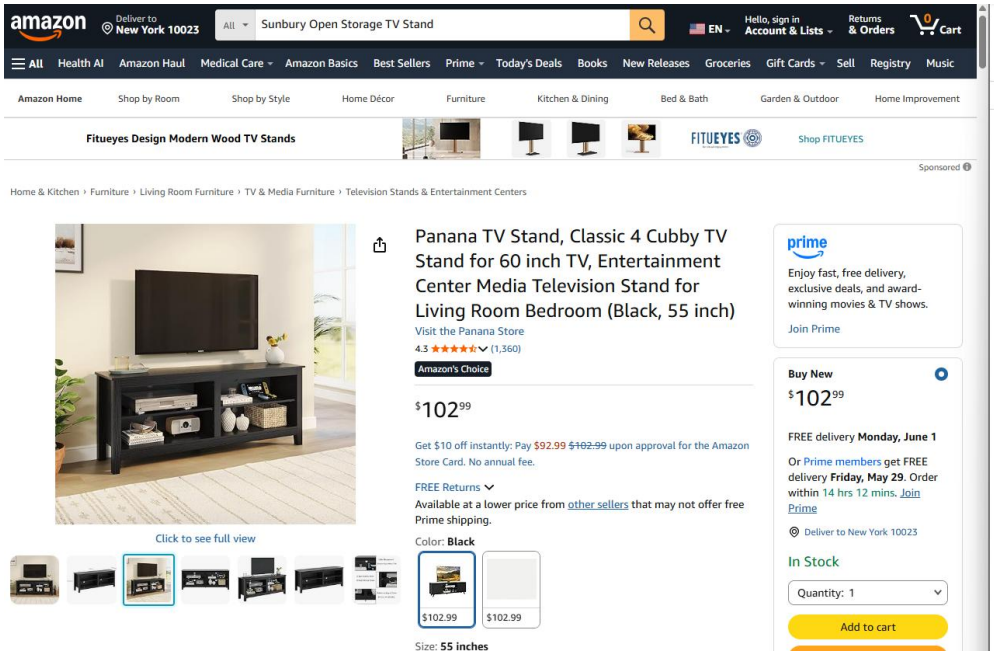
Source: Bespoke Market Intelligence Analysis

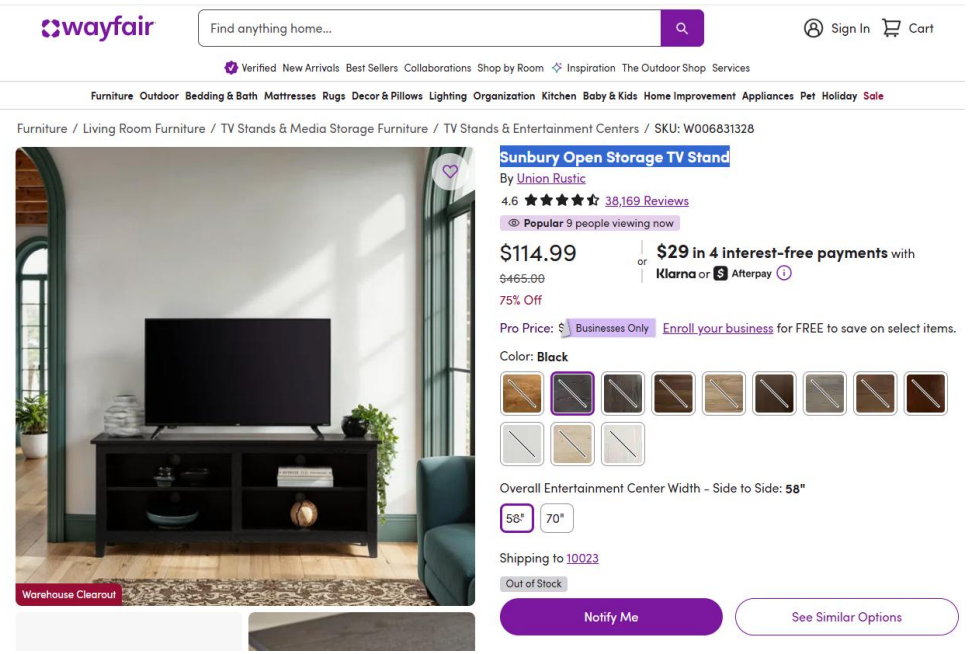
Category

- ❑ Sofas
- ❑ Coffee Tables
- ❑ TV Stands
- ❑ Beds
- ❑ Dressers
- ❑ Nightstands
- ❑ Dining Tables
- ❑ Chairs
- ❑ Desks
- ❑ Patio
- ❑ Rugs
- ❑ Décor
- ❑ Curtains
- ❑ Pillows
- ❑ Blankets
- ❑ Shelving
- ❑ Closet
- ❑ Lighting
- ❑ Lamps
- ❑ Dinnerware
- ❑ Drinkware
- ❑ Kids Beds
- ❑ Bathroom, Misc.
- ❑ Refrigerators
- ❑ Pets

Bespoke – Amazon and Wayfair Identical Items

May 2026

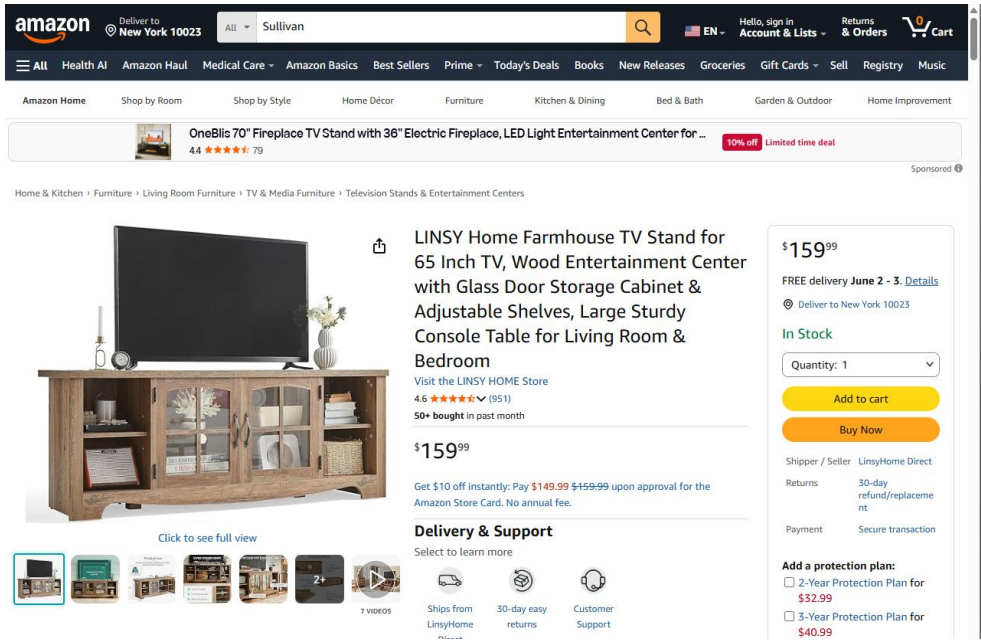


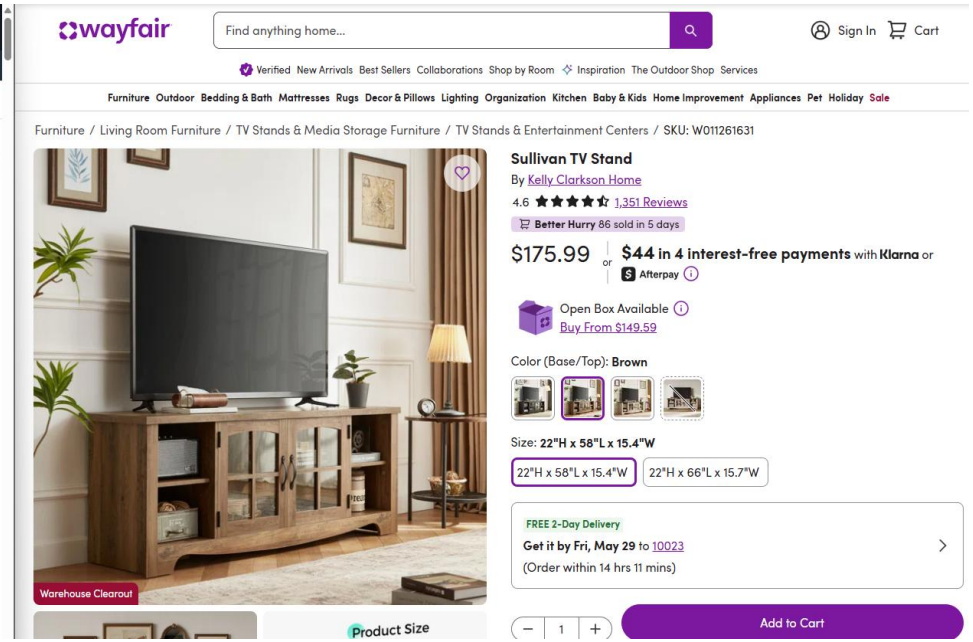


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026



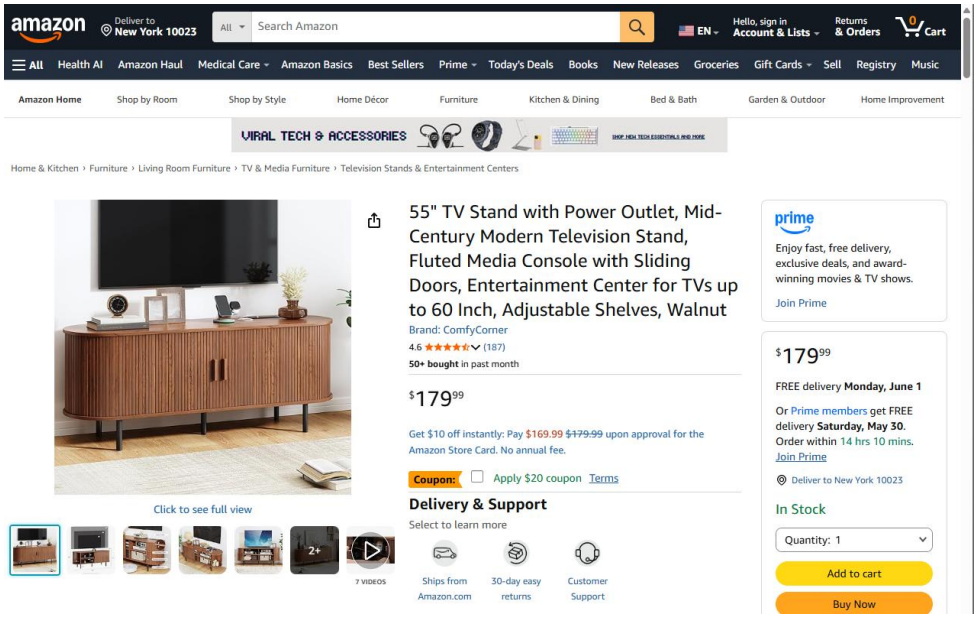


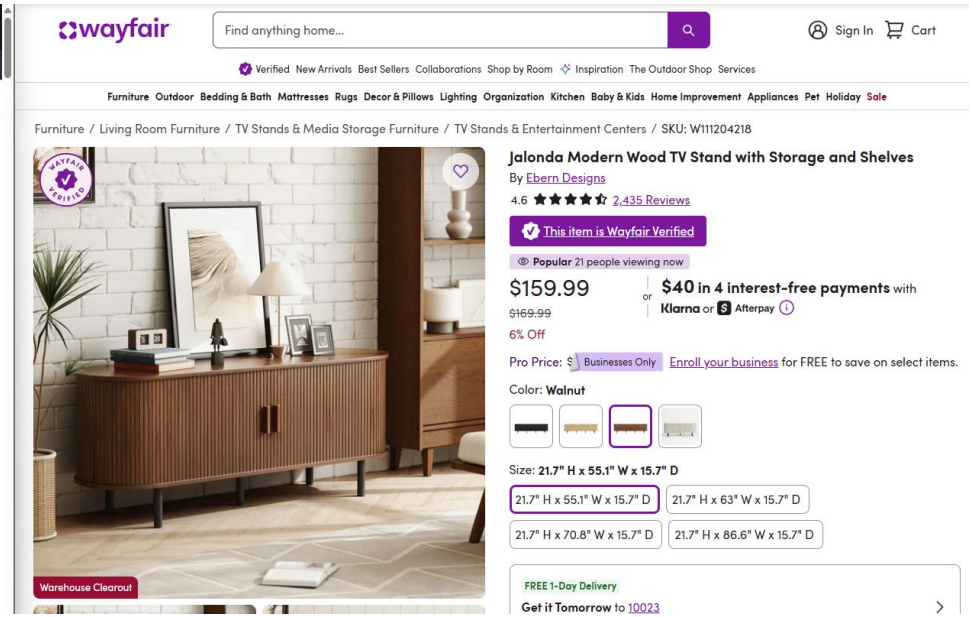
Source: Bespoke Market Intelligence Analysis

Wayfair Primary Research

Bespoke – Amazon and Wayfair Identical Items

May 2026

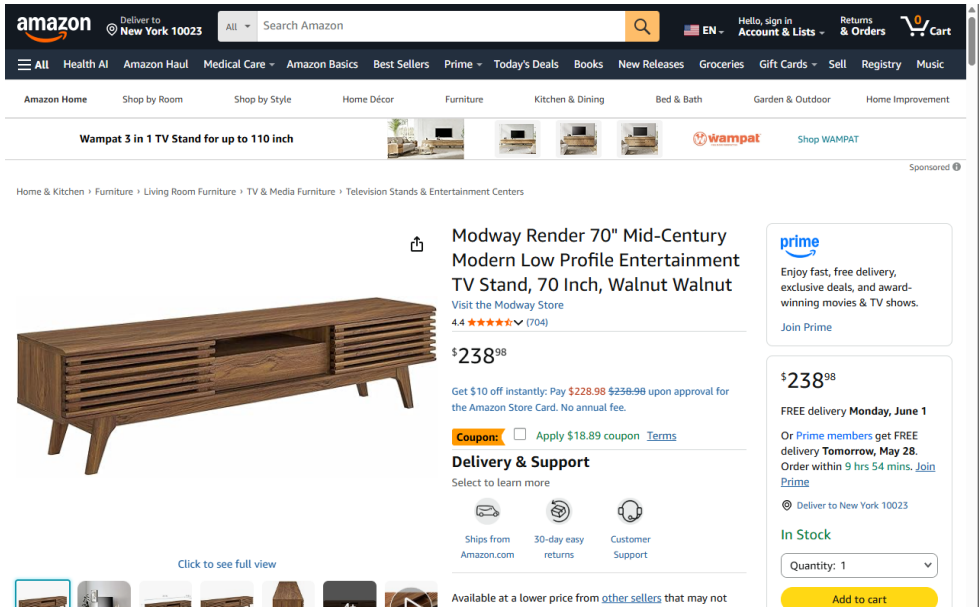


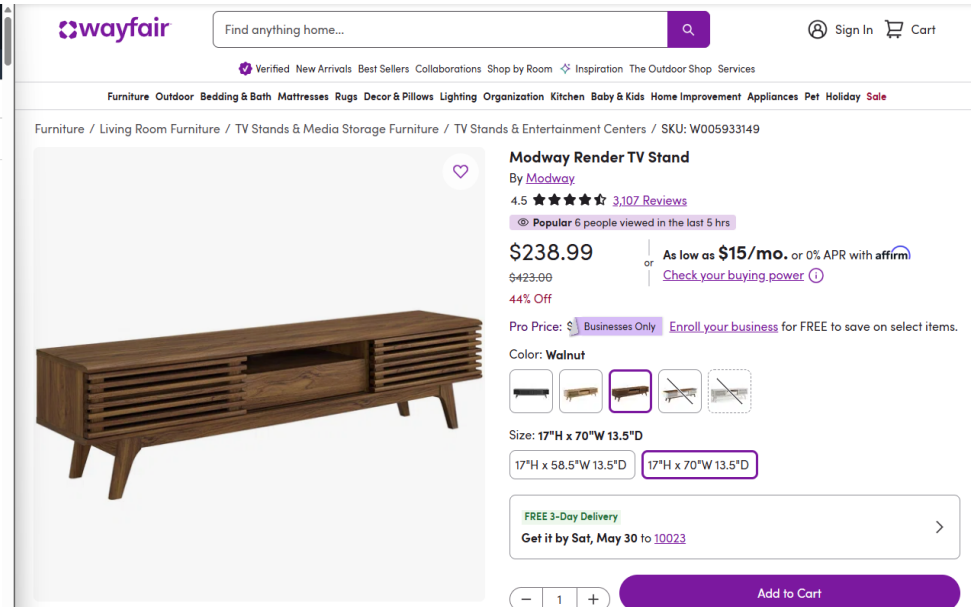


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026

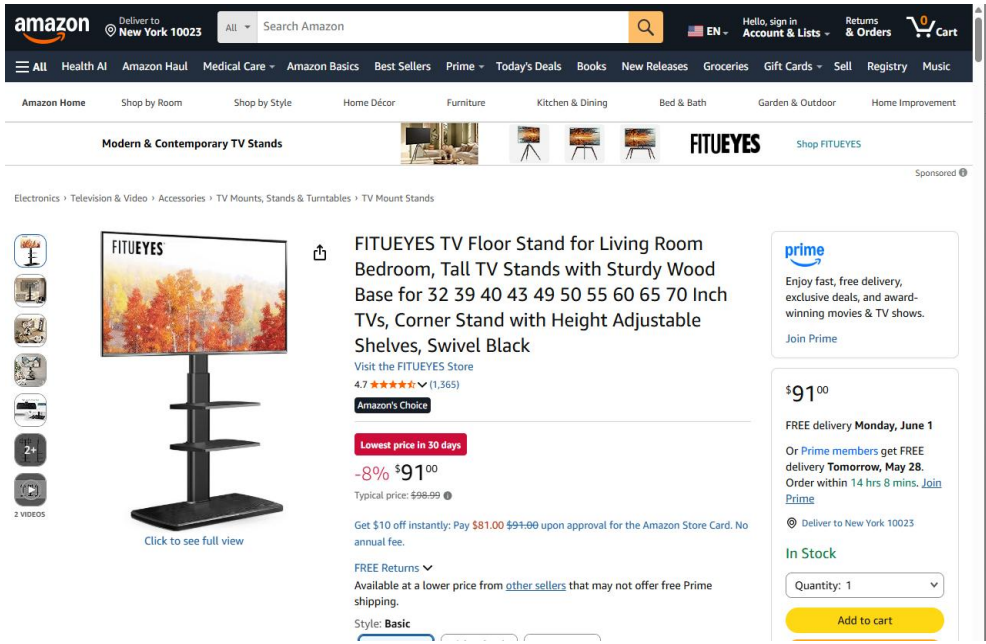


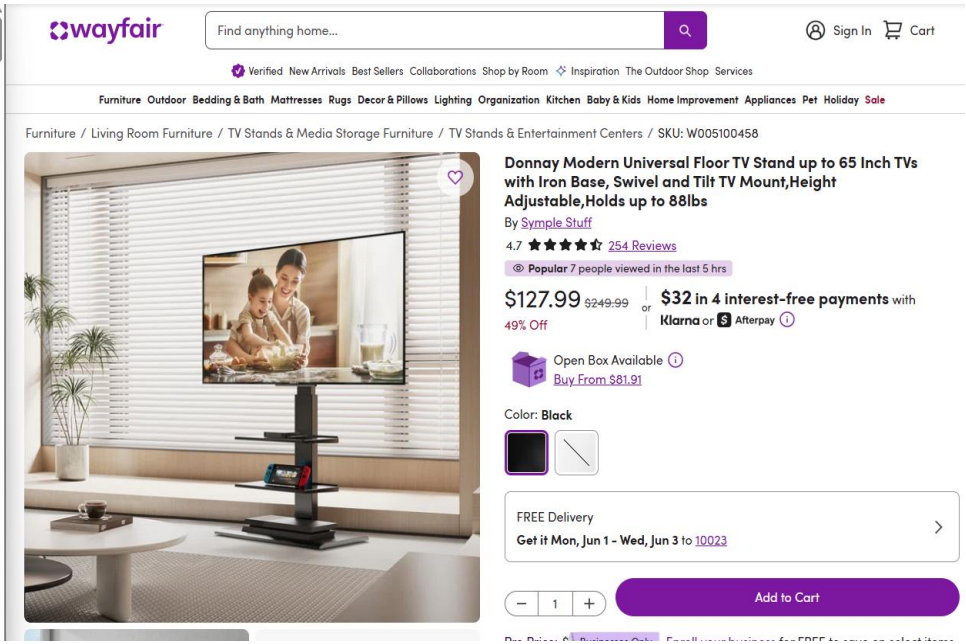


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026





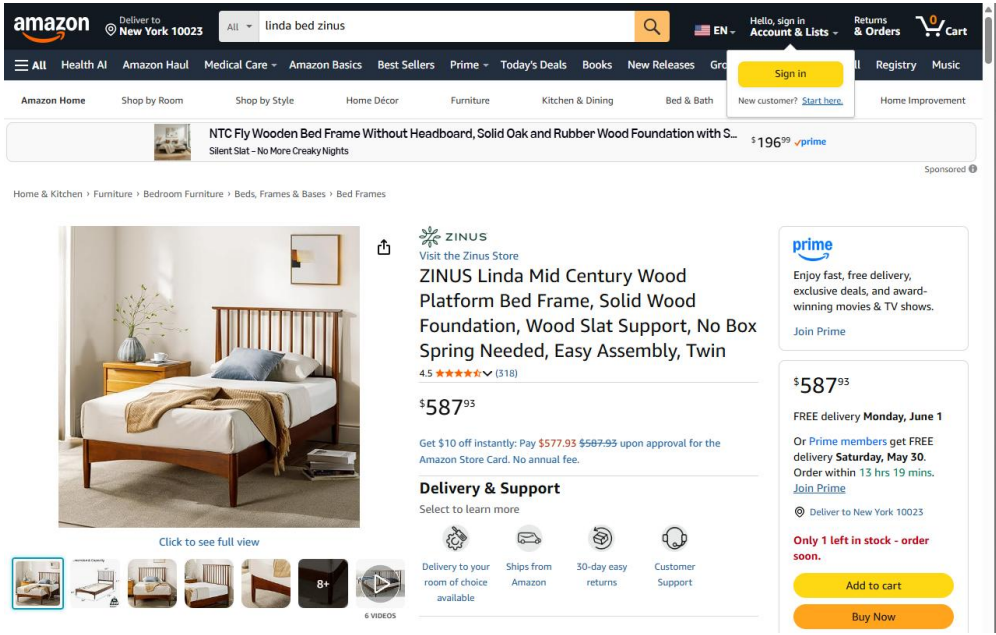
Source: Bespoke Market Intelligence Analysis

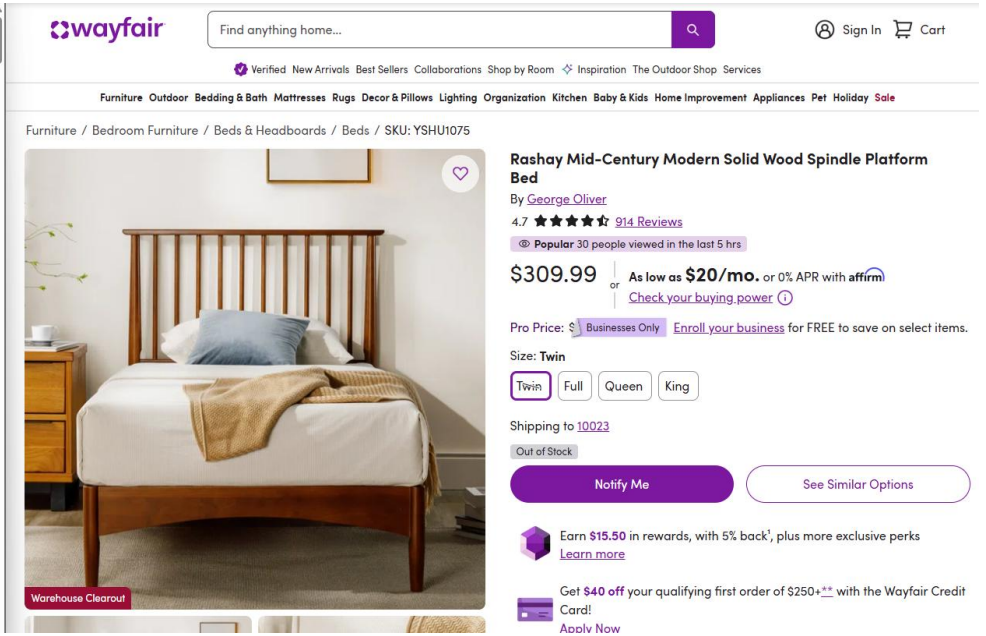
Category

- ❑ Sofas
- ❑ Coffee Tables
- ❑ TV Stands
- ❑ Beds
- ❑ Dressers
- ❑ Nightstands
- ❑ Dining Tables
- ❑ Chairs
- ❑ Desks
- ❑ Patio
- ❑ Rugs
- ❑ Décor
- ❑ Curtains
- ❑ Pillows
- ❑ Blankets
- ❑ Shelving
- ❑ Closet
- ❑ Lighting
- ❑ Lamps
- ❑ Dinnerware
- ❑ Drinkware
- ❑ Kids Beds
- ❑ Bathroom, Misc.
- ❑ Refrigerators
- ❑ Pets

Bespoke – Amazon and Wayfair Identical Items

May 2026



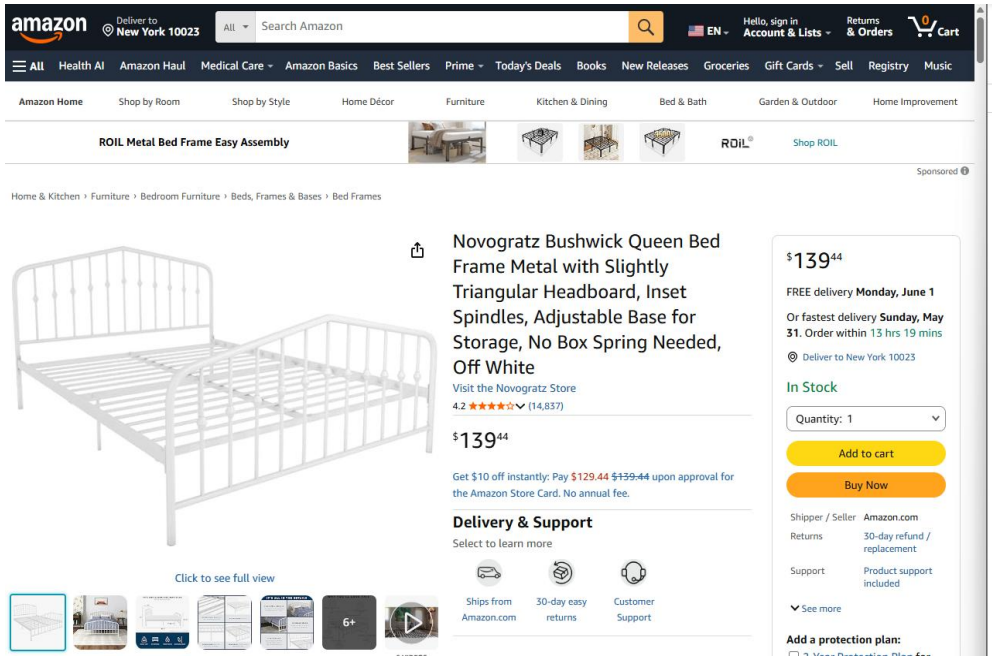


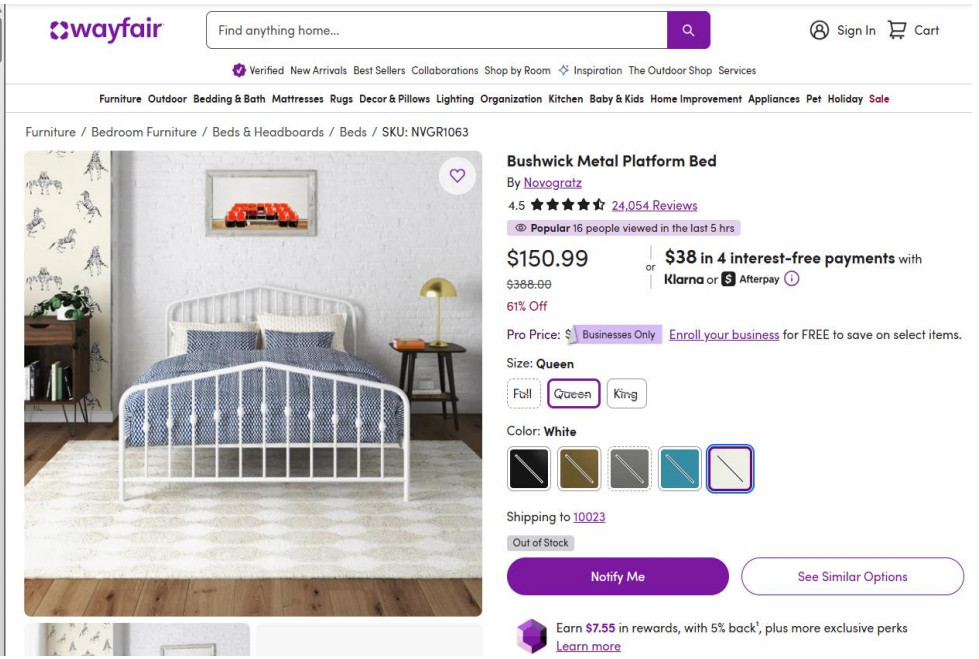
Source: Bespoke Market Intelligence Analysis

Wayfair Primary Research

Bespoke – Amazon and Wayfair Identical Items

May 2026



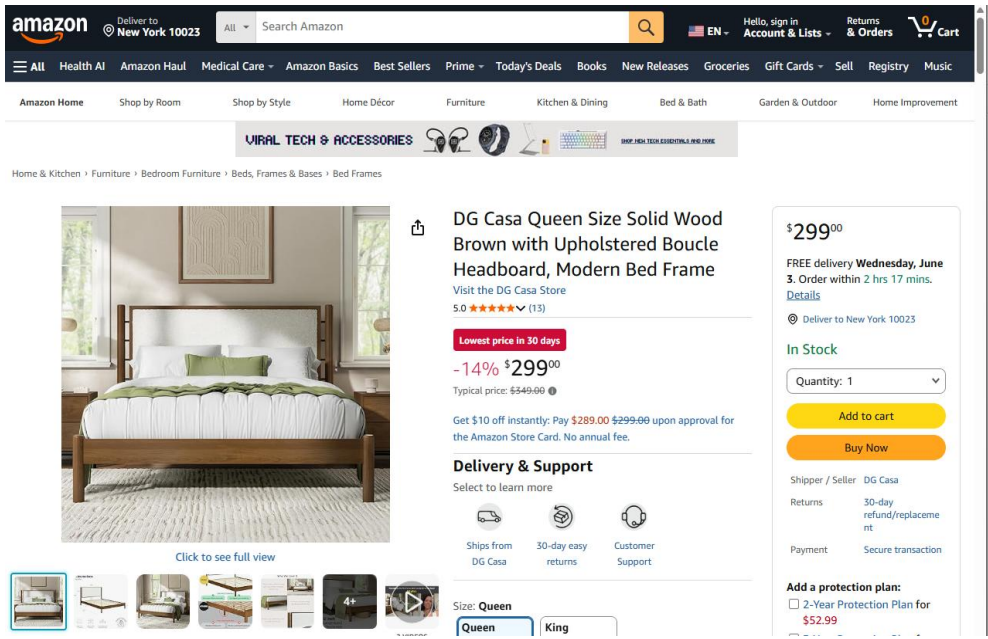


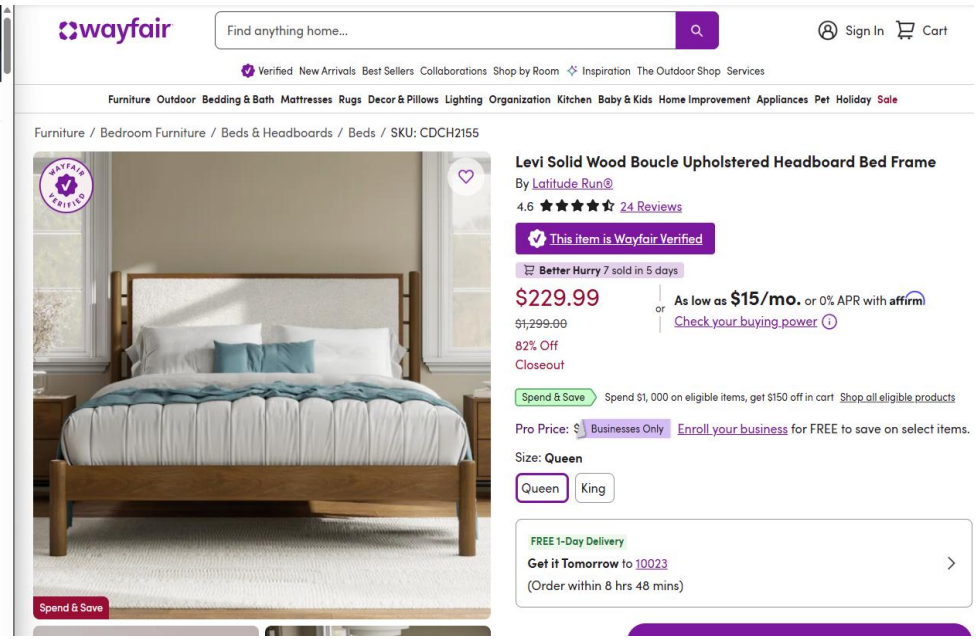
Source: Bespoke Market Intelligence Analysis

Wayfair Primary Research

Bespoke – Amazon and Wayfair Identical Items

May 2026

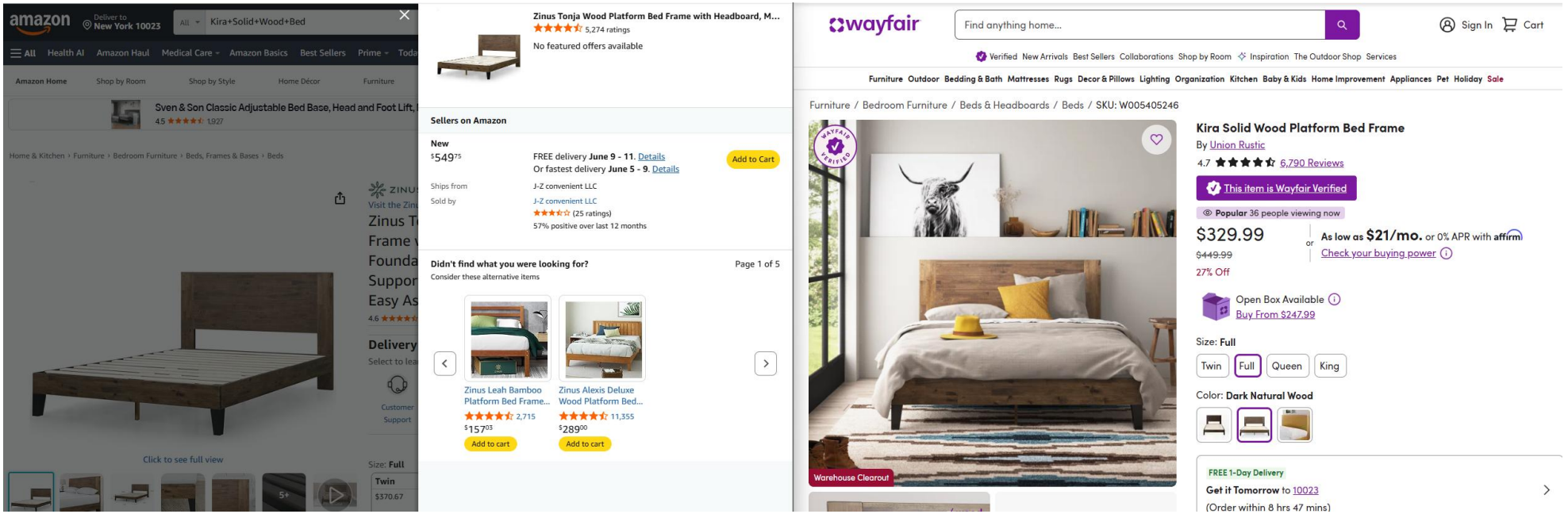




Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

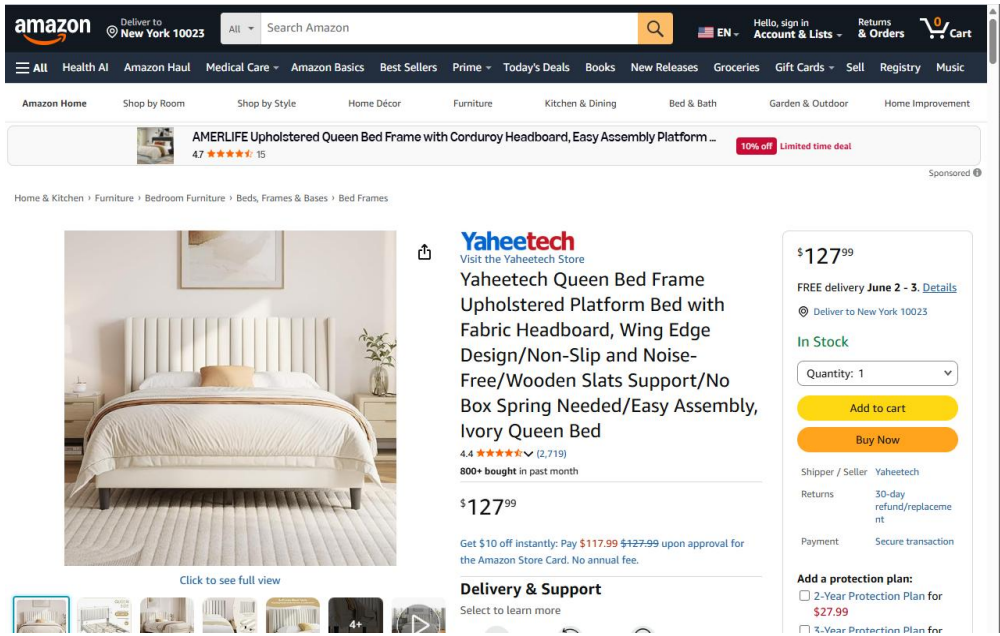
May 2026

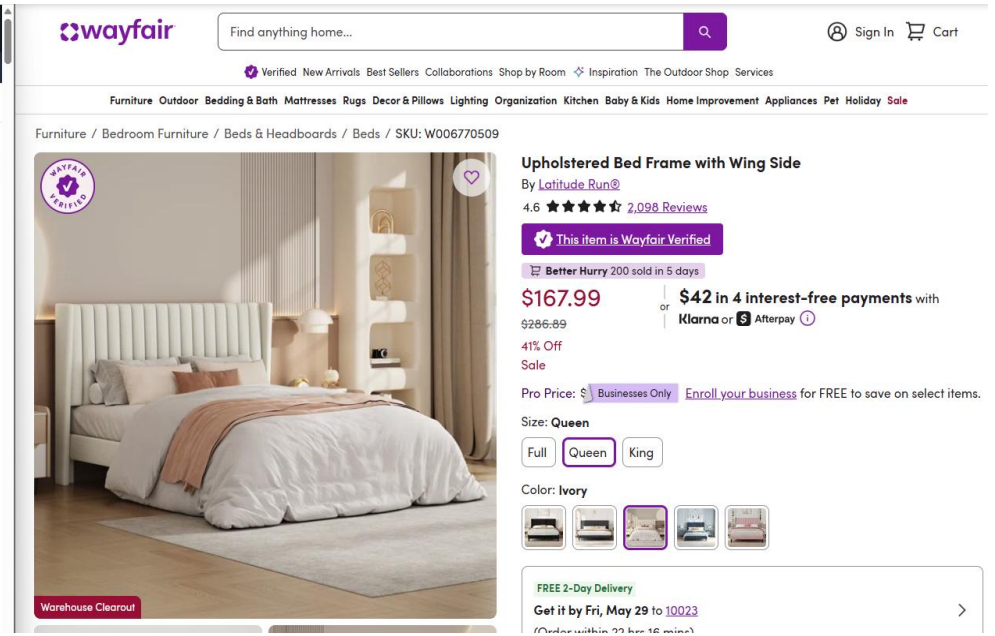


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026





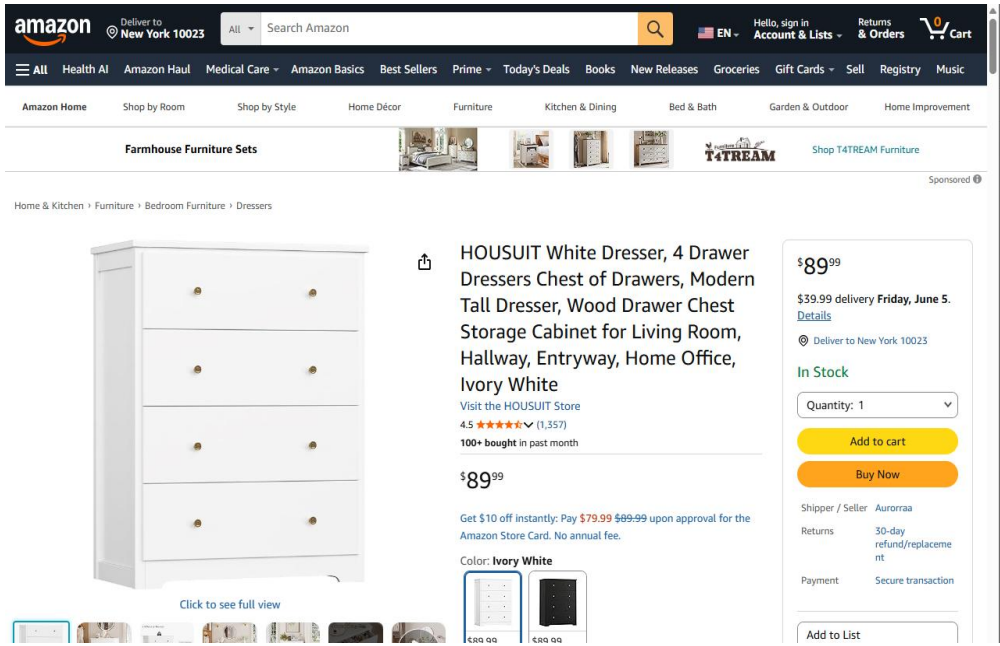
Source: Bespoke Market Intelligence Analysis

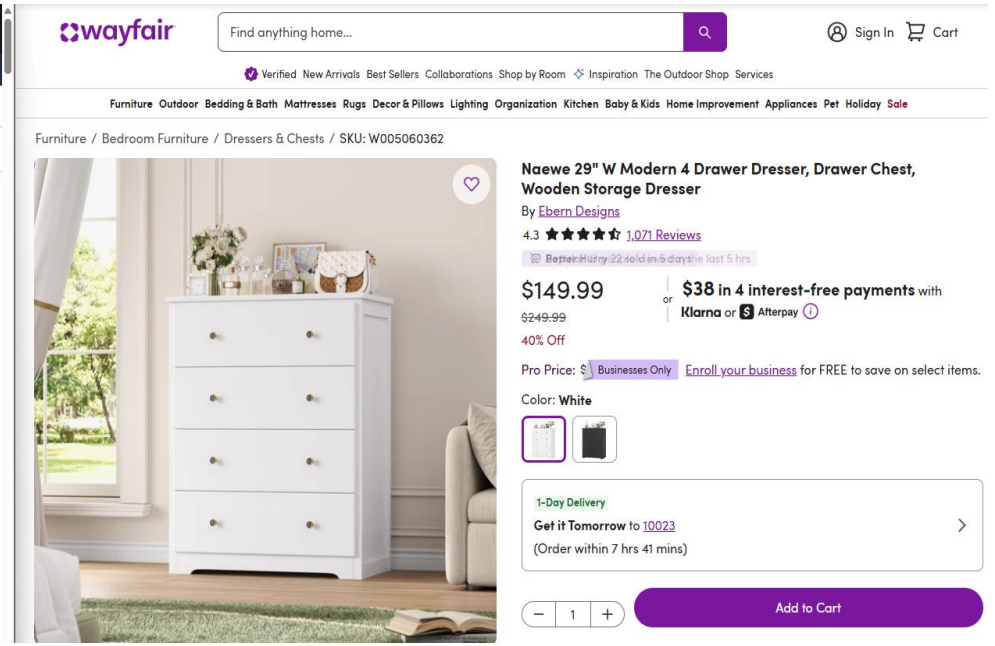
Category

- ❑ Sofas
- ❑ Coffee Tables
- ❑ TV Stands
- ❑ Beds
- ❑ Dressers
- ❑ Nightstands
- ❑ Dining Tables
- ❑ Chairs
- ❑ Desks
- ❑ Patio
- ❑ Rugs
- ❑ Décor
- ❑ Curtains
- ❑ Pillows
- ❑ Blankets
- ❑ Shelving
- ❑ Closet
- ❑ Lighting
- ❑ Lamps
- ❑ Dinnerware
- ❑ Drinkware
- ❑ Kids Beds
- ❑ Bathroom, Misc.
- ❑ Refrigerators
- ❑ Pets

Bespoke – Amazon and Wayfair Identical Items

May 2026

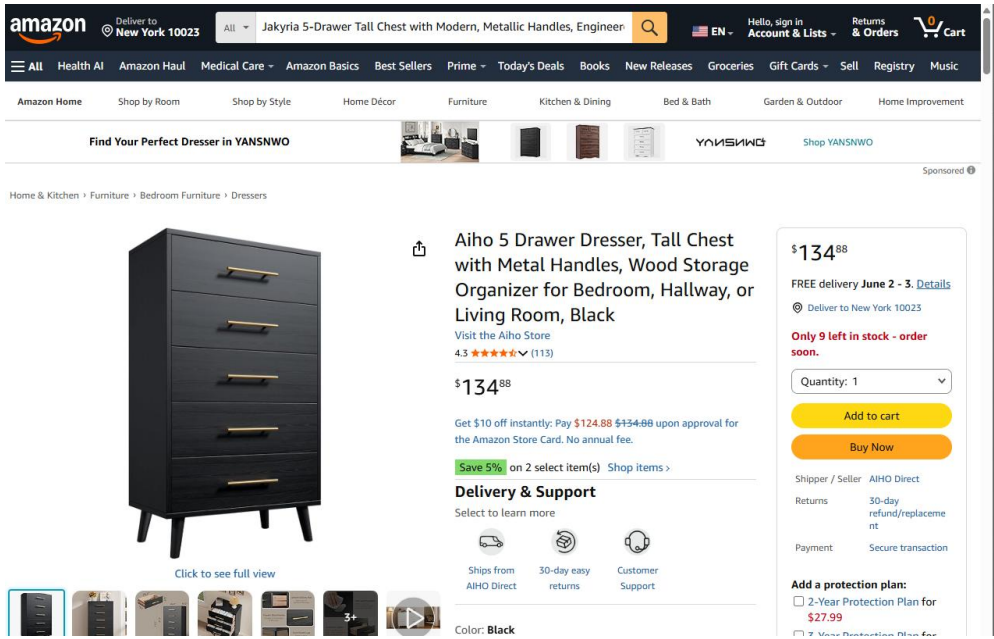


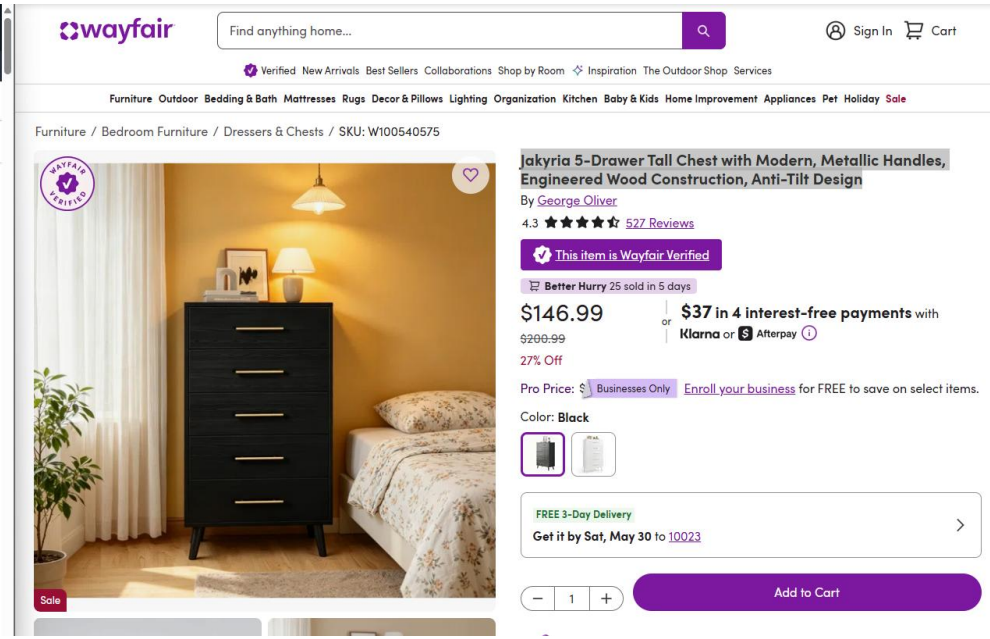


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026

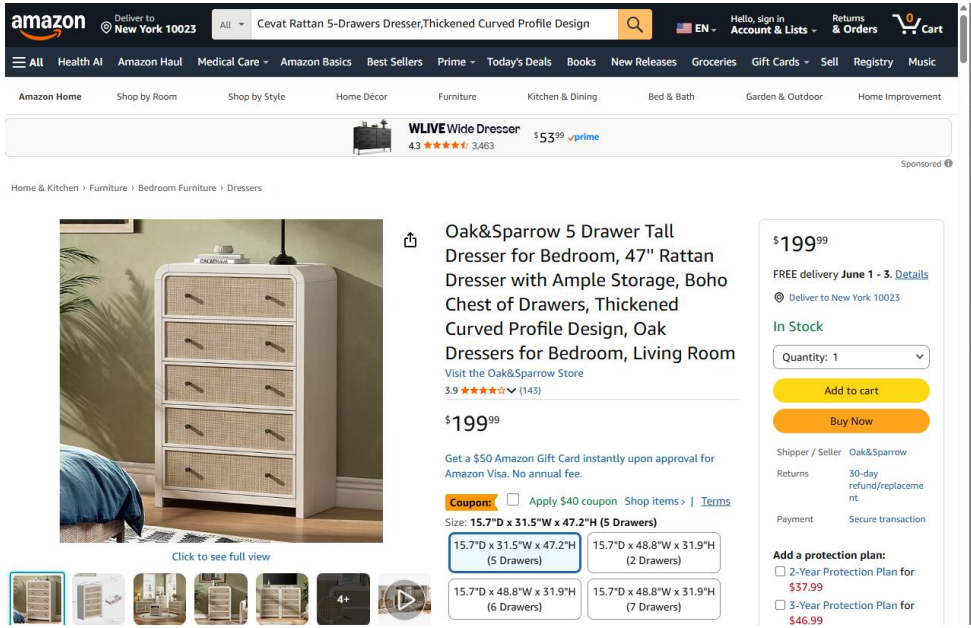


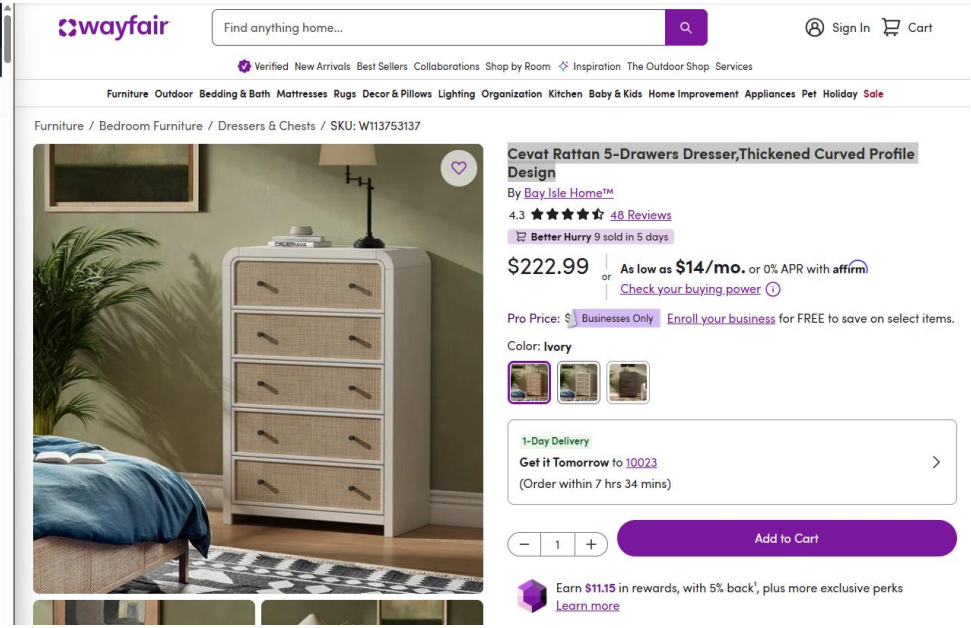


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026



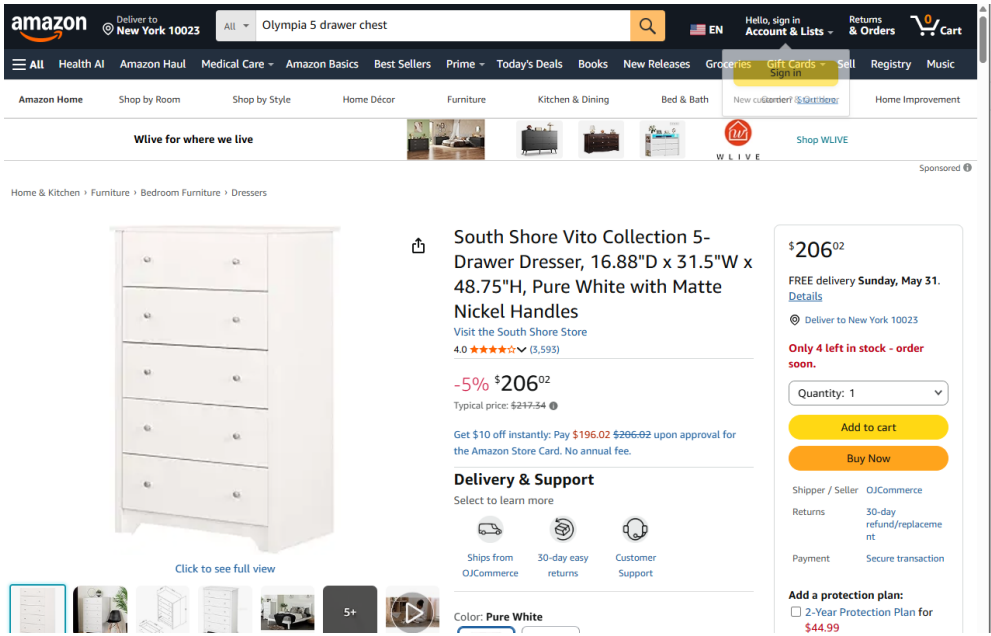


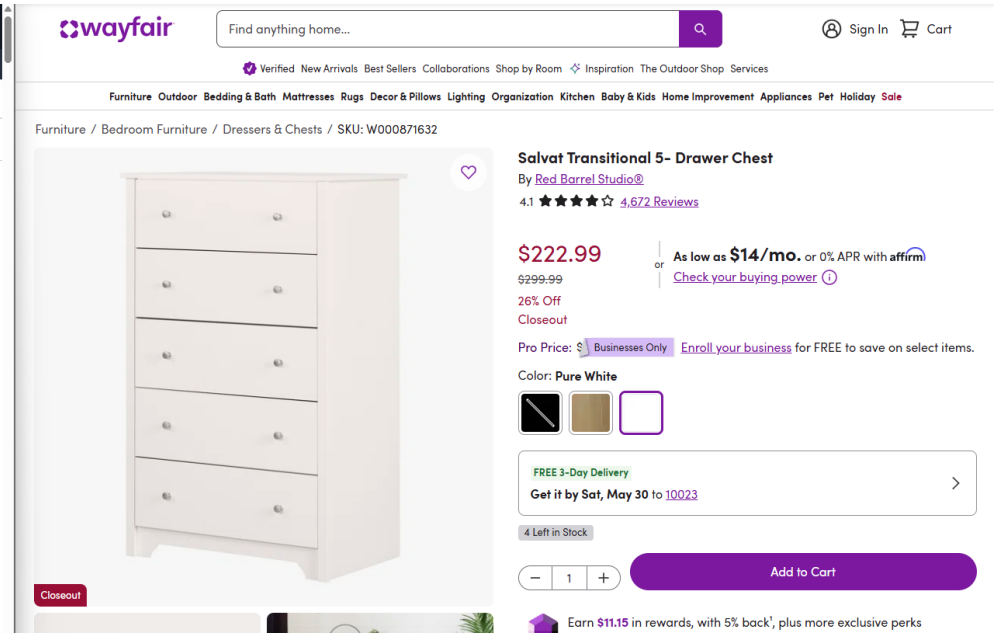
Source: Bespoke Market Intelligence Analysis

Wayfair Primary Research

Bespoke – Amazon and Wayfair Identical Items

May 2026



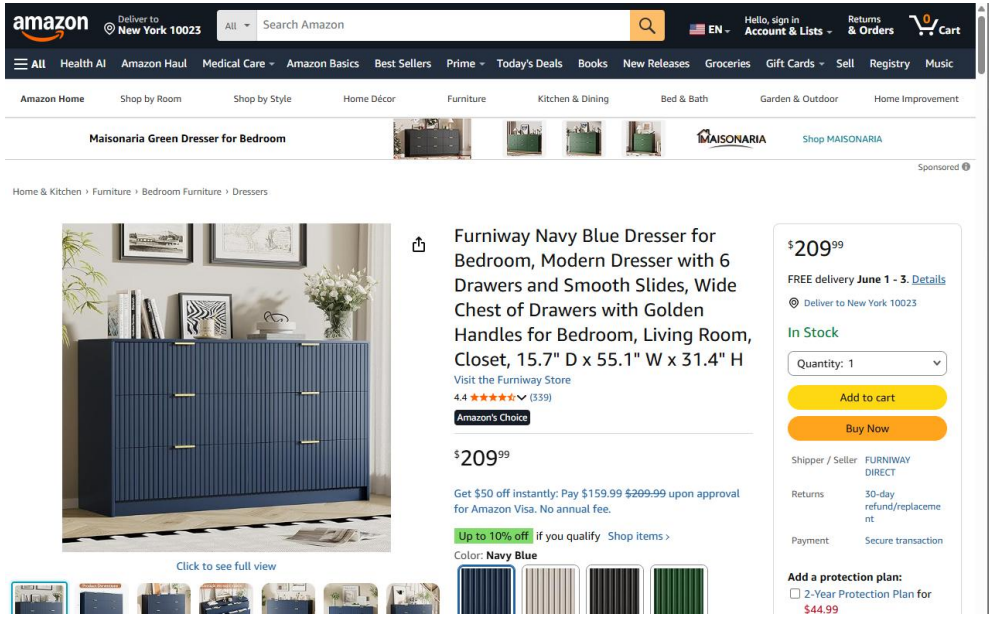


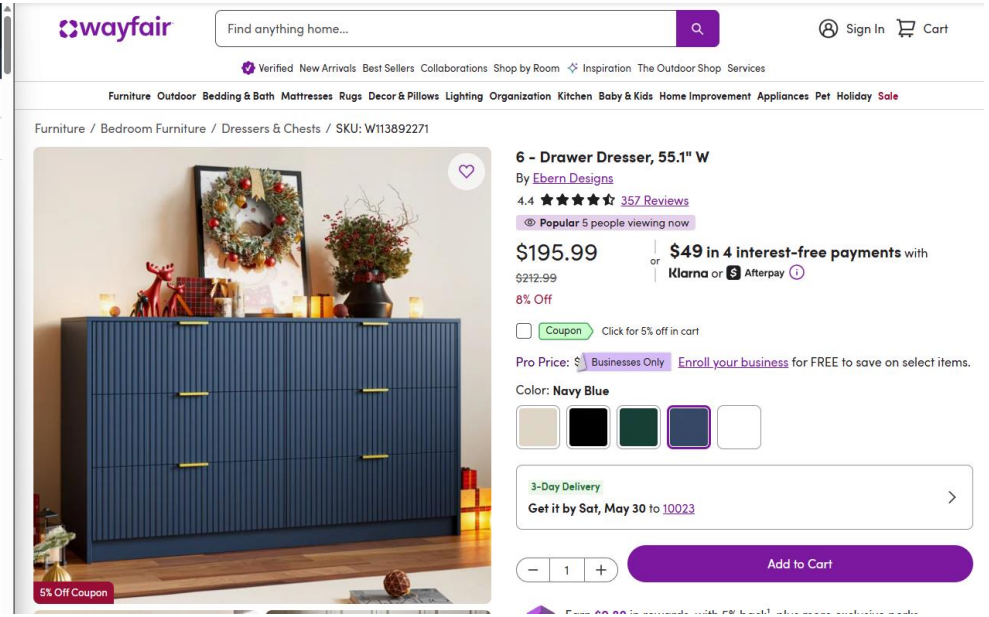
Source: Bespoke Market Intelligence Analysis

Wayfair Primary Research

Bespoke – Amazon and Wayfair Identical Items

May 2026





Source: Bespoke Market Intelligence Analysis

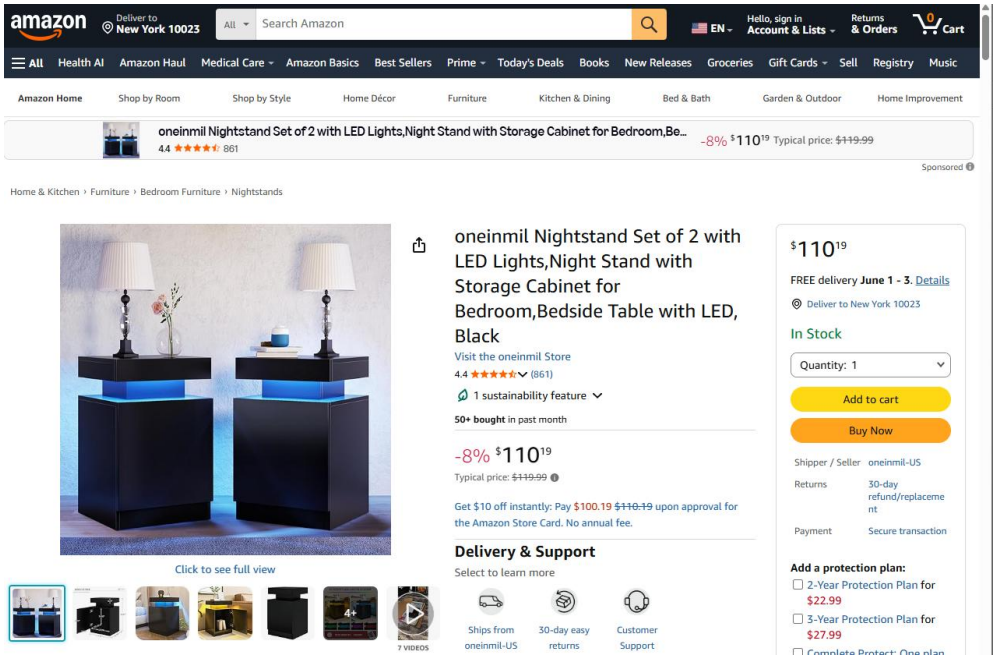
Wayfair Primary Research

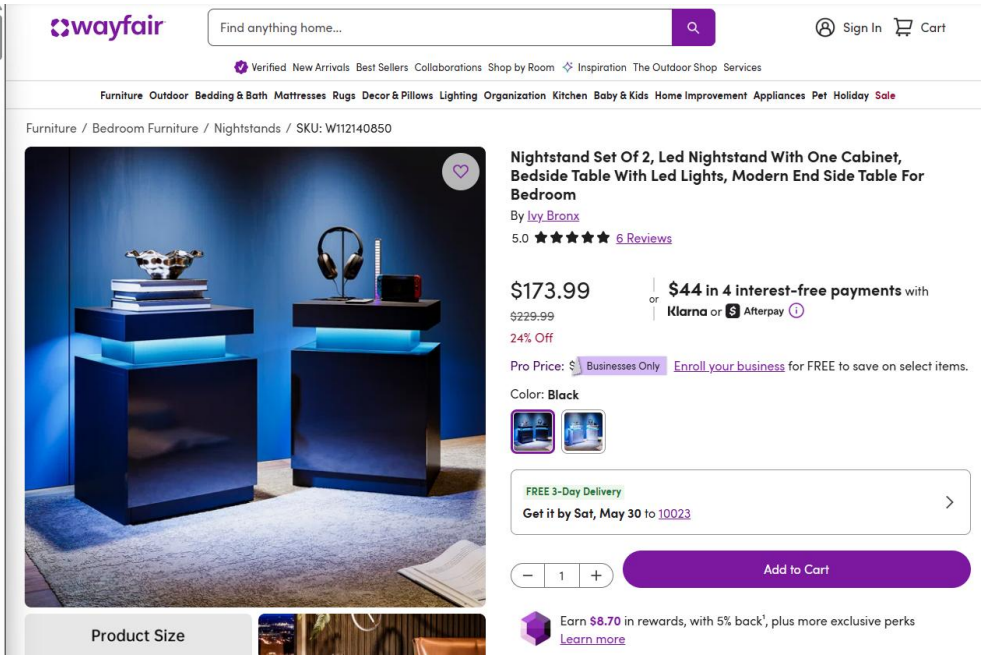
Category

- ❑ Sofas
- ❑ Coffee Tables
- ❑ TV Stands
- ❑ Beds
- ❑ Dressers
- ❑ Nightstands
- ❑ Dining Tables
- ❑ Chairs
- ❑ Desks
- ❑ Patio
- ❑ Rugs
- ❑ Décor
- ❑ Curtains
- ❑ Pillows
- ❑ Blankets
- ❑ Shelving
- ❑ Closet
- ❑ Lighting
- ❑ Lamps
- ❑ Dinnerware
- ❑ Drinkware
- ❑ Kids Beds
- ❑ Bathroom, Misc.
- ❑ Refrigerators
- ❑ Pets

Bespoke – Amazon and Wayfair Identical Items

May 2026

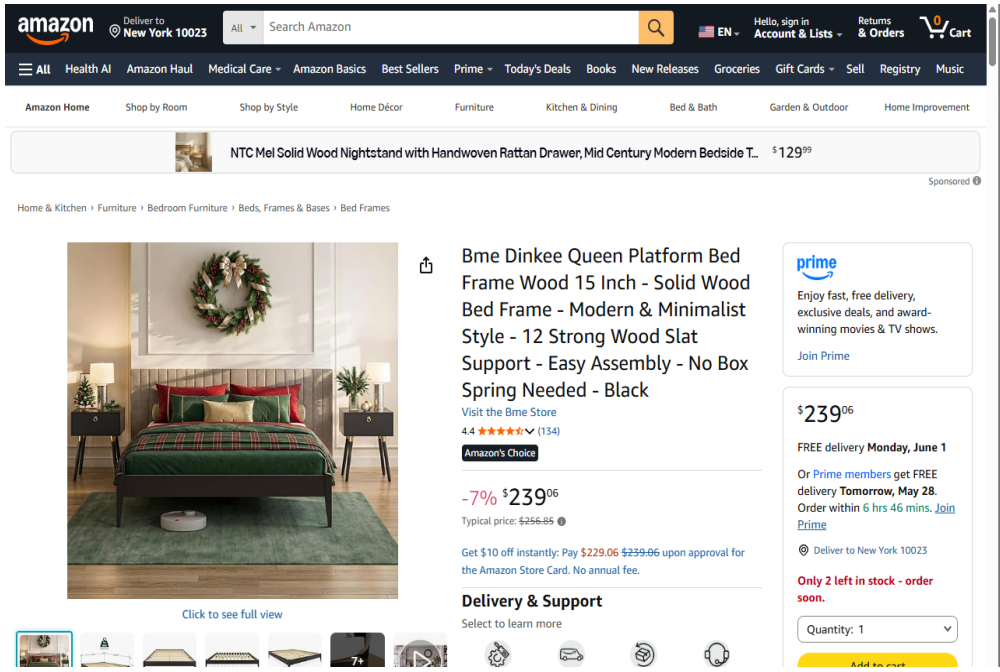


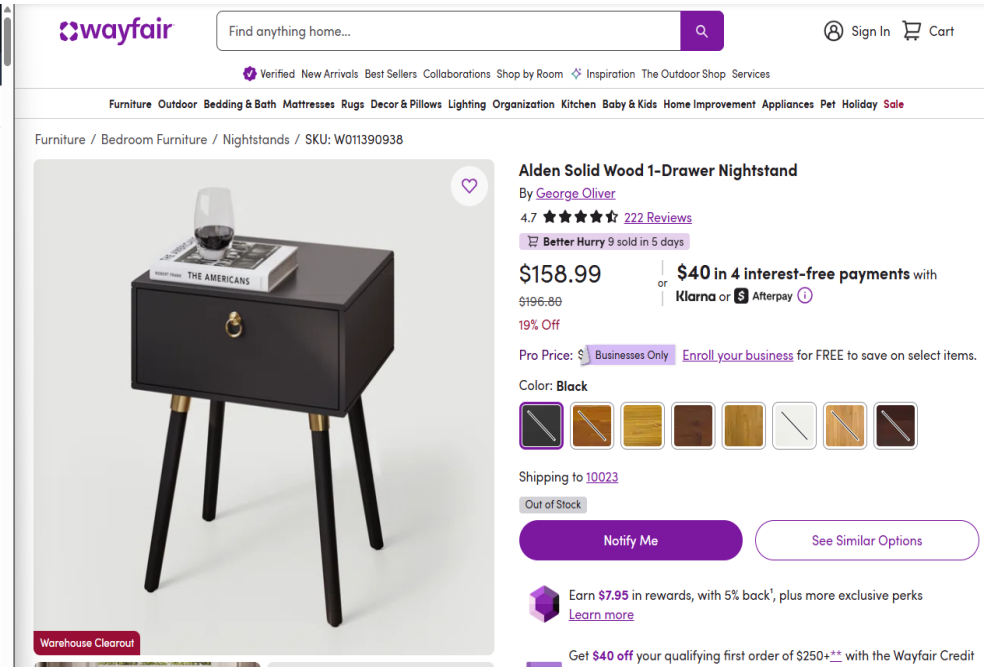


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

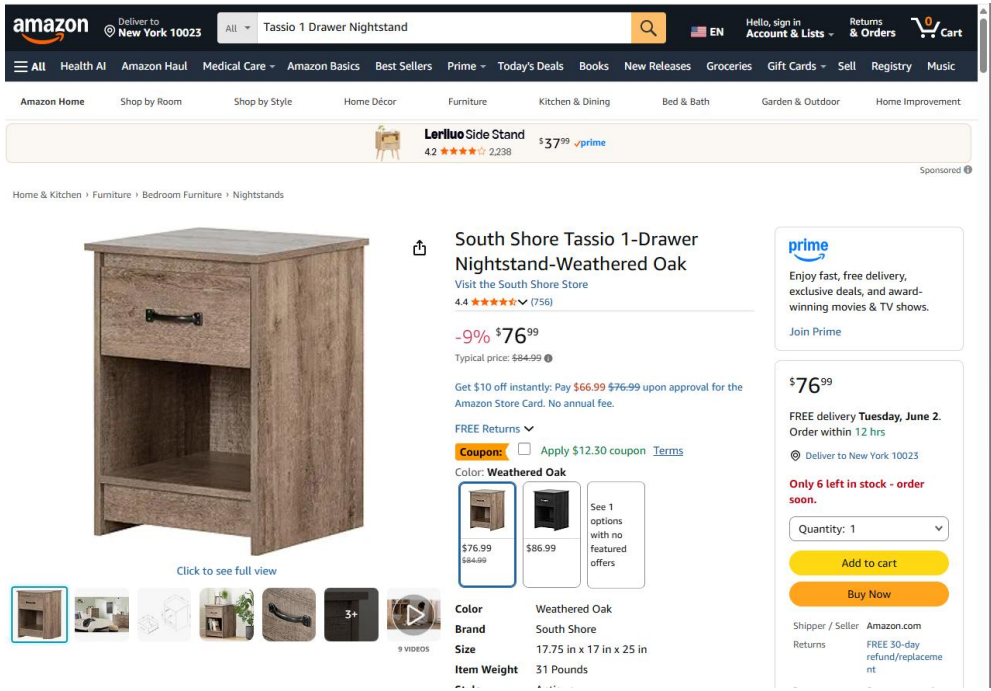
May 2026

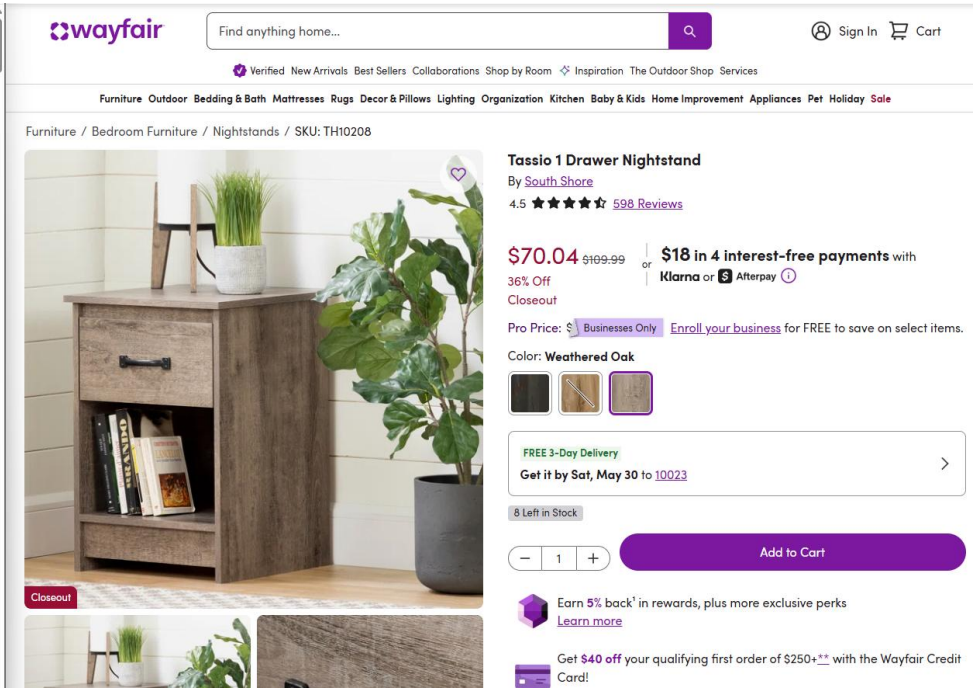




Bespoke – Amazon and Wayfair Identical Items

May 2026

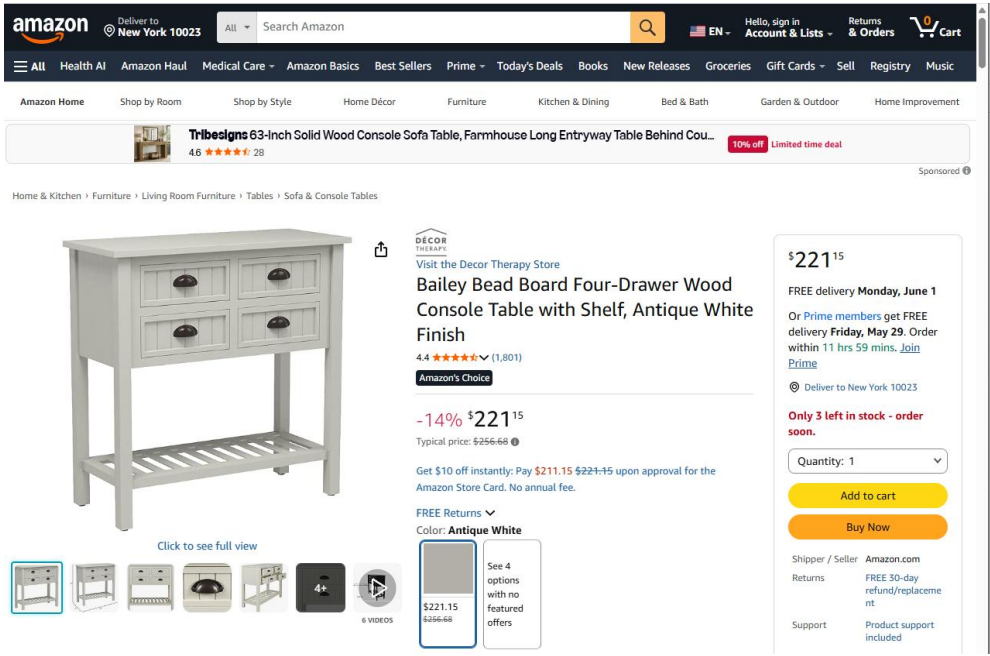


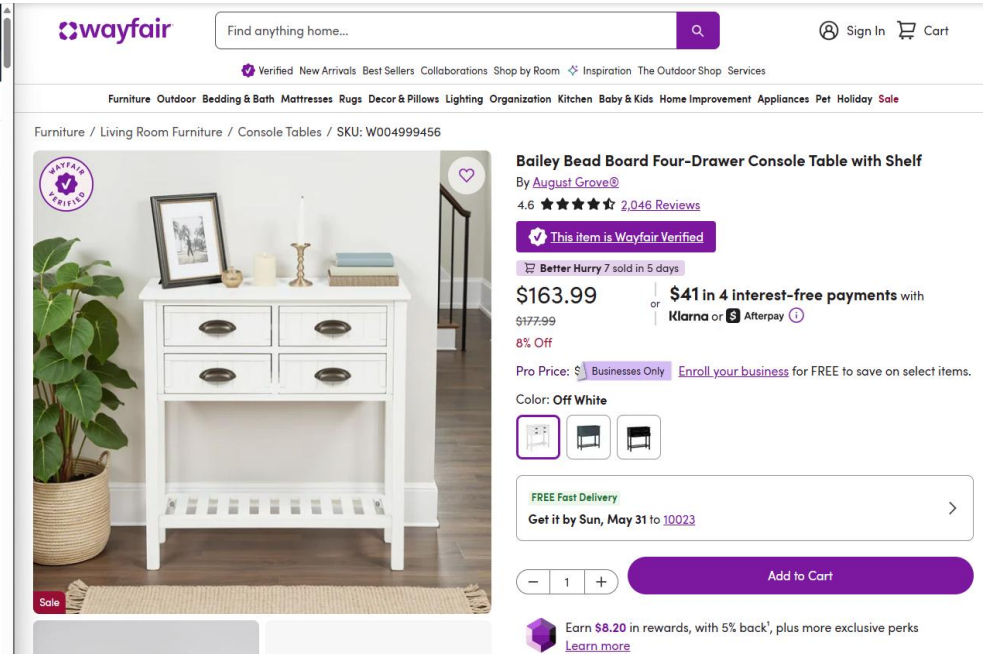


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026

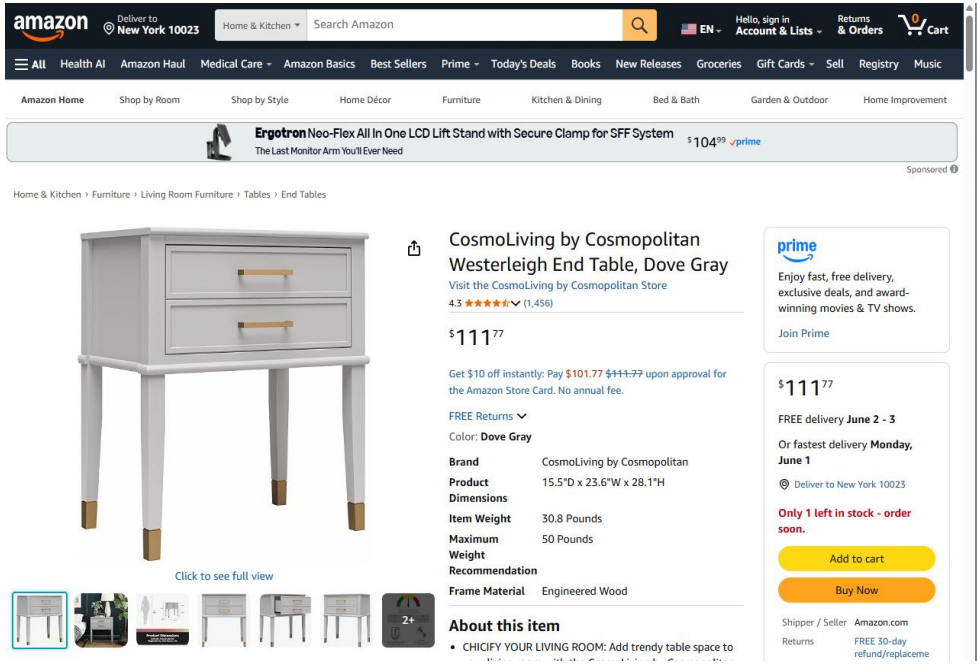


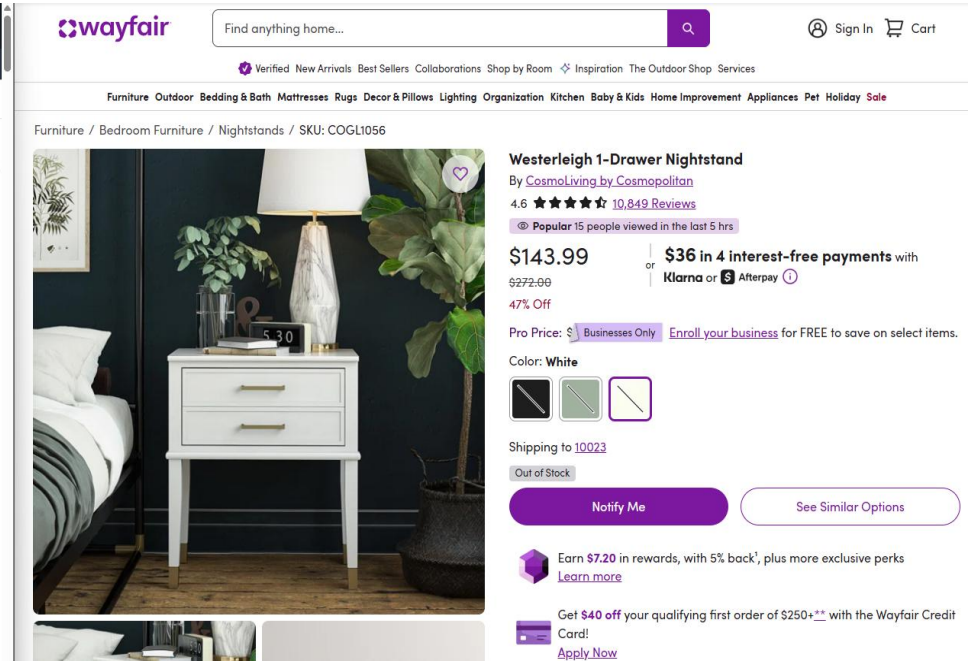


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026





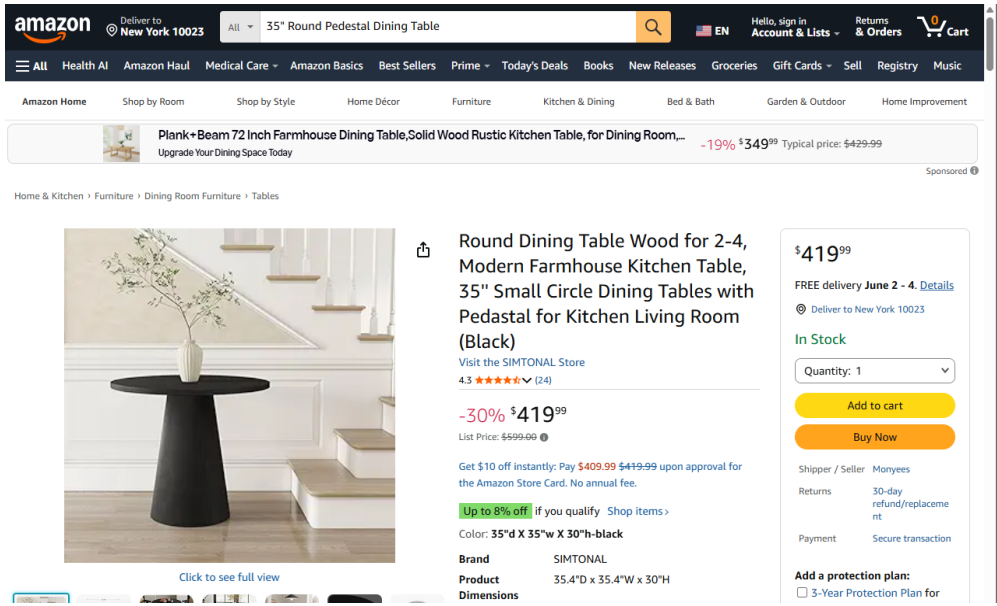
Source: Bespoke Market Intelligence Analysis

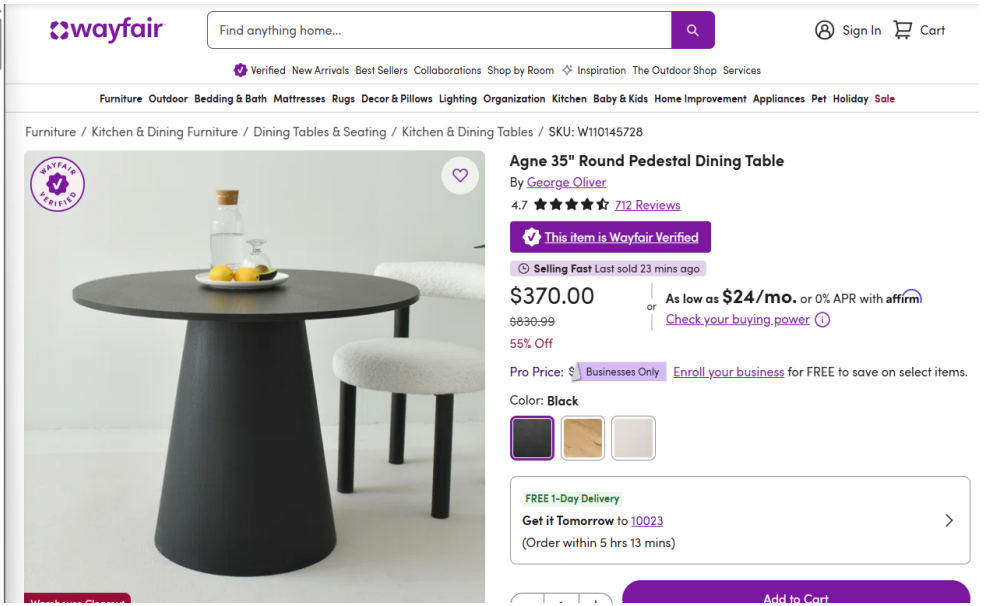
Category

- ❑ Sofas
- ❑ Coffee Tables
- ❑ TV Stands
- ❑ Beds
- ❑ Dressers
- ❑ Nightstands
- ❑ Dining Tables
- ❑ Chairs
- ❑ Desks
- ❑ Patio
- ❑ Rugs
- ❑ Décor
- ❑ Curtains
- ❑ Pillows
- ❑ Blankets
- ❑ Shelving
- ❑ Closet
- ❑ Lighting
- ❑ Lamps
- ❑ Dinnerware
- ❑ Drinkware
- ❑ Kids Beds
- ❑ Bathroom, Misc.
- ❑ Refrigerators
- ❑ Pets

Bespoke – Amazon and Wayfair Identical Items

May 2026

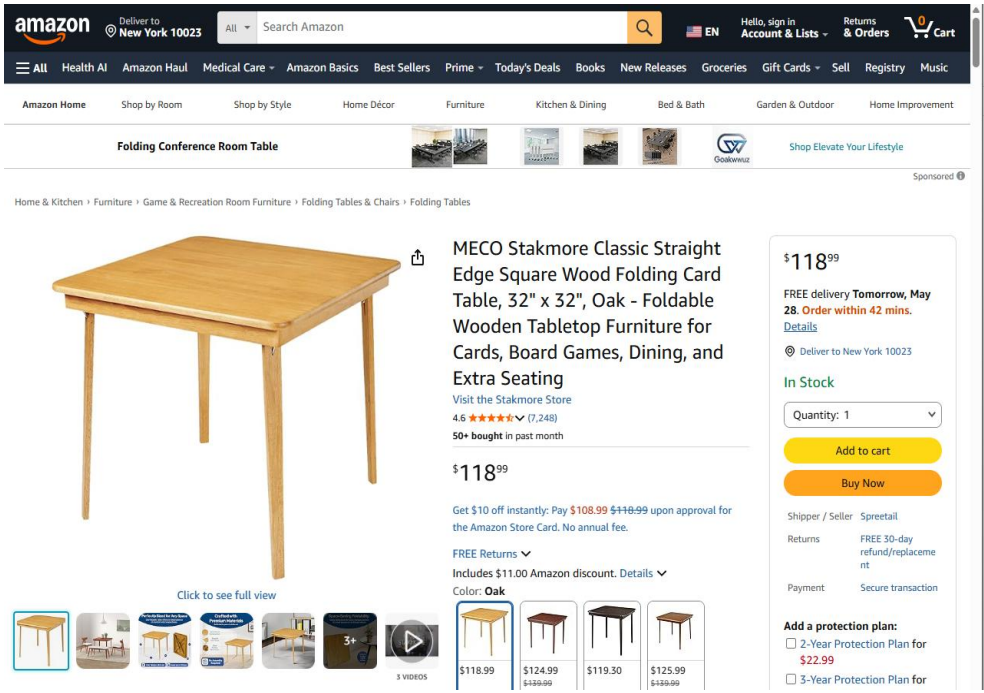


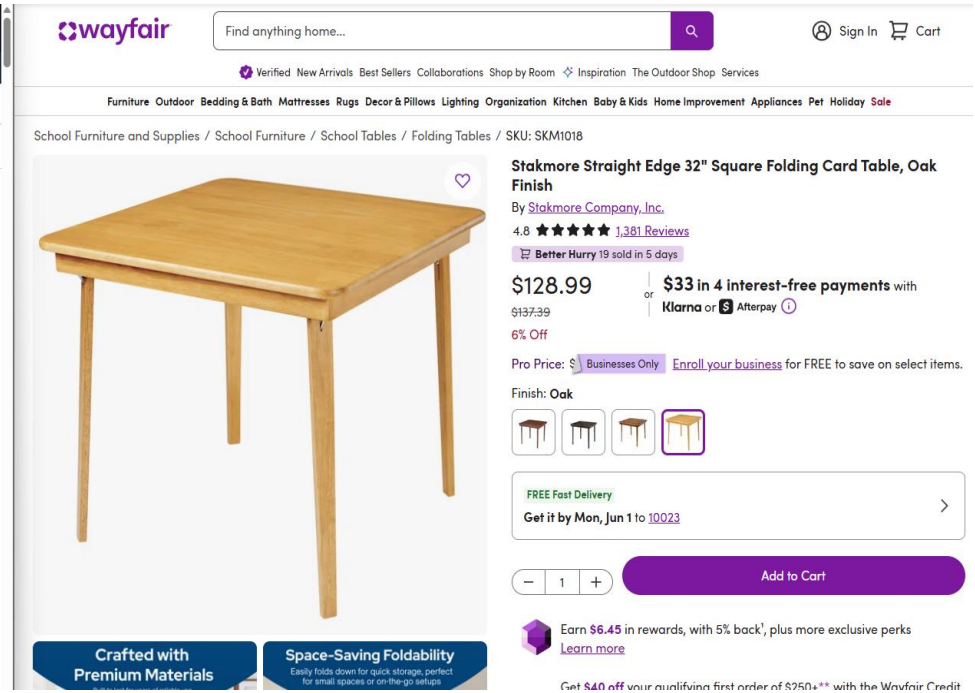


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026

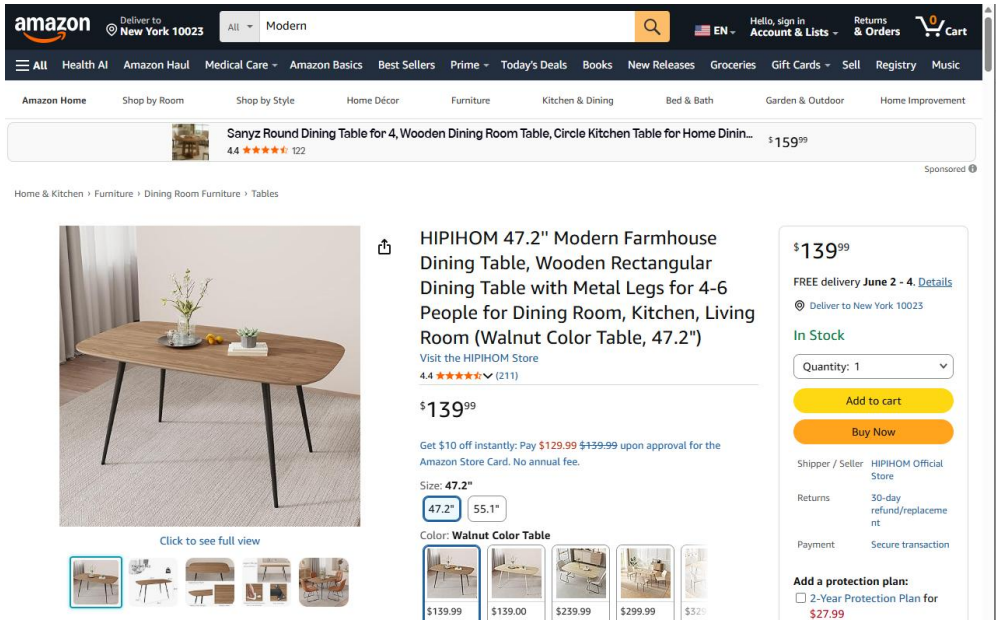


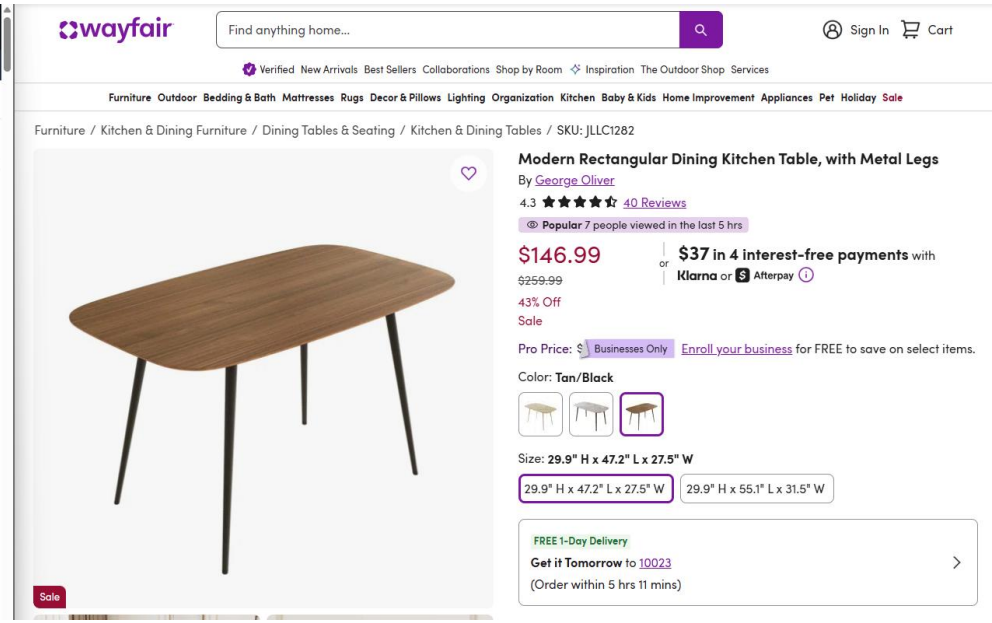


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026

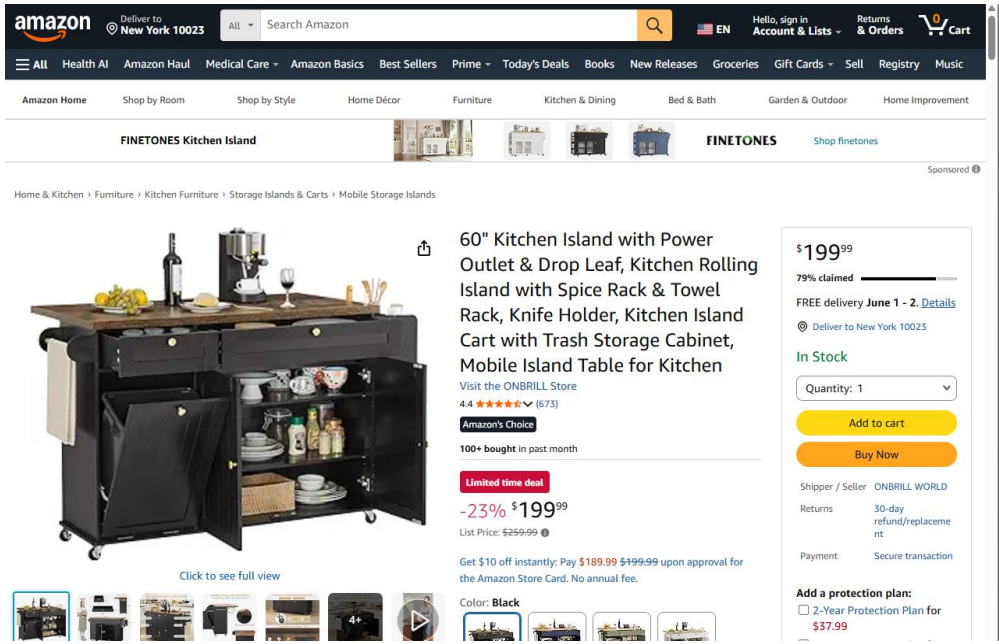


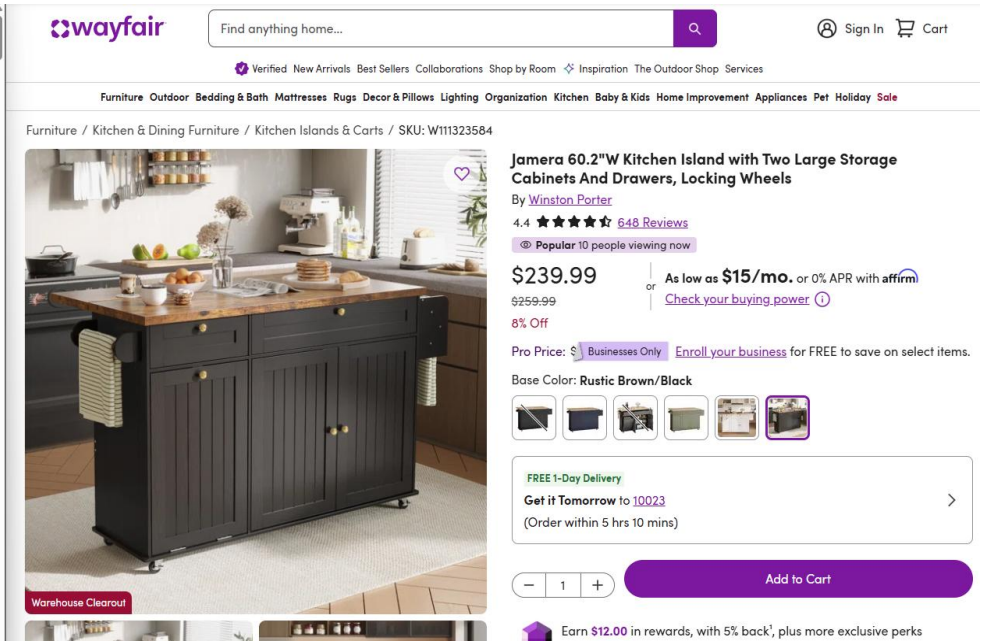


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026



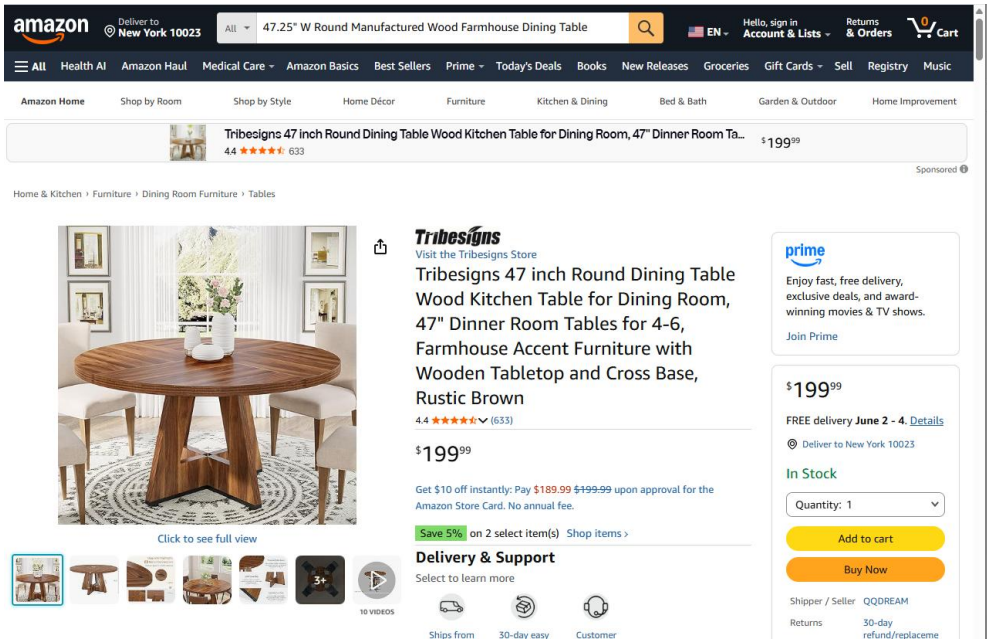


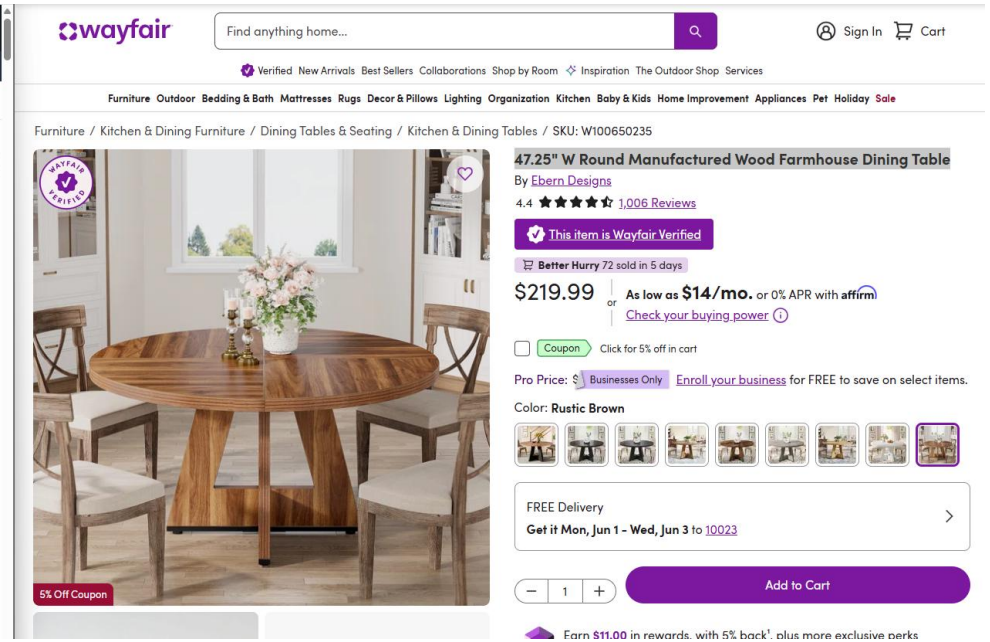
Source: Bespoke Market Intelligence Analysis

Wayfair Primary Research

Bespoke – Amazon and Wayfair Identical Items

May 2026



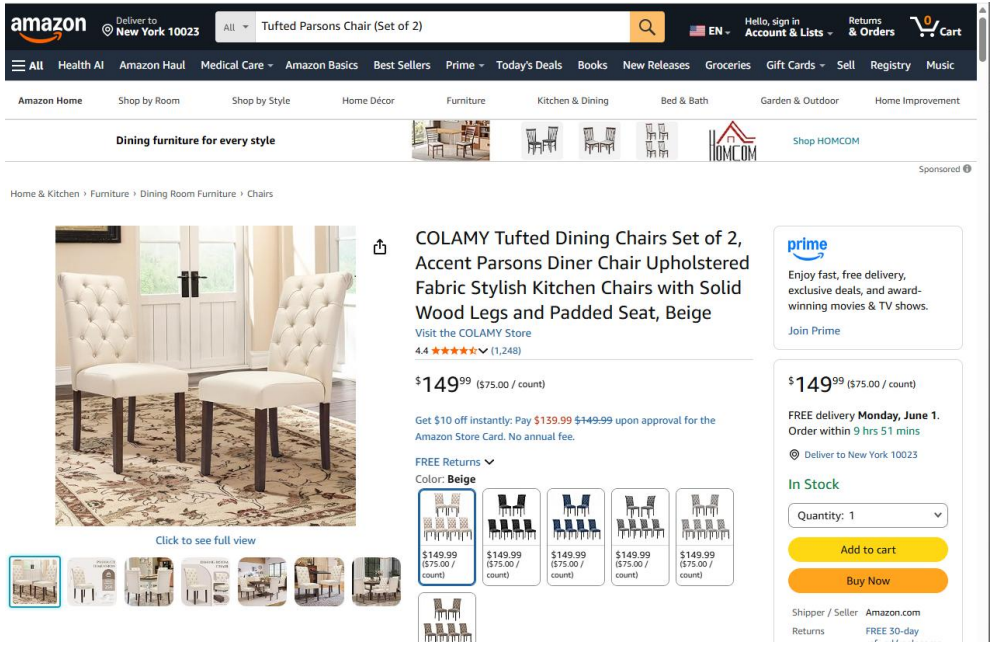


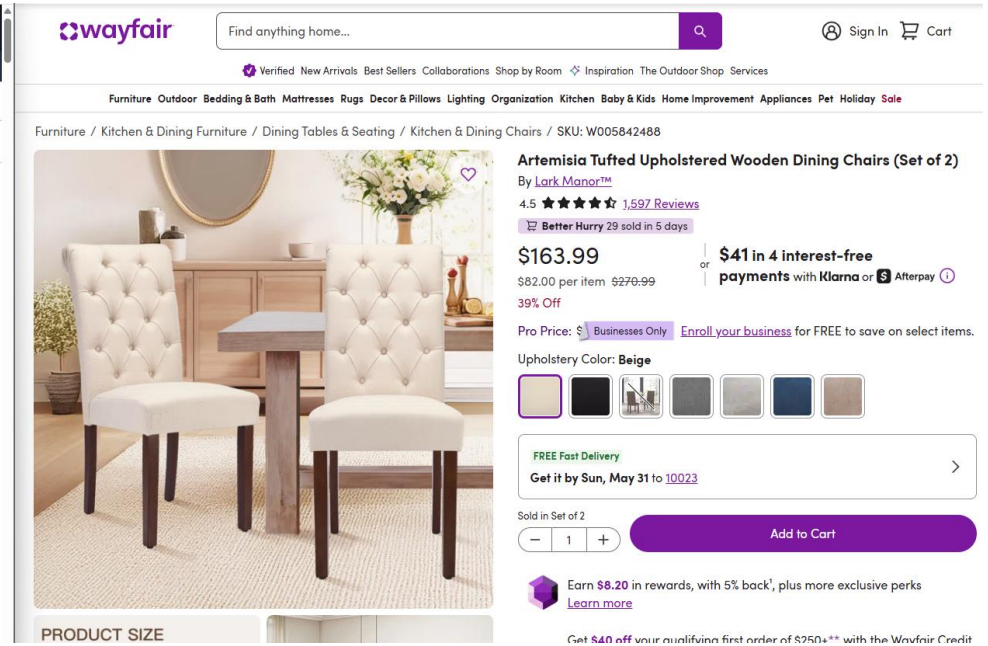
Category

- ❑ Sofas
- ❑ Coffee Tables
- ❑ TV Stands
- ❑ Beds
- ❑ Dressers
- ❑ Nightstands
- ❑ Dining Tables
- ❑ Chairs
- ❑ Desks
- ❑ Patio
- ❑ Rugs
- ❑ Décor
- ❑ Curtains
- ❑ Pillows
- ❑ Blankets
- ❑ Shelving
- ❑ Closet
- ❑ Lighting
- ❑ Lamps
- ❑ Dinnerware
- ❑ Drinkware
- ❑ Kids Beds
- ❑ Bathroom, Misc.
- ❑ Refrigerators
- ❑ Pets

Bespoke – Amazon and Wayfair Identical Items

May 2026

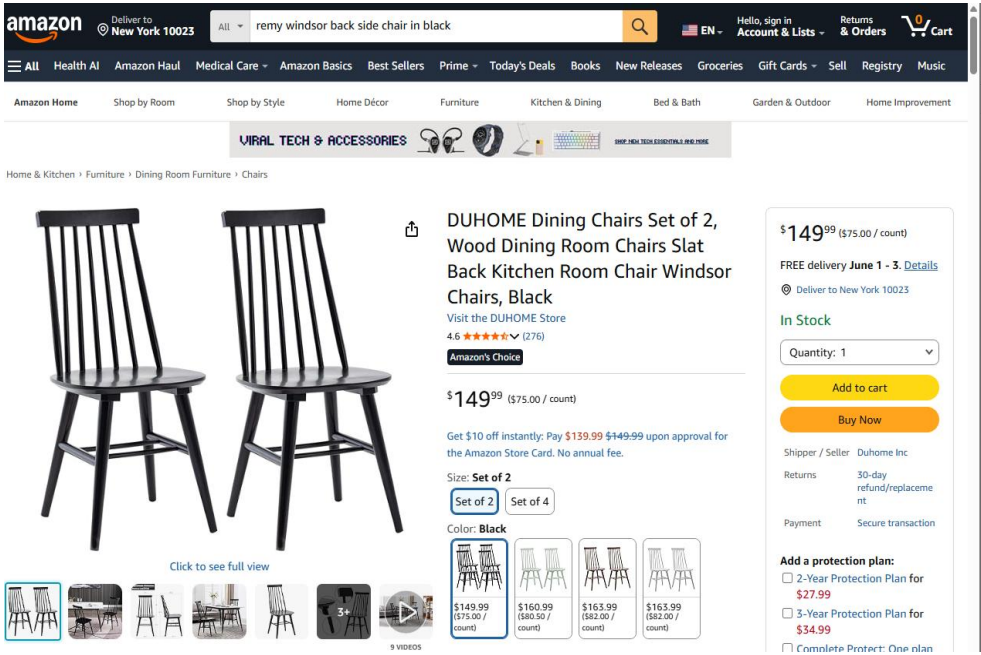


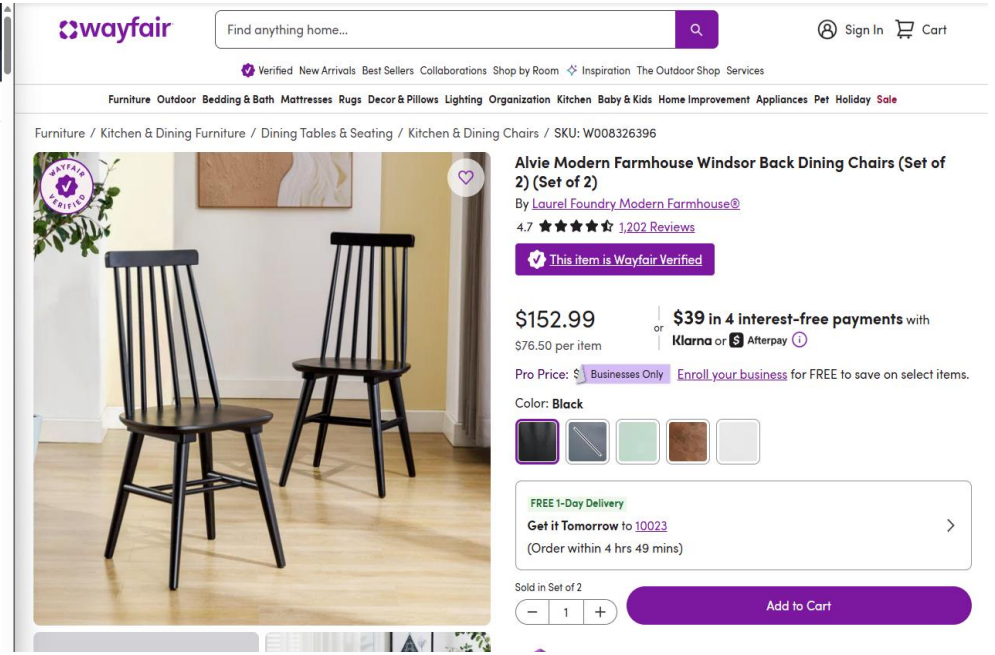


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026

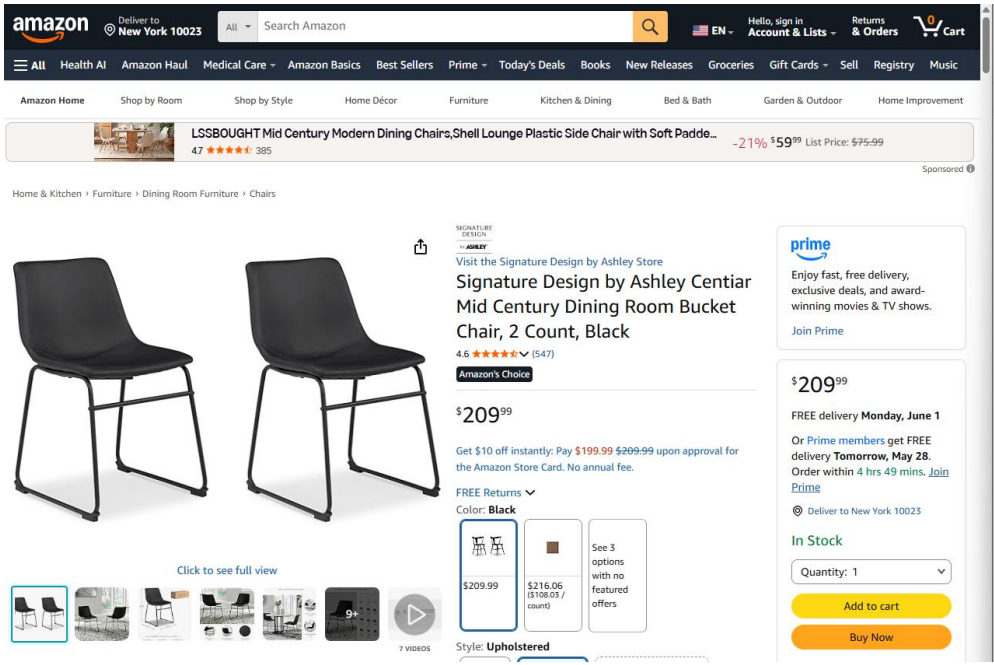


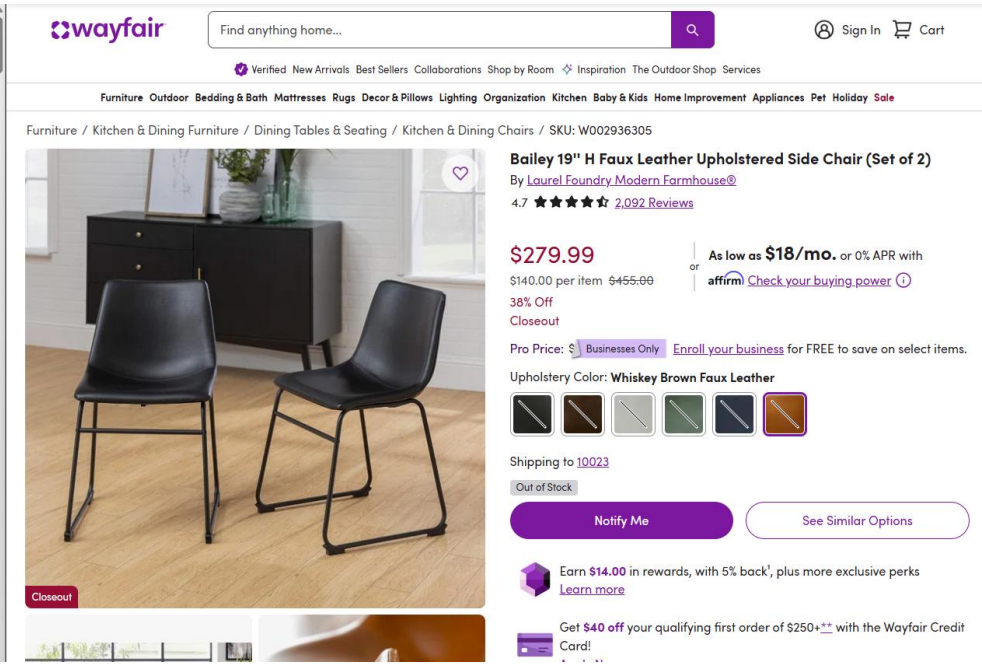


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

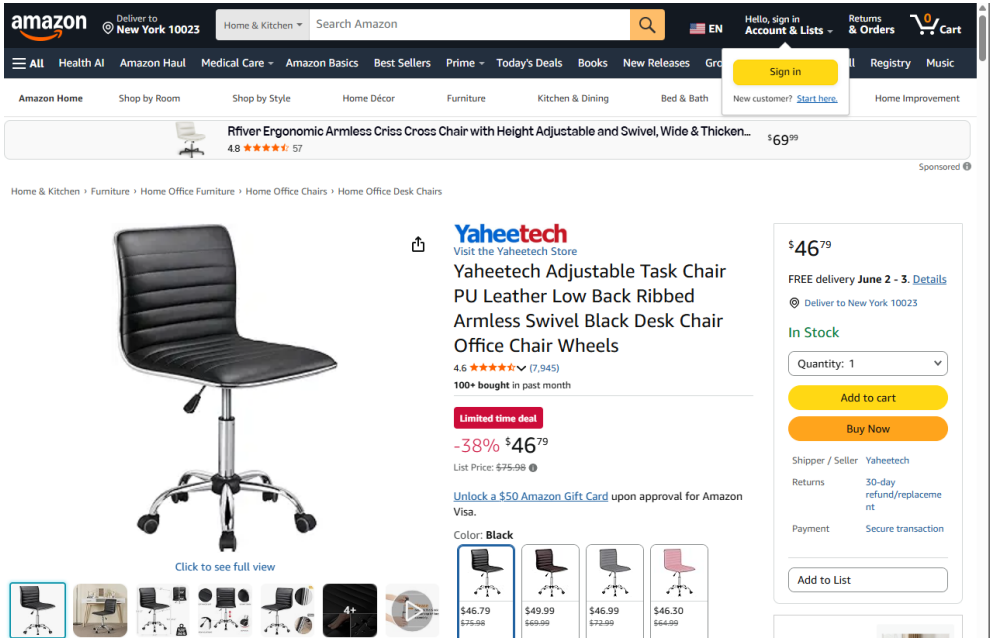
May 2026

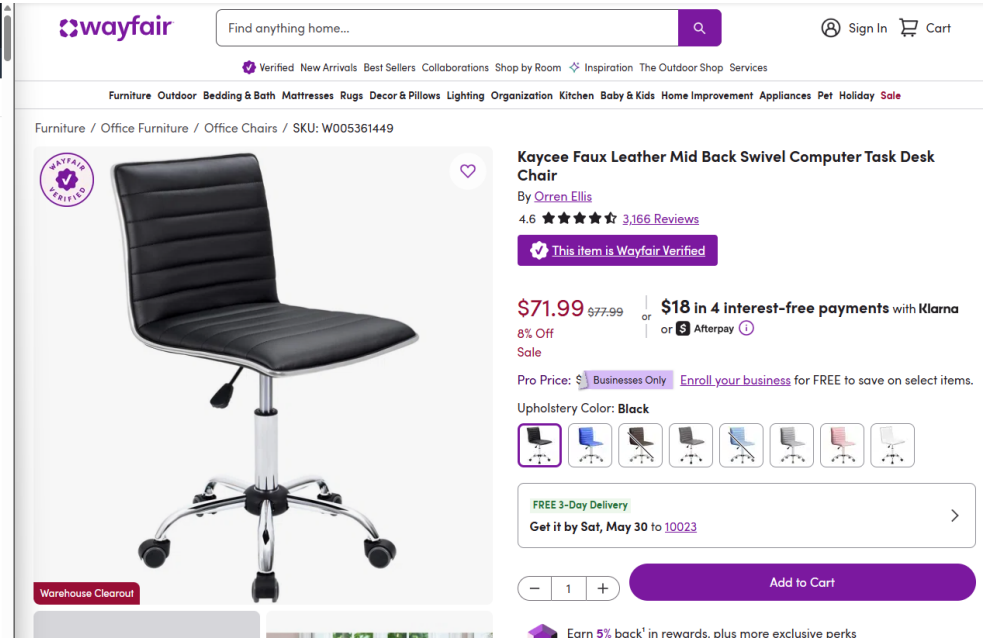




Bespoke – Amazon and Wayfair Identical Items

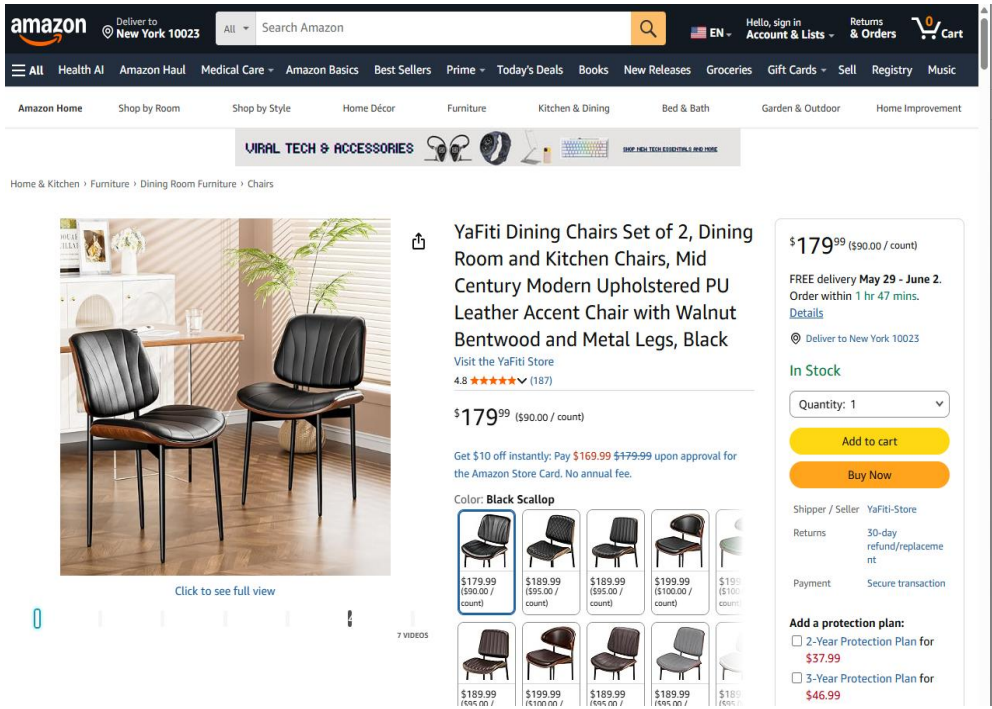
May 2026

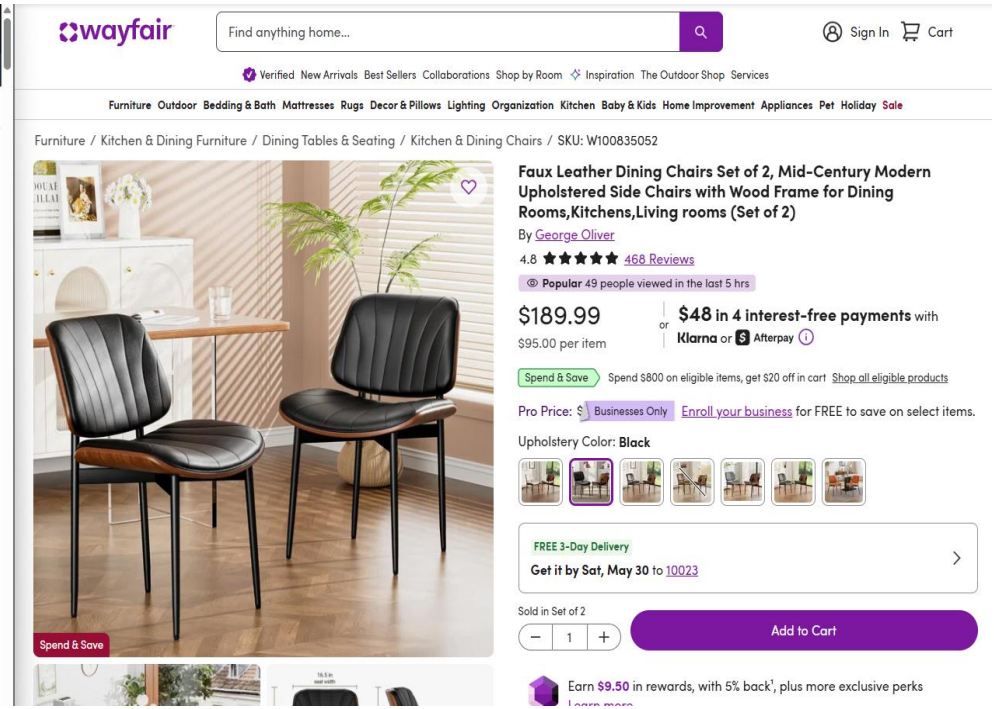




Bespoke – Amazon and Wayfair Identical Items

May 2026





Source: Bespoke Market Intelligence Analysis

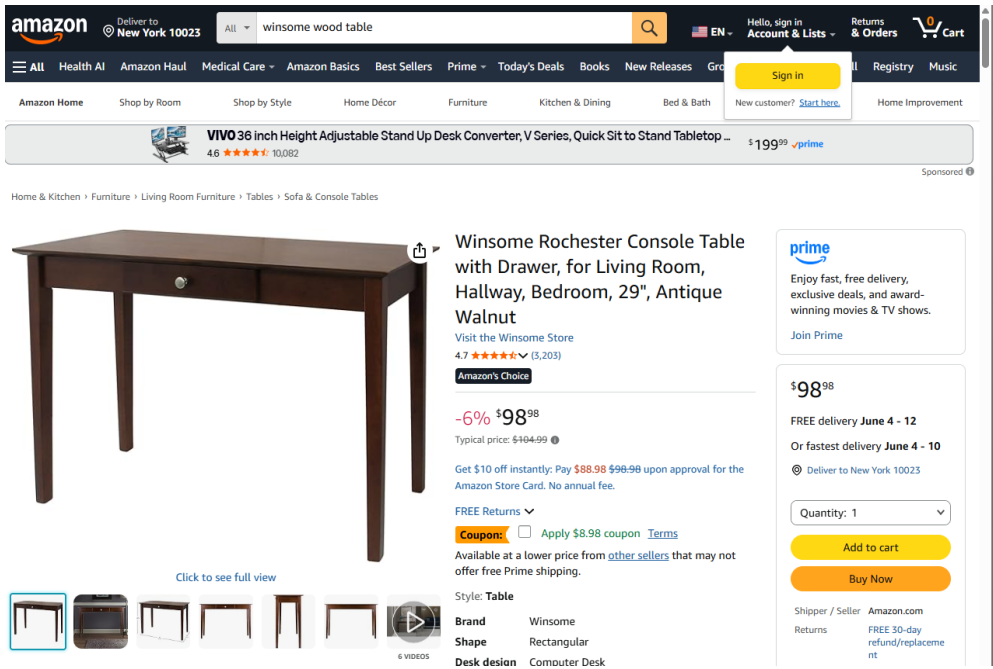
Wayfair Primary Research

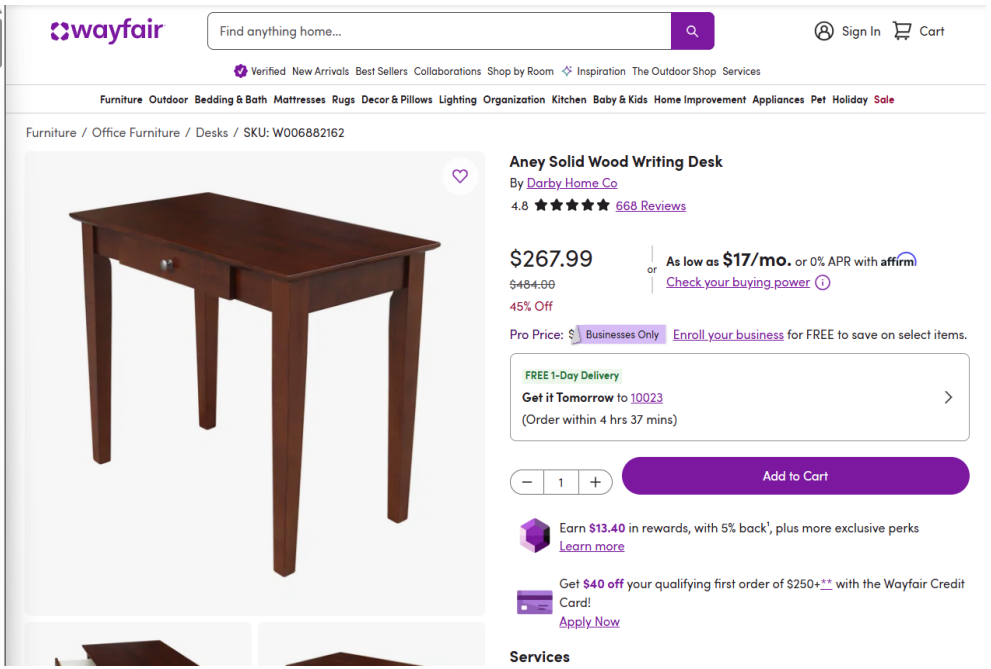
Category

- ❑ Sofas
- ❑ Coffee Tables
- ❑ TV Stands
- ❑ Beds
- ❑ Dressers
- ❑ Nightstands
- ❑ Dining Tables
- ❑ Chairs
- ❑ Desks
- ❑ Patio
- ❑ Rugs
- ❑ Décor
- ❑ Curtains
- ❑ Pillows
- ❑ Blankets
- ❑ Shelving
- ❑ Closet
- ❑ Lighting
- ❑ Lamps
- ❑ Dinnerware
- ❑ Drinkware
- ❑ Kids Beds
- ❑ Bathroom, Misc.
- ❑ Refrigerators
- ❑ Pets

Bespoke – Amazon and Wayfair Identical Items

May 2026



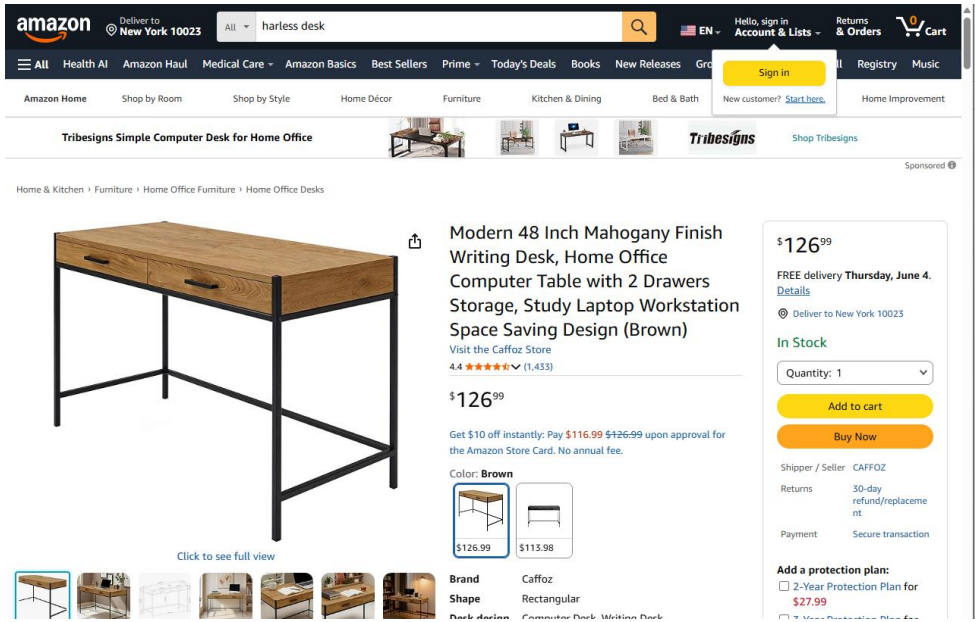


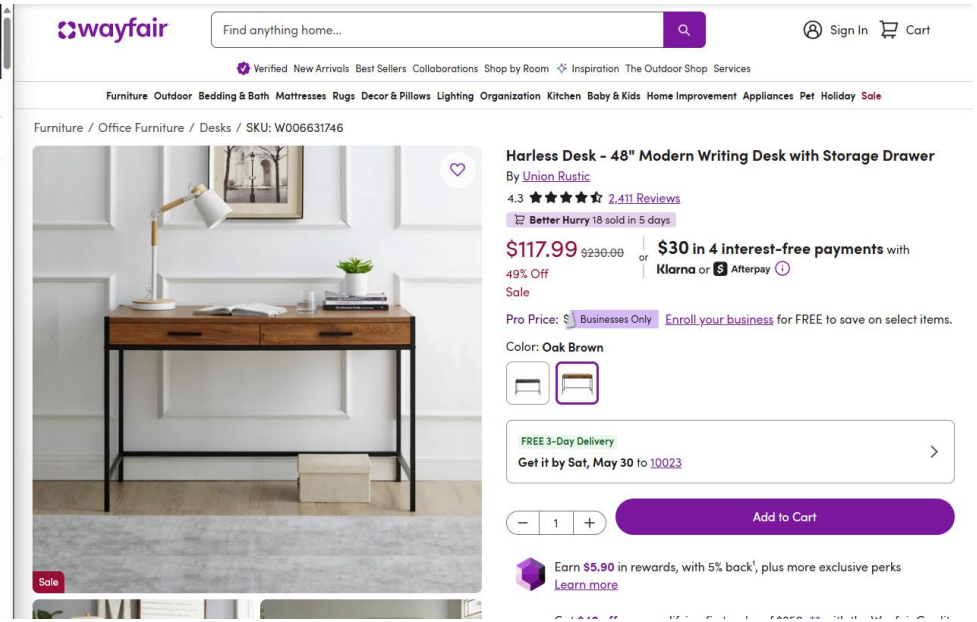
Source: Bespoke Market Intelligence Analysis

Wayfair Primary Research

Bespoke – Amazon and Wayfair Identical Items

May 2026

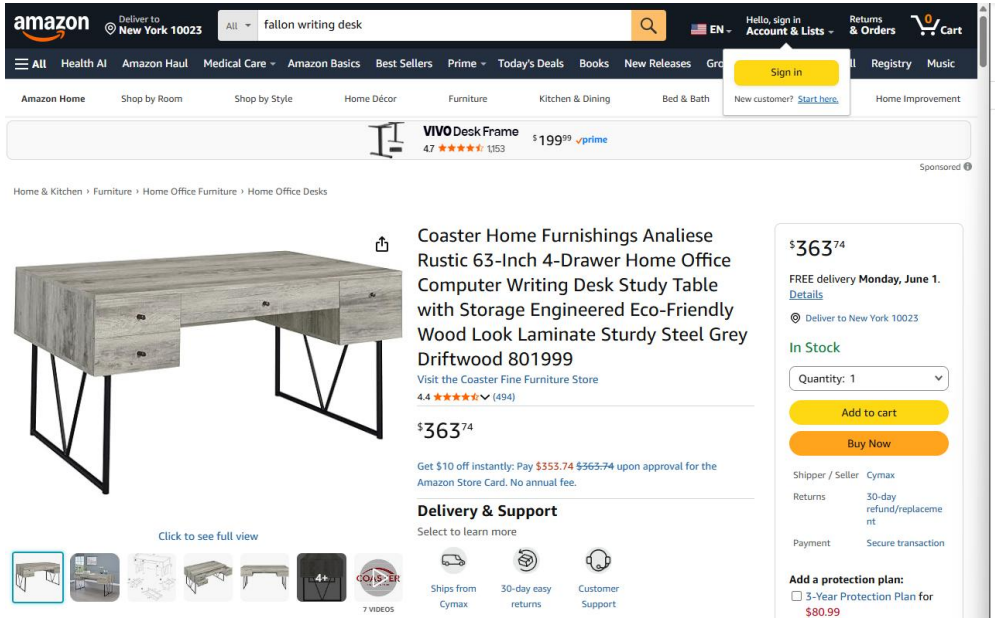


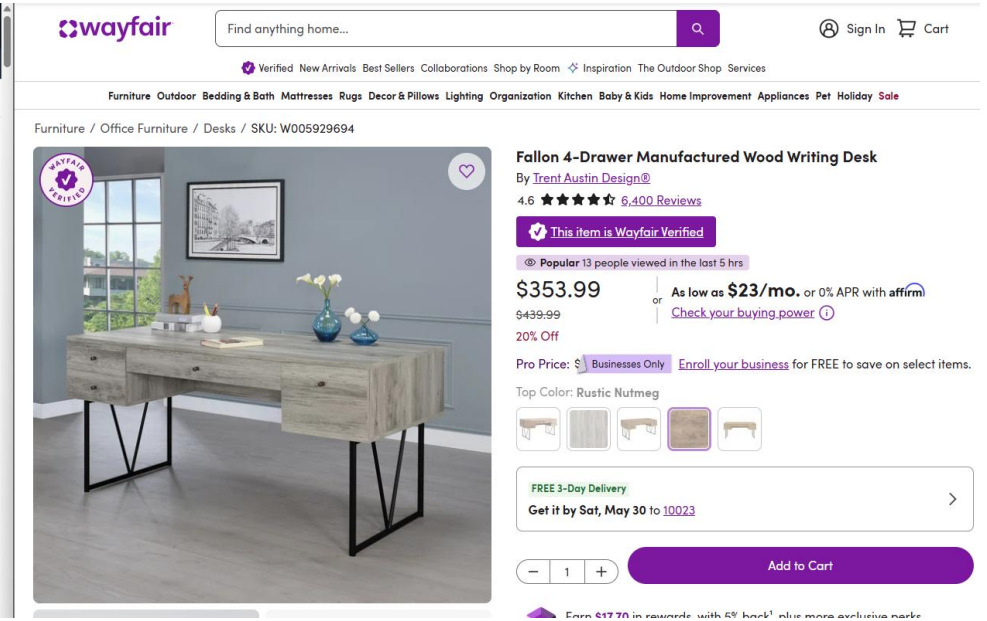


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026

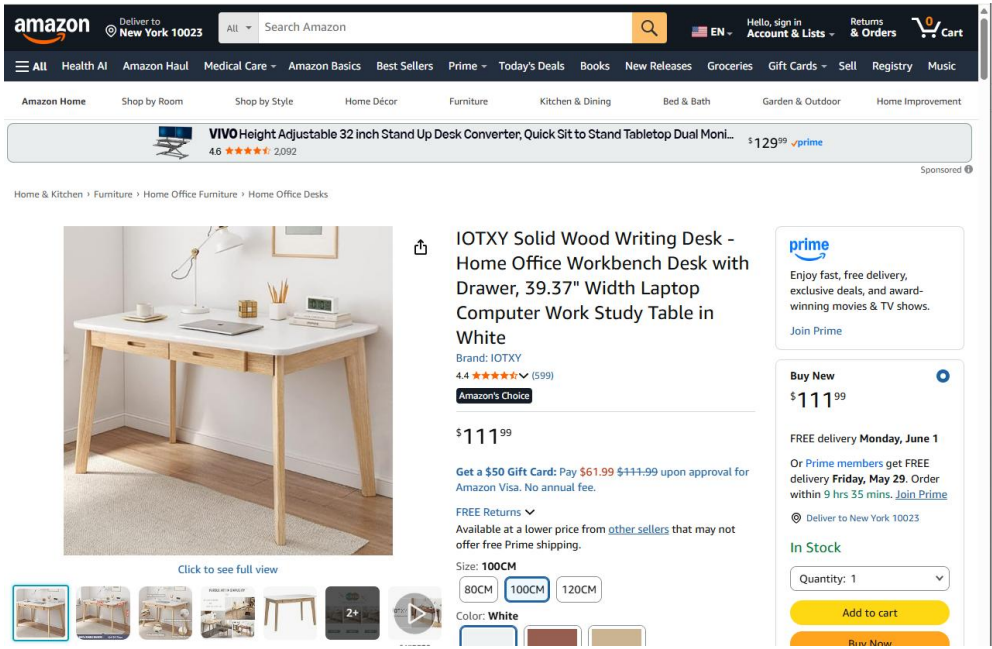


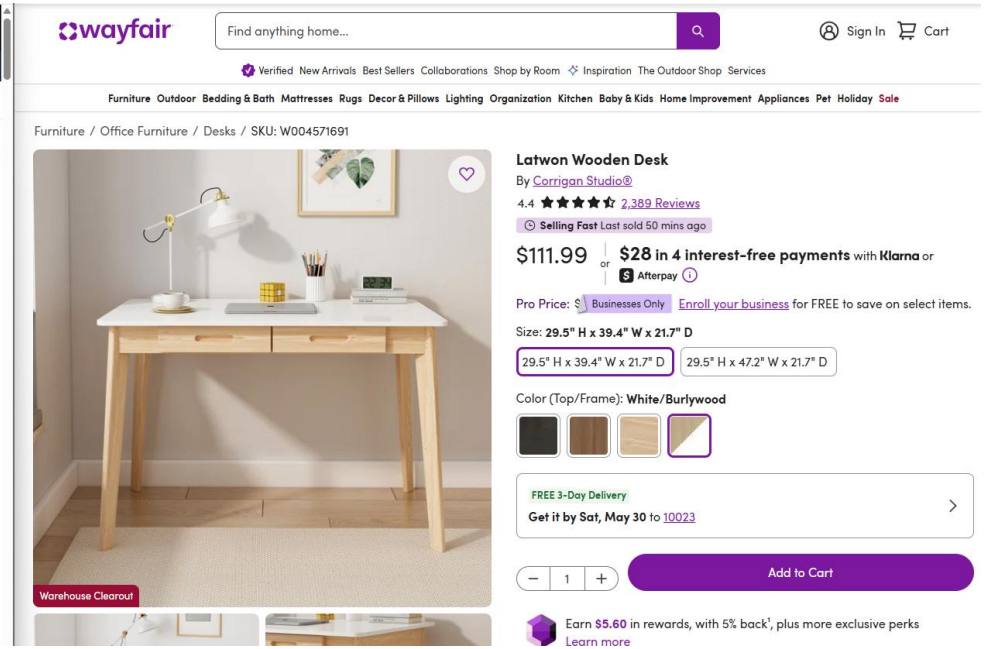


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026

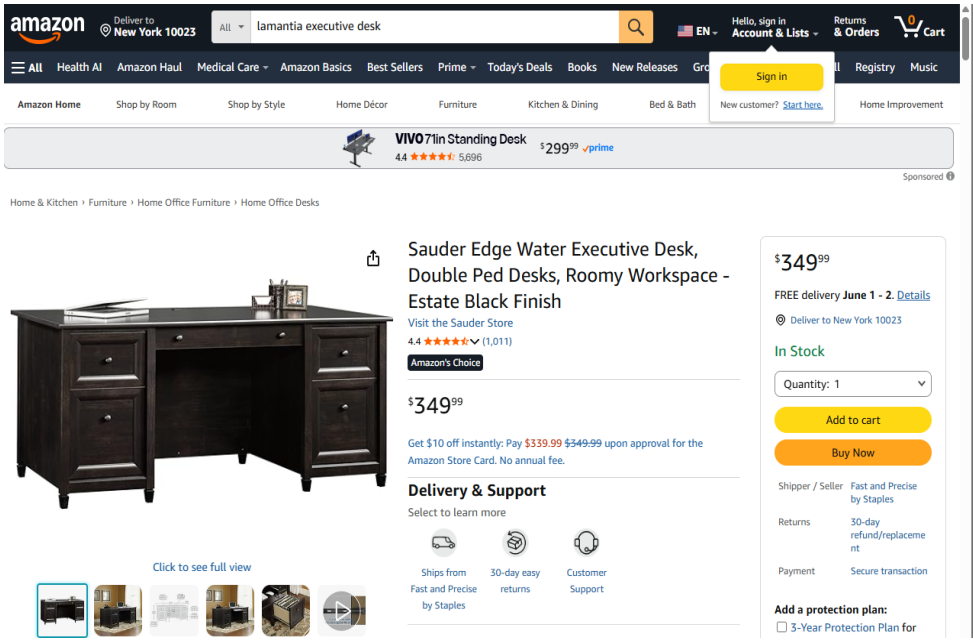


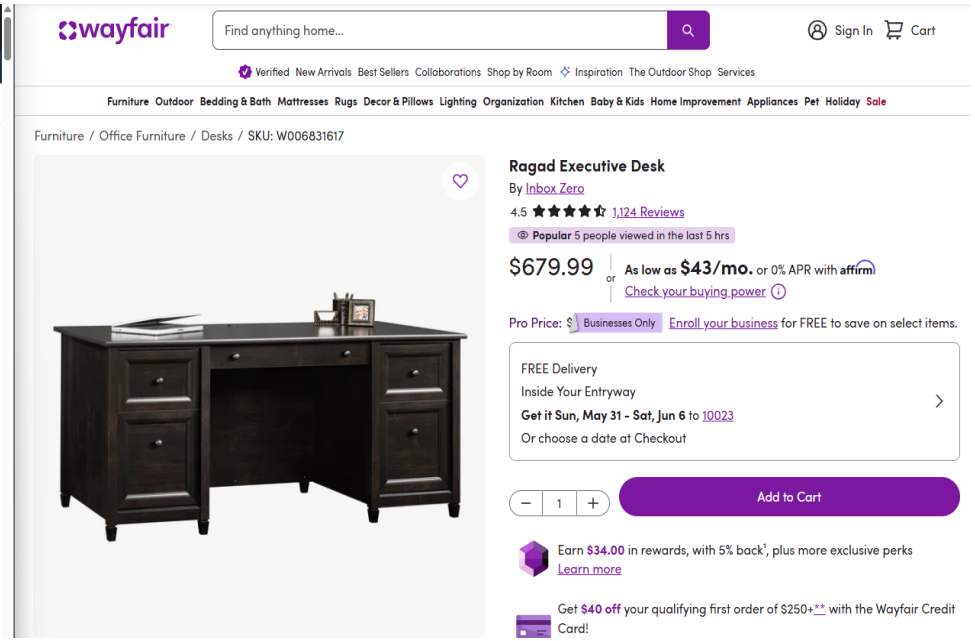


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026



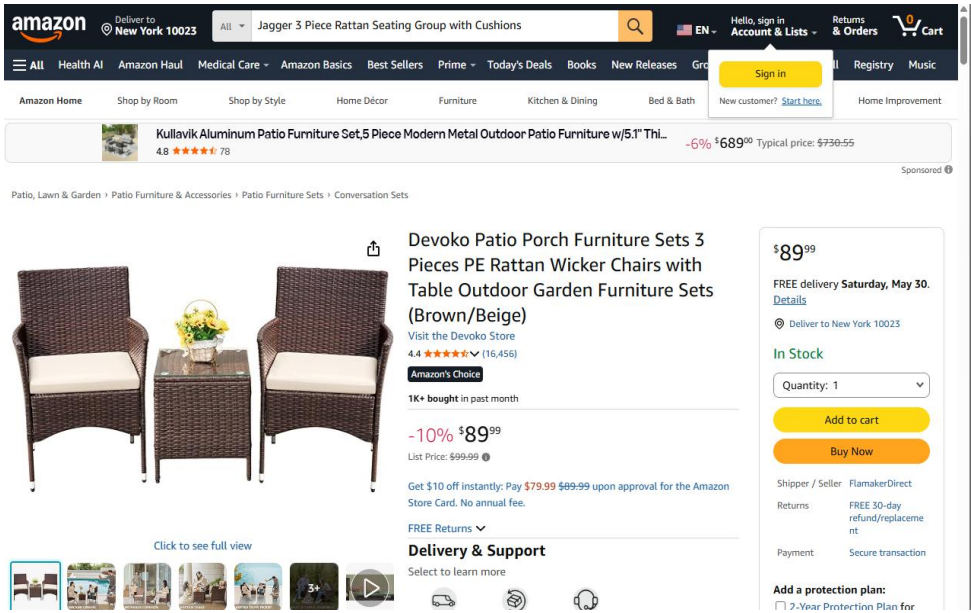


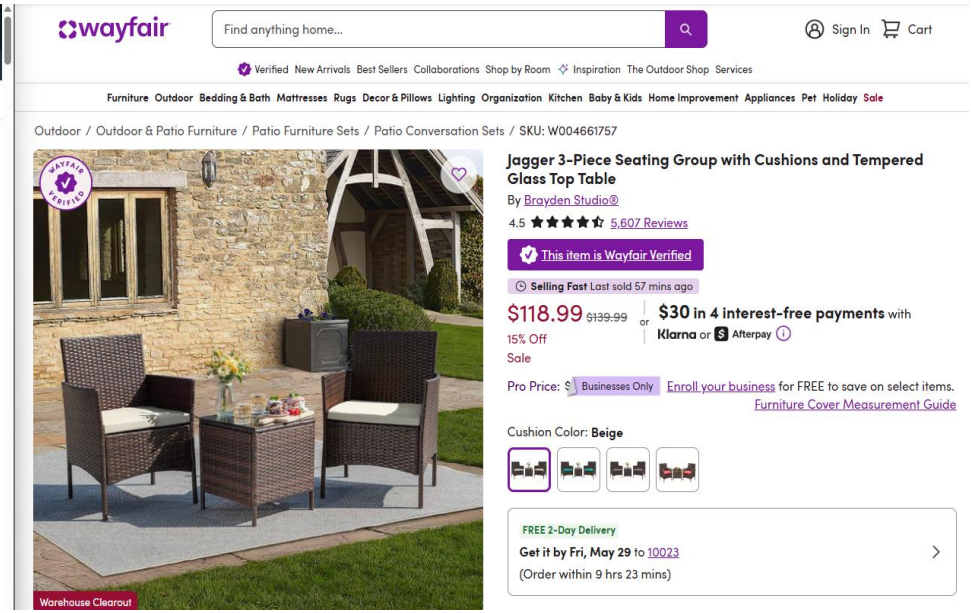
Category

- ❑ Sofas
- ❑ Coffee Tables
- ❑ TV Stands
- ❑ Beds
- ❑ Dressers
- ❑ Nightstands
- ❑ Dining Tables
- ❑ Chairs
- ❑ Desks
- ❑ Patio
- ❑ Rugs
- ❑ Décor
- ❑ Curtains
- ❑ Pillows
- ❑ Blankets
- ❑ Shelving
- ❑ Closet
- ❑ Lighting
- ❑ Lamps
- ❑ Dinnerware
- ❑ Drinkware
- ❑ Kids Beds
- ❑ Bathroom, Misc.
- ❑ Refrigerators
- ❑ Pets

Bespoke – Amazon and Wayfair Identical Items

May 2026



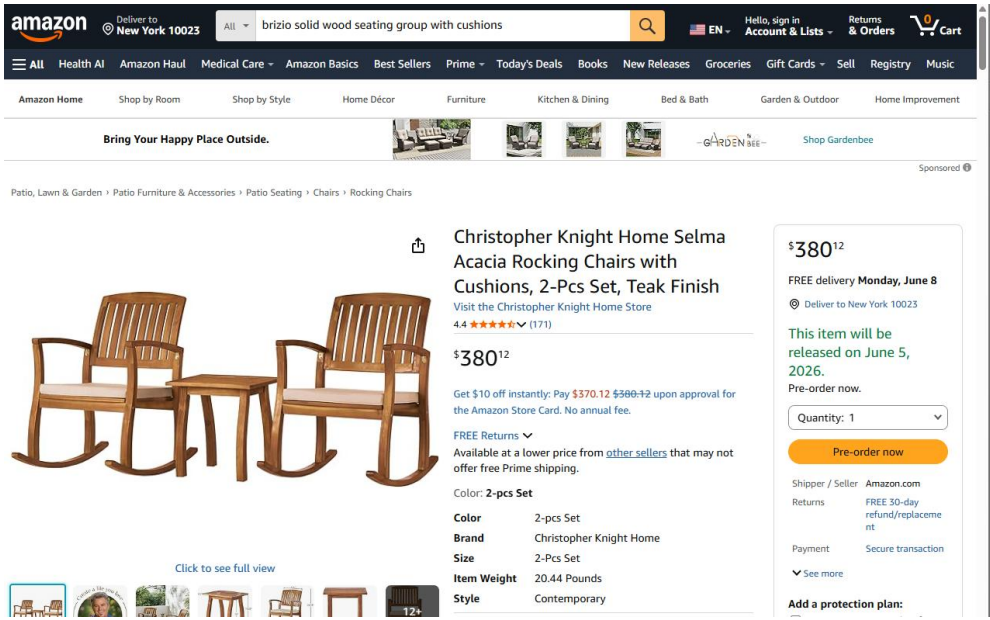


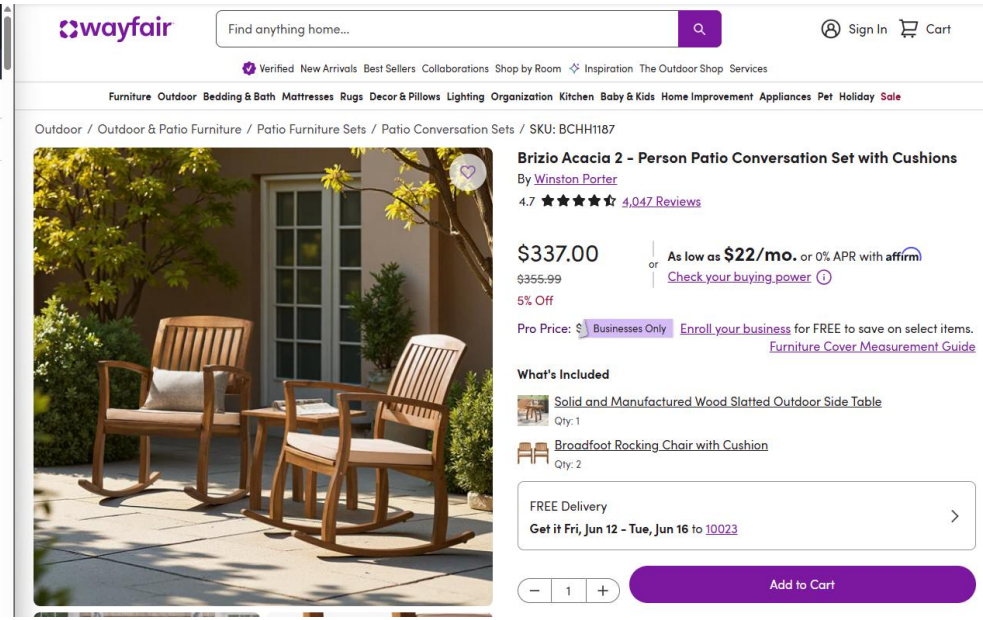
Source: Bespoke Market Intelligence Analysis

Wayfair Primary Research

Bespoke – Amazon and Wayfair Identical Items

May 2026

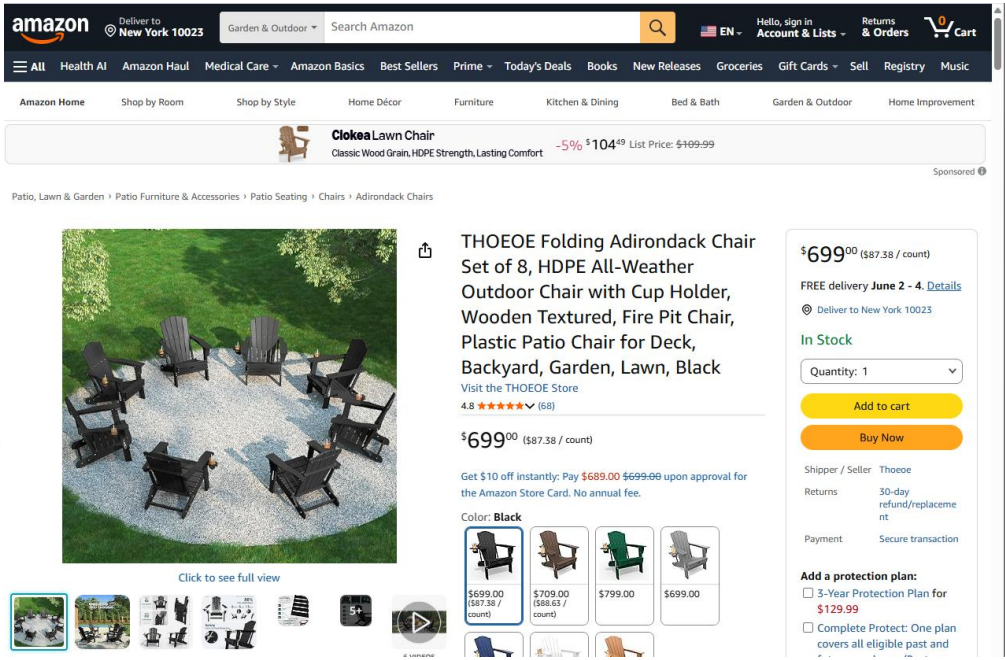


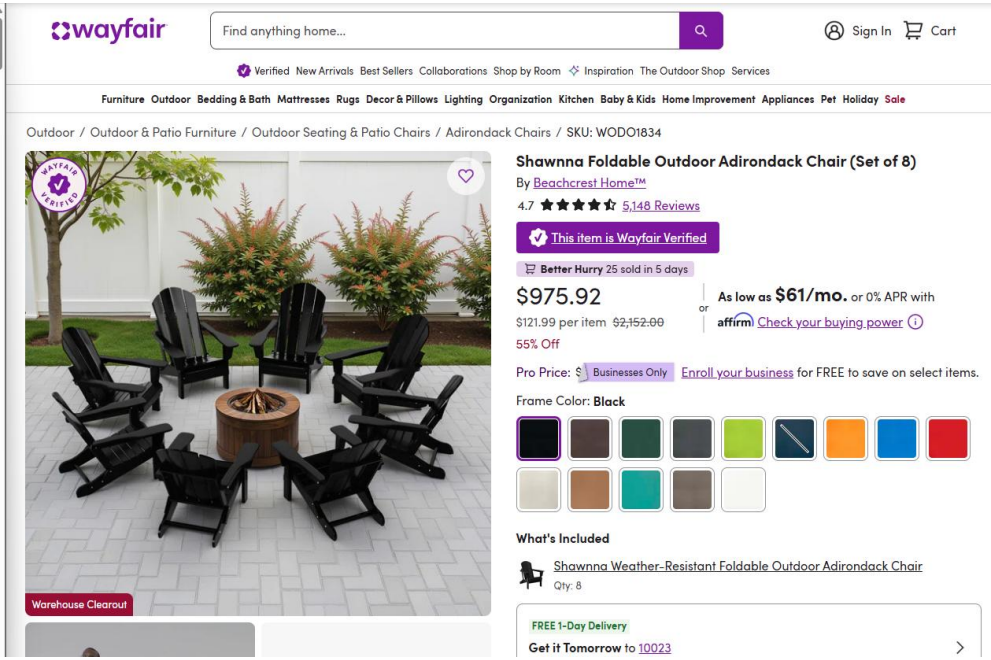


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026

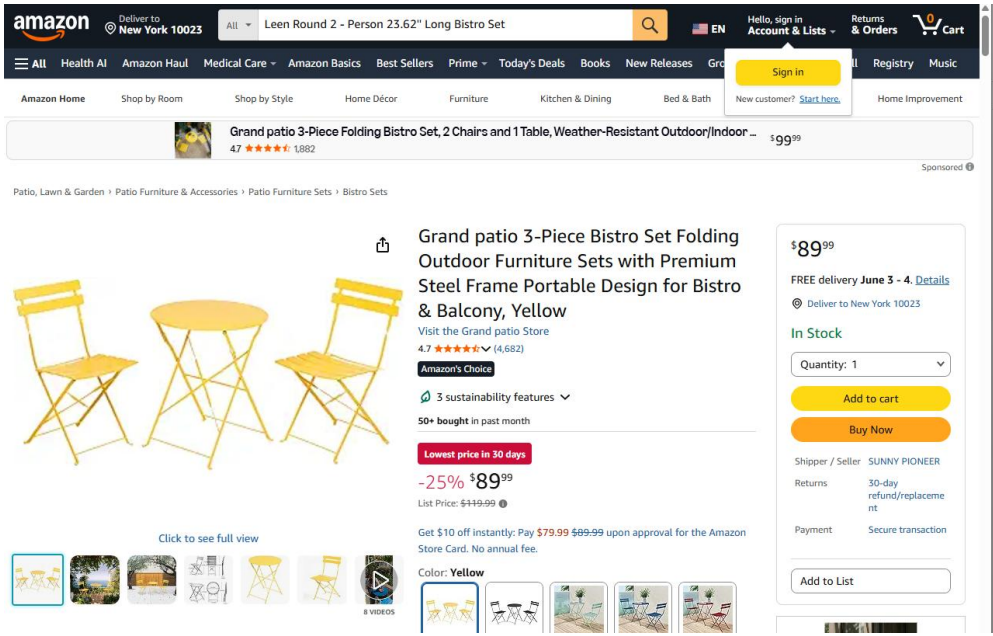


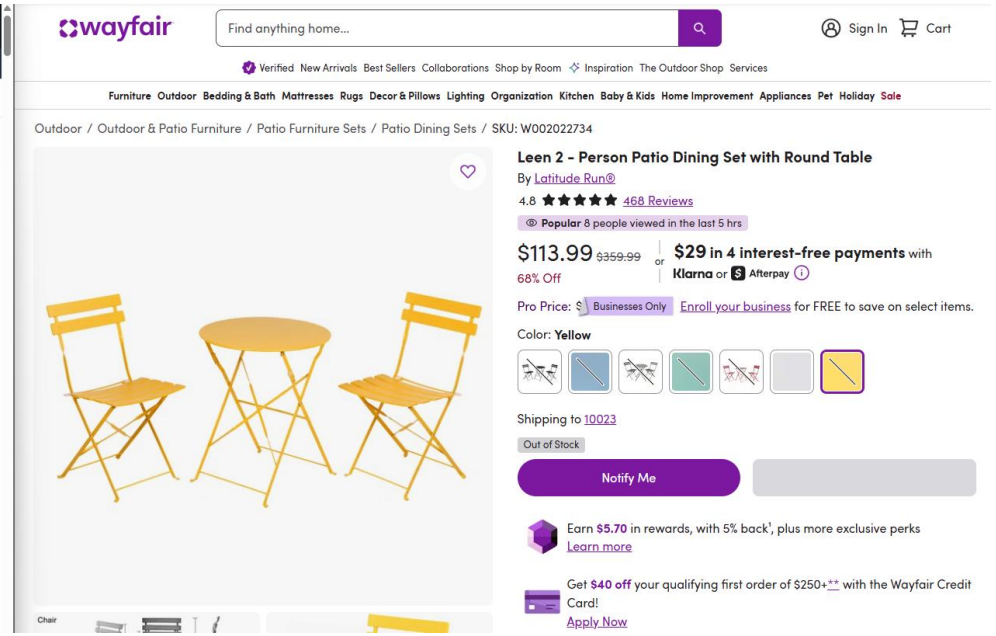


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026

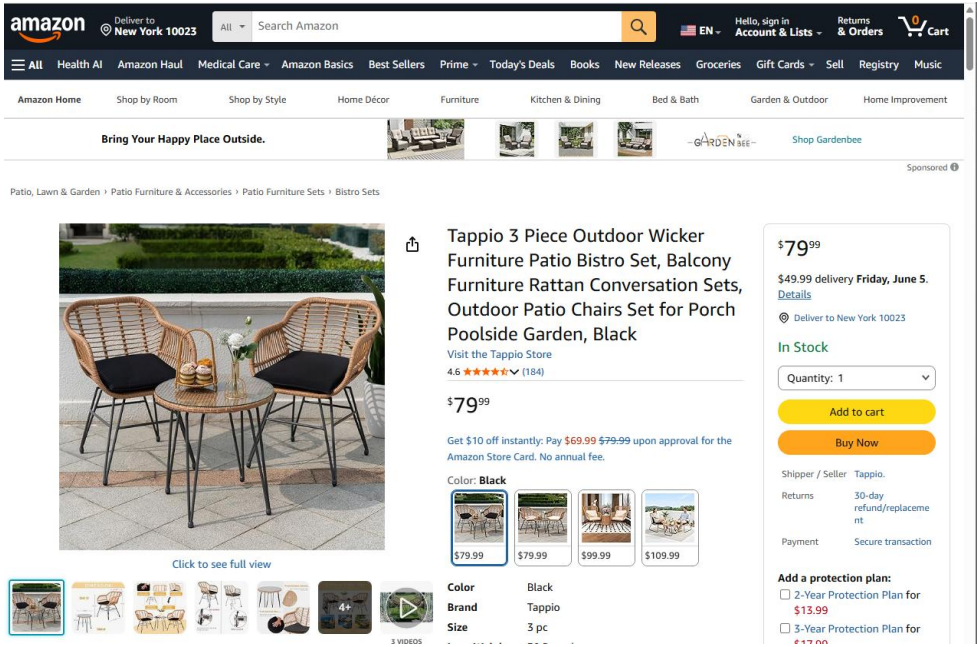


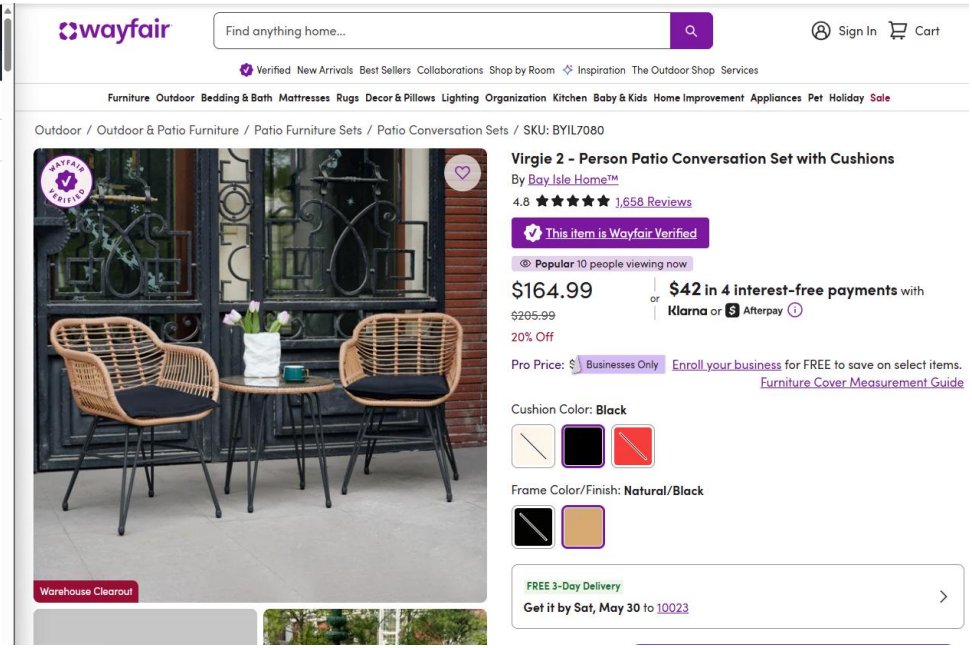


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026





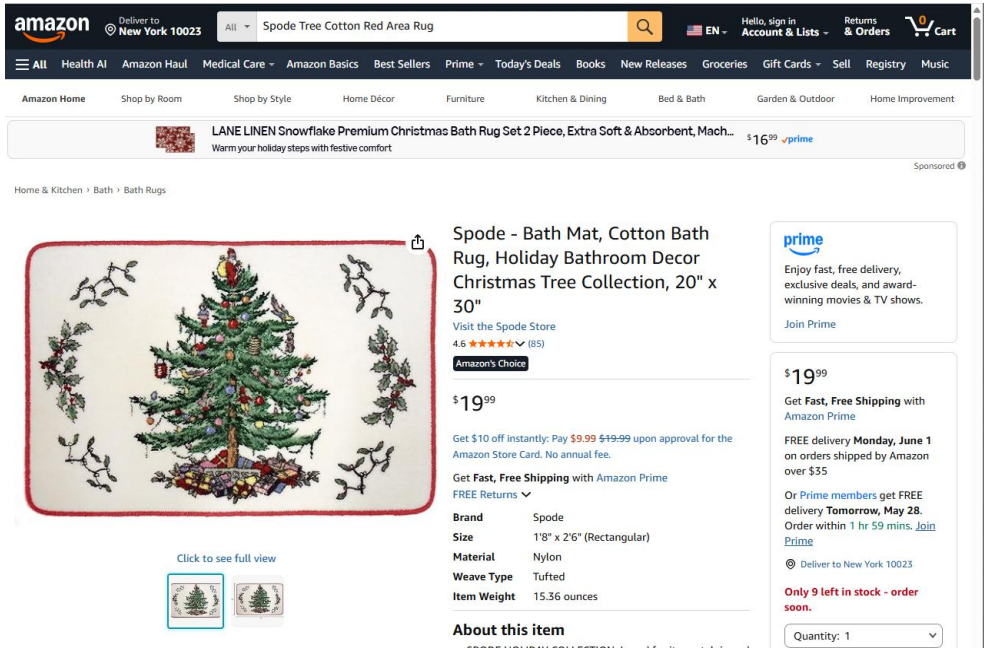
Source: Bespoke Market Intelligence Analysis

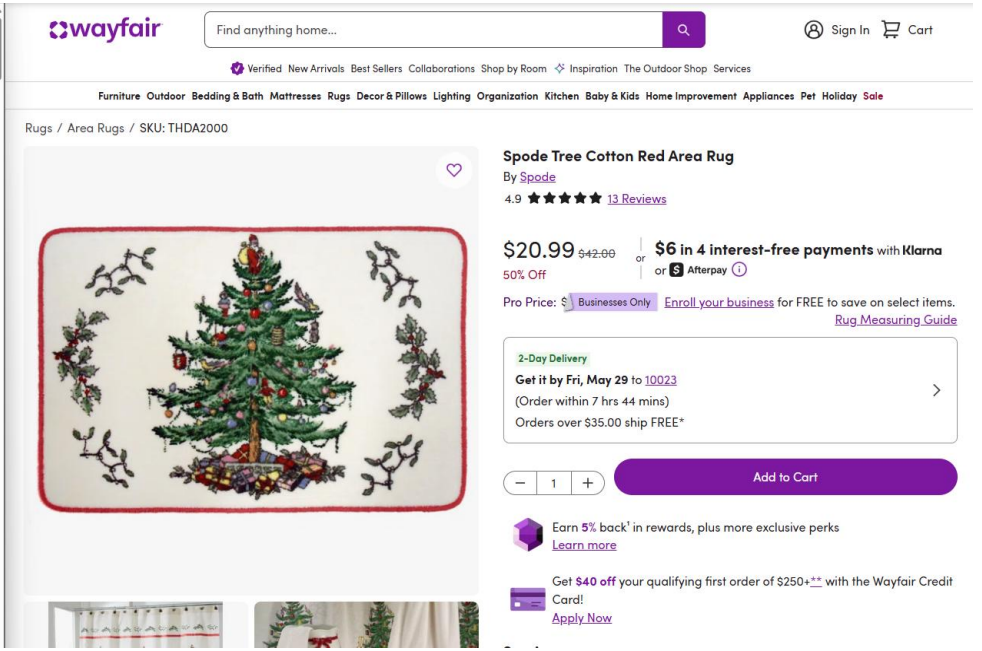
Category

- ❑ Sofas
- ❑ Coffee Tables
- ❑ TV Stands
- ❑ Beds
- ❑ Dressers
- ❑ Nightstands
- ❑ Dining Tables
- ❑ Chairs
- ❑ Desks
- ❑ Patio
- ❑ Rugs
- ❑ Décor
- ❑ Curtains
- ❑ Pillows
- ❑ Blankets
- ❑ Shelving
- ❑ Closet
- ❑ Lighting
- ❑ Lamps
- ❑ Dinnerware
- ❑ Drinkware
- ❑ Kids Beds
- ❑ Bathroom, Misc.
- ❑ Refrigerators
- ❑ Pets

Bespoke – Amazon and Wayfair Identical Items

May 2026

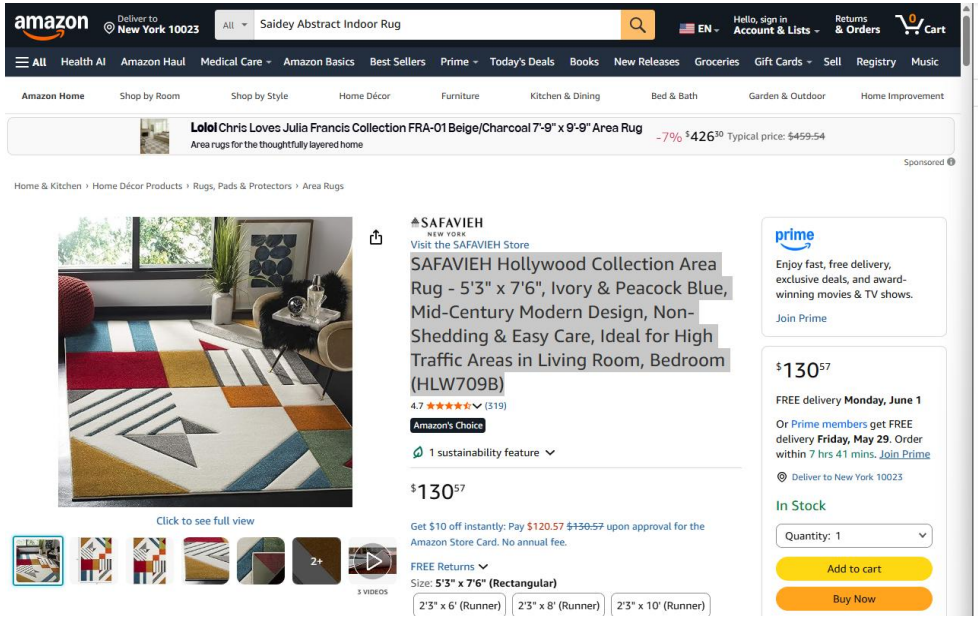


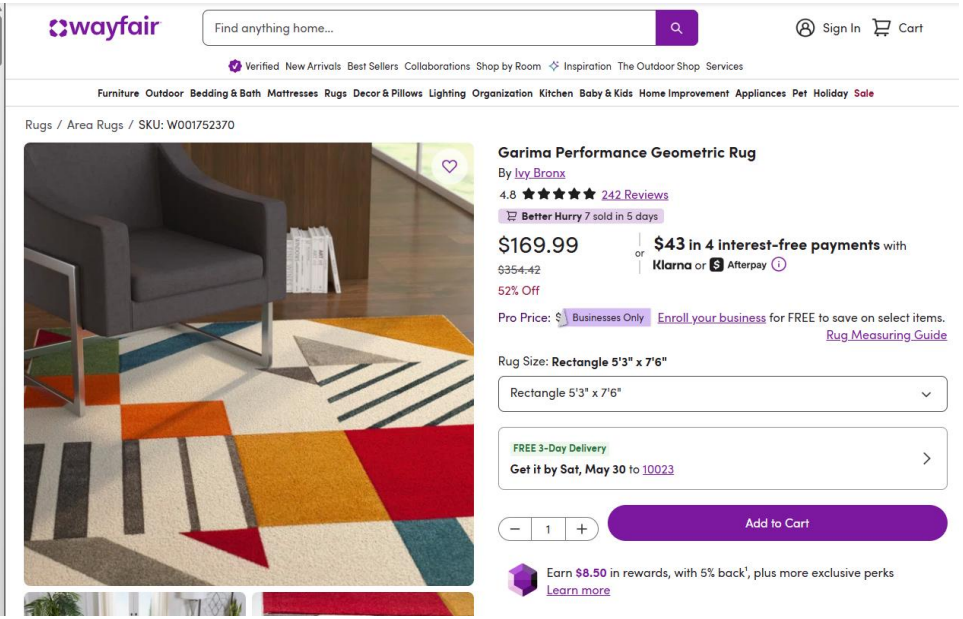


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026



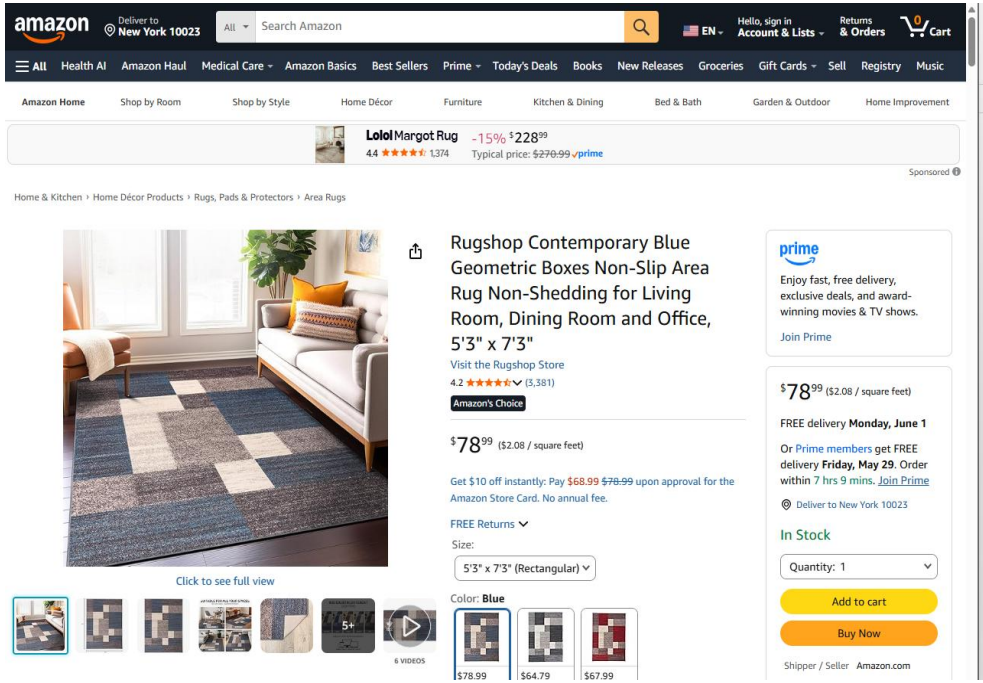


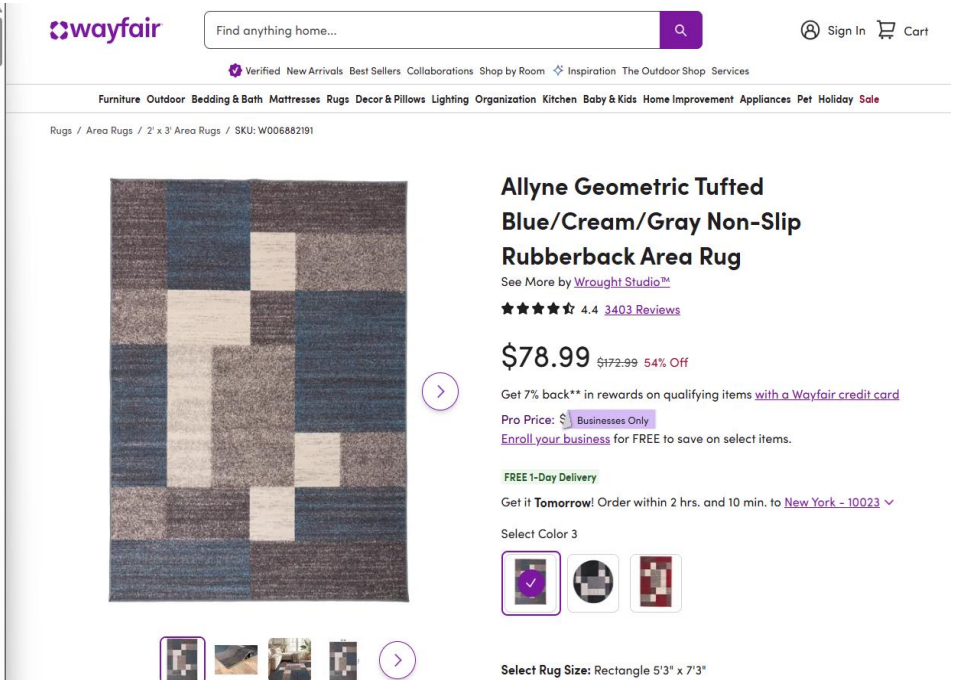
Source: Bespoke Market Intelligence Analysis

Wayfair Primary Research

Bespoke – Amazon and Wayfair Identical Items

May 2026

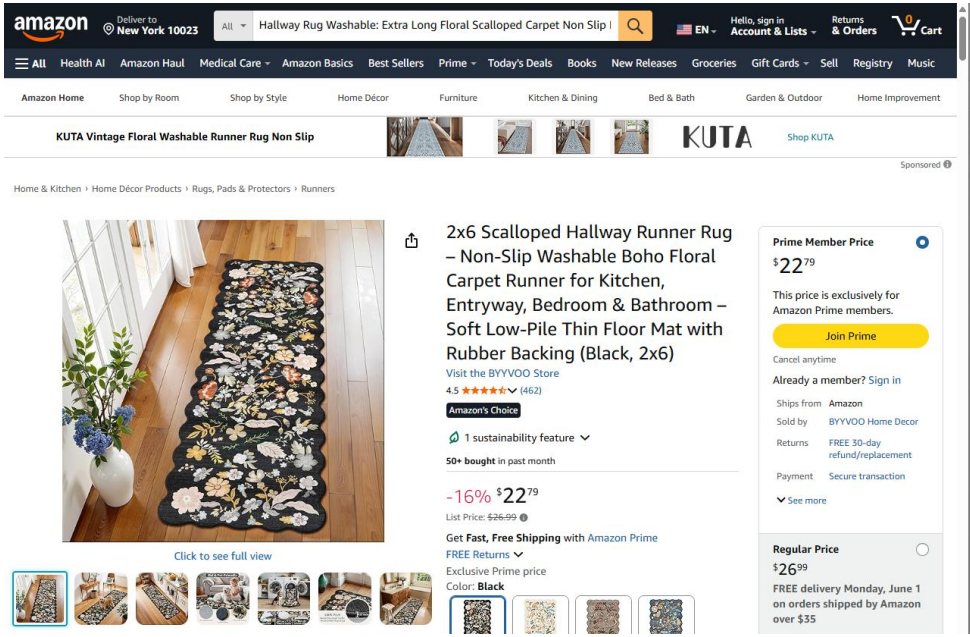


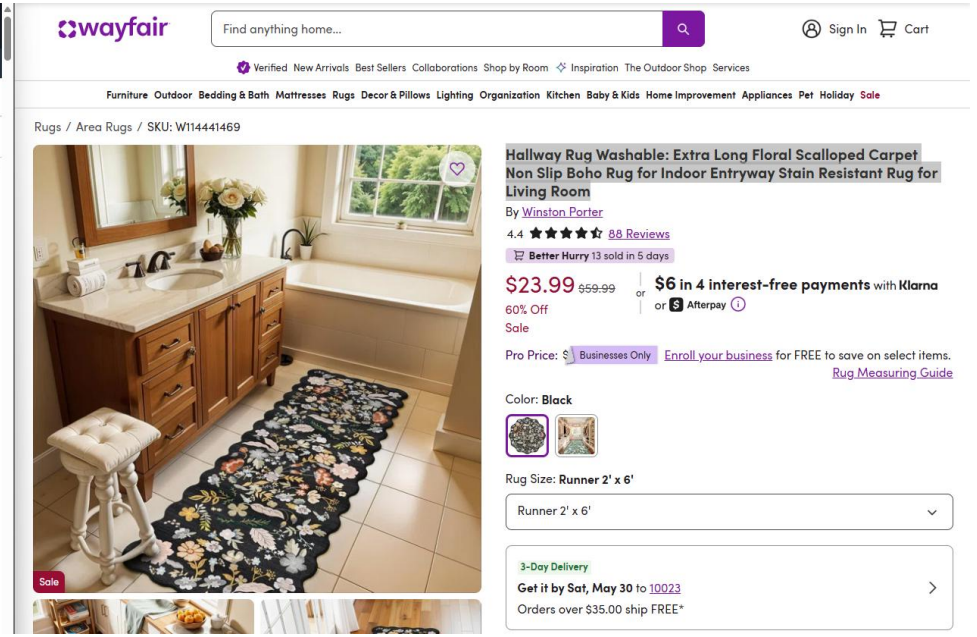


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026

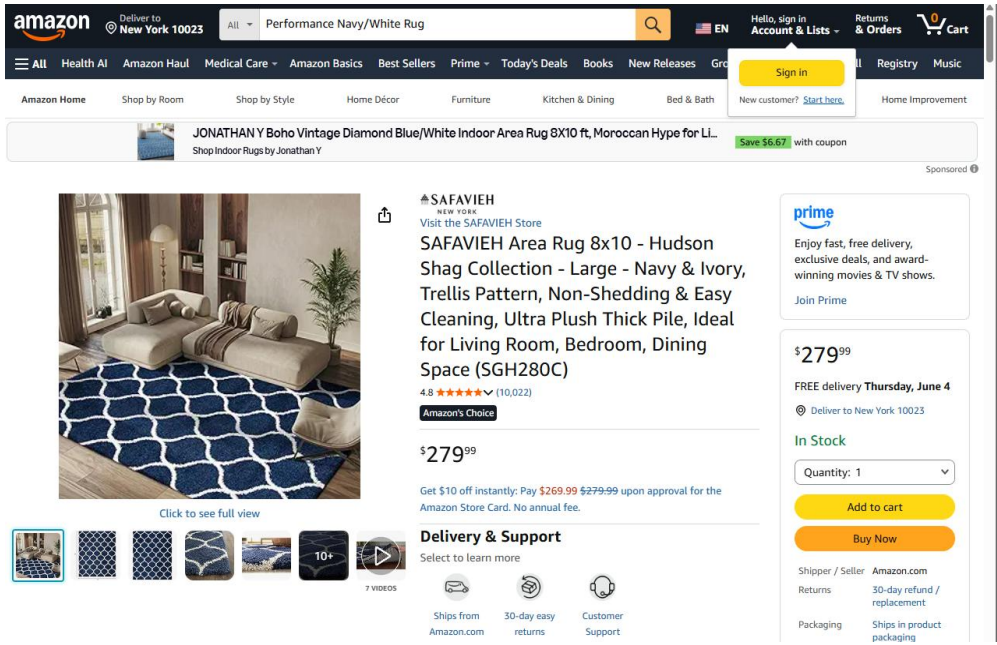


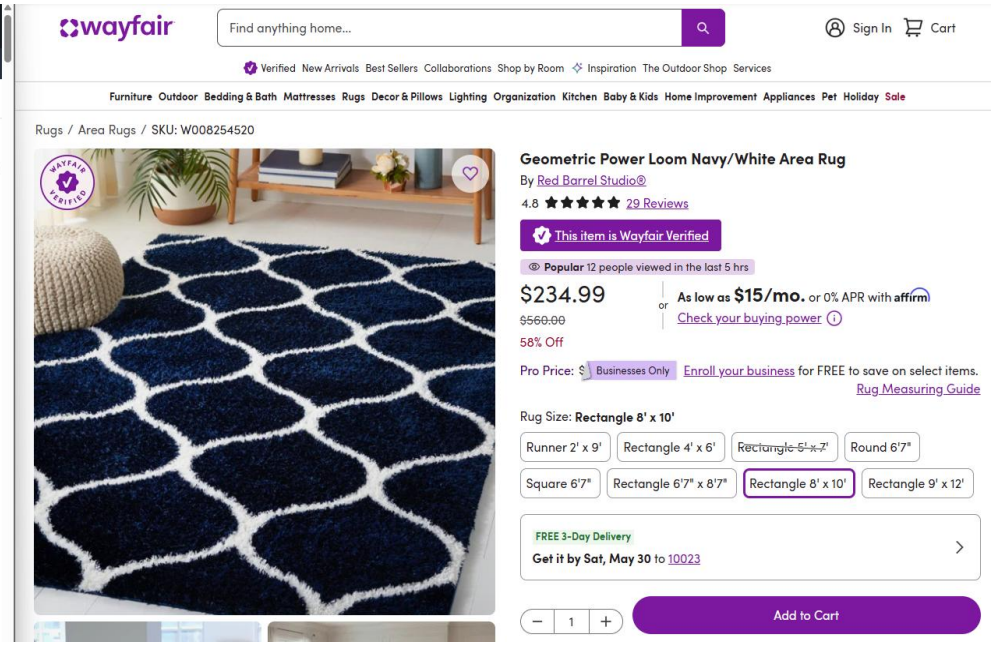


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026





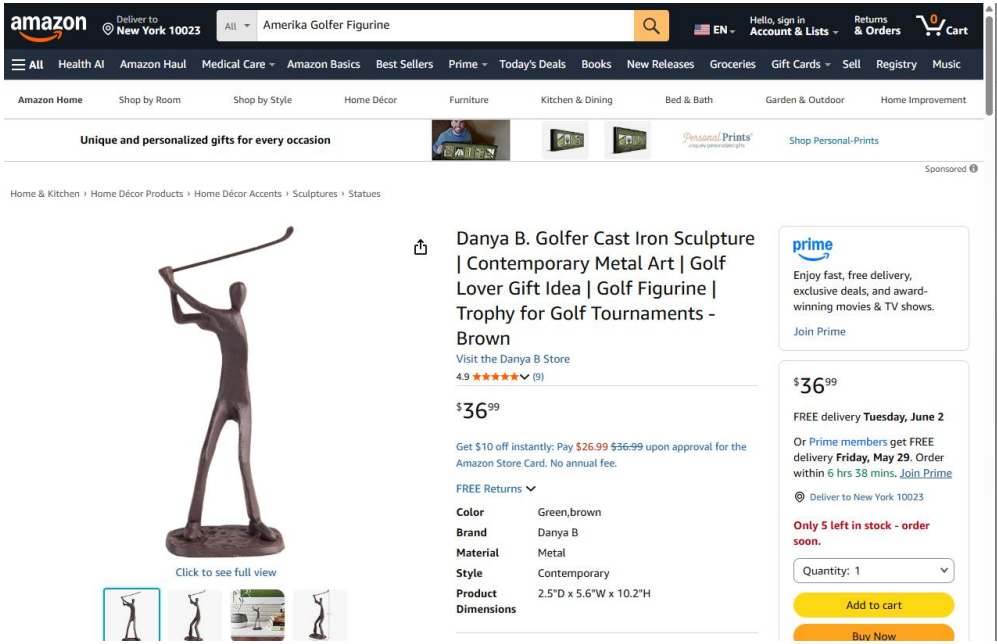
Source: Bespoke Market Intelligence Analysis

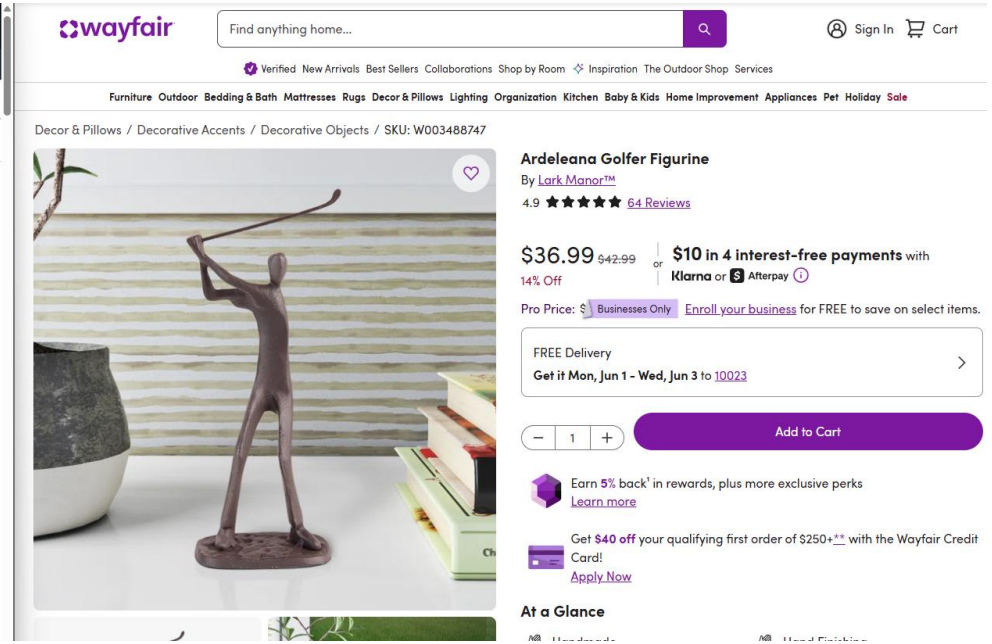
Category

- ❑ Sofas
- ❑ Coffee Tables
- ❑ TV Stands
- ❑ Beds
- ❑ Dressers
- ❑ Nightstands
- ❑ Dining Tables
- ❑ Chairs
- ❑ Desks
- ❑ Patio
- ❑ Rugs
- ❑ Décor
- ❑ Curtains
- ❑ Pillows
- ❑ Blankets
- ❑ Shelving
- ❑ Closet
- ❑ Lighting
- ❑ Lamps
- ❑ Dinnerware
- ❑ Drinkware
- ❑ Kids Beds
- ❑ Bathroom, Misc.
- ❑ Refrigerators
- ❑ Pets

Bespoke – Amazon and Wayfair Identical Items

May 2026



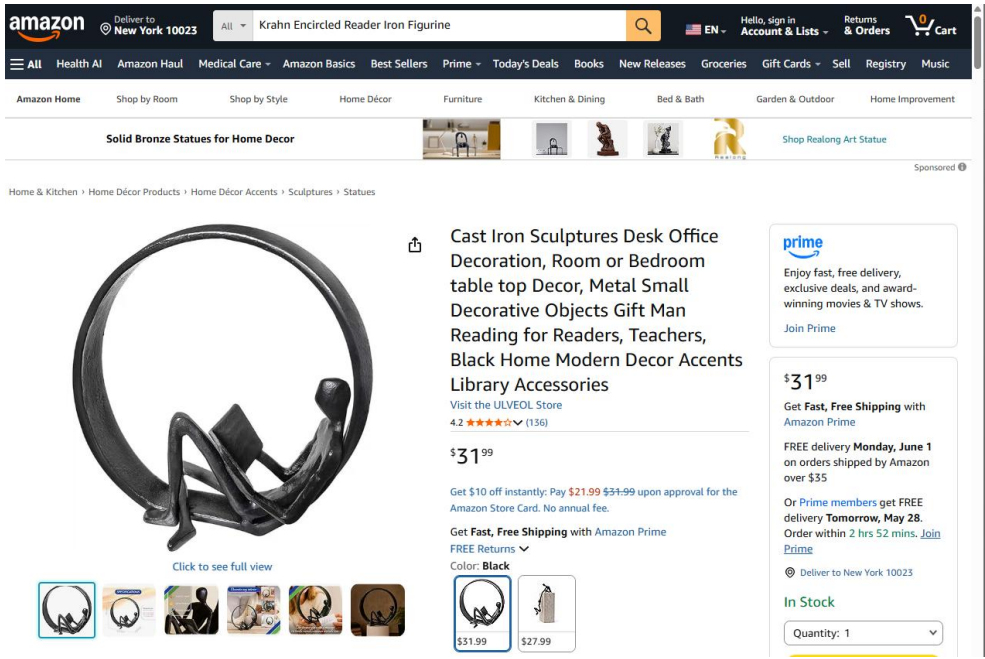


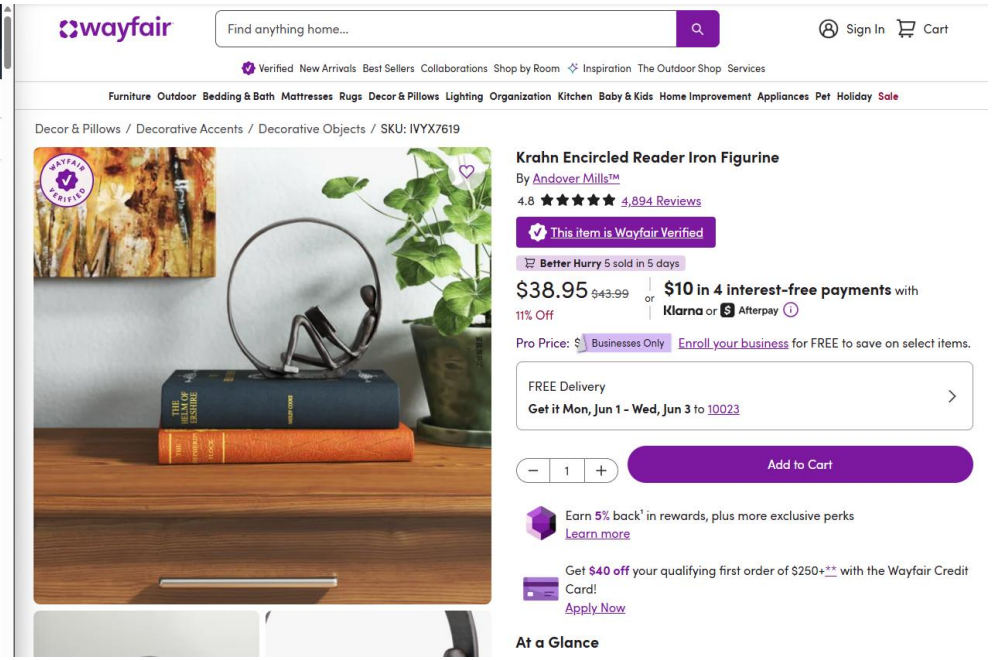
Source: Bespoke Market Intelligence Analysis

Wayfair Primary Research

Bespoke – Amazon and Wayfair Identical Items

May 2026



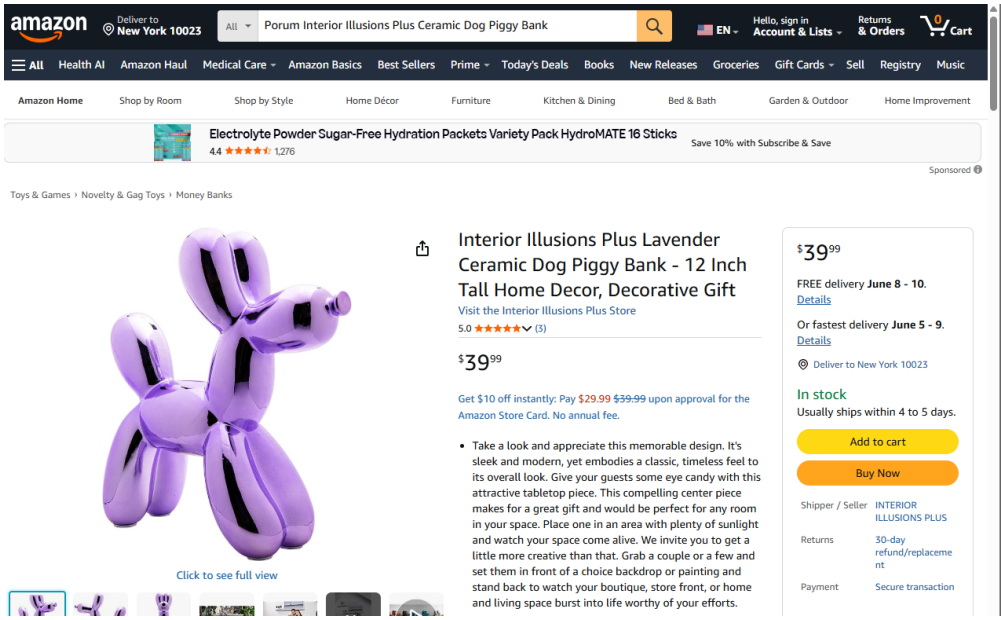


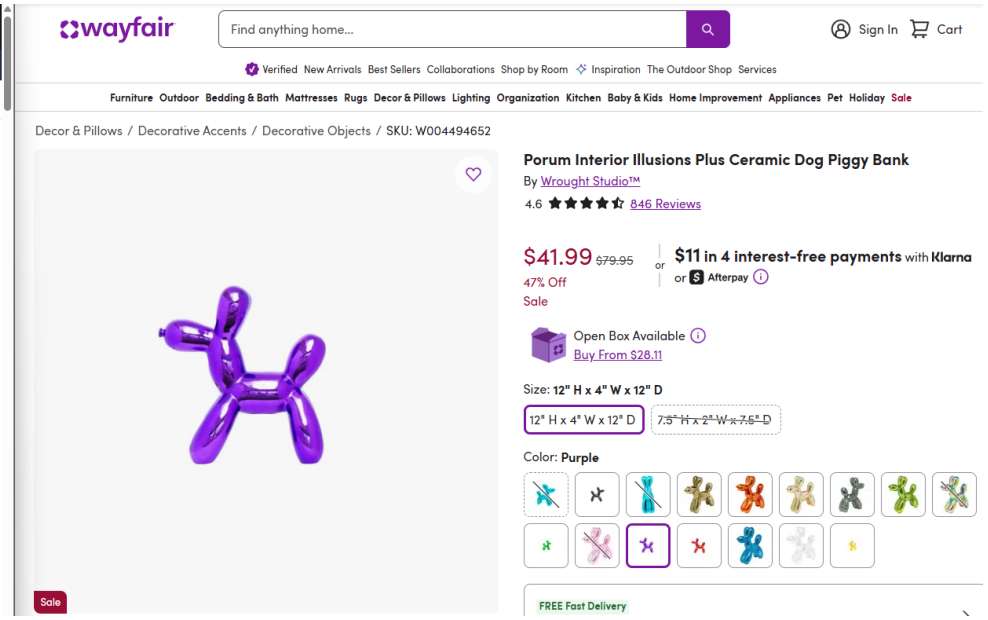
Source: Bespoke Market Intelligence Analysis

Wayfair Primary Research

Bespoke – Amazon and Wayfair Identical Items

May 2026

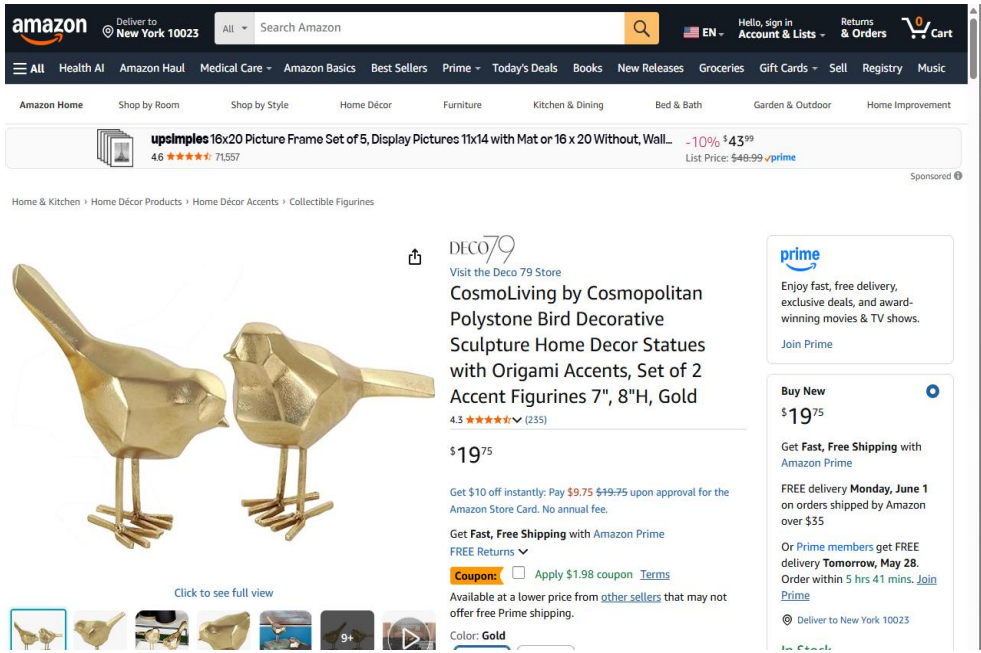


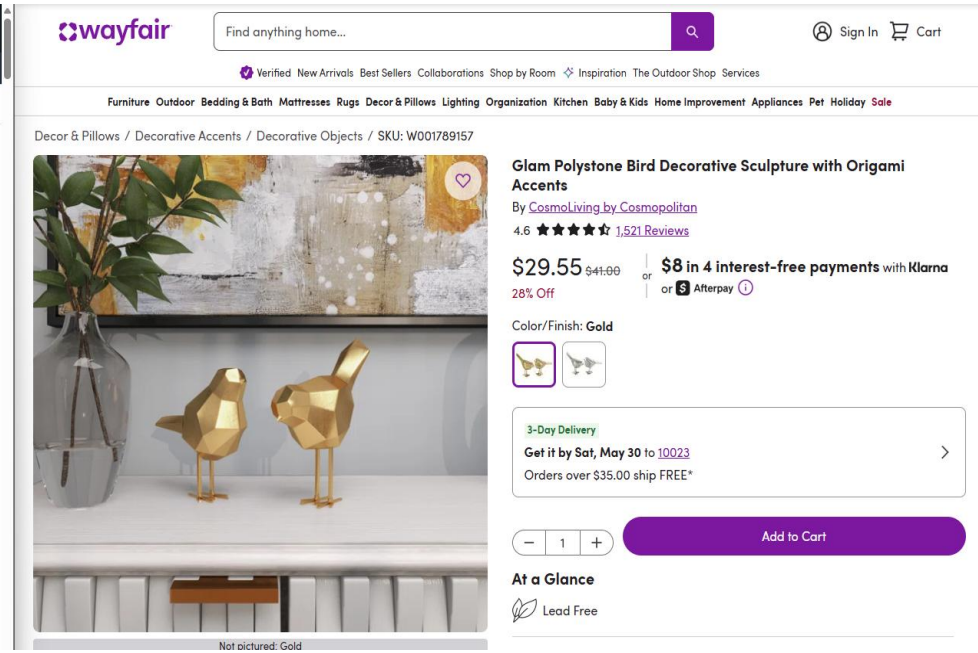


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026





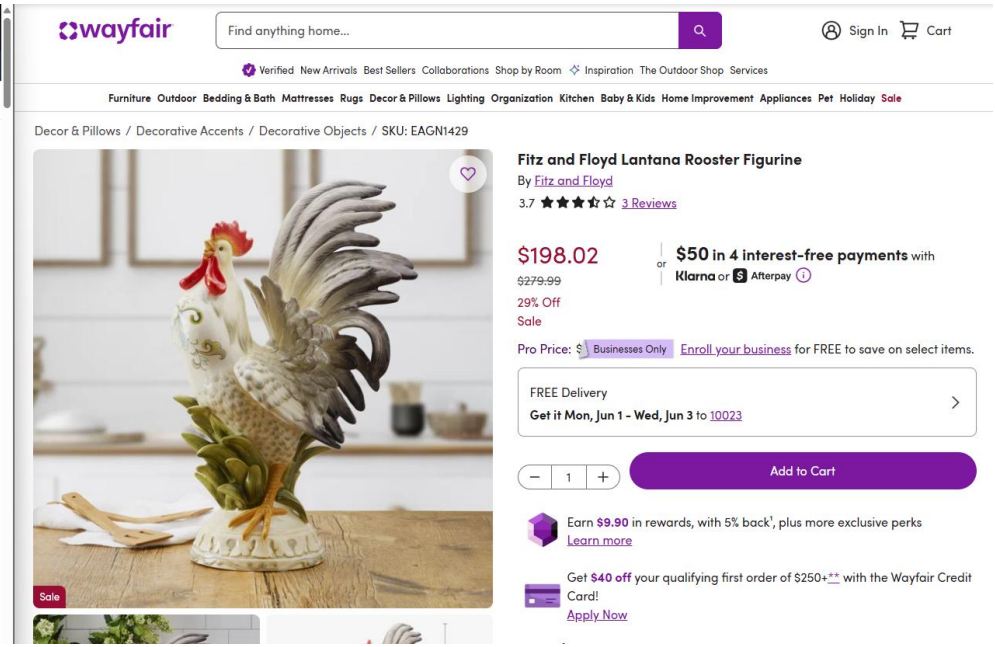
Source: Bespoke Market Intelligence Analysis

Wayfair Primary Research

Bespoke – Amazon and Wayfair Identical Items

May 2026





Source: Bespoke Market Intelligence Analysis

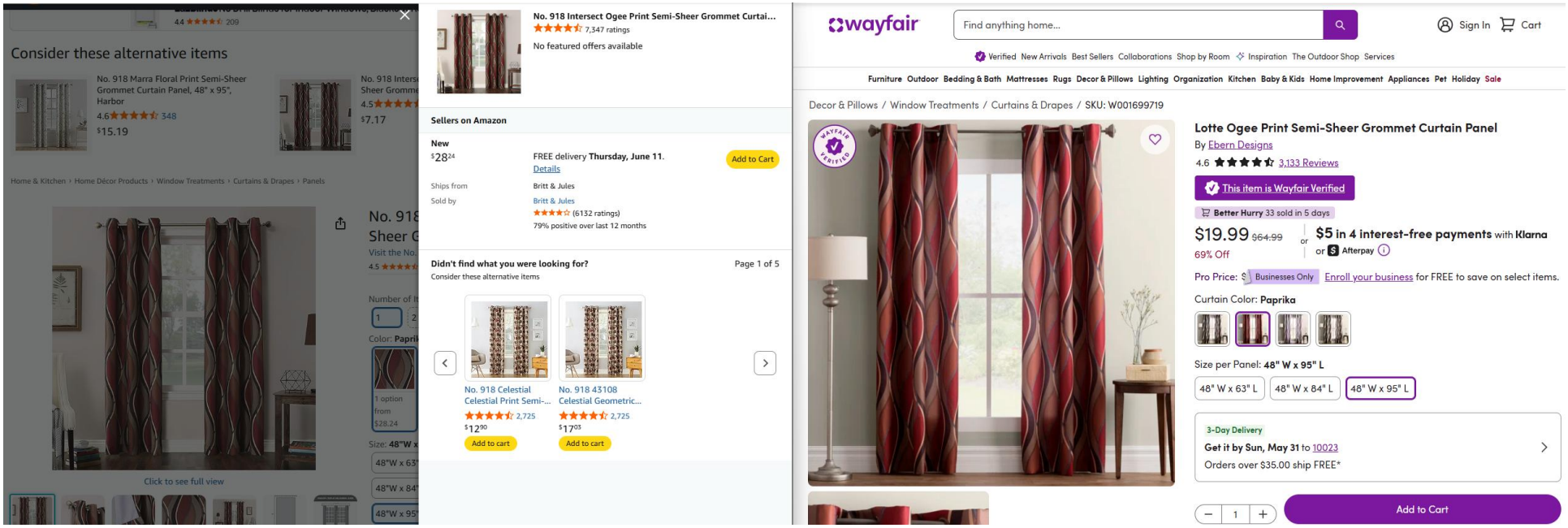
Wayfair Primary Research

Category

- ❑ Sofas
- ❑ Coffee Tables
- ❑ TV Stands
- ❑ Beds
- ❑ Dressers
- ❑ Nightstands
- ❑ Dining Tables
- ❑ Chairs
- ❑ Desks
- ❑ Patio
- ❑ Rugs
- ❑ Décor
- ❑ Curtains
- ❑ Pillows
- ❑ Blankets
- ❑ Shelving
- ❑ Closet
- ❑ Lighting
- ❑ Lamps
- ❑ Dinnerware
- ❑ Drinkware
- ❑ Kids Beds
- ❑ Bathroom, Misc.
- ❑ Refrigerators
- ❑ Pets

Bespoke – Amazon and Wayfair Identical Items

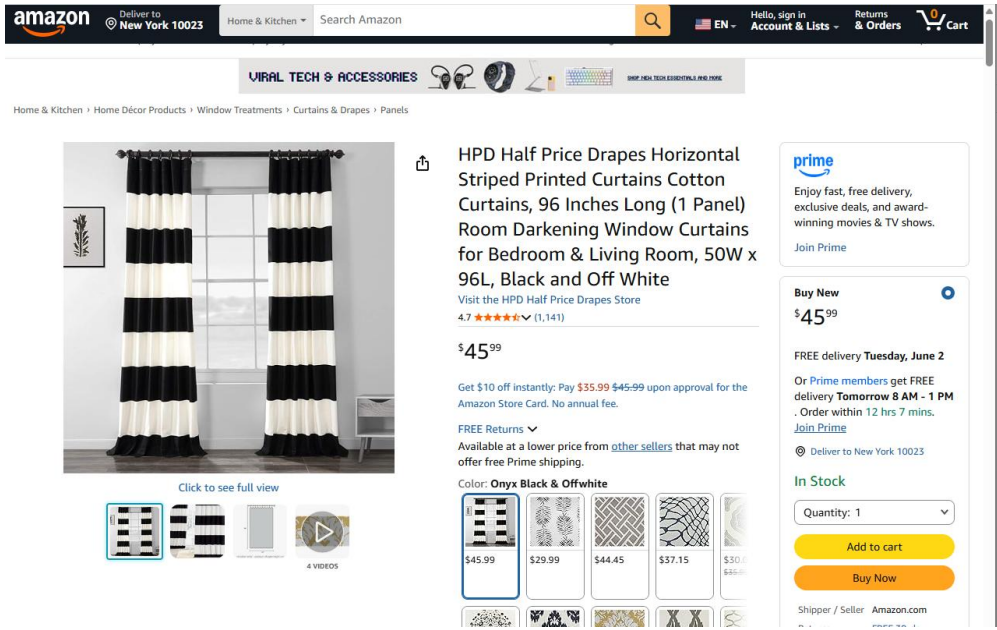
May 2026

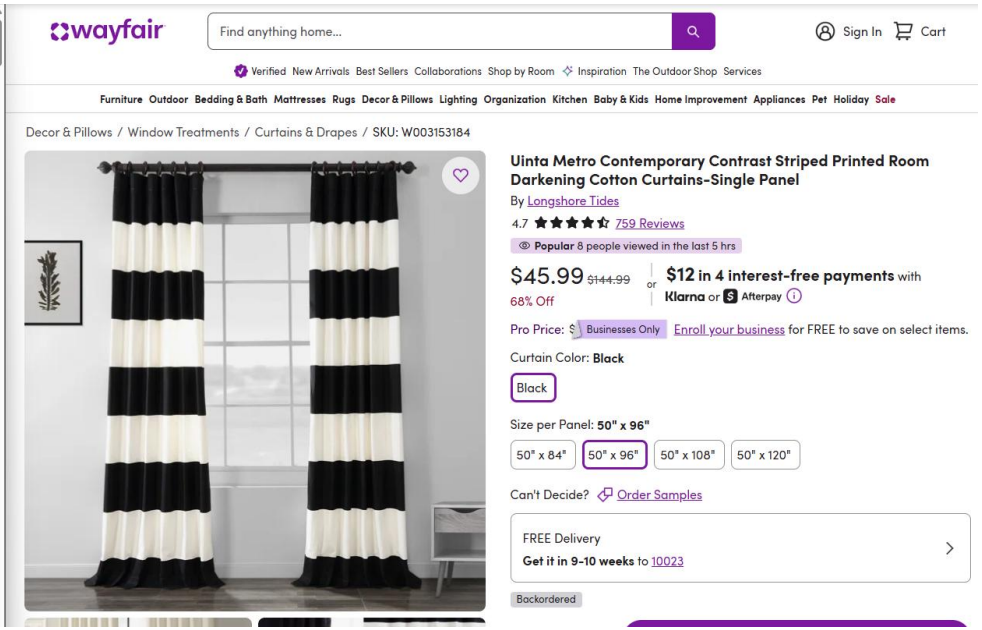


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026

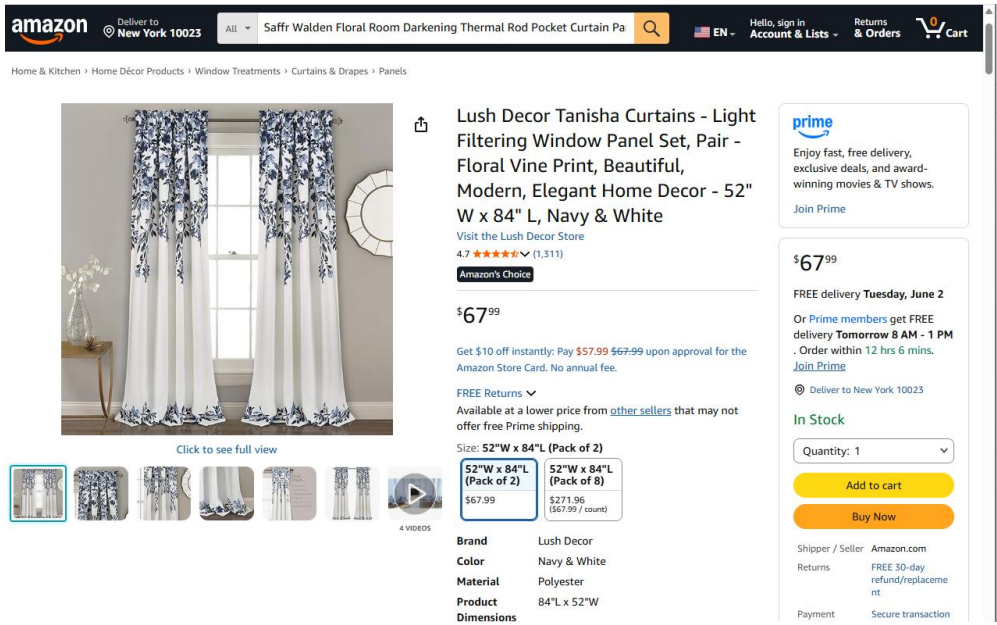


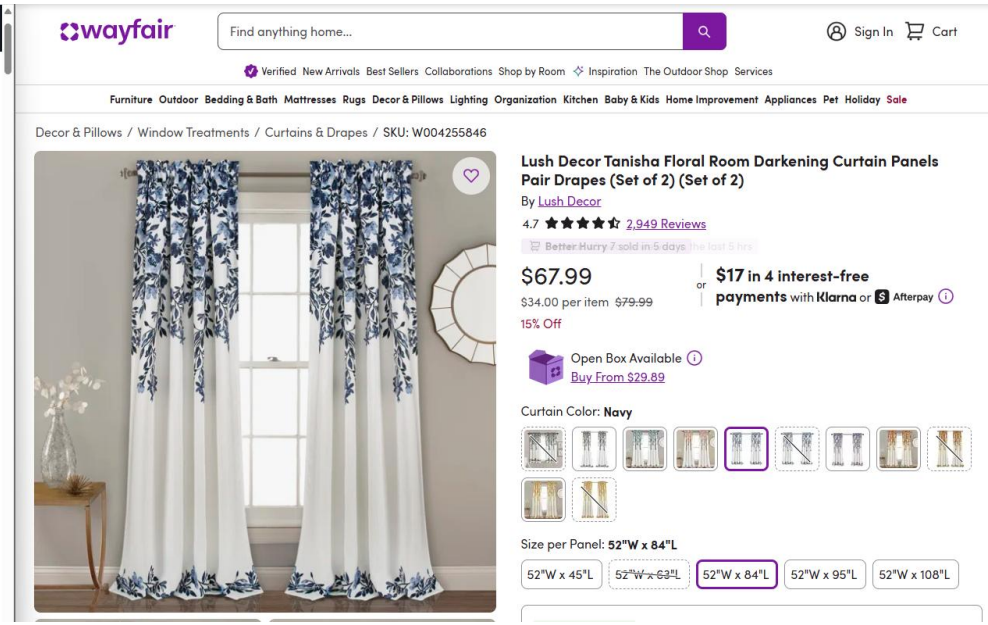


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026

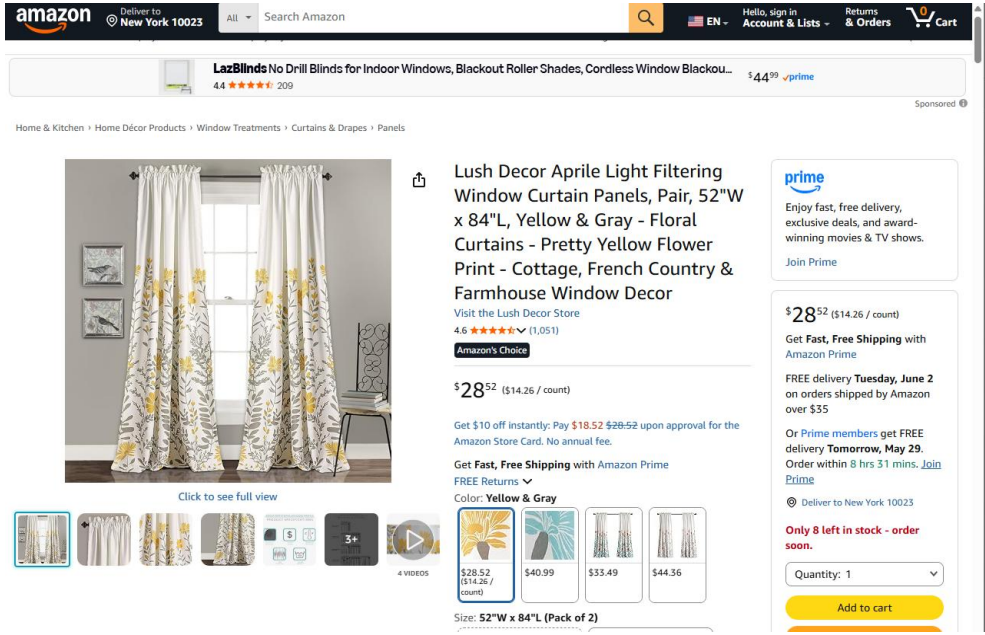


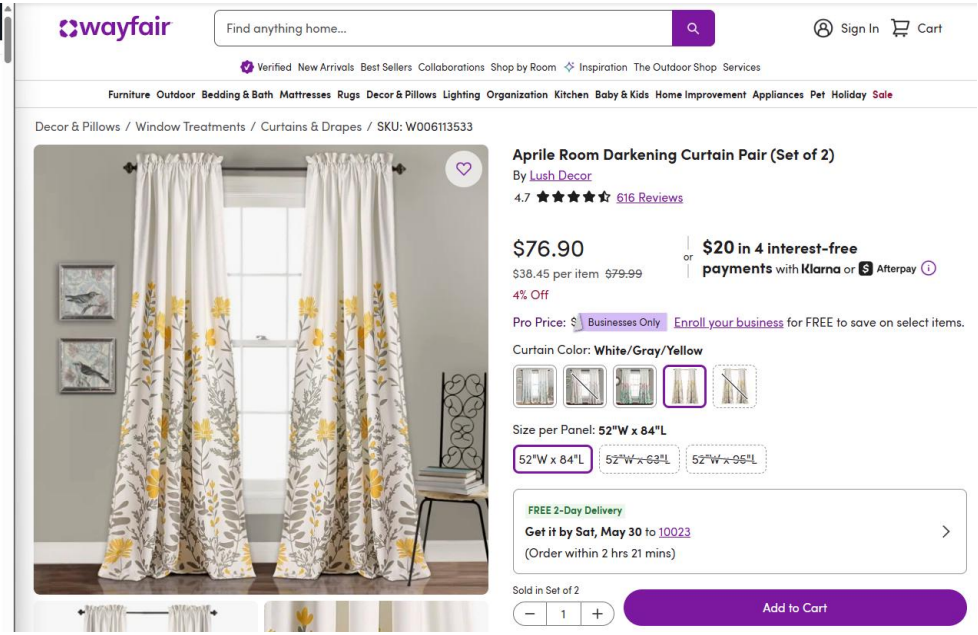


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026



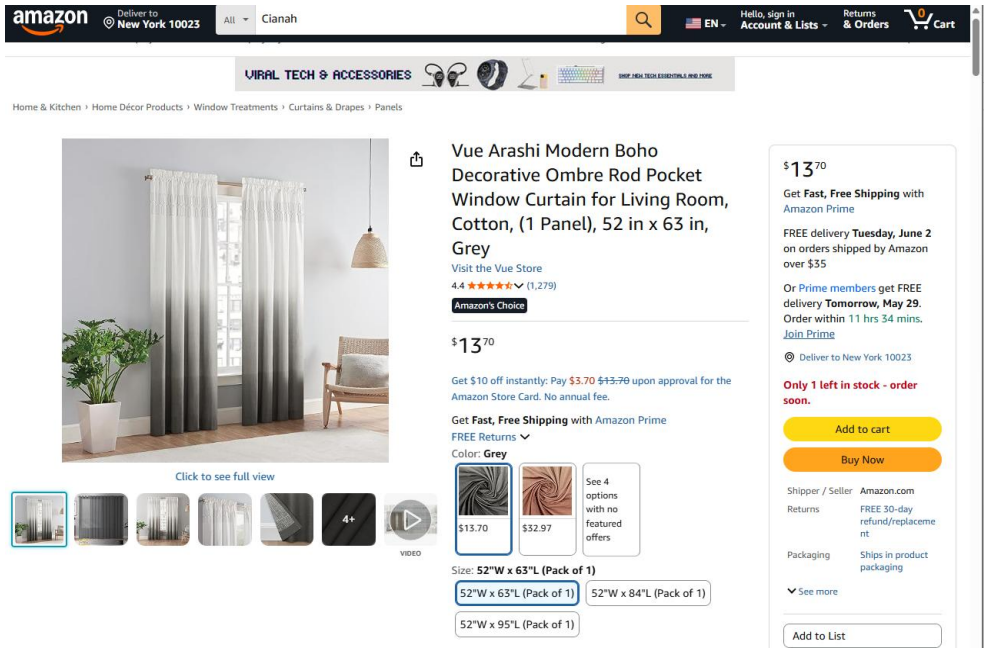


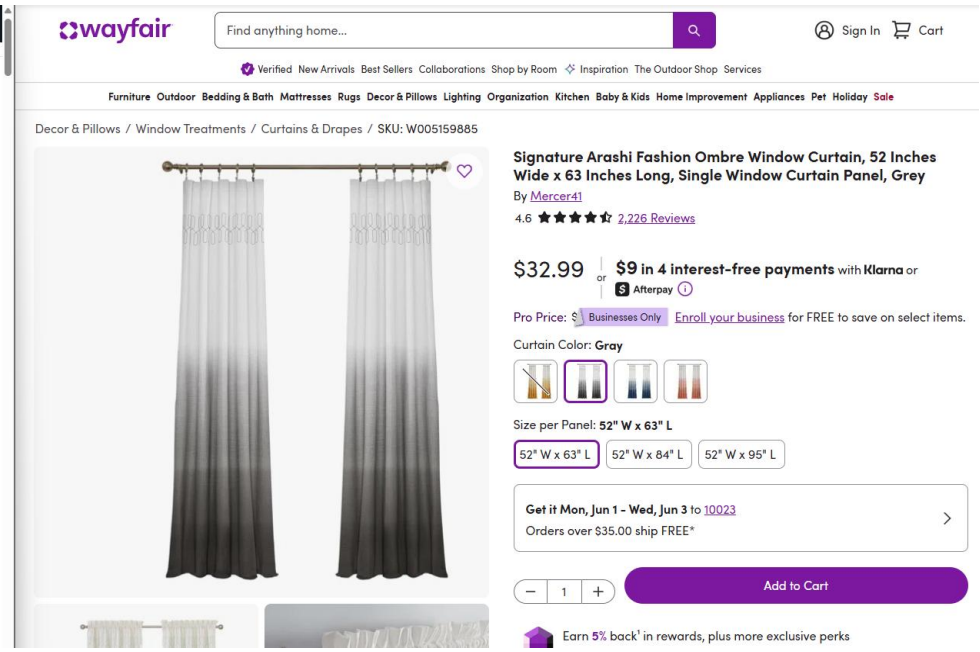
Source: Bespoke Market Intelligence Analysis

Wayfair Primary Research

Bespoke – Amazon and Wayfair Identical Items

May 2026





Source: Bespoke Market Intelligence Analysis

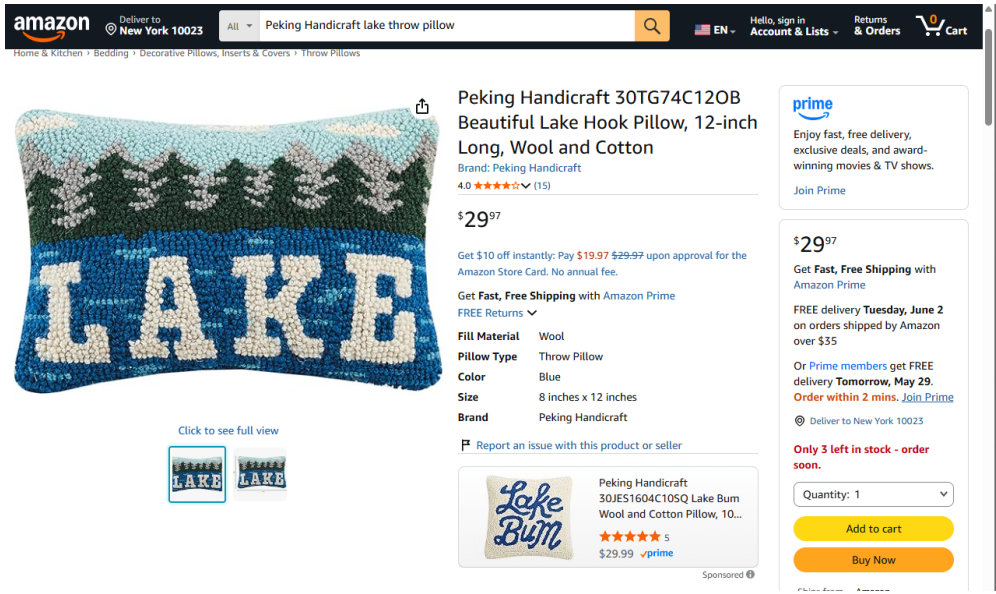
Wayfair Primary Research

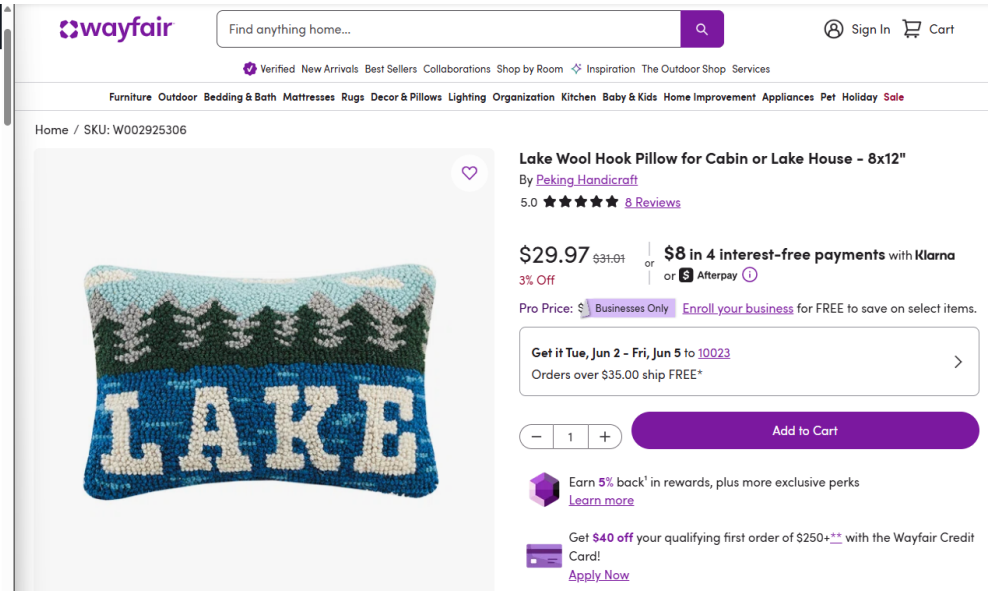
Category

- ❑ Sofas
- ❑ Coffee Tables
- ❑ TV Stands
- ❑ Beds
- ❑ Dressers
- ❑ Nightstands
- ❑ Dining Tables
- ❑ Chairs
- ❑ Desks
- ❑ Patio
- ❑ Rugs
- ❑ Décor
- ❑ Curtains
- ❑ Pillows
- ❑ Blankets
- ❑ Shelving
- ❑ Closet
- ❑ Lighting
- ❑ Lamps
- ❑ Dinnerware
- ❑ Drinkware
- ❑ Kids Beds
- ❑ Bathroom, Misc.
- ❑ Refrigerators
- ❑ Pets

Bespoke – Amazon and Wayfair Identical Items

May 2026

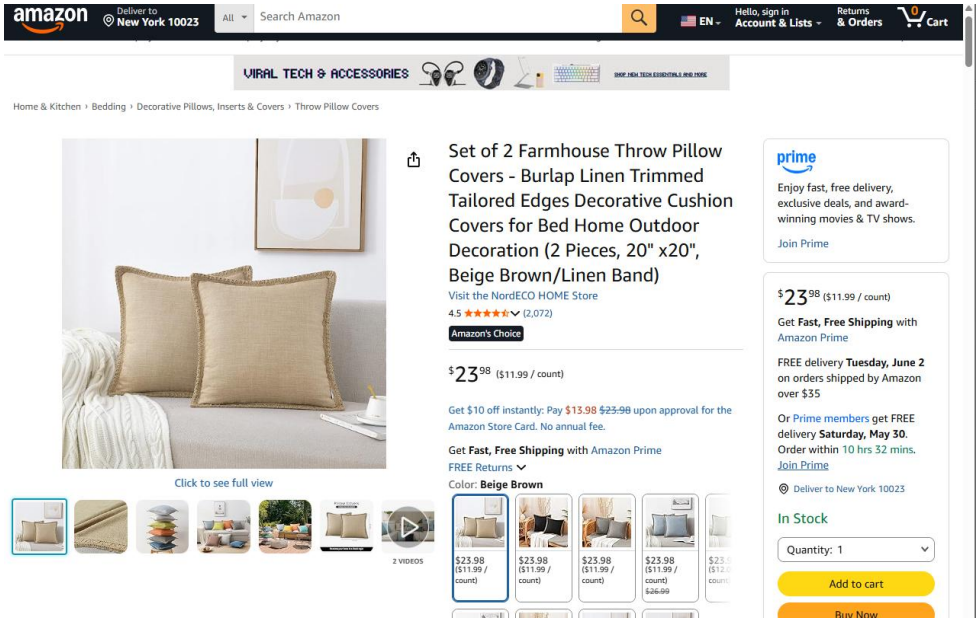


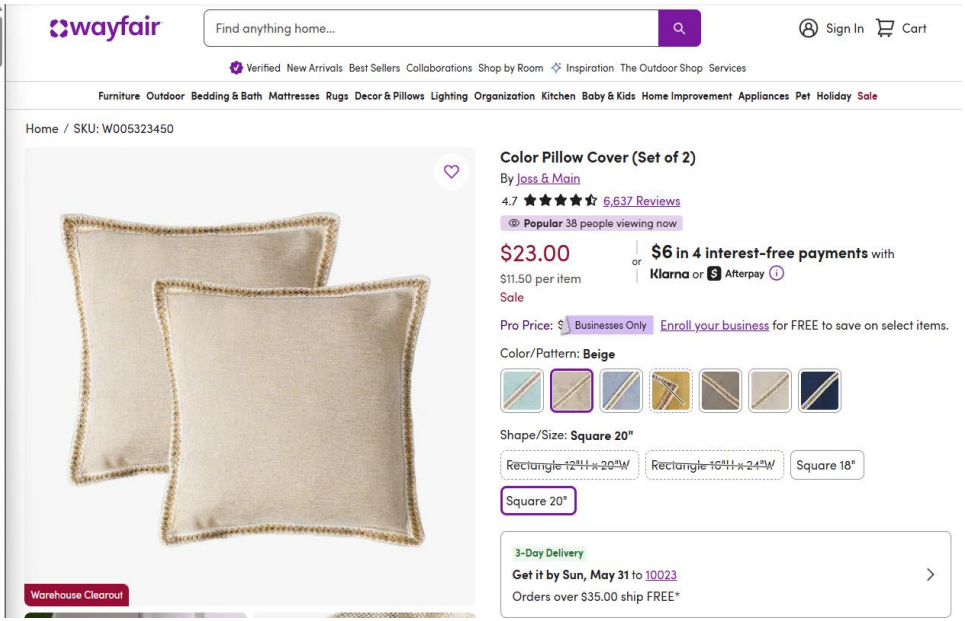


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026

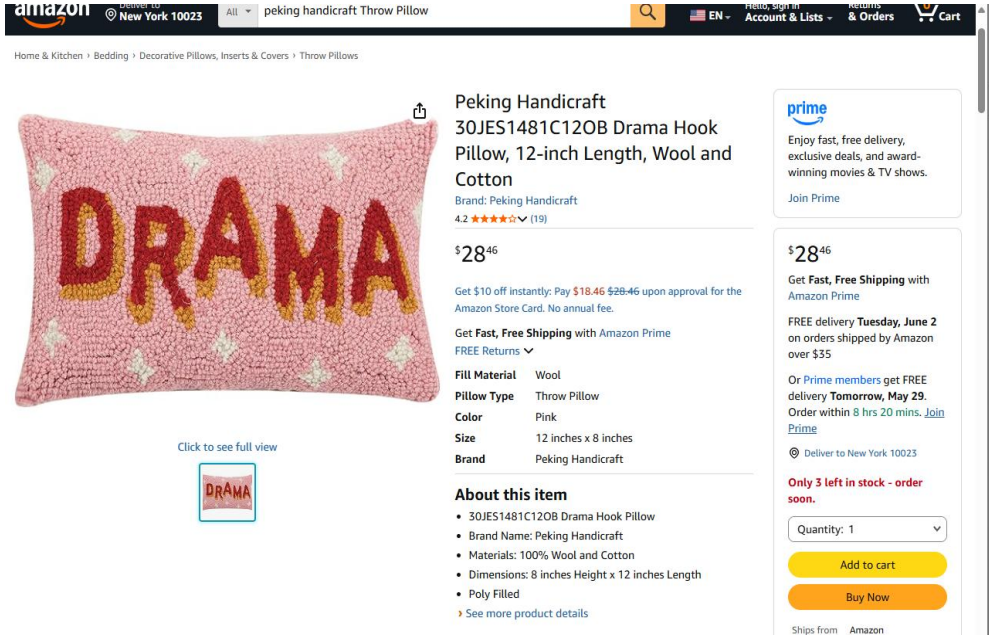


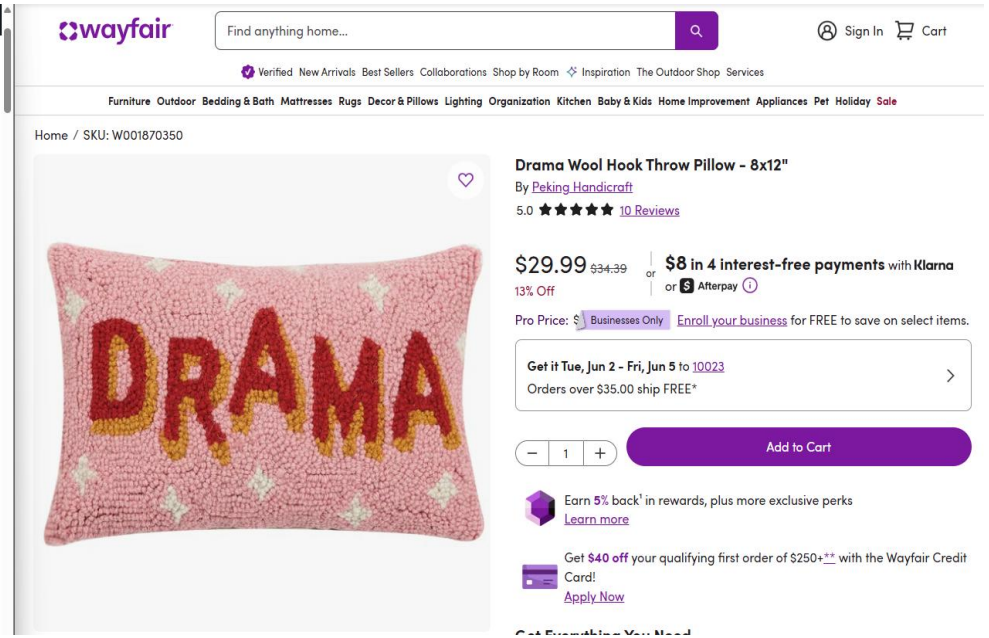


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026



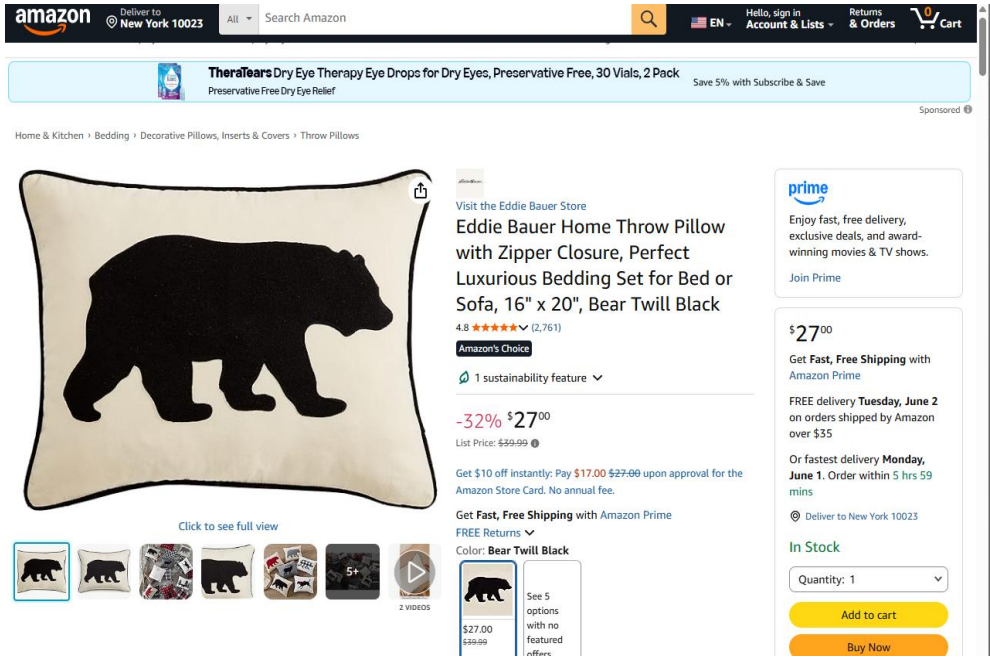


Source: Bespoke Market Intelligence Analysis

Wayfair Primary Research

Bespoke – Amazon and Wayfair Identical Items

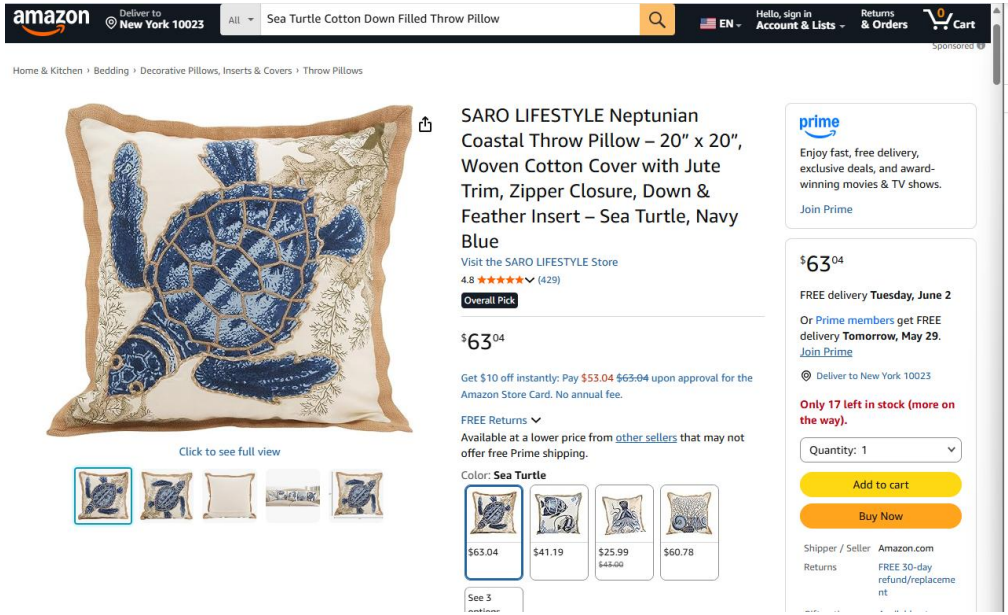
May 2026

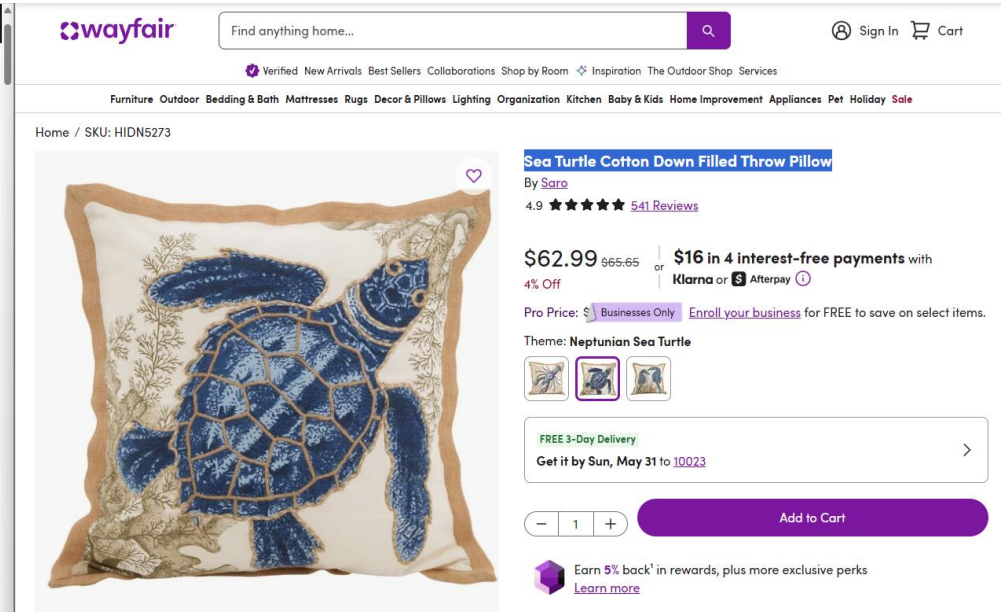




Bespoke – Amazon and Wayfair Identical Items

May 2026





Source: Bespoke Market Intelligence Analysis

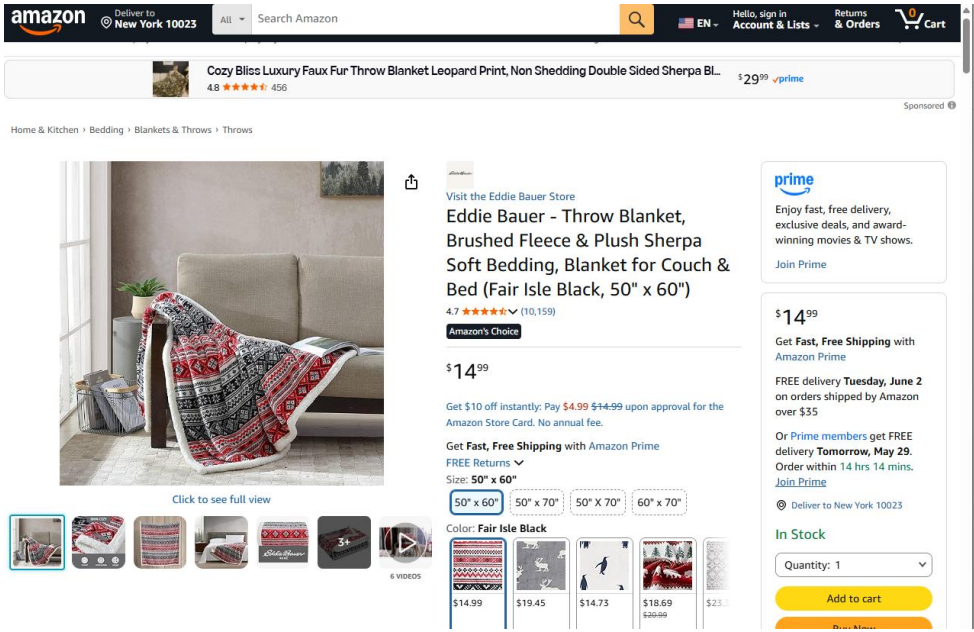
Wayfair Primary Research

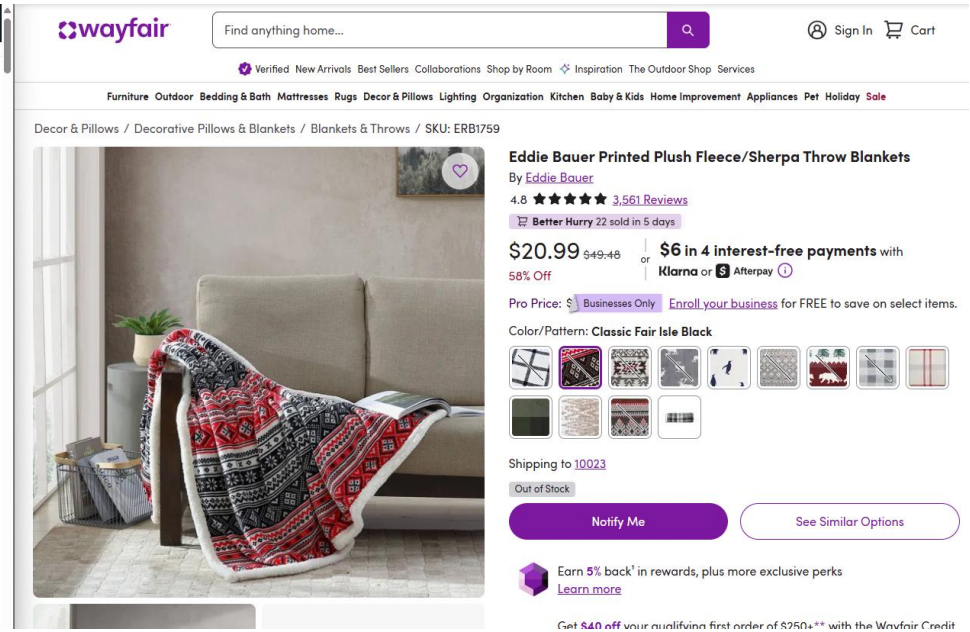
Category

- ❑ Sofas
- ❑ Coffee Tables
- ❑ TV Stands
- ❑ Beds
- ❑ Dressers
- ❑ Nightstands
- ❑ Dining Tables
- ❑ Chairs
- ❑ Desks
- ❑ Patio
- ❑ Rugs
- ❑ Décor
- ❑ Curtains
- ❑ Pillows
- ❑ Blankets
- ❑ Shelving
- ❑ Closet
- ❑ Lighting
- ❑ Lamps
- ❑ Dinnerware
- ❑ Drinkware
- ❑ Kids Beds
- ❑ Bathroom, Misc.
- ❑ Refrigerators
- ❑ Pets

Bespoke – Amazon and Wayfair Identical Items

May 2026



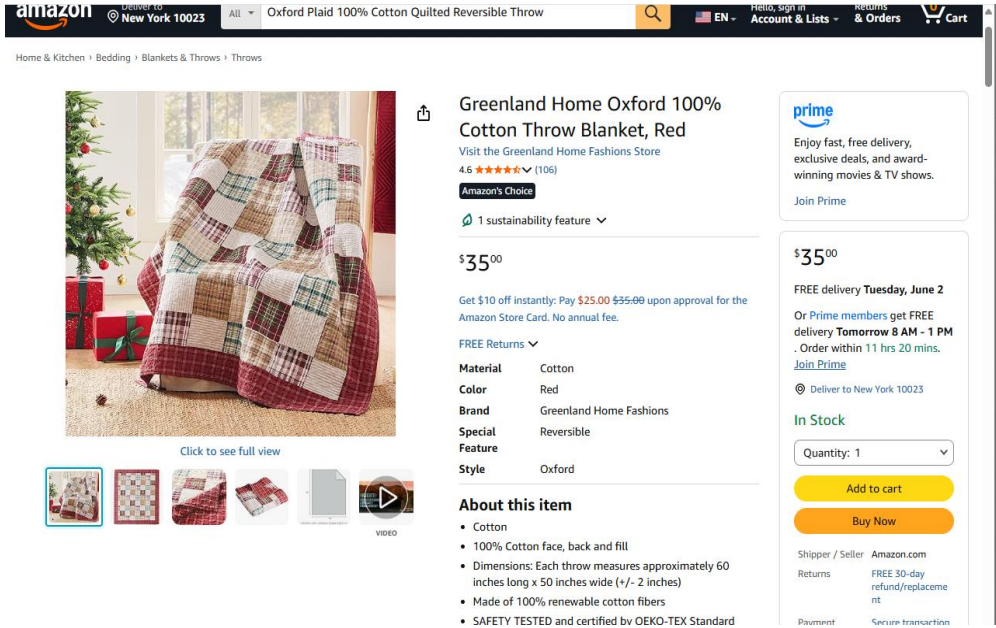


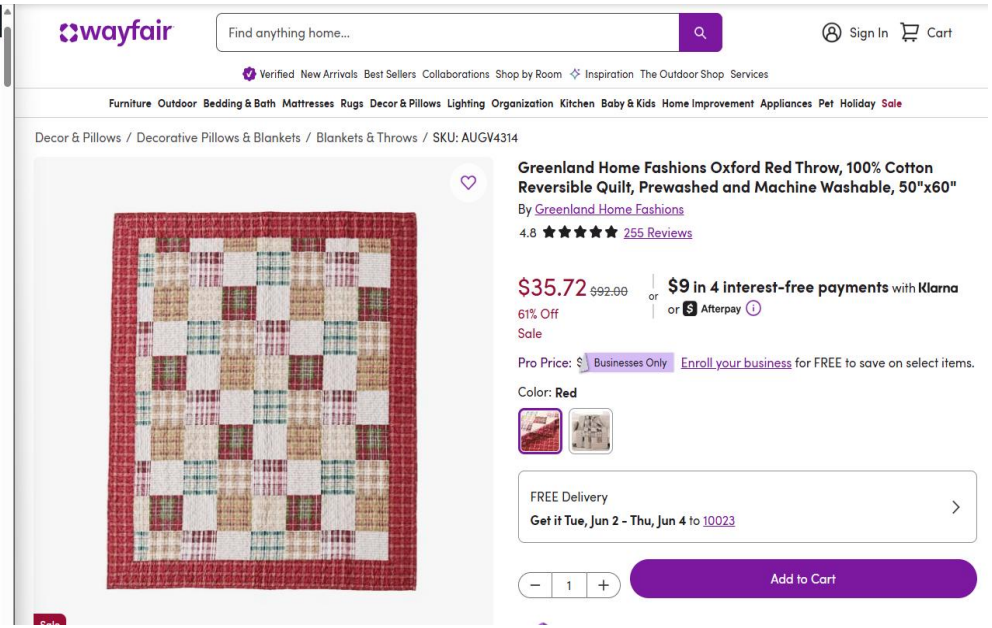
Source: Bespoke Market Intelligence Analysis

Wayfair Primary Research

Bespoke – Amazon and Wayfair Identical Items

May 2026

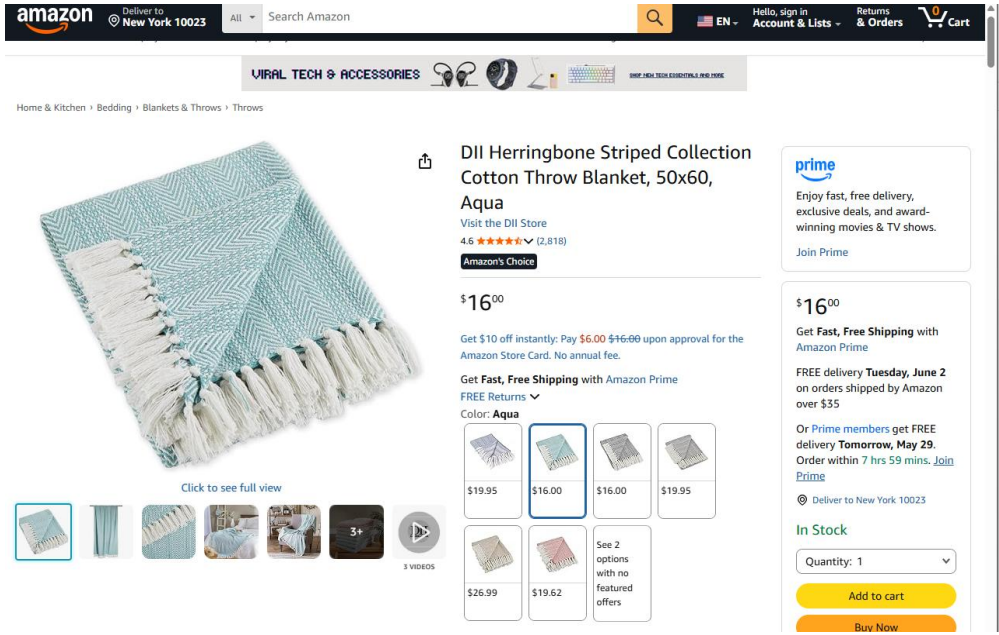


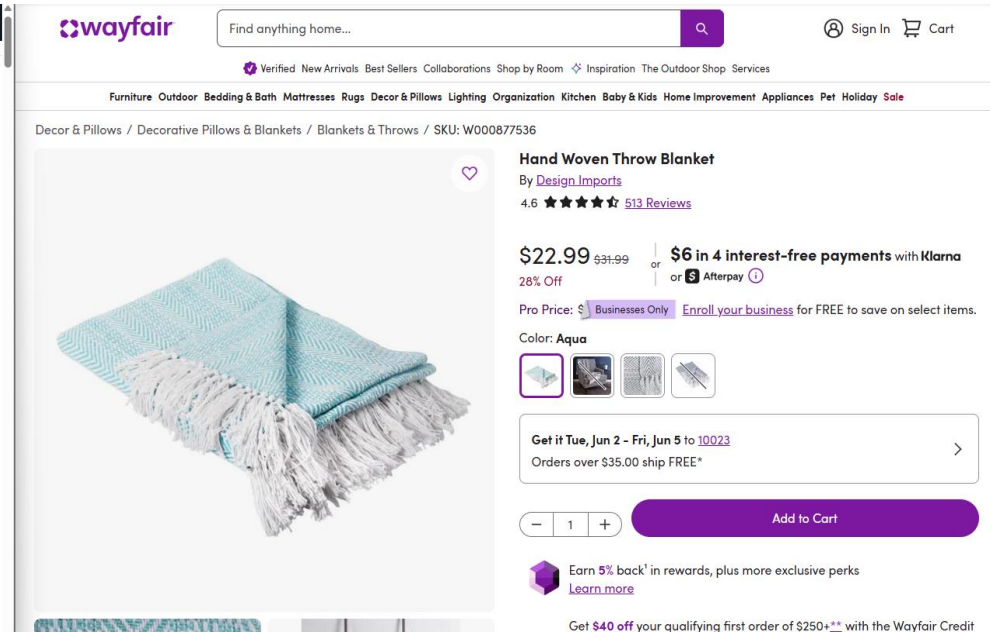


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026



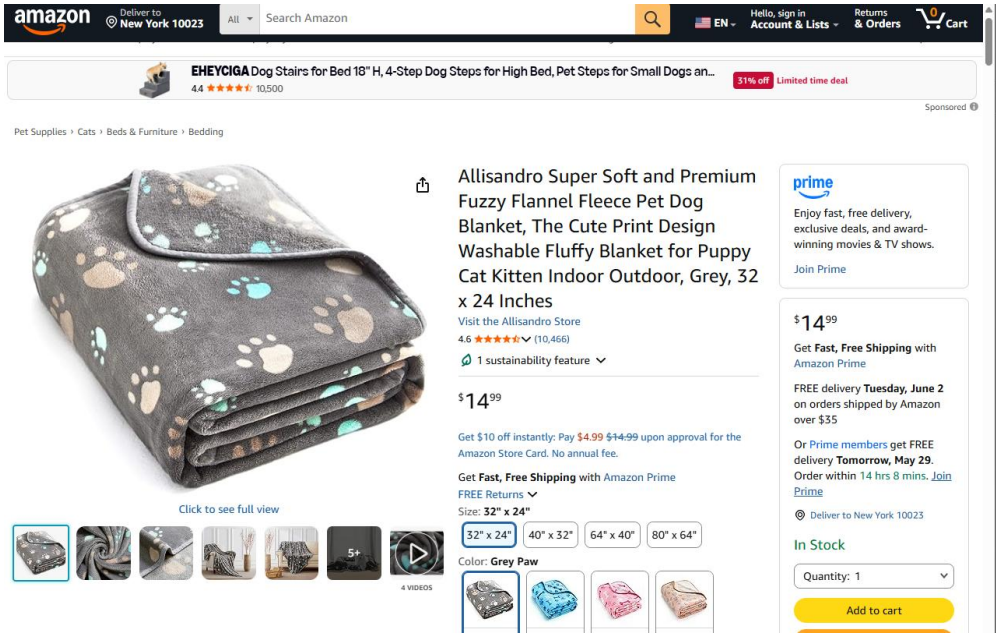


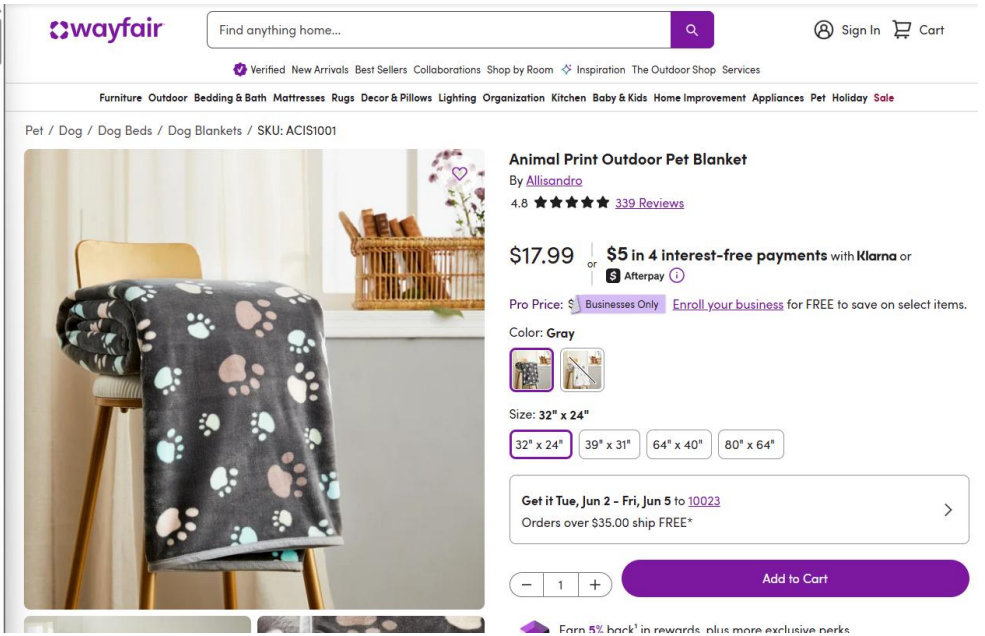
Source: Bespoke Market Intelligence Analysis

Wayfair Primary Research

Bespoke – Amazon and Wayfair Identical Items

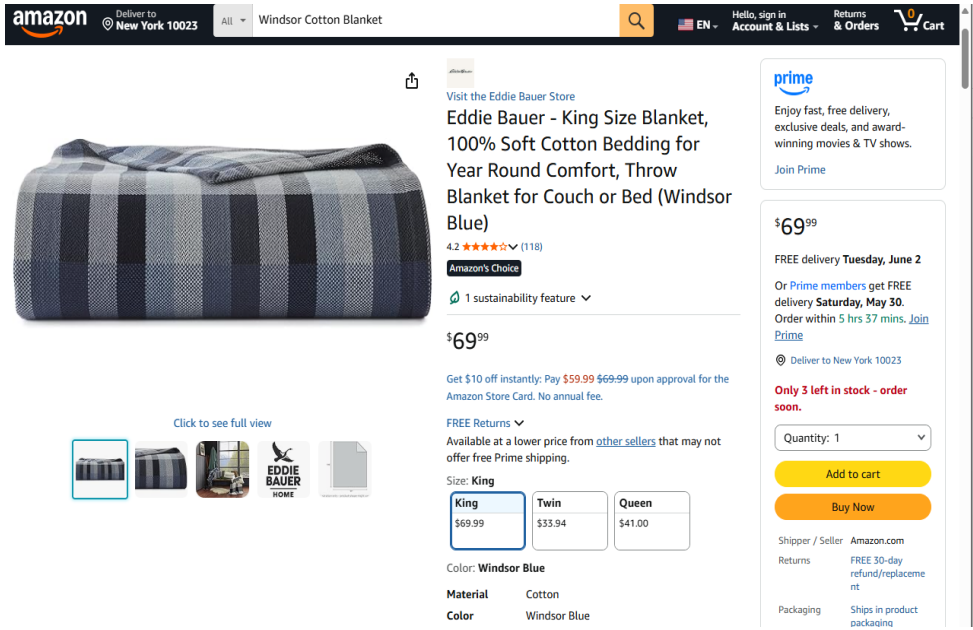
May 2026

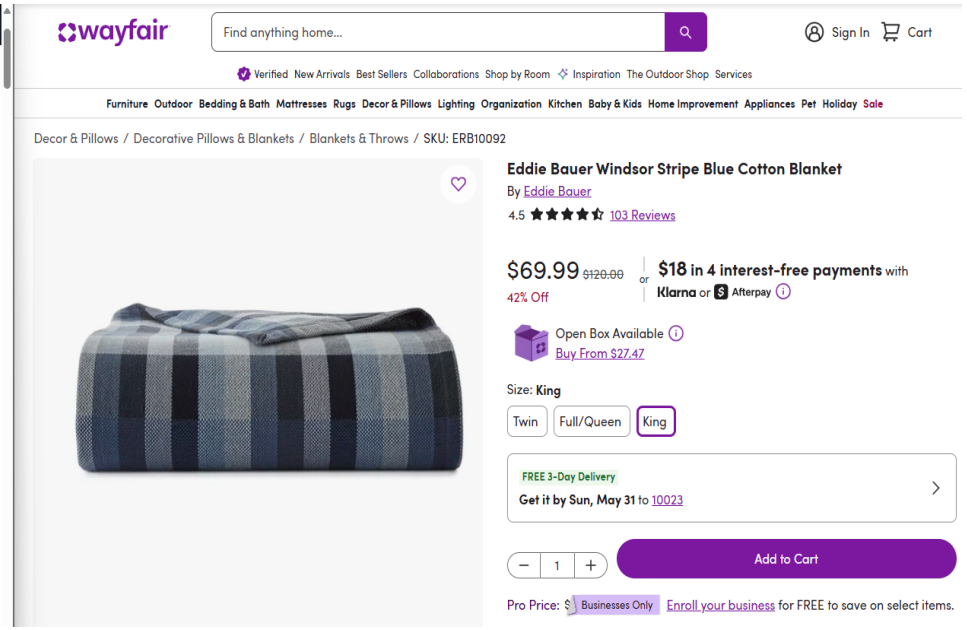




Bespoke – Amazon and Wayfair Identical Items

May 2026





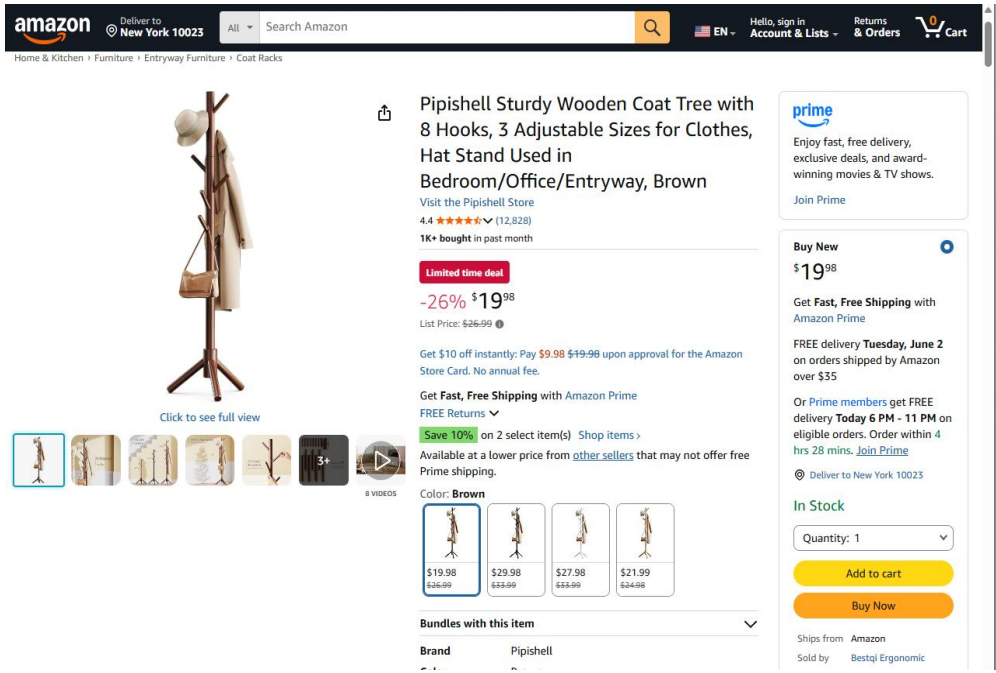
Source: Bespoke Market Intelligence Analysis

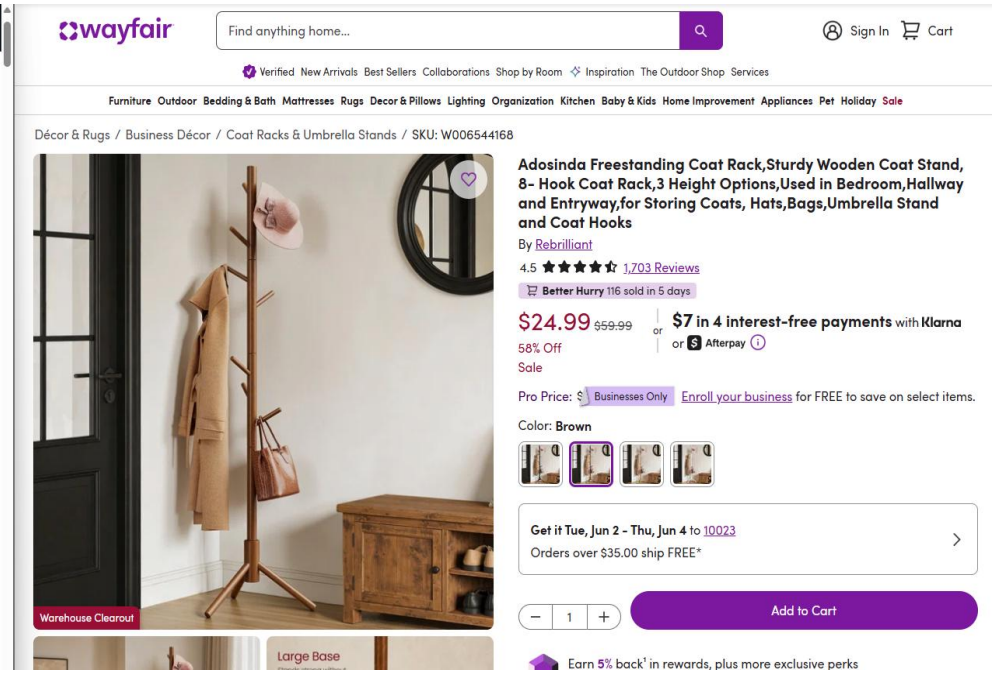
Category

- ❑ Sofas
- ❑ Coffee Tables
- ❑ TV Stands
- ❑ Beds
- ❑ Dressers
- ❑ Nightstands
- ❑ Dining Tables
- ❑ Chairs
- ❑ Desks
- ❑ Patio
- ❑ Rugs
- ❑ Décor
- ❑ Curtains
- ❑ Pillows
- ❑ Blankets
- ❑ Shelving
- ❑ Closet
- ❑ Lighting
- ❑ Lamps
- ❑ Dinnerware
- ❑ Drinkware
- ❑ Kids Beds
- ❑ Bathroom, Misc.
- ❑ Refrigerators
- ❑ Pets

Bespoke – Amazon and Wayfair Identical Items

May 2026



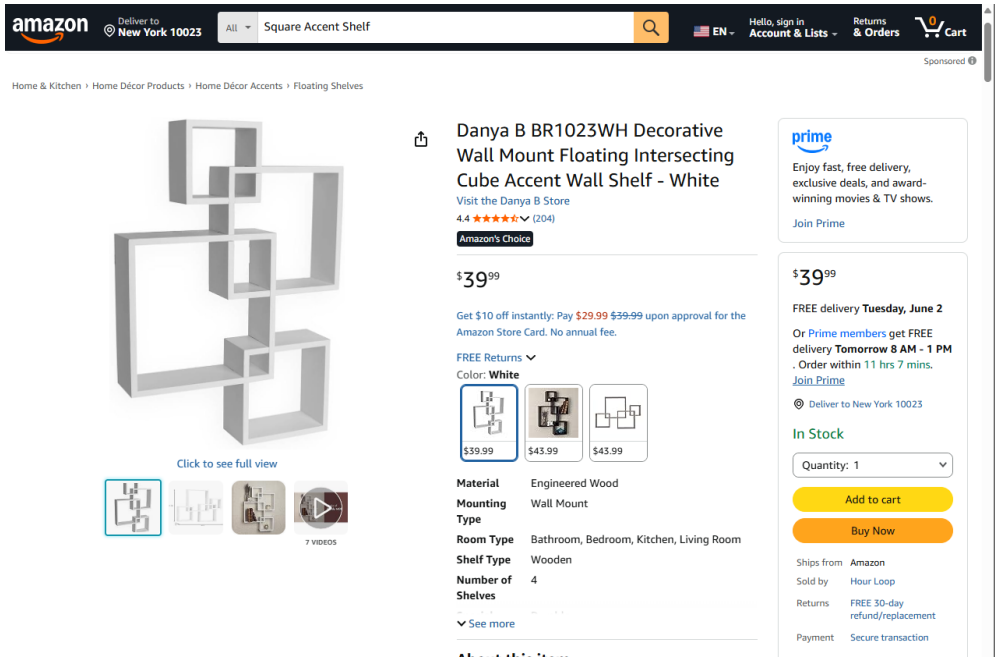


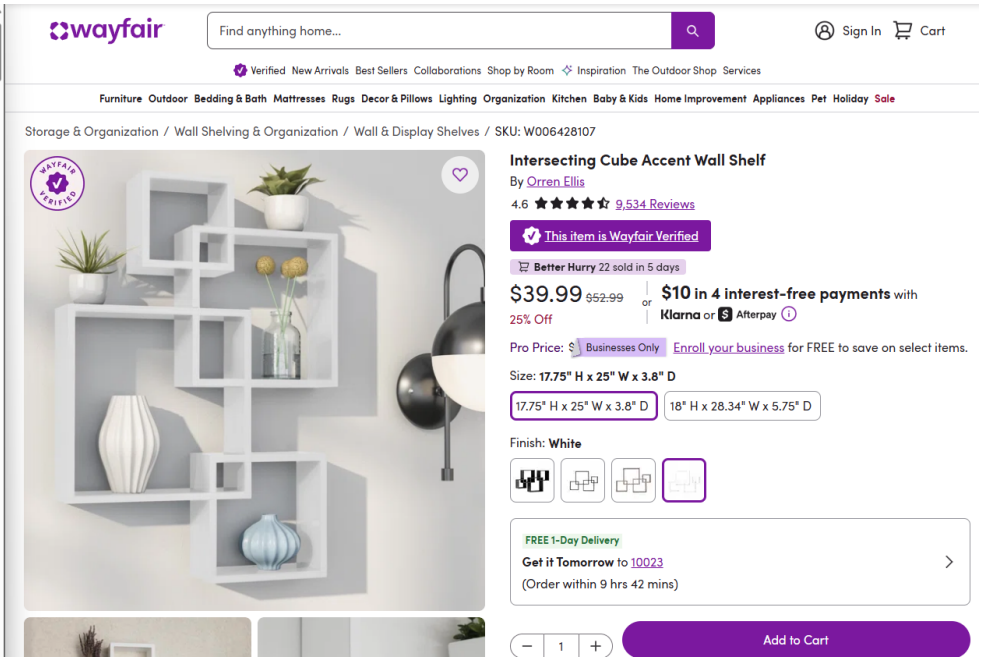
Source: Bespoke Market Intelligence Analysis

Wayfair Primary Research

Bespoke – Amazon and Wayfair Identical Items

May 2026

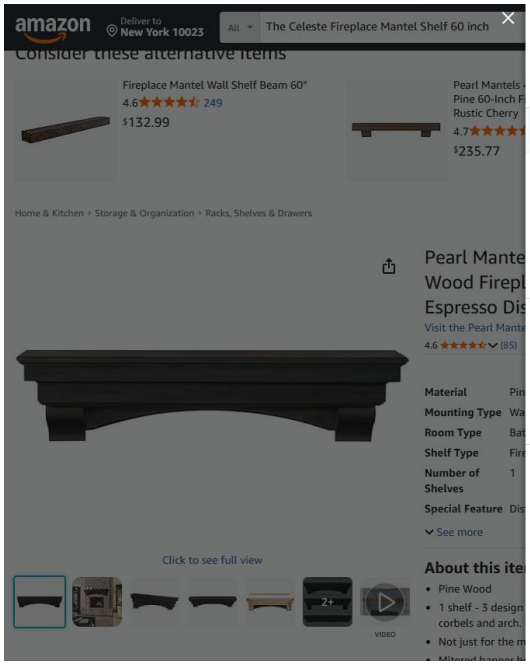


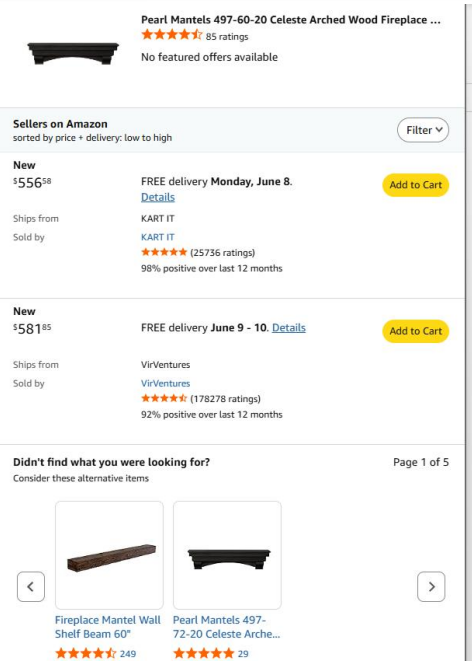


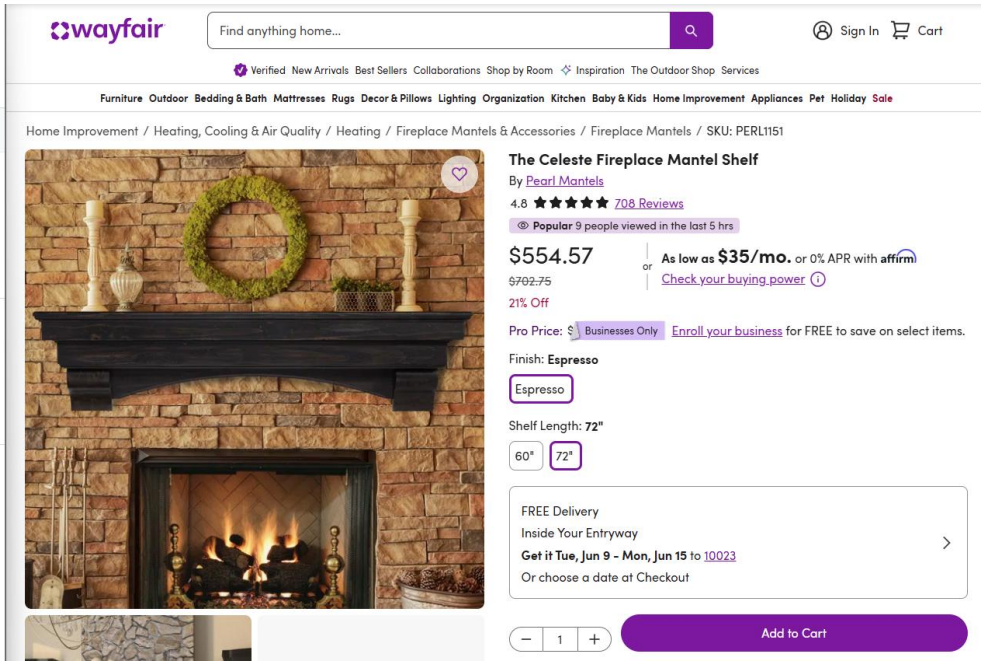
Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026



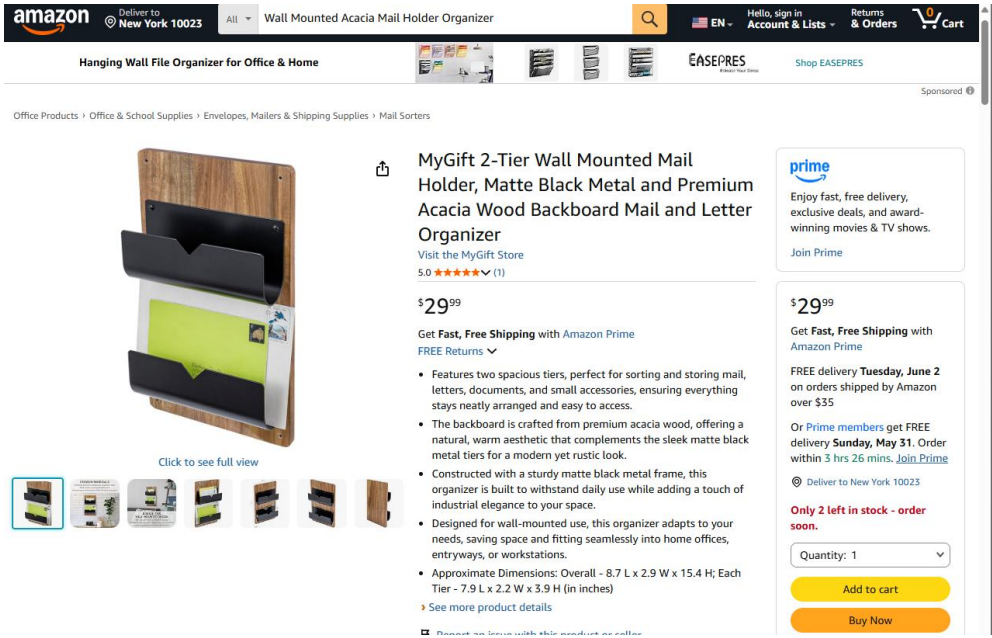


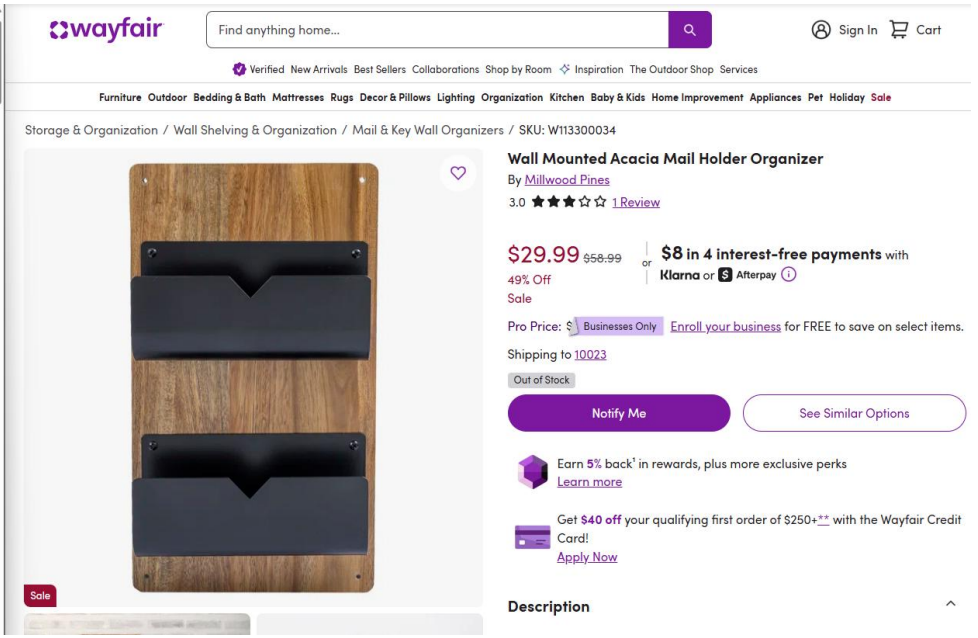


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026

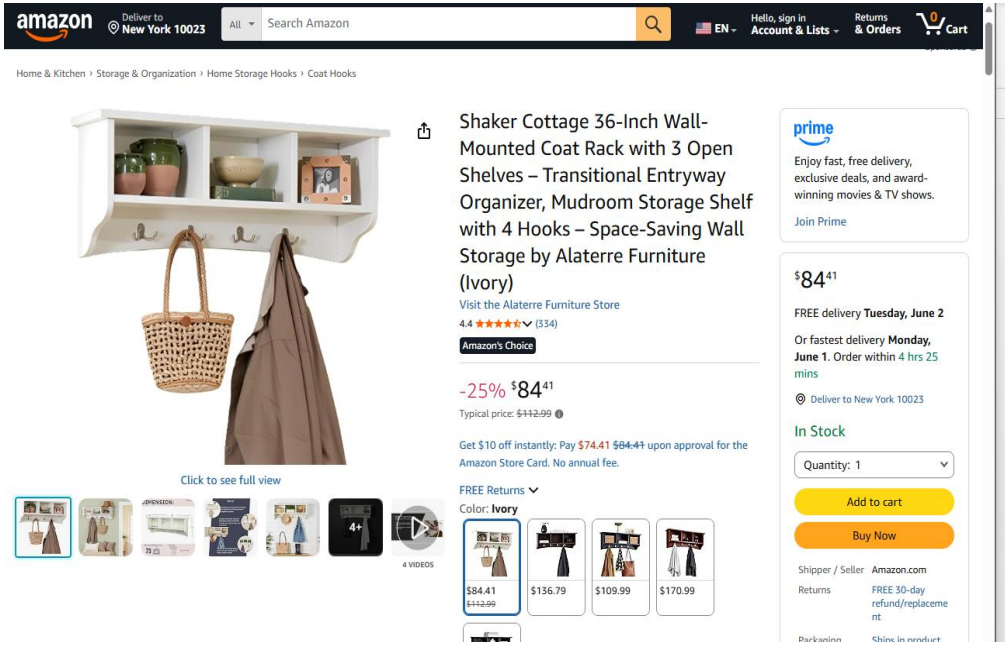


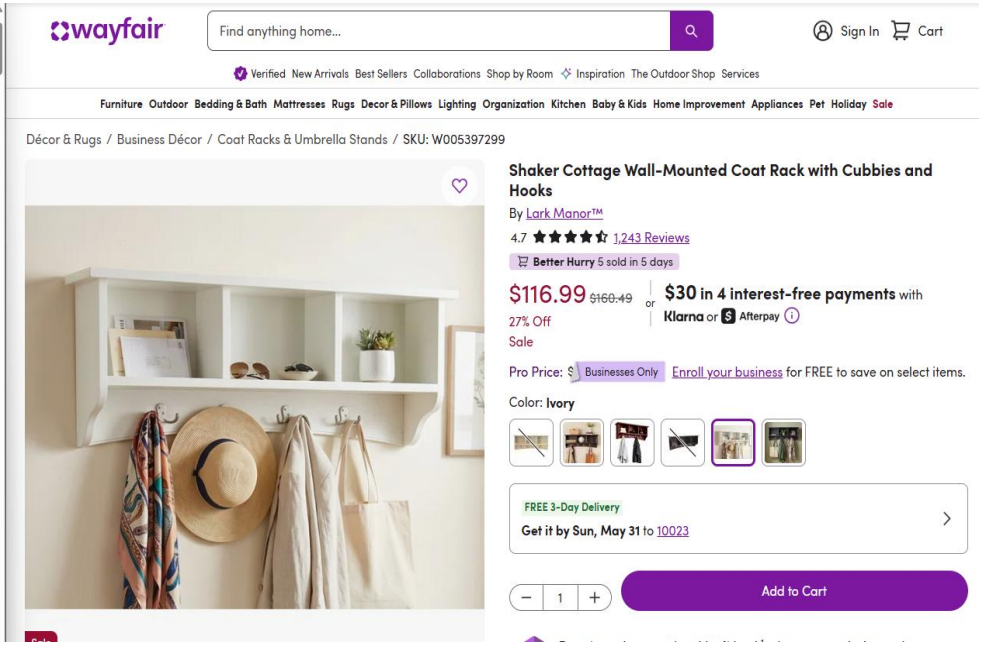


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026





Source: Bespoke Market Intelligence Analysis

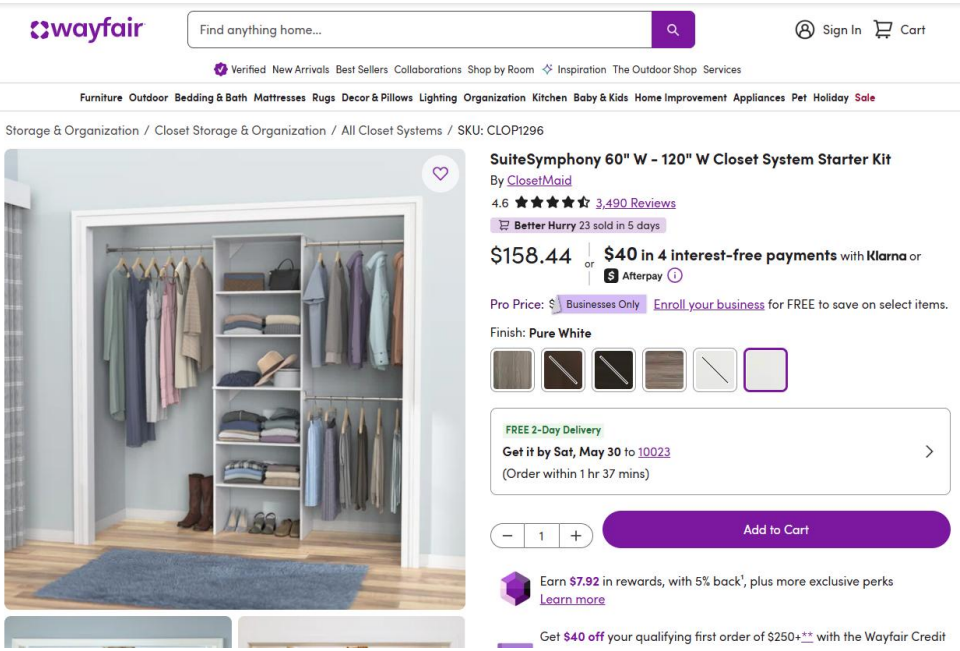
Category

- ❑ Sofas
- ❑ Coffee Tables
- ❑ TV Stands
- ❑ Beds
- ❑ Dressers
- ❑ Nightstands
- ❑ Dining Tables
- ❑ Chairs
- ❑ Desks
- ❑ Patio
- ❑ Rugs
- ❑ Décor
- ❑ Curtains
- ❑ Pillows
- ❑ Blankets
- ❑ Shelving
- ❑ Closet
- ❑ Lighting
- ❑ Lamps
- ❑ Dinnerware
- ❑ Drinkware
- ❑ Kids Beds
- ❑ Bathroom, Misc.
- ❑ Refrigerators
- ❑ Pets

Bespoke – Amazon and Wayfair Identical Items

May 2026

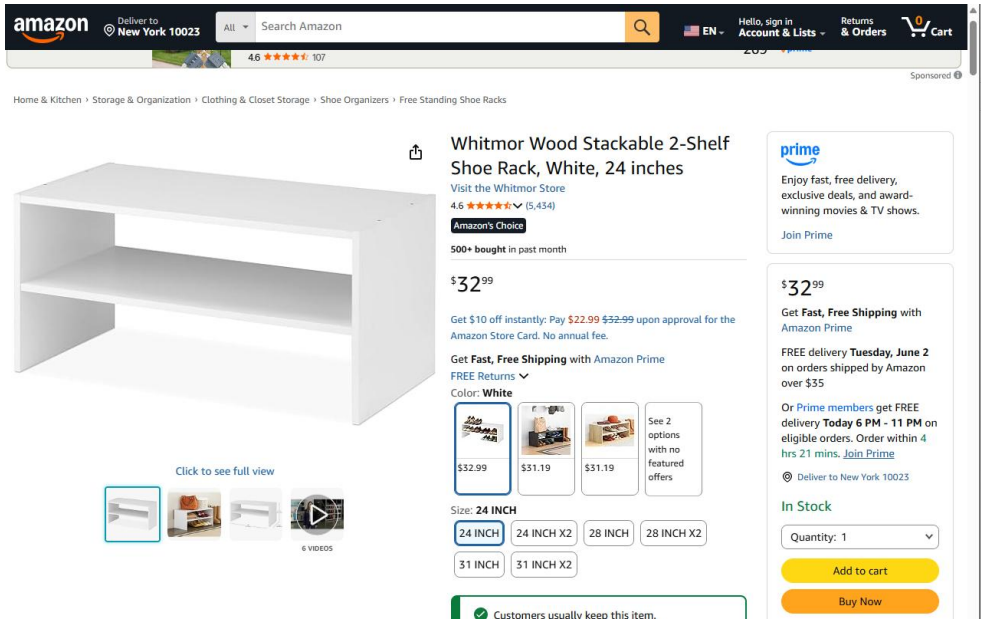


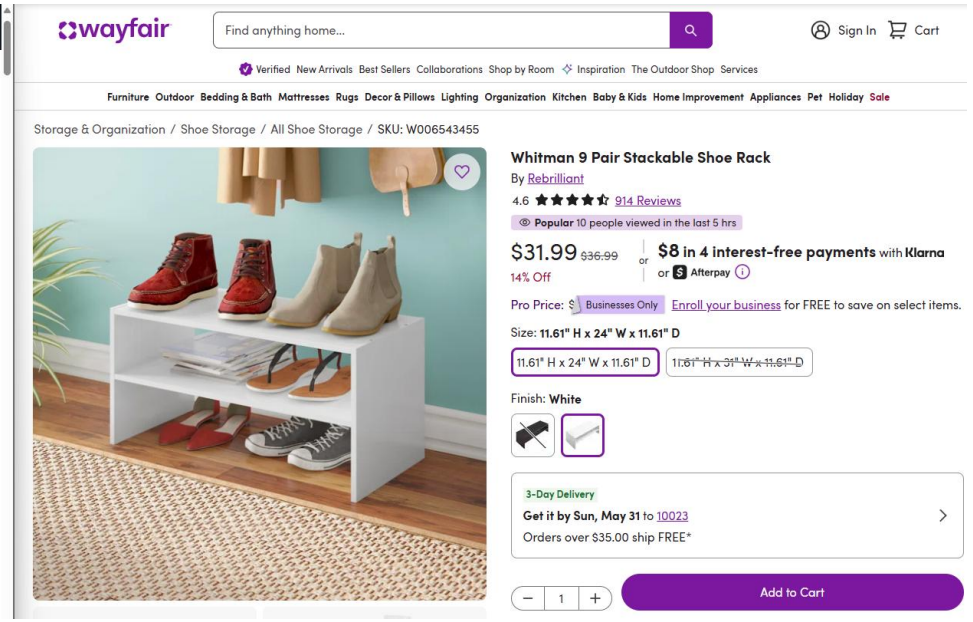


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026

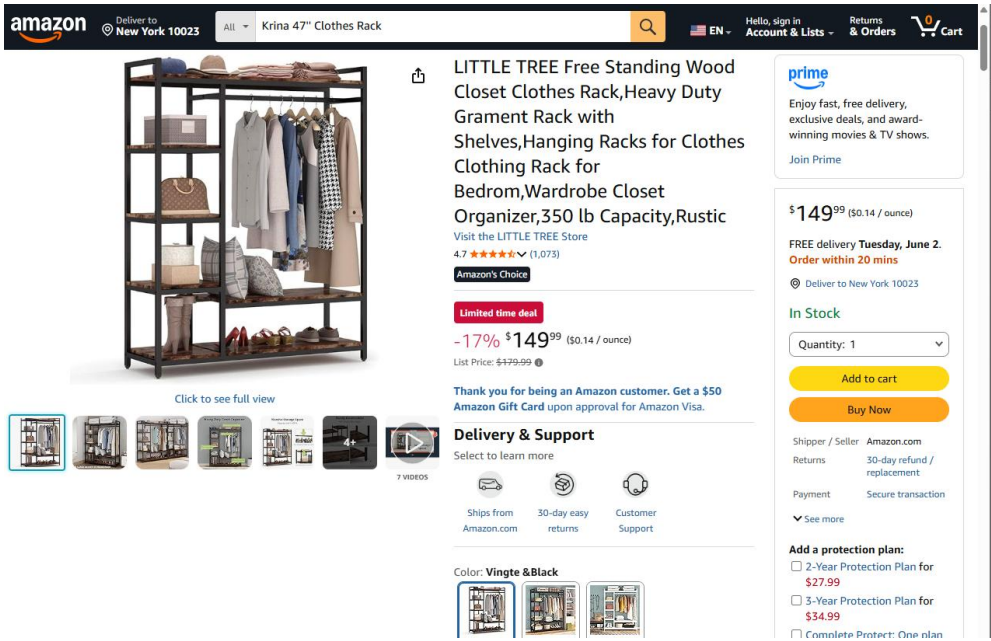


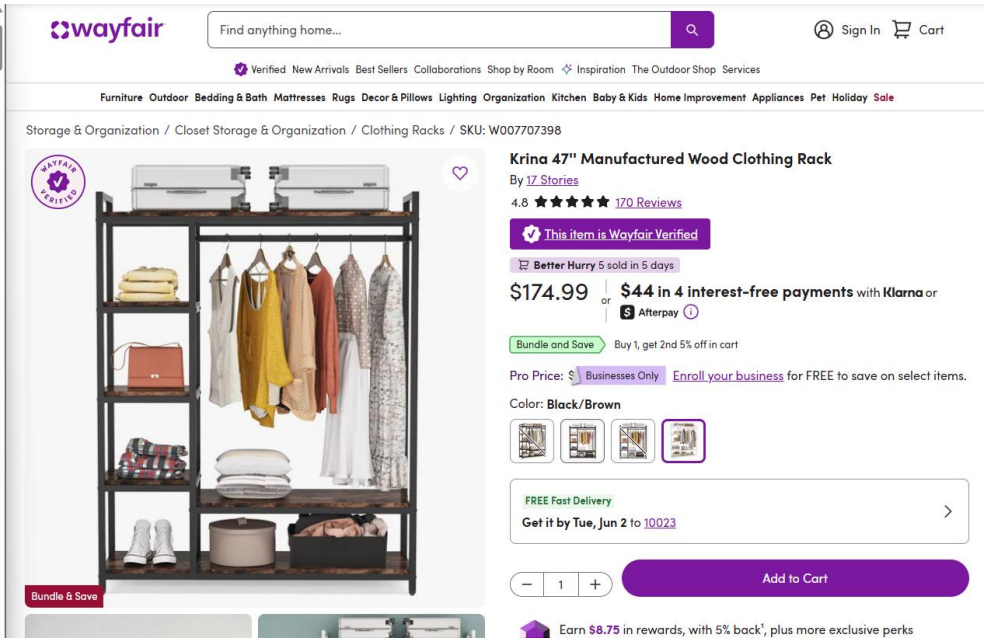


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026

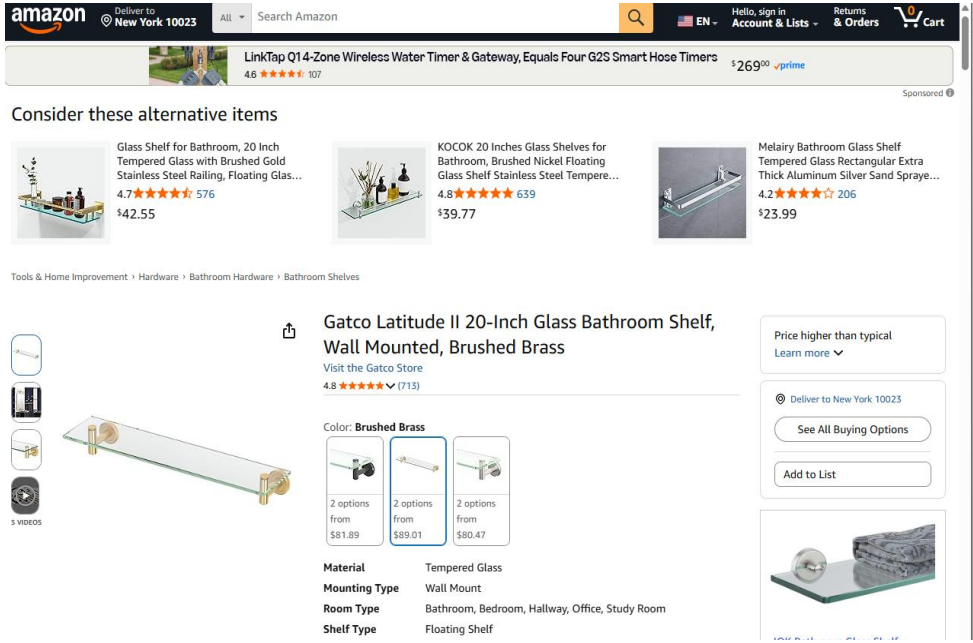


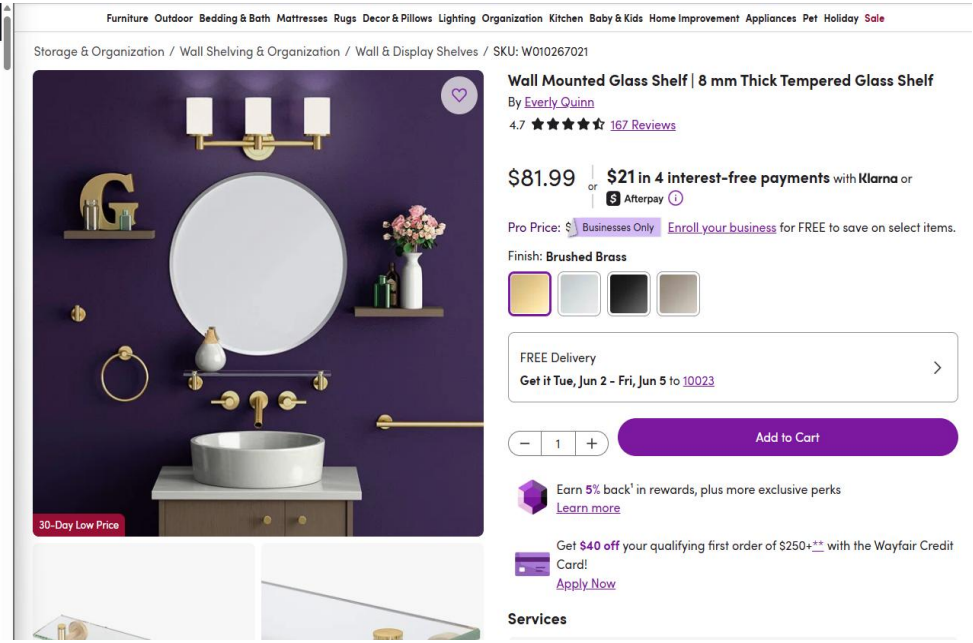


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026

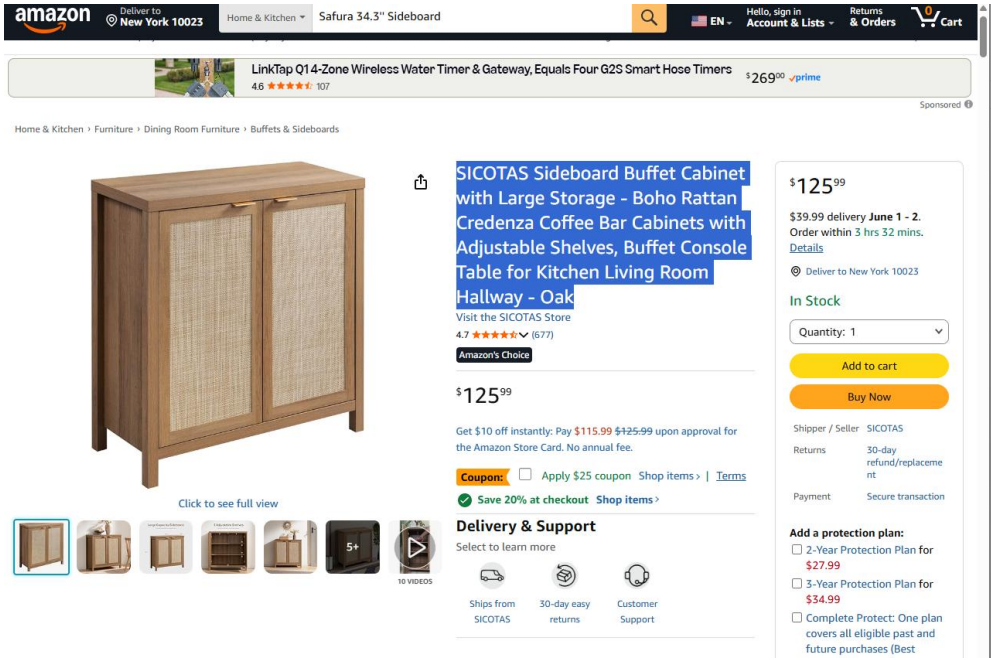


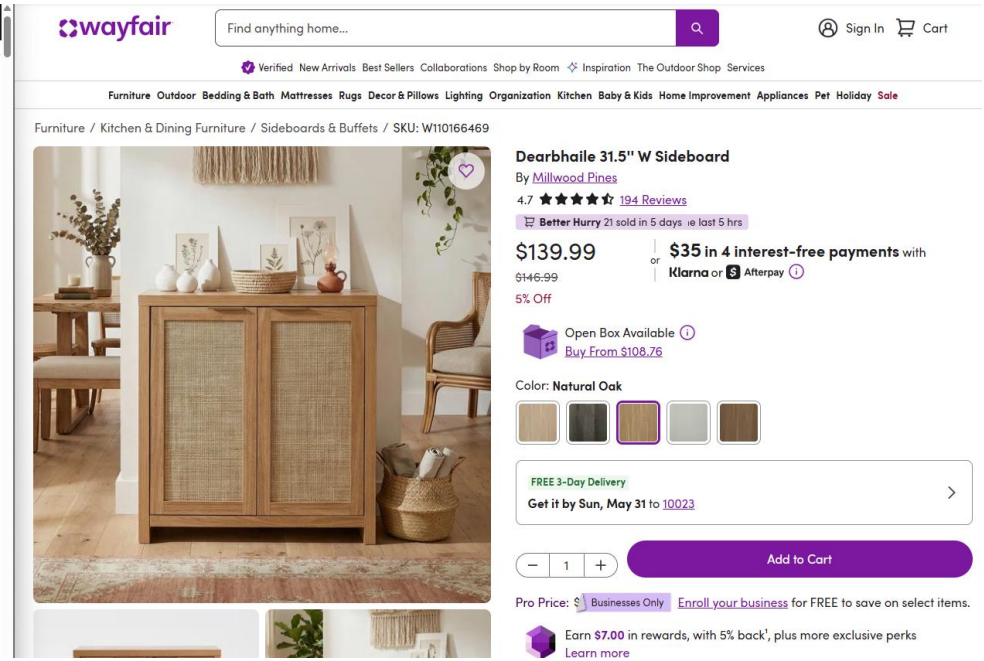


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026



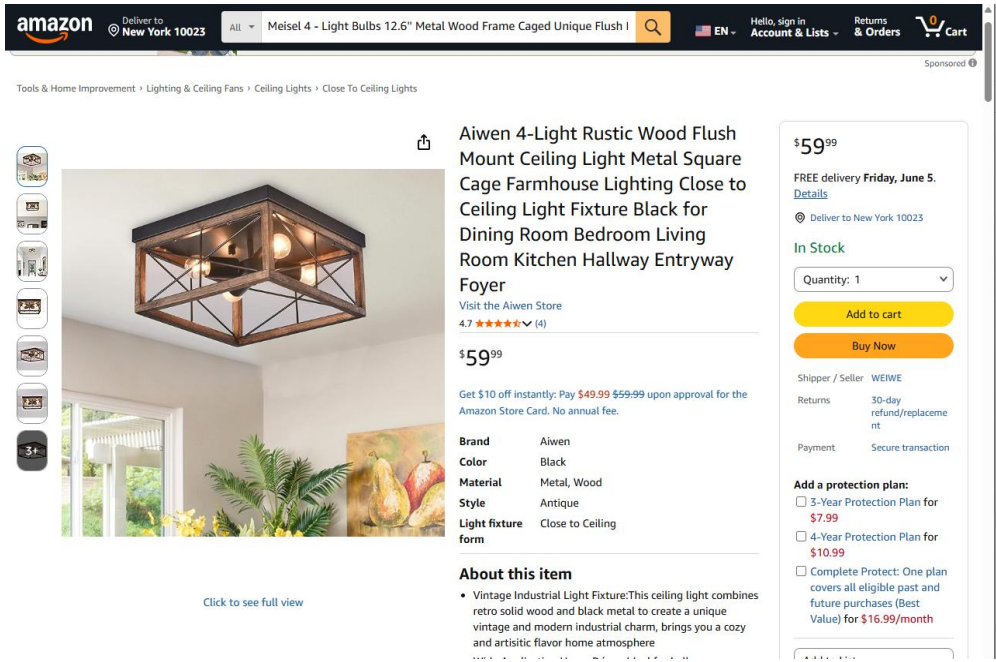


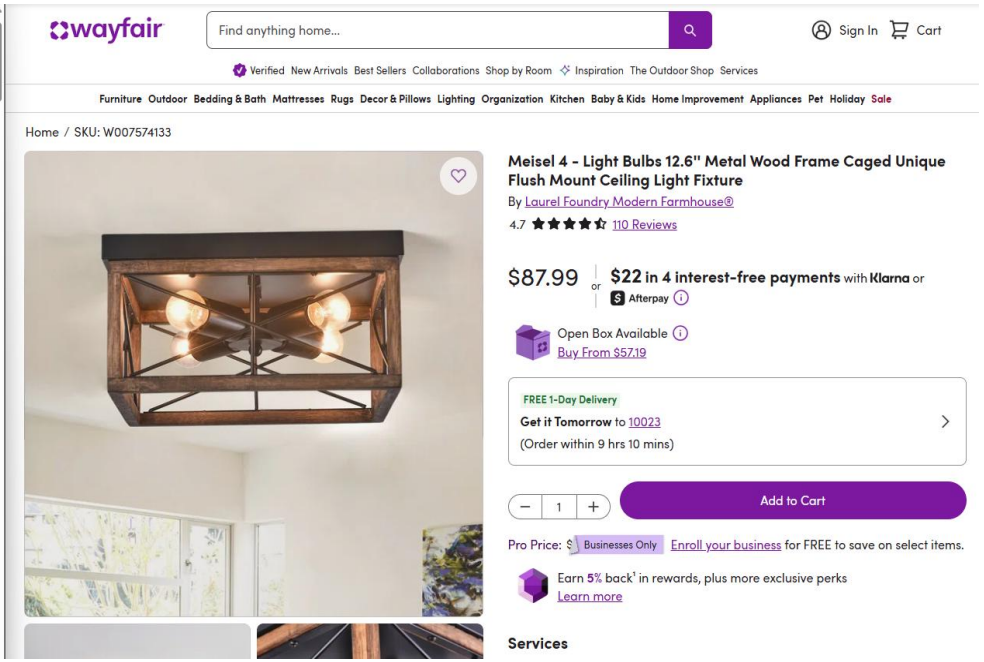
Category

- ❑ Sofas
- ❑ Coffee Tables
- ❑ TV Stands
- ❑ Beds
- ❑ Dressers
- ❑ Nightstands
- ❑ Dining Tables
- ❑ Chairs
- ❑ Desks
- ❑ Patio
- ❑ Rugs
- ❑ Décor
- ❑ Curtains
- ❑ Pillows
- ❑ Blankets
- ❑ Shelving
- ❑ Closet
- ❑ Lighting
- ❑ Lamps
- ❑ Dinnerware
- ❑ Drinkware
- ❑ Kids Beds
- ❑ Bathroom, Misc.
- ❑ Refrigerators
- ❑ Pets

Bespoke – Amazon and Wayfair Identical Items

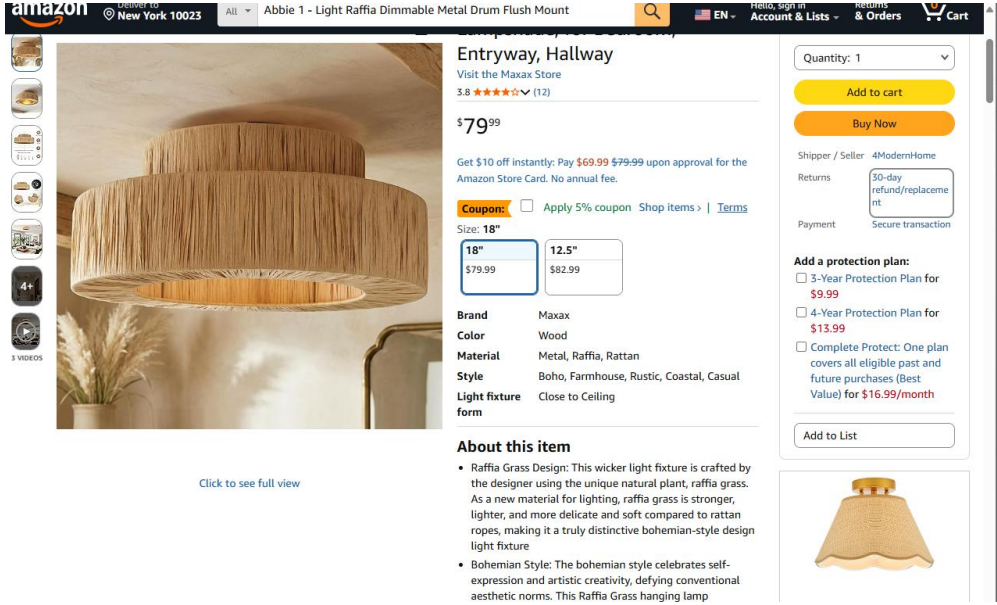
May 2026

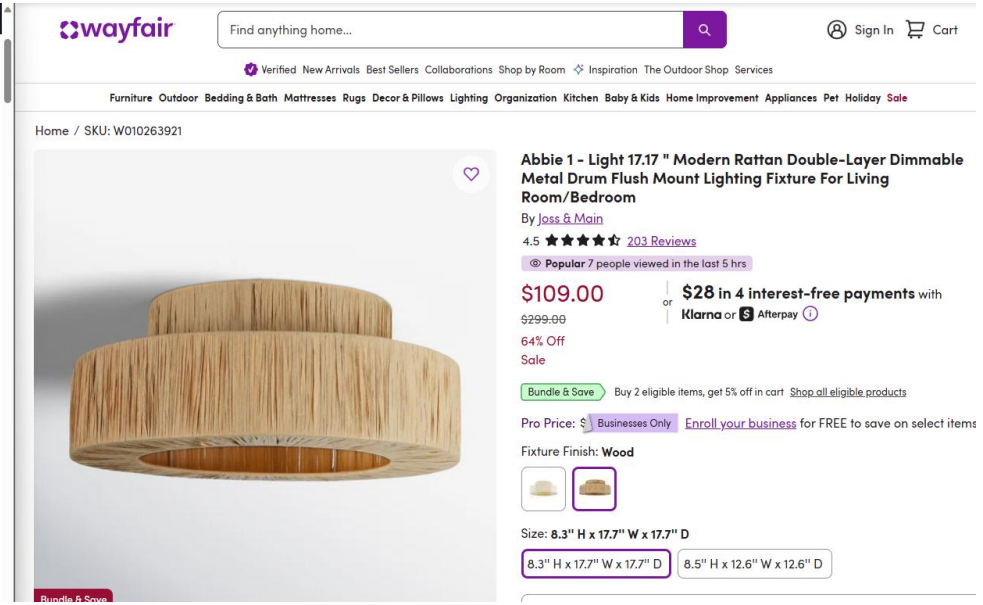




Bespoke – Amazon and Wayfair Identical Items

May 2026



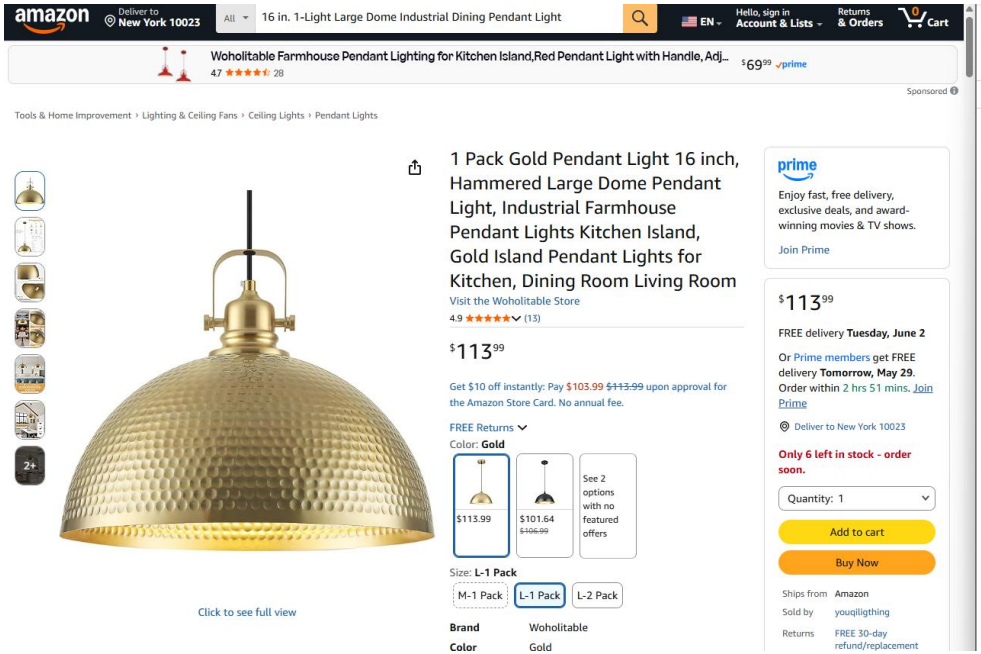


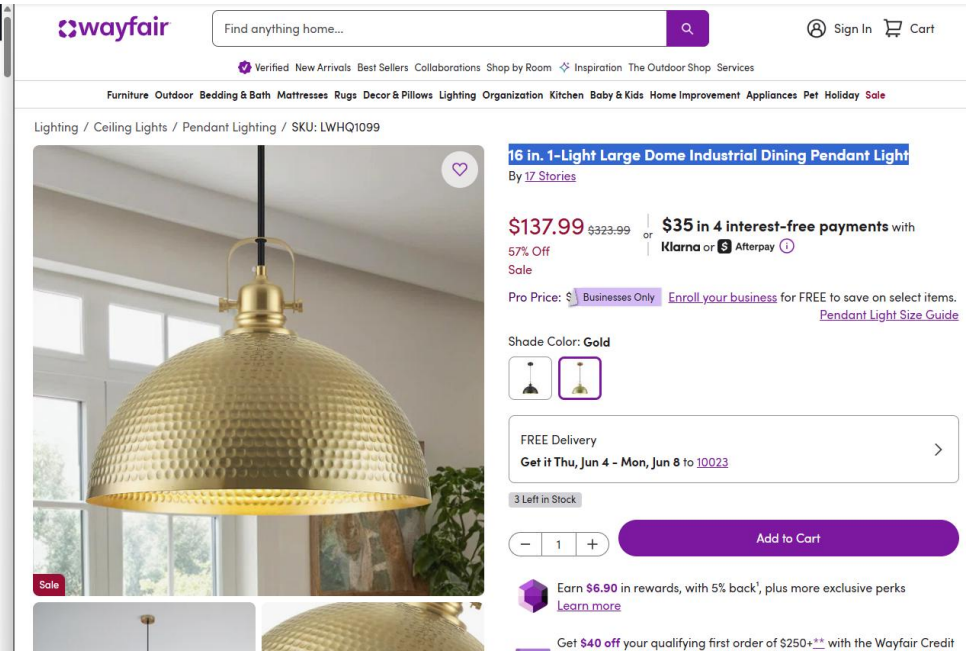
Source: Bespoke Market Intelligence Analysis

Wayfair Primary Research

Bespoke – Amazon and Wayfair Identical Items

May 2026

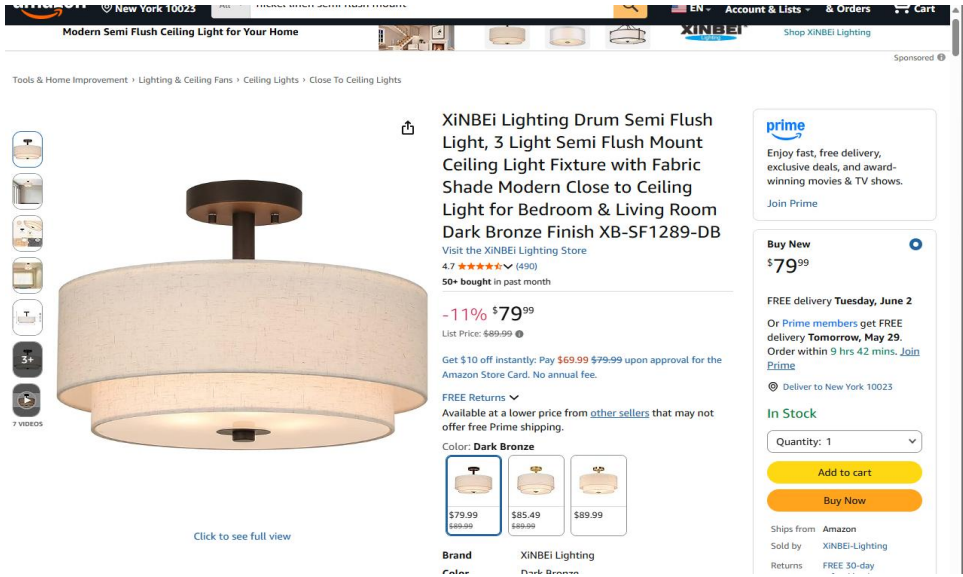


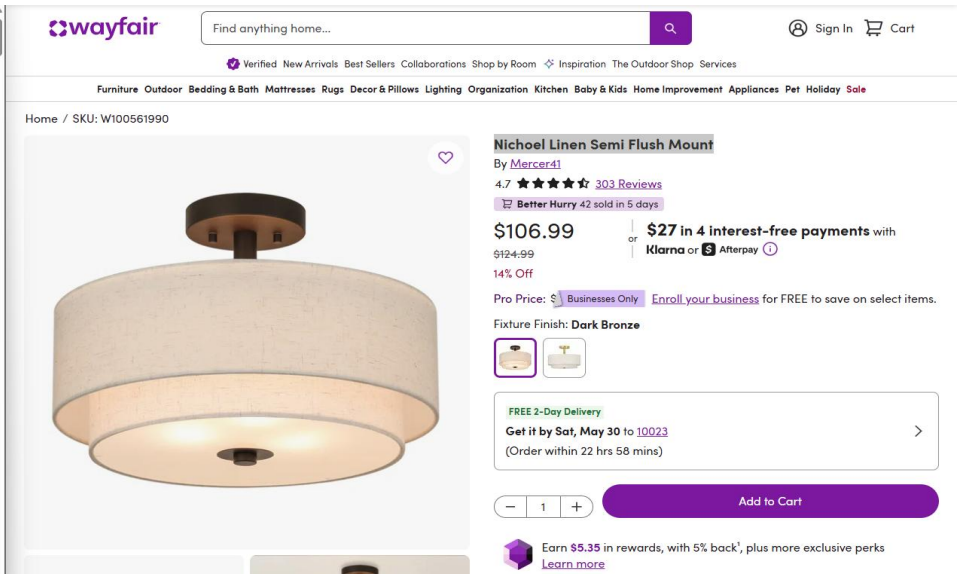


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026



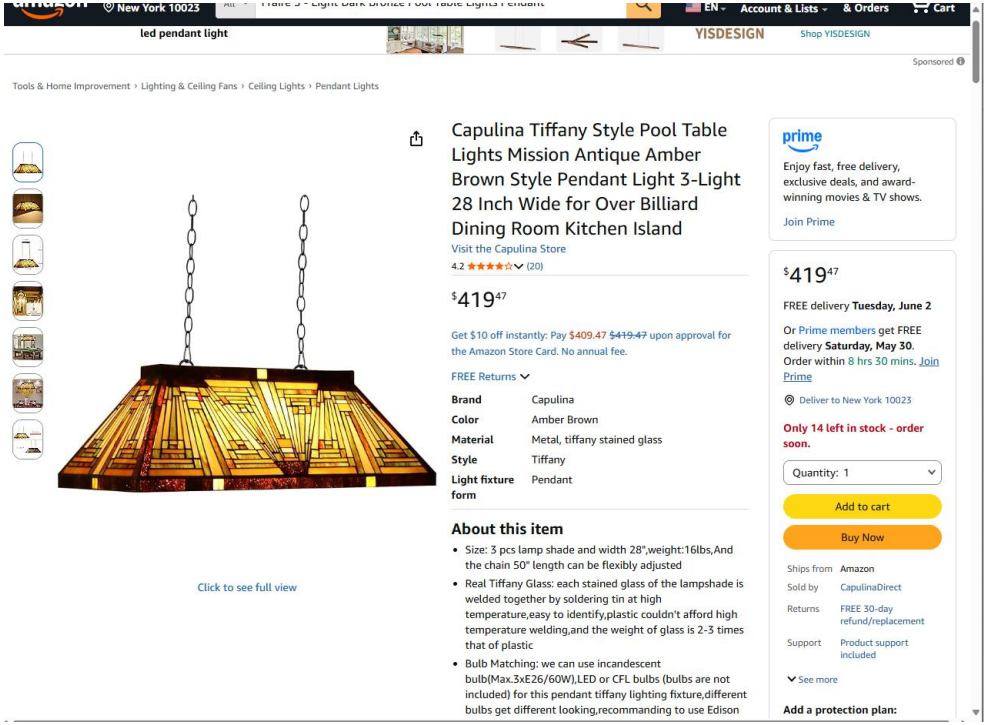


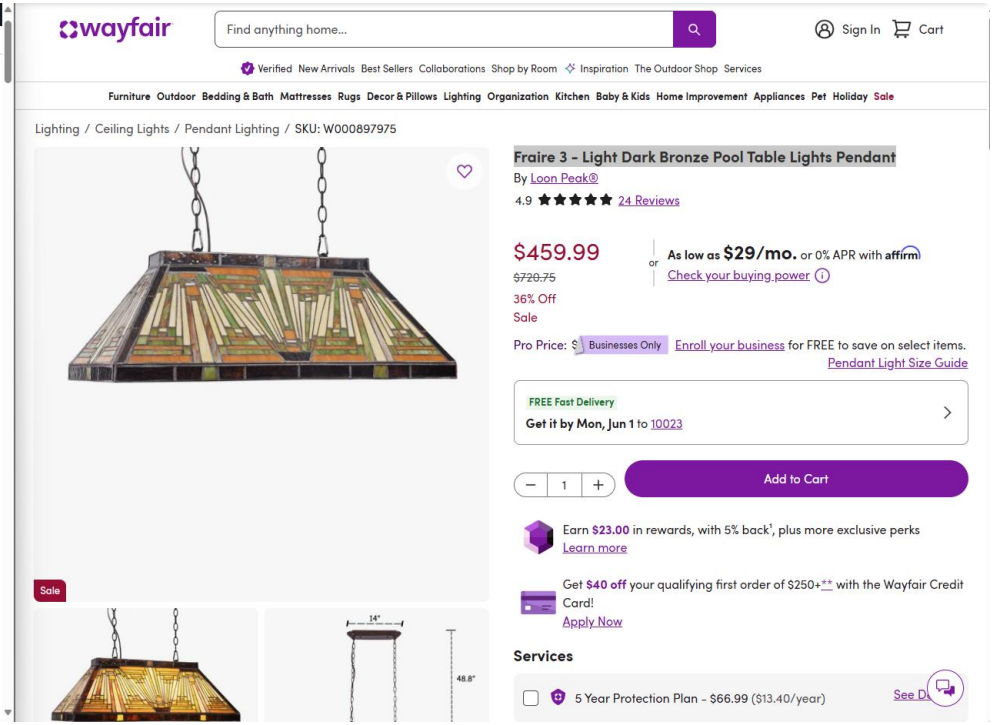
Source: Bespoke Market Intelligence Analysis

Wayfair Primary Research

Bespoke – Amazon and Wayfair Identical Items

May 2026





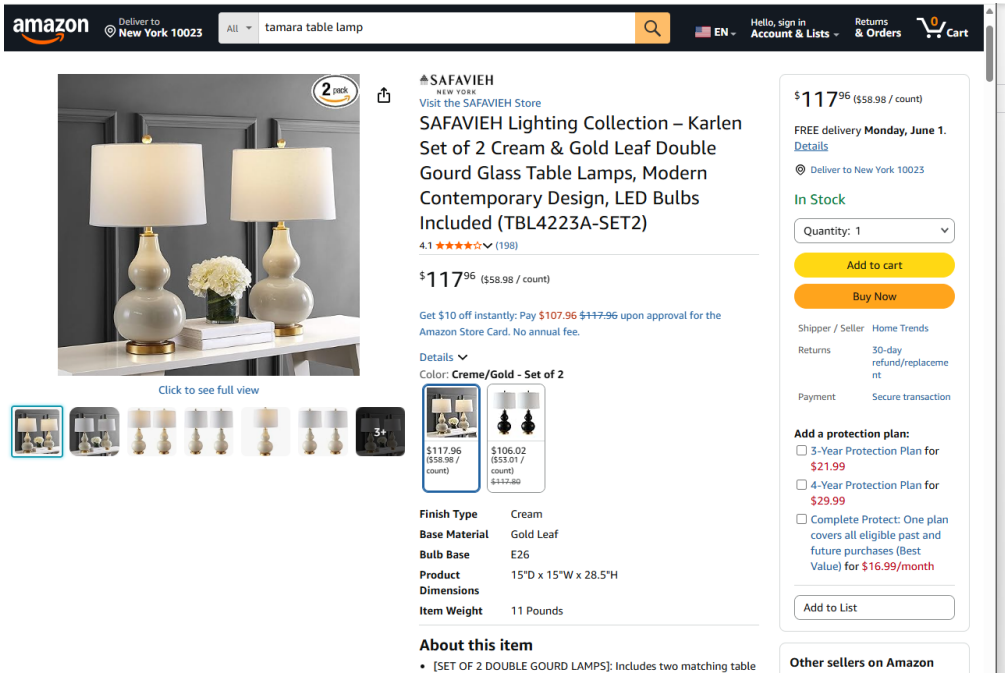
Source: Bespoke Market Intelligence Analysis

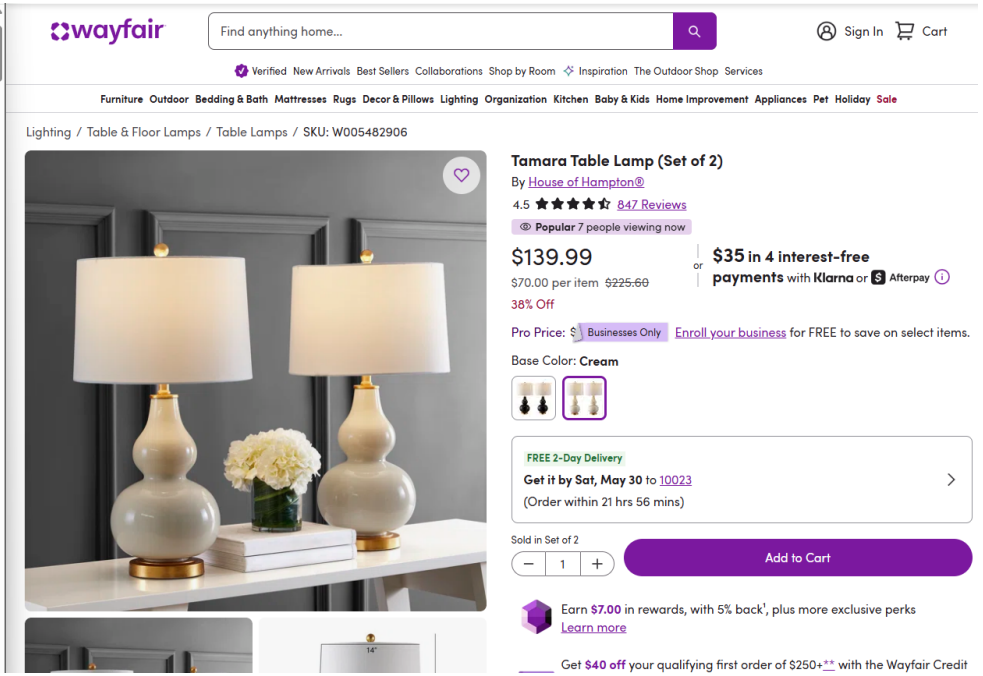
Category

- ❑ Sofas
- ❑ Coffee Tables
- ❑ TV Stands
- ❑ Beds
- ❑ Dressers
- ❑ Nightstands
- ❑ Dining Tables
- ❑ Chairs
- ❑ Desks
- ❑ Patio
- ❑ Rugs
- ❑ Décor
- ❑ Curtains
- ❑ Pillows
- ❑ Blankets
- ❑ Shelving
- ❑ Closet
- ❑ Lighting
- ❑ Lamps
- ❑ Dinnerware
- ❑ Drinkware
- ❑ Kids Beds
- ❑ Bathroom, Misc.
- ❑ Refrigerators
- ❑ Pets

Bespoke – Amazon and Wayfair Identical Items

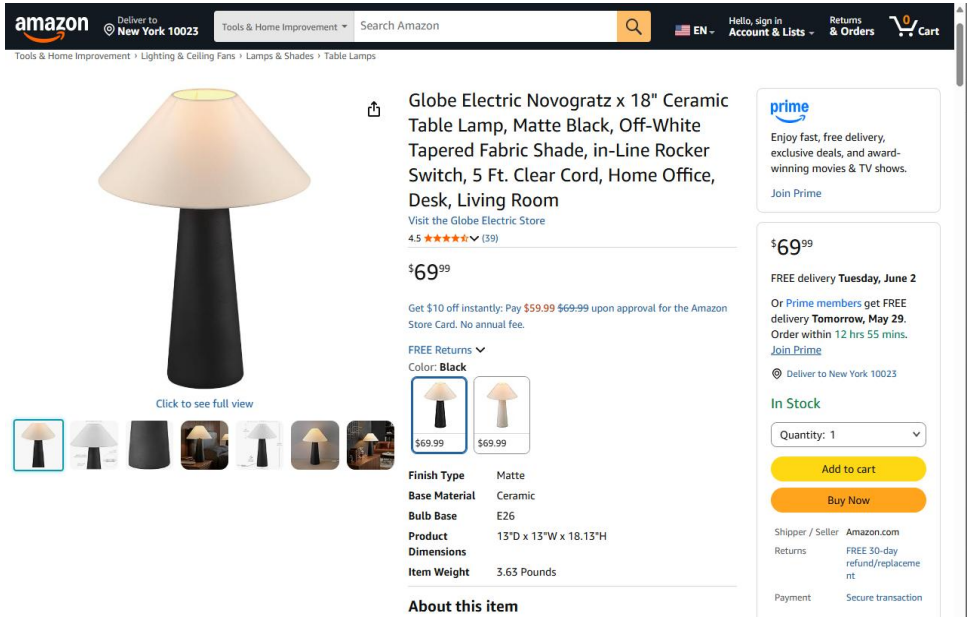
May 2026

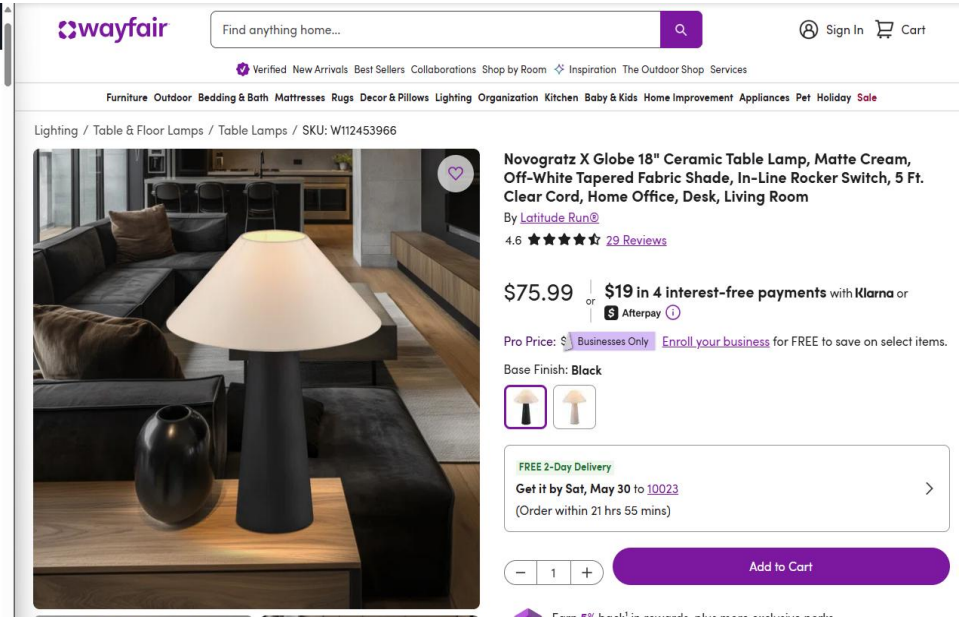




Bespoke – Amazon and Wayfair Identical Items

May 2026

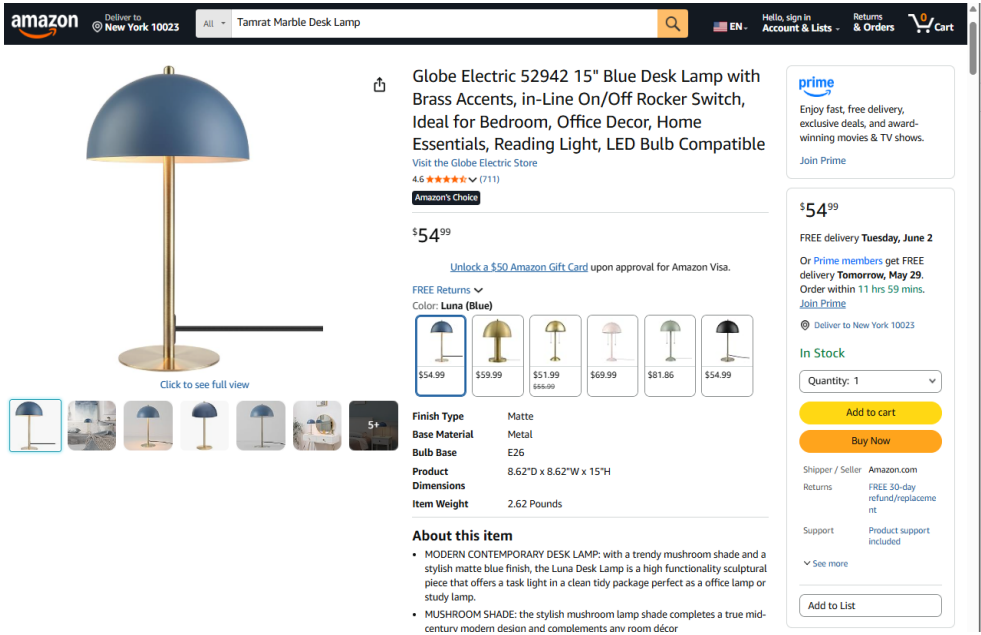


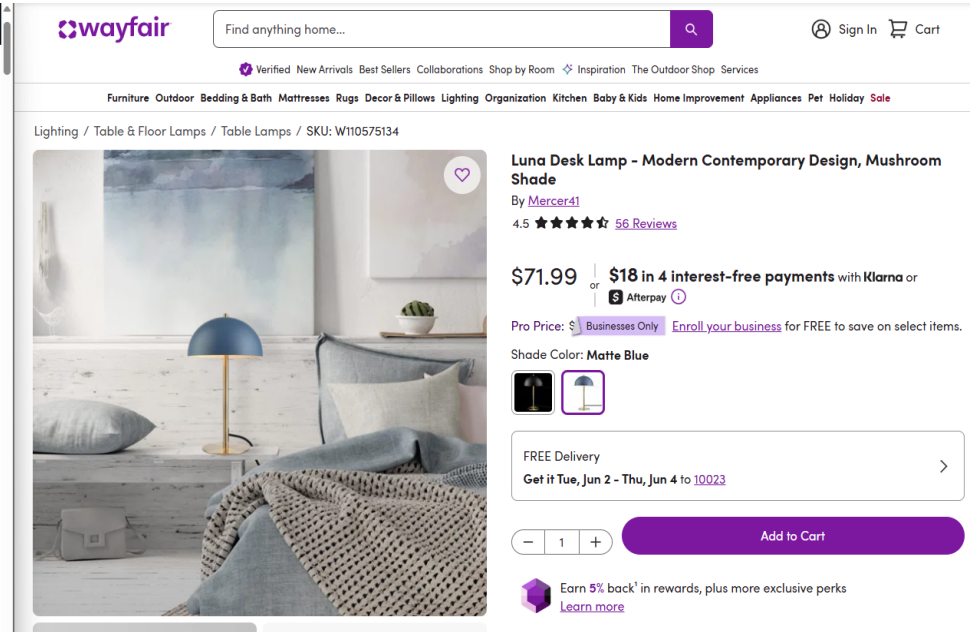


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

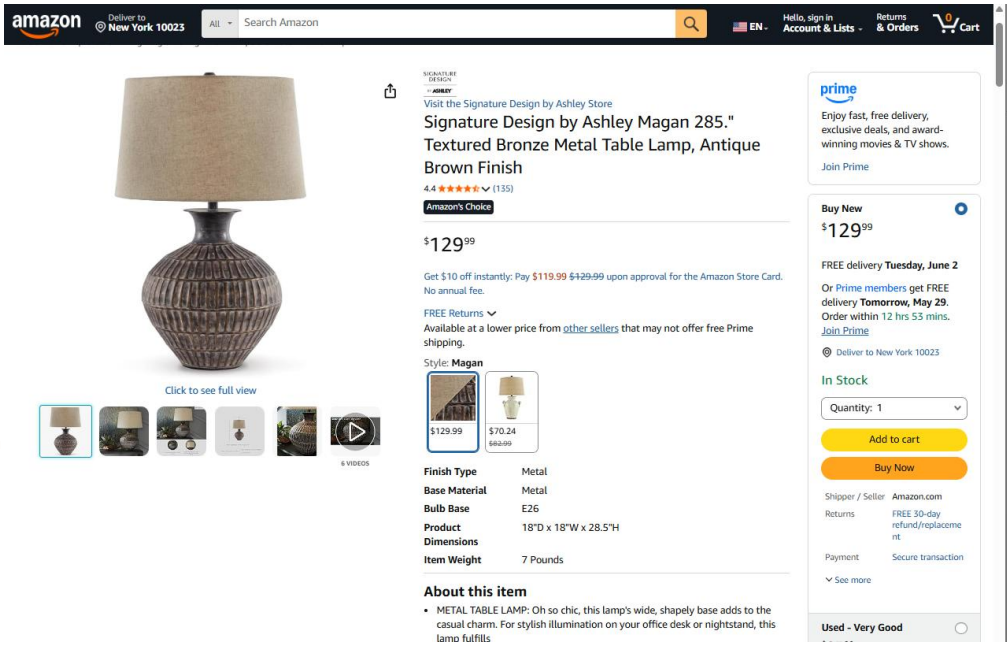
May 2026

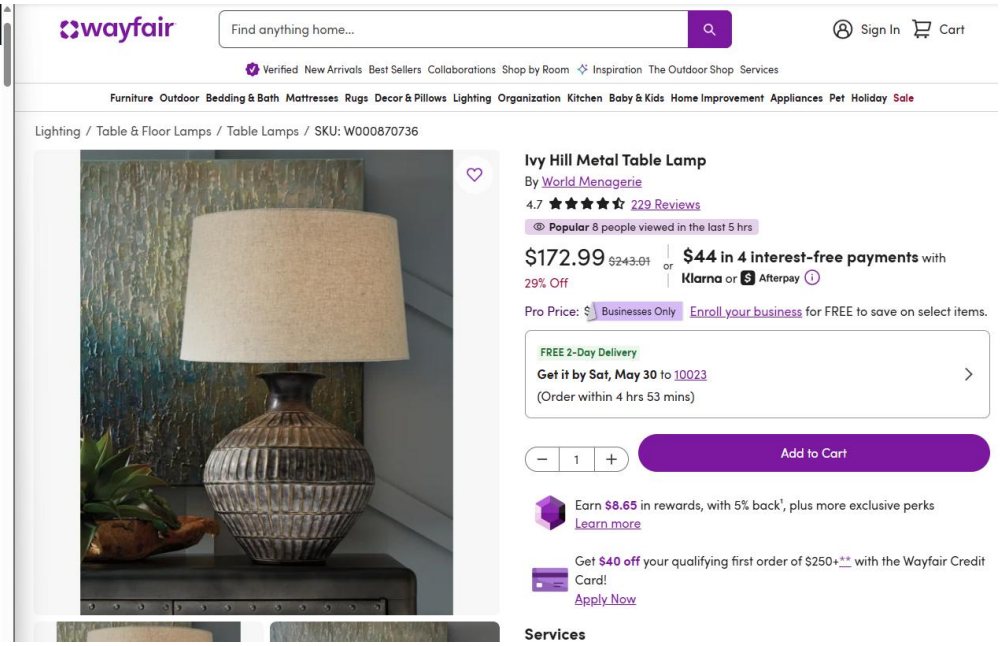




Bespoke – Amazon and Wayfair Identical Items

May 2026

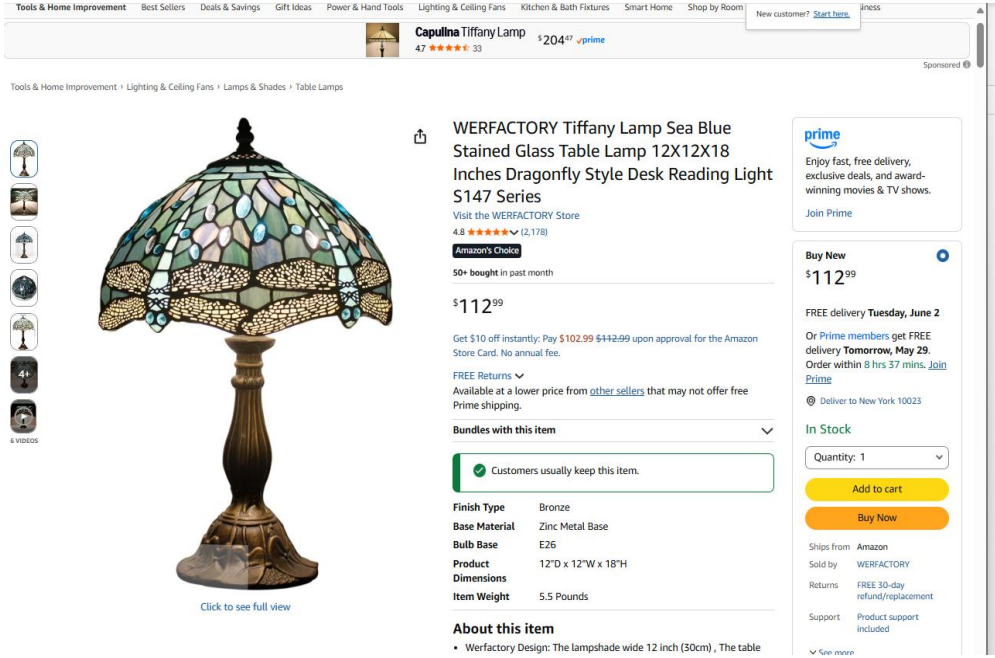


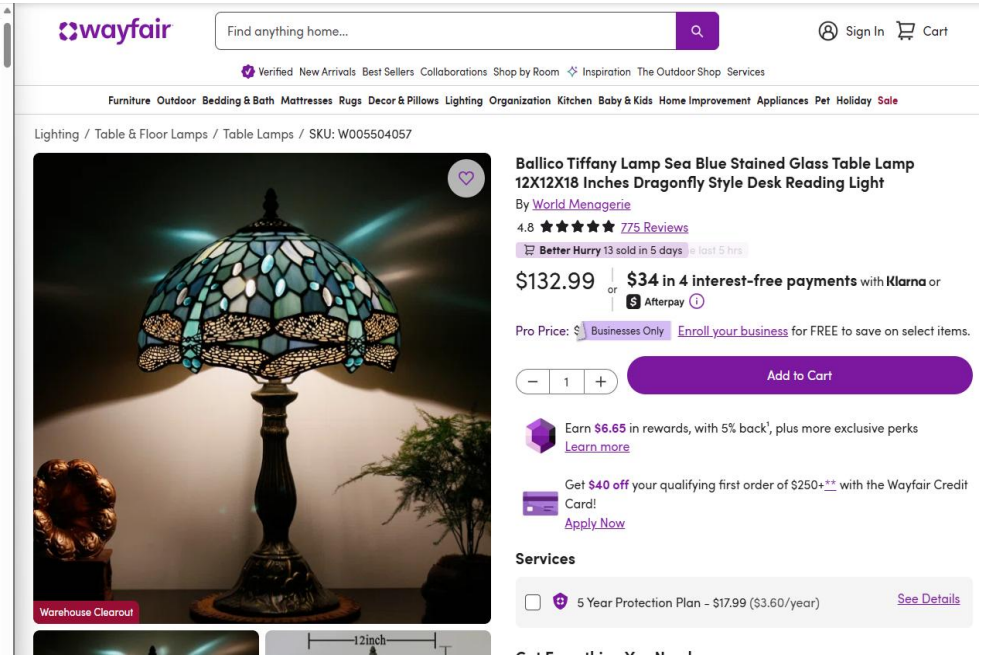


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026





Source: Bespoke Market Intelligence Analysis

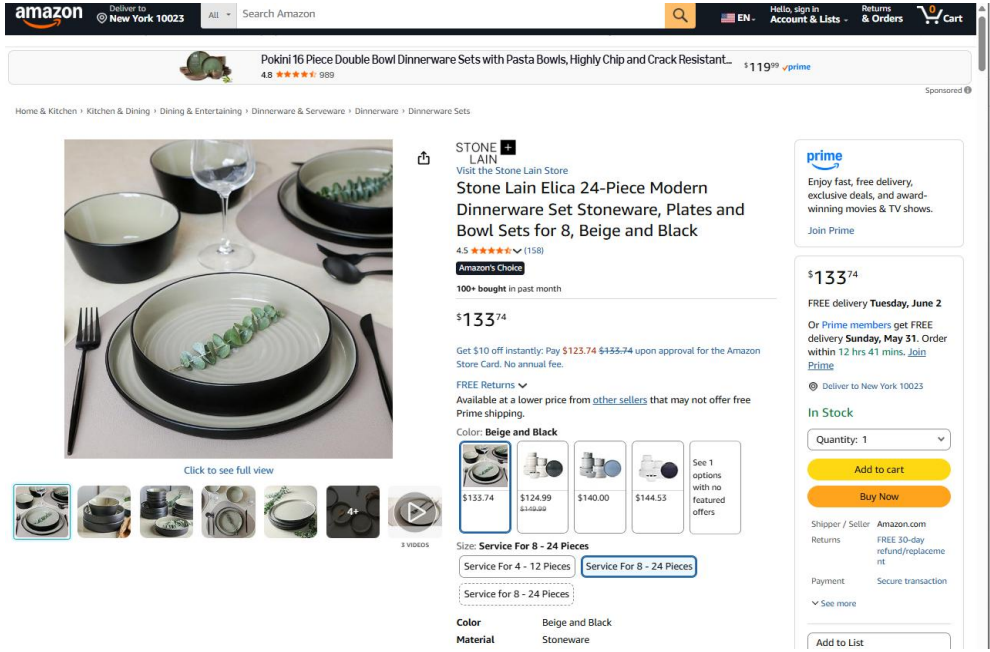
Wayfair Primary Research

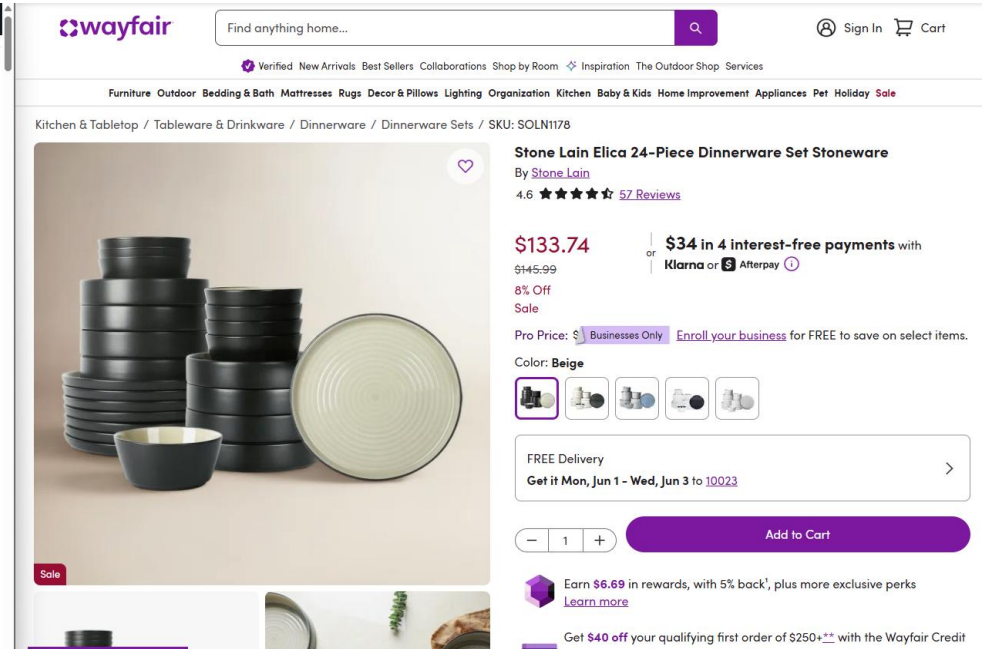
Category

- ❑ Sofas
- ❑ Coffee Tables
- ❑ TV Stands
- ❑ Beds
- ❑ Dressers
- ❑ Nightstands
- ❑ Dining Tables
- ❑ Chairs
- ❑ Desks
- ❑ Patio
- ❑ Rugs
- ❑ Décor
- ❑ Curtains
- ❑ Pillows
- ❑ Blankets
- ❑ Shelving
- ❑ Closet
- ❑ Lighting
- ❑ Lamps
- ❑ Dinnerware
- ❑ Drinkware
- ❑ Kids Beds
- ❑ Bathroom, Misc.
- ❑ Refrigerators
- ❑ Pets

Bespoke – Amazon and Wayfair Identical Items

May 2026

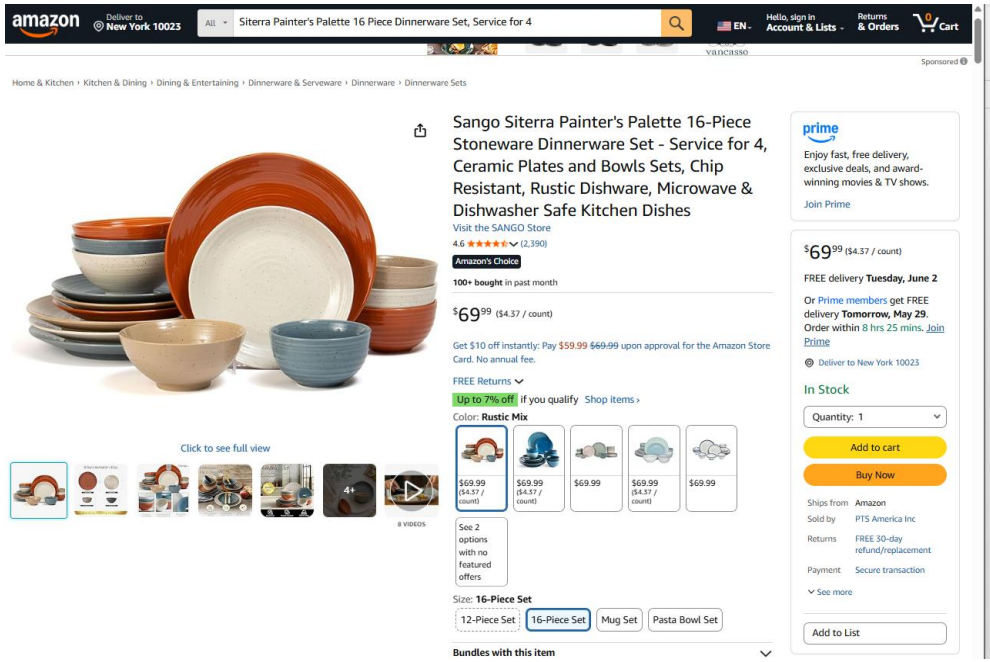


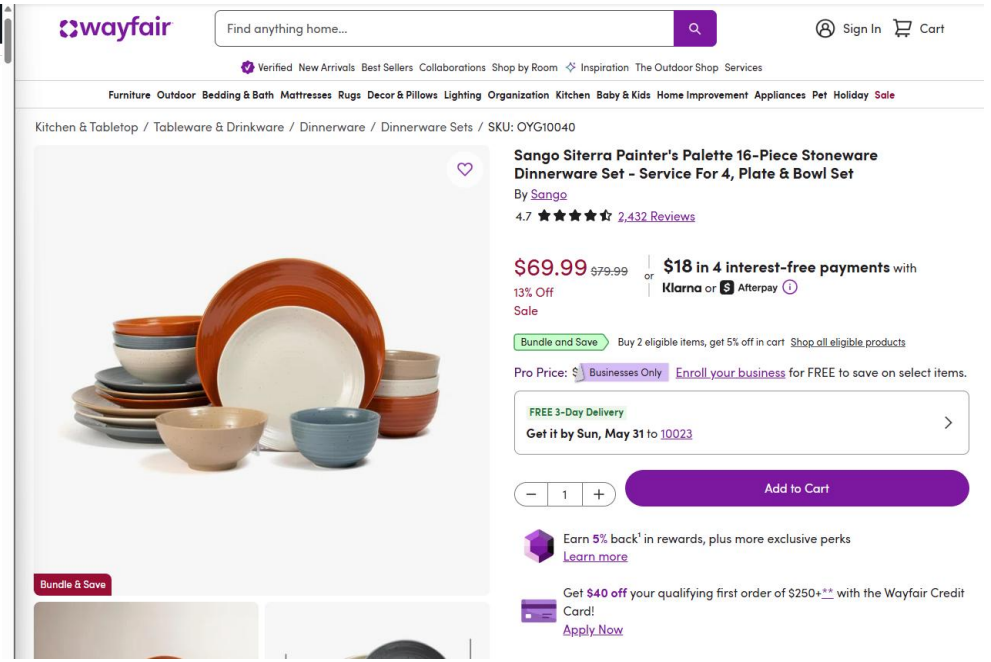


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026

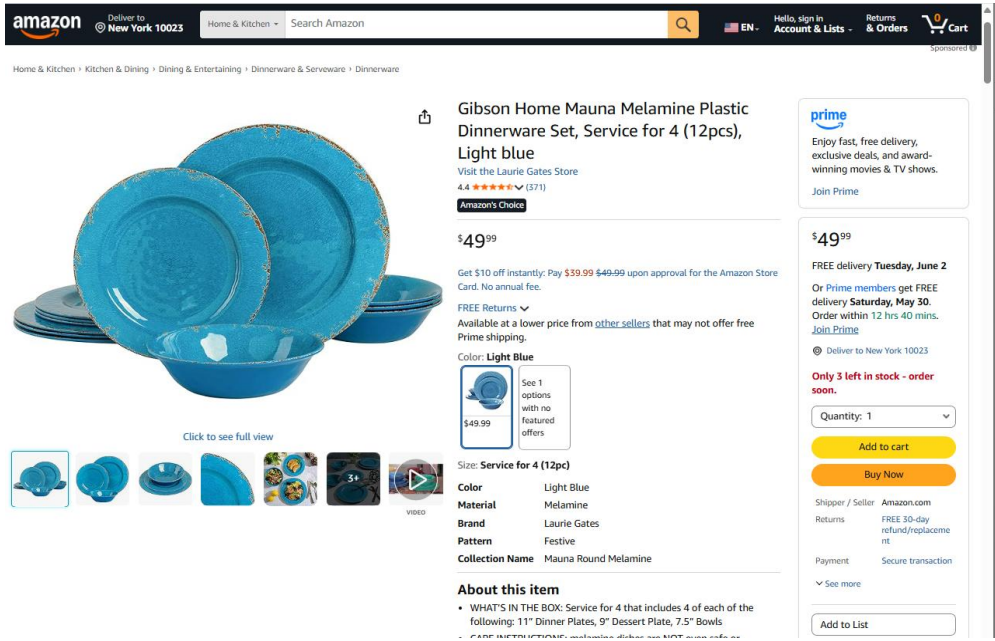


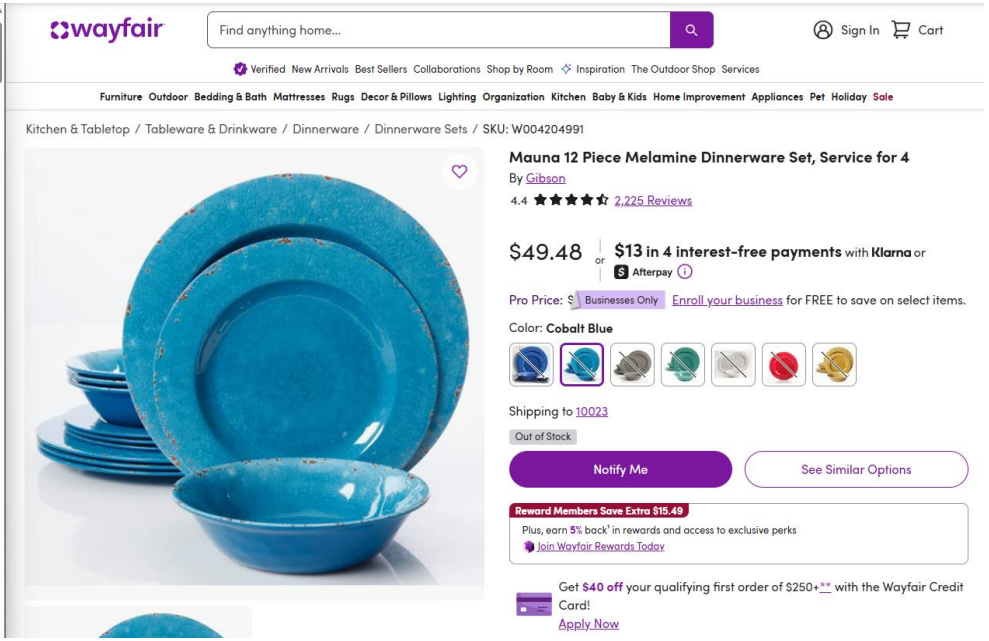


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

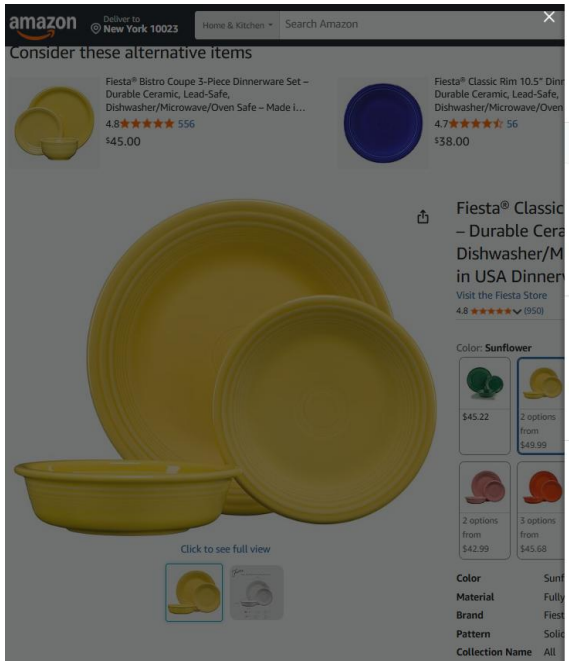
May 2026

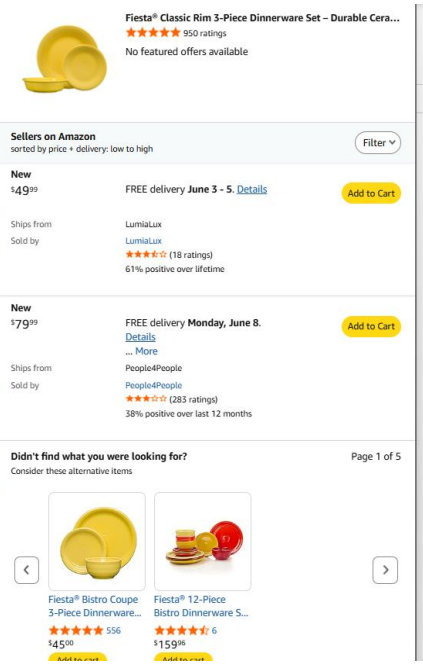


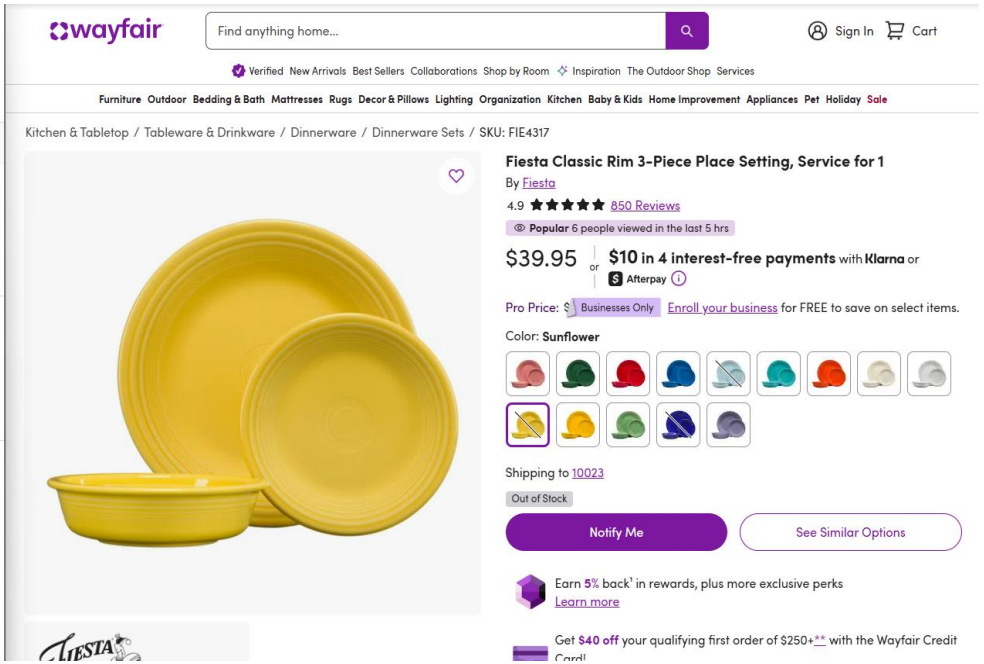


Bespoke – Amazon and Wayfair Identical Items

May 2026



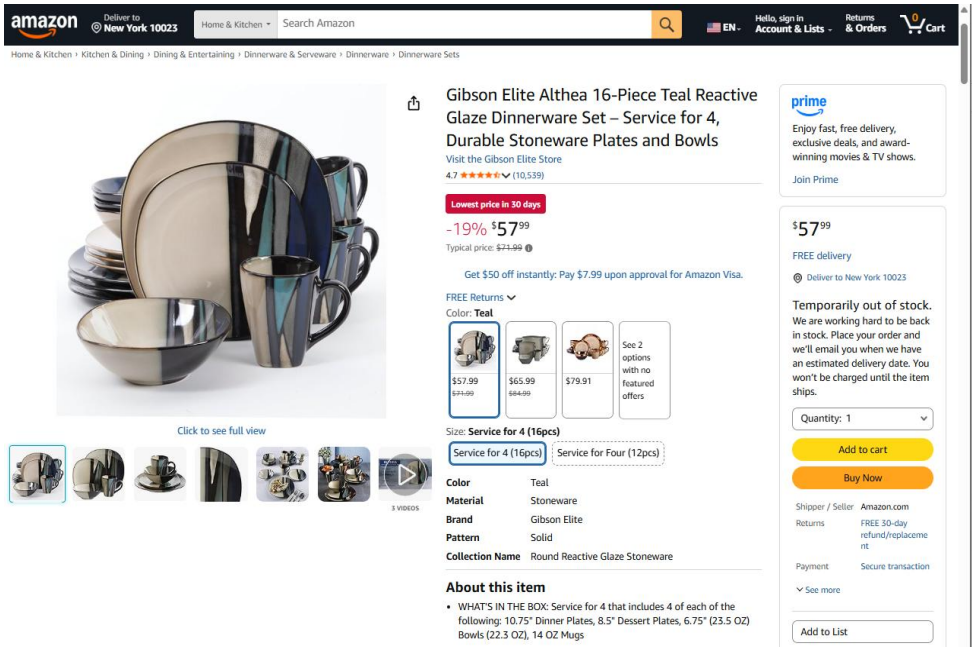


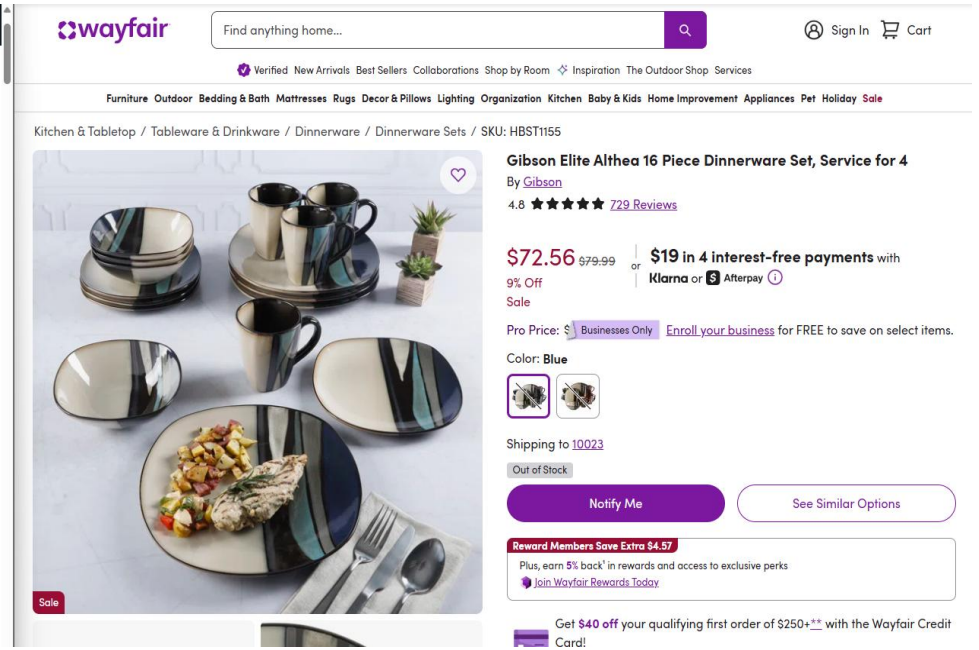


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026





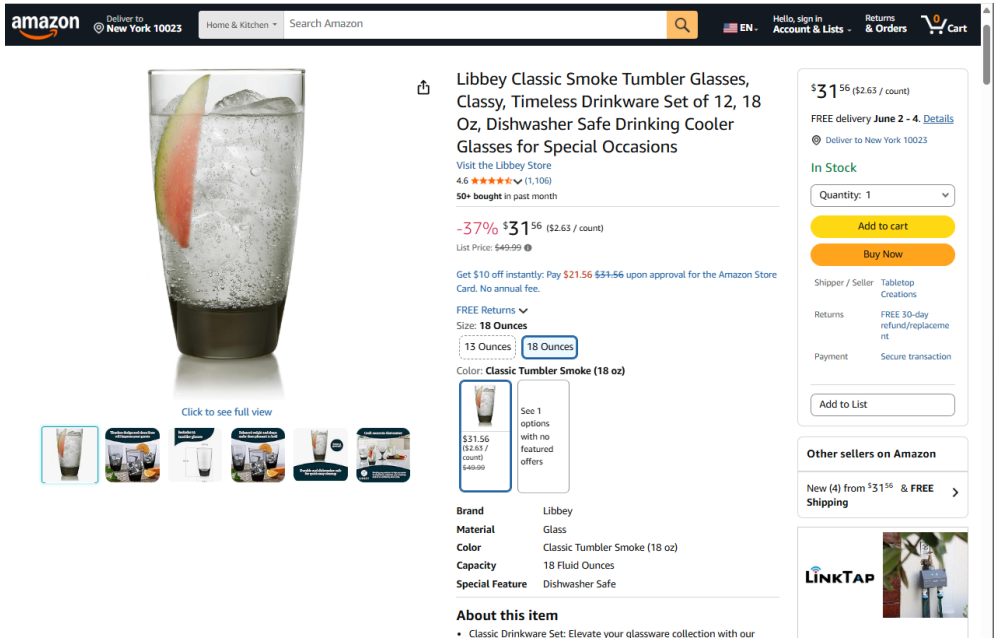
Source: Bespoke Market Intelligence Analysis

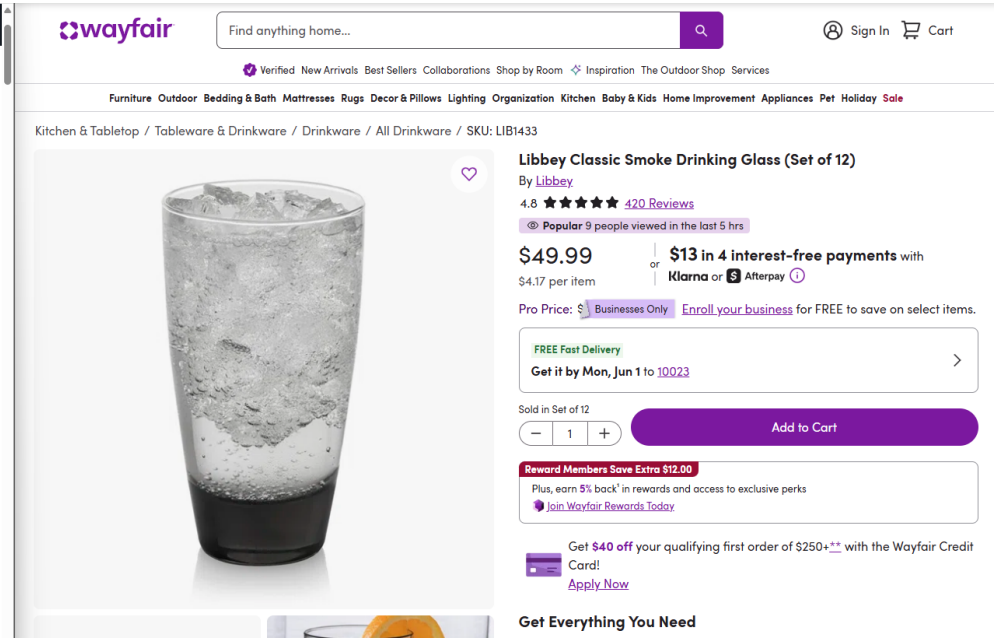
Category

- ❑ Sofas
- ❑ Coffee Tables
- ❑ TV Stands
- ❑ Beds
- ❑ Dressers
- ❑ Nightstands
- ❑ Dining Tables
- ❑ Chairs
- ❑ Desks
- ❑ Patio
- ❑ Rugs
- ❑ Décor
- ❑ Curtains
- ❑ Pillows
- ❑ Blankets
- ❑ Shelving
- ❑ Closet
- ❑ Lighting
- ❑ Lamps
- ❑ Dinnerware
- ❑ Drinkware
- ❑ Kids Beds
- ❑ Bathroom, Misc.
- ❑ Refrigerators
- ❑ Pets

Bespoke – Amazon and Wayfair Identical Items

May 2026

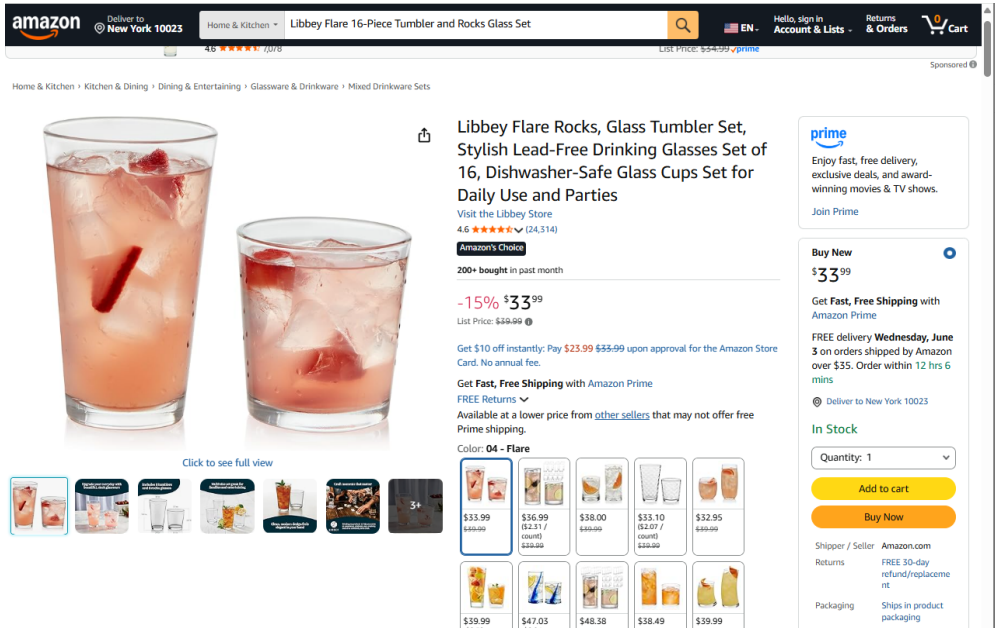


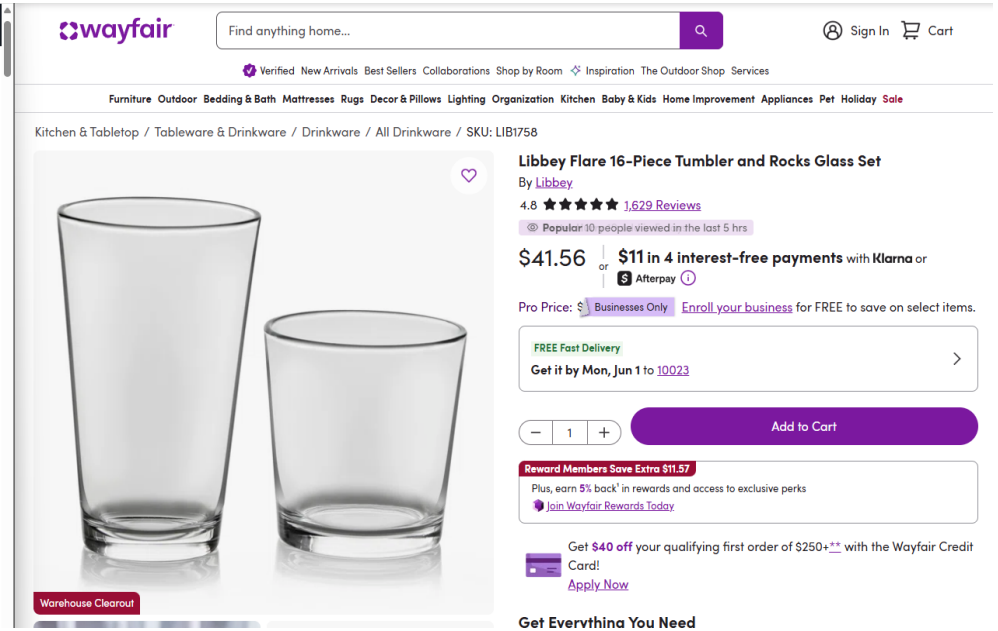


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026

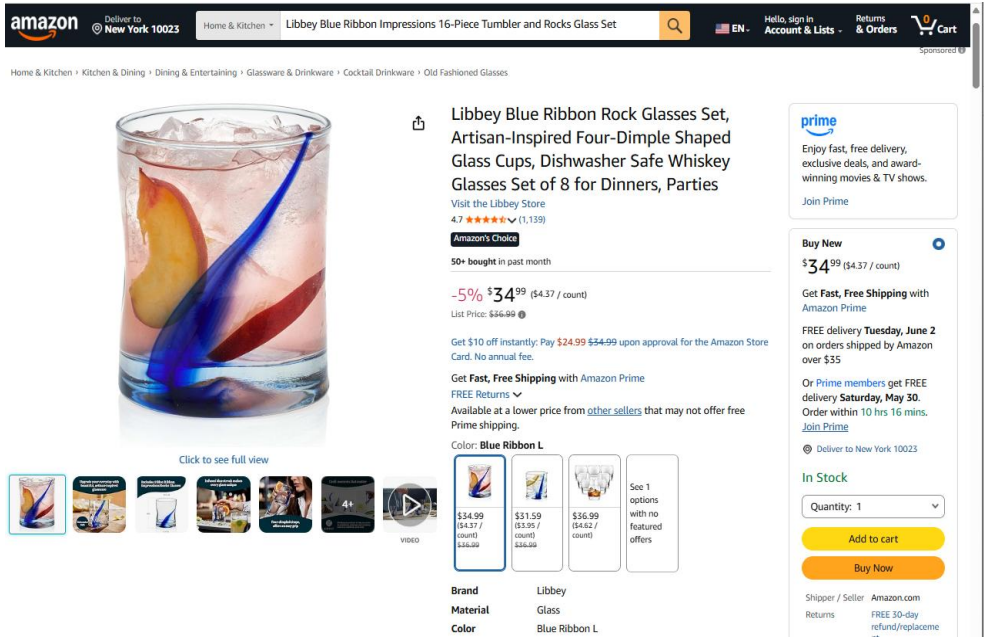


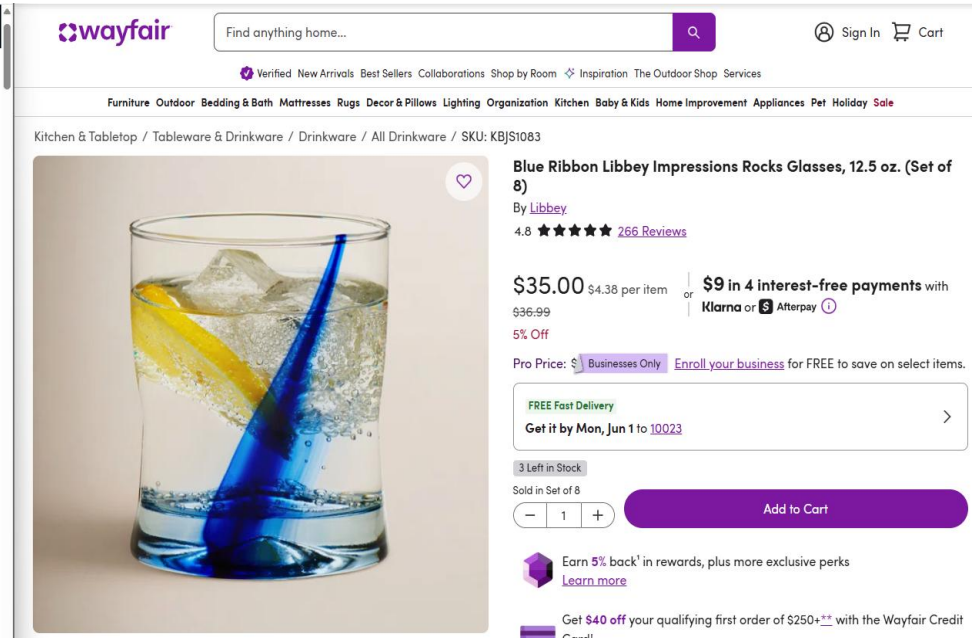


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026

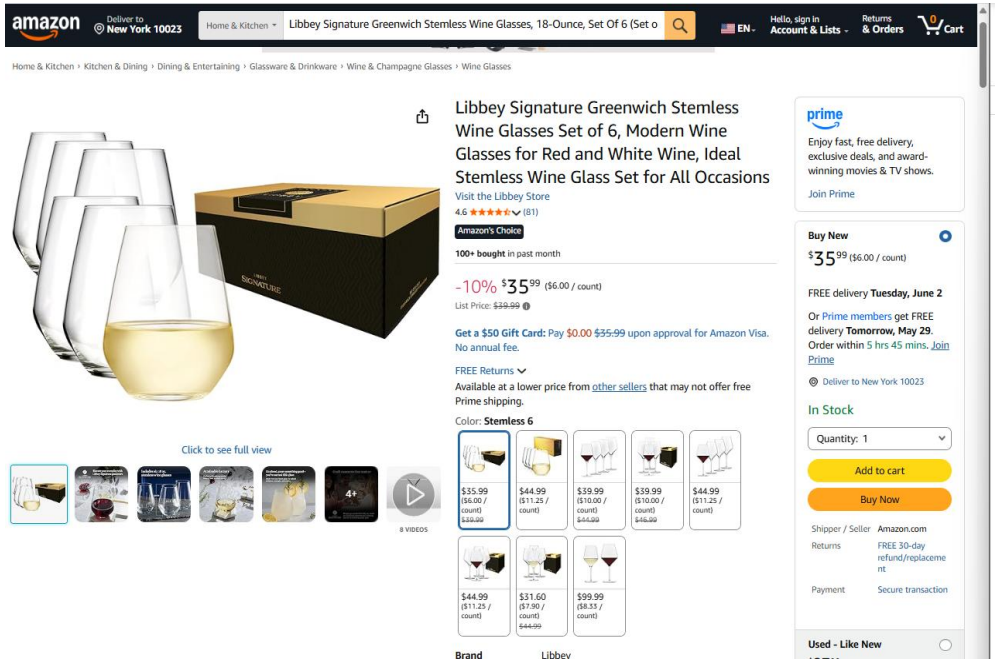


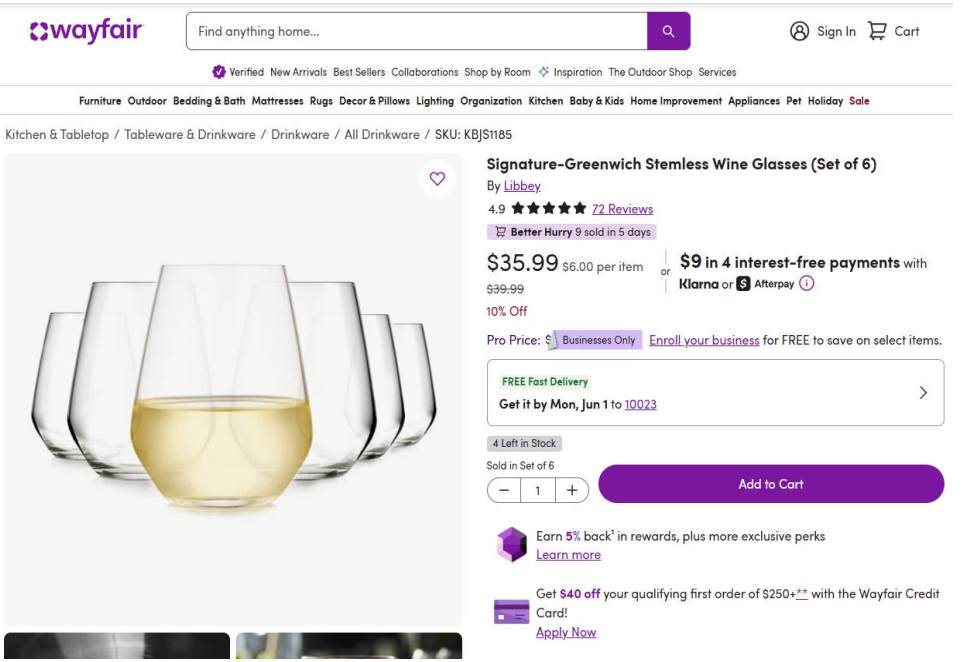


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026

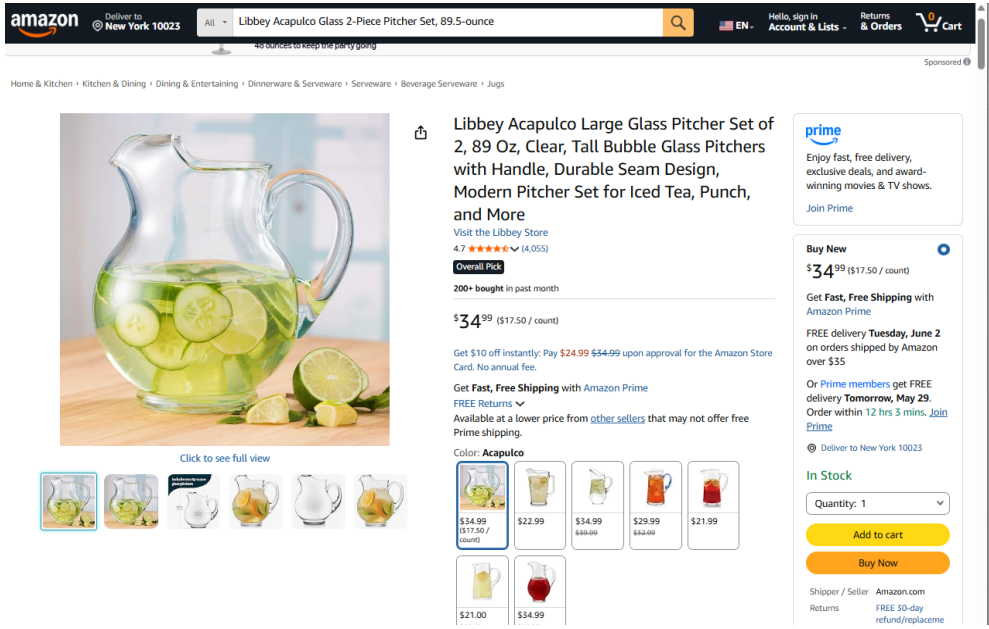


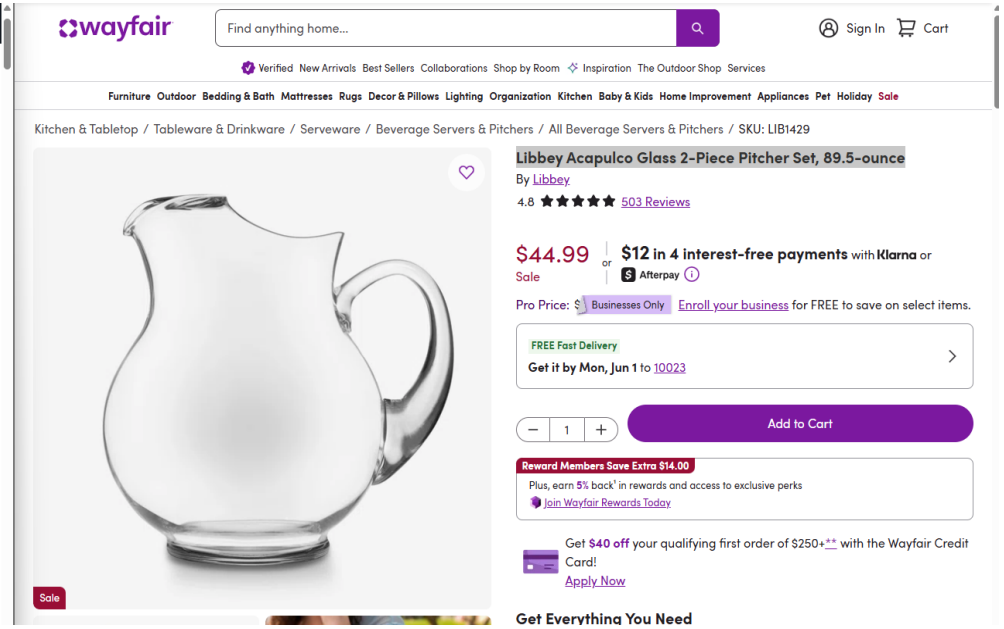


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026





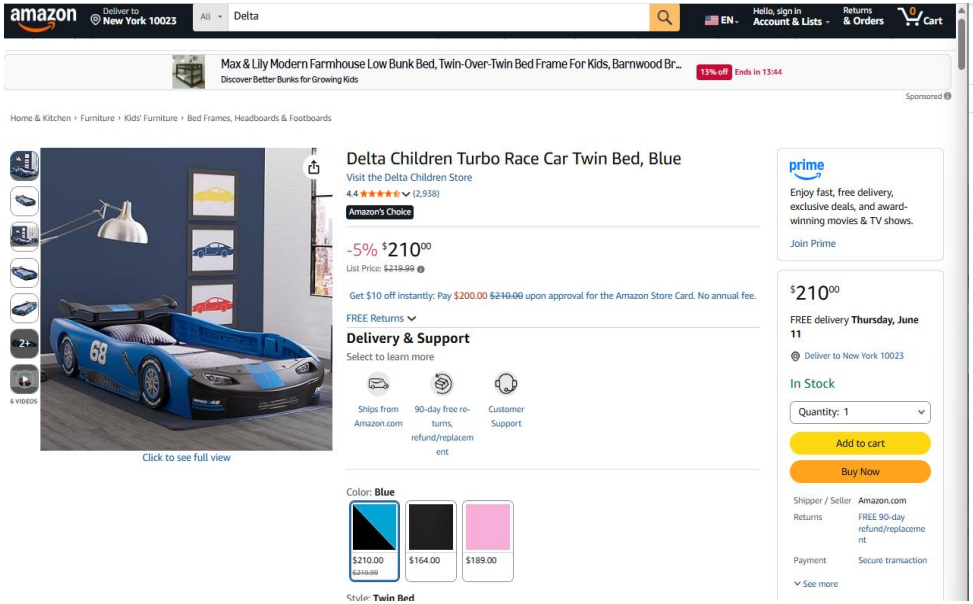
Source: Bespoke Market Intelligence Analysis

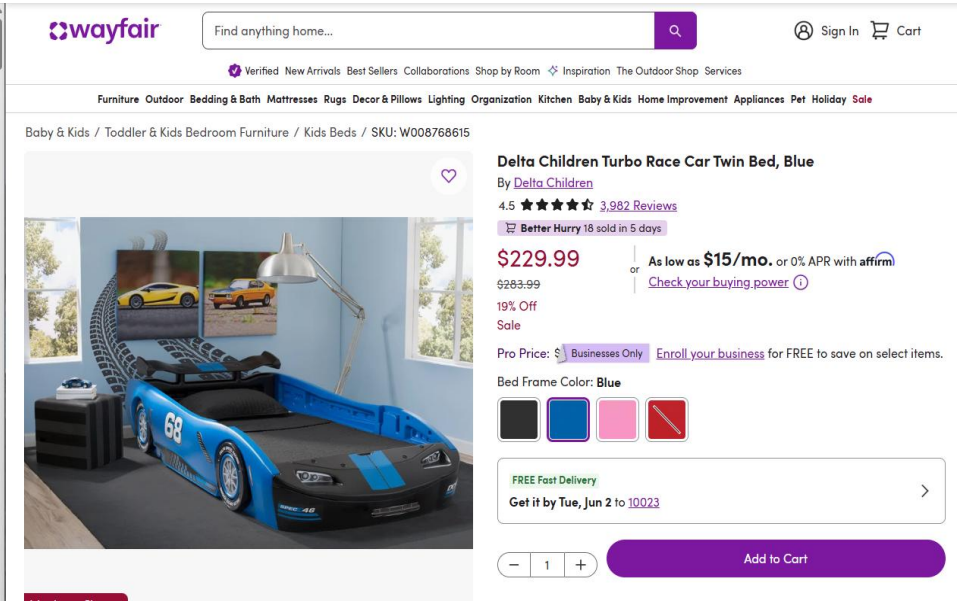
Category

- ❑ Sofas
- ❑ Coffee Tables
- ❑ TV Stands
- ❑ Beds
- ❑ Dressers
- ❑ Nightstands
- ❑ Dining Tables
- ❑ Chairs
- ❑ Desks
- ❑ Patio
- ❑ Rugs
- ❑ Décor
- ❑ Curtains
- ❑ Pillows
- ❑ Blankets
- ❑ Shelving
- ❑ Closet
- ❑ Lighting
- ❑ Lamps
- ❑ Dinnerware
- ❑ Drinkware
- ❑ Kids Beds
- ❑ Bathroom, Misc.
- ❑ Refrigerators
- ❑ Pets

Bespoke – Amazon and Wayfair Identical Items

May 2026

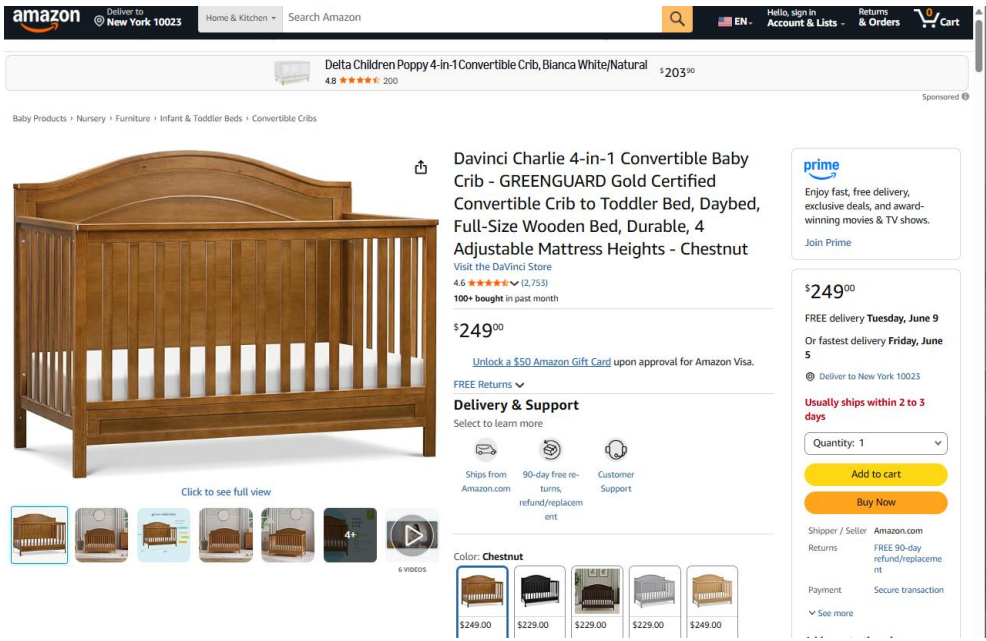


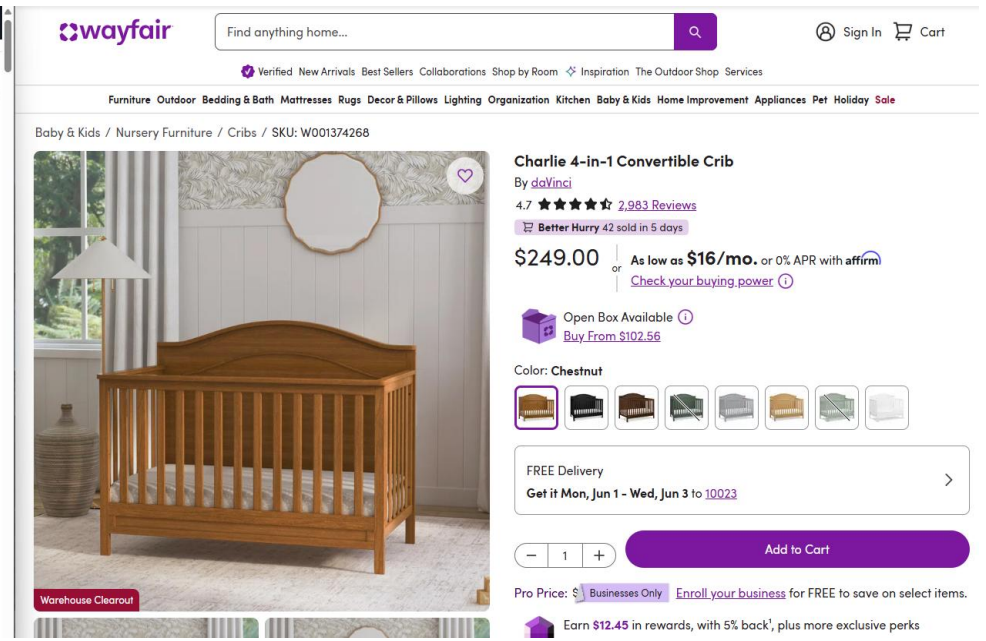


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026



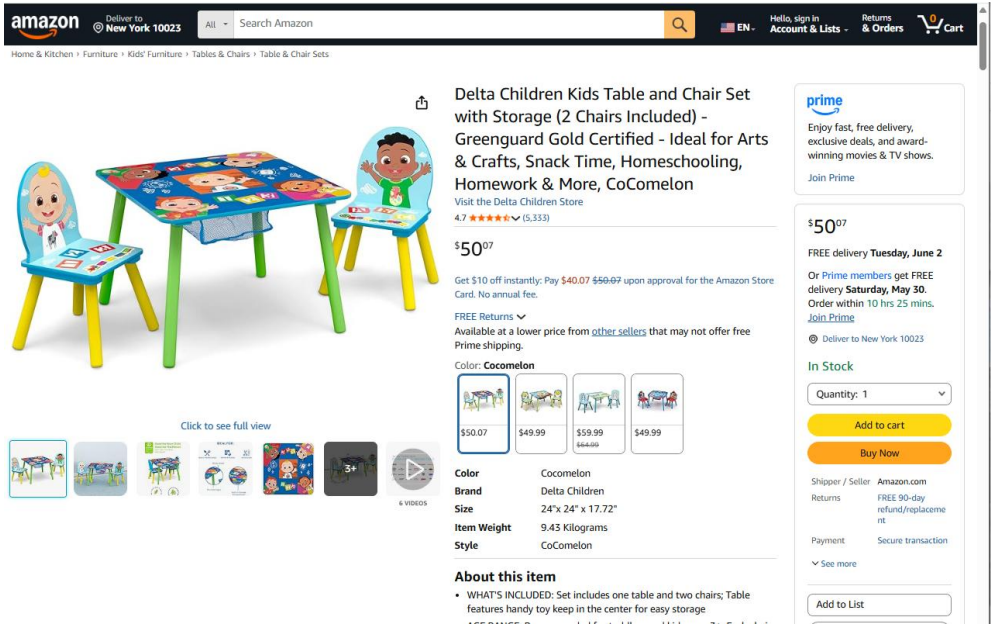


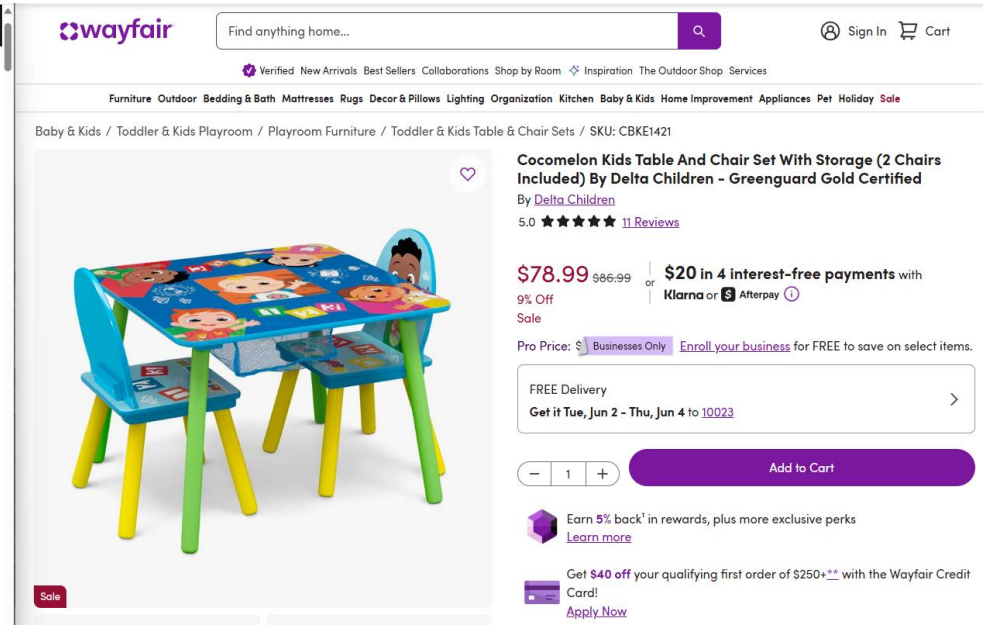
Source: Bespoke Market Intelligence Analysis

Wayfair Primary Research

Bespoke – Amazon and Wayfair Identical Items

May 2026

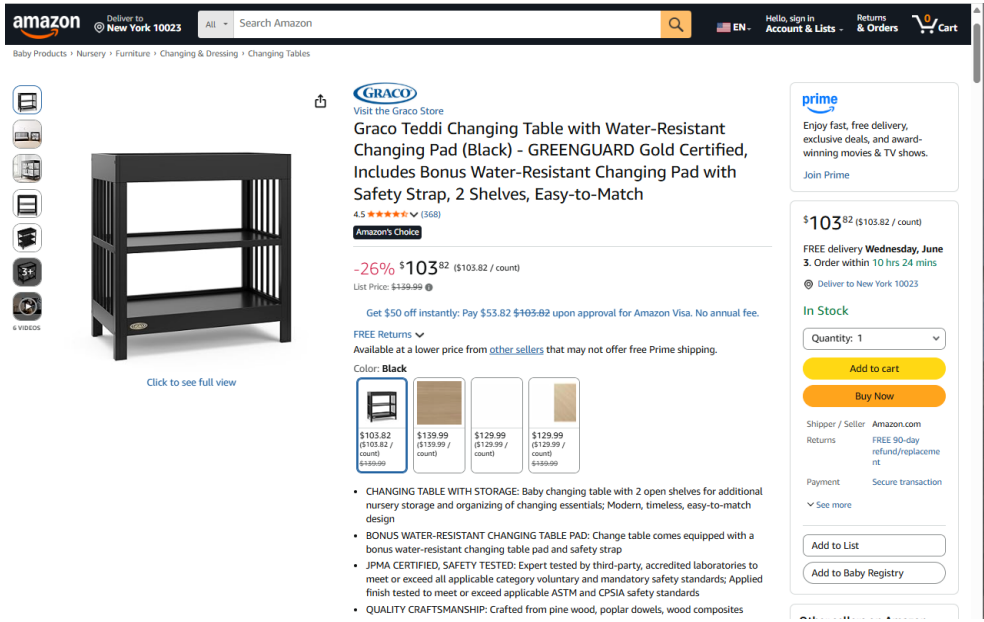


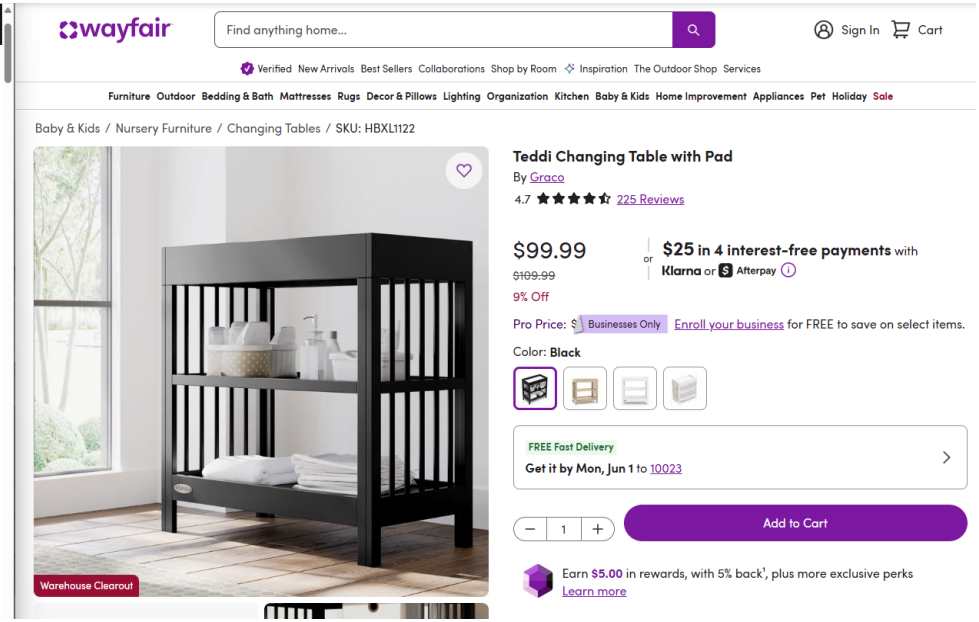


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

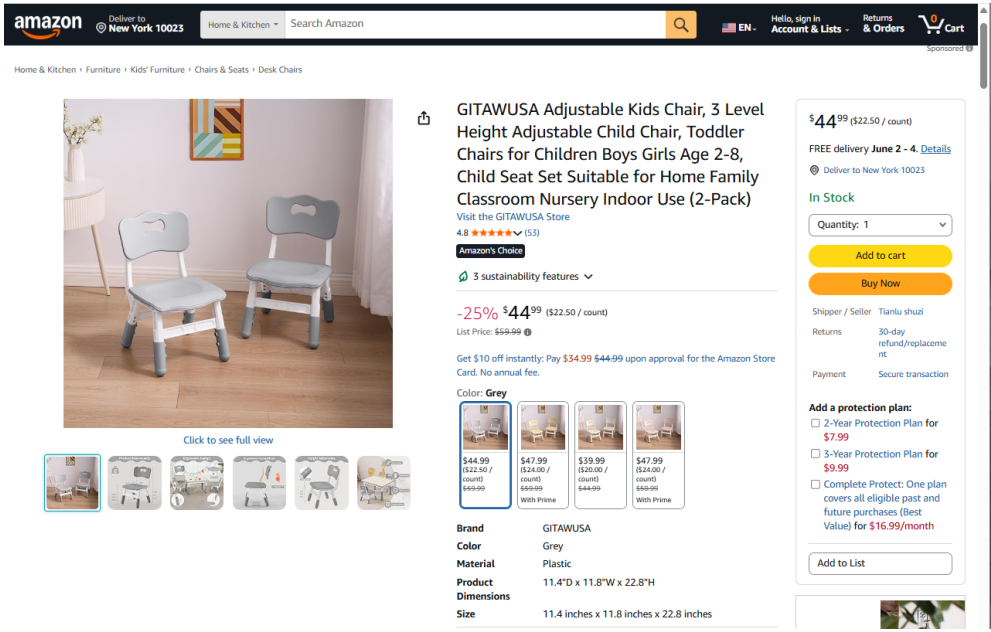
May 2026

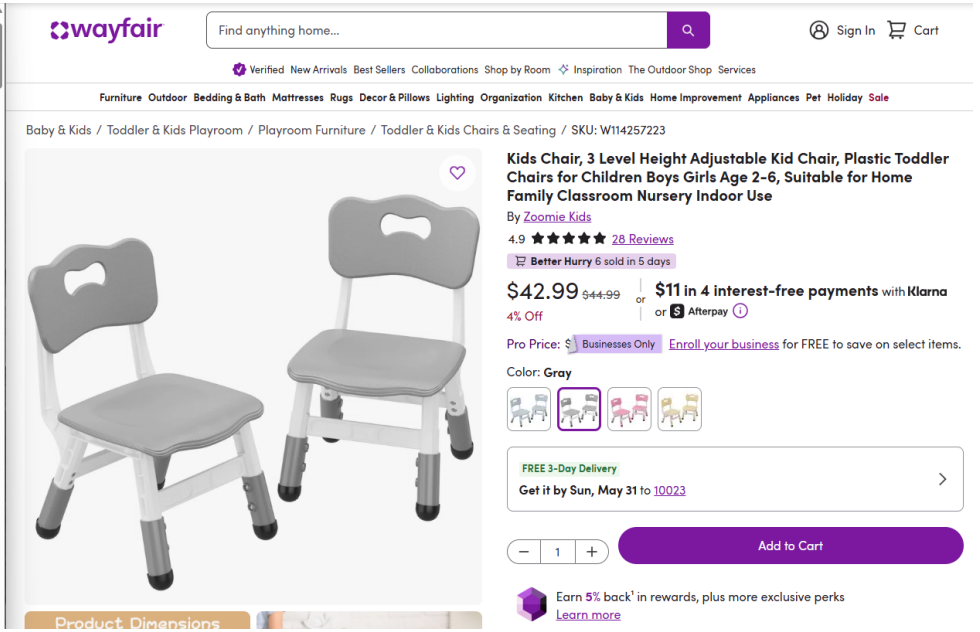




Bespoke – Amazon and Wayfair Identical Items

May 2026



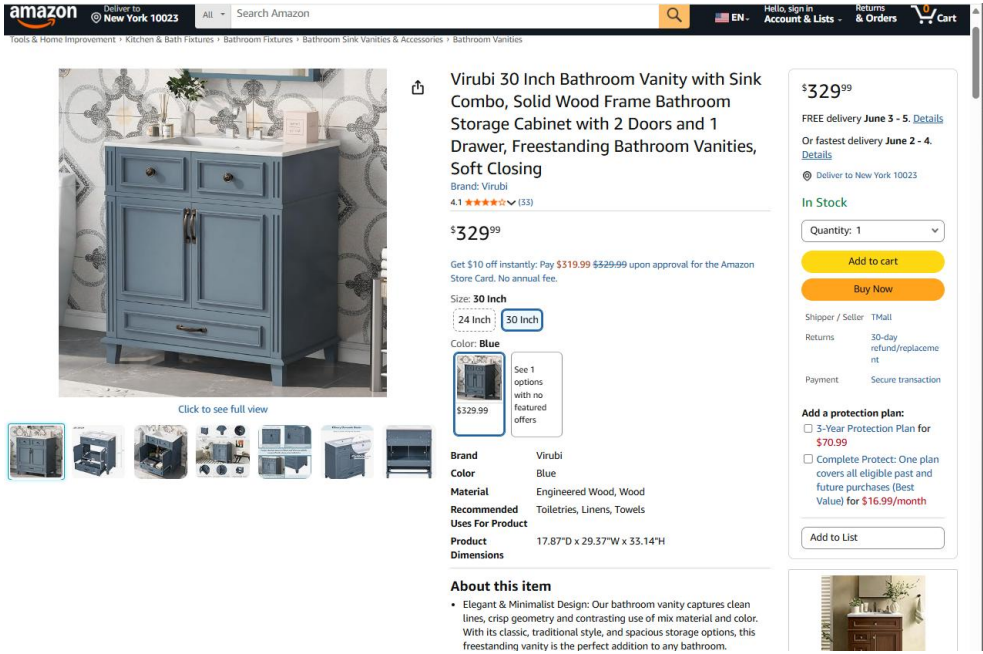


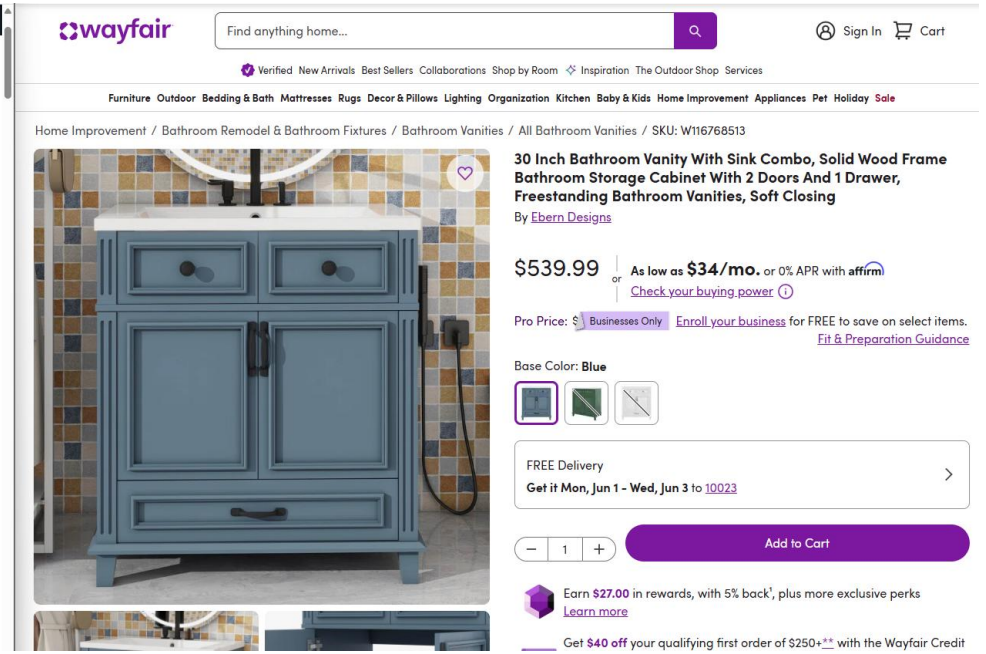
Category

- ❑ Sofas
- ❑ Coffee Tables
- ❑ TV Stands
- ❑ Beds
- ❑ Dressers
- ❑ Nightstands
- ❑ Dining Tables
- ❑ Chairs
- ❑ Desks
- ❑ Patio
- ❑ Rugs
- ❑ Décor
- ❑ Curtains
- ❑ Pillows
- ❑ Blankets
- ❑ Shelving
- ❑ Closet
- ❑ Lighting
- ❑ Lamps
- ❑ Dinnerware
- ❑ Drinkware
- ❑ Kids Beds
- ❑ Bathroom, Misc.
- ❑ Refrigerators
- ❑ Pets

Bespoke – Amazon and Wayfair Identical Items

May 2026

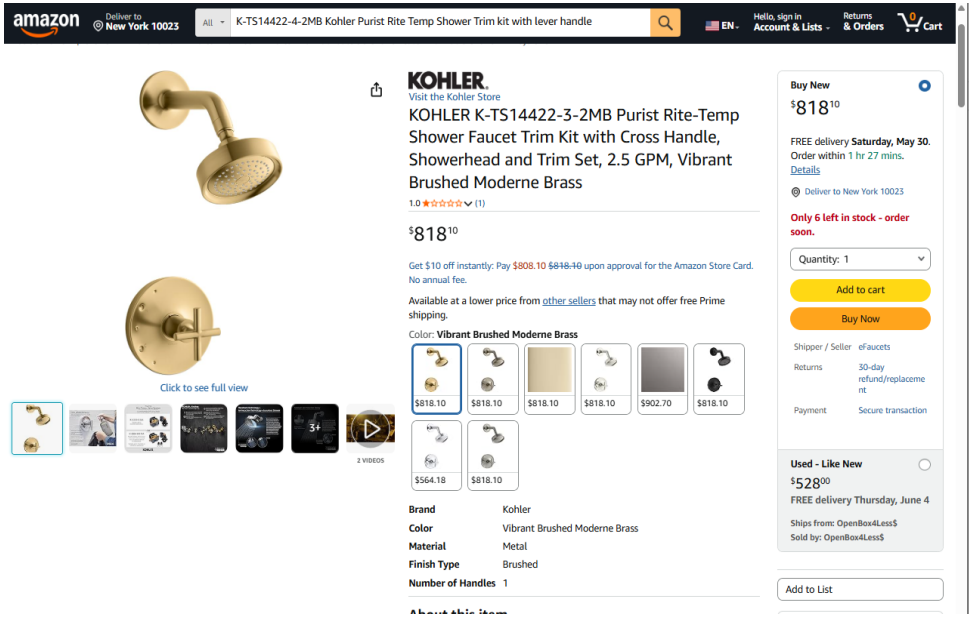


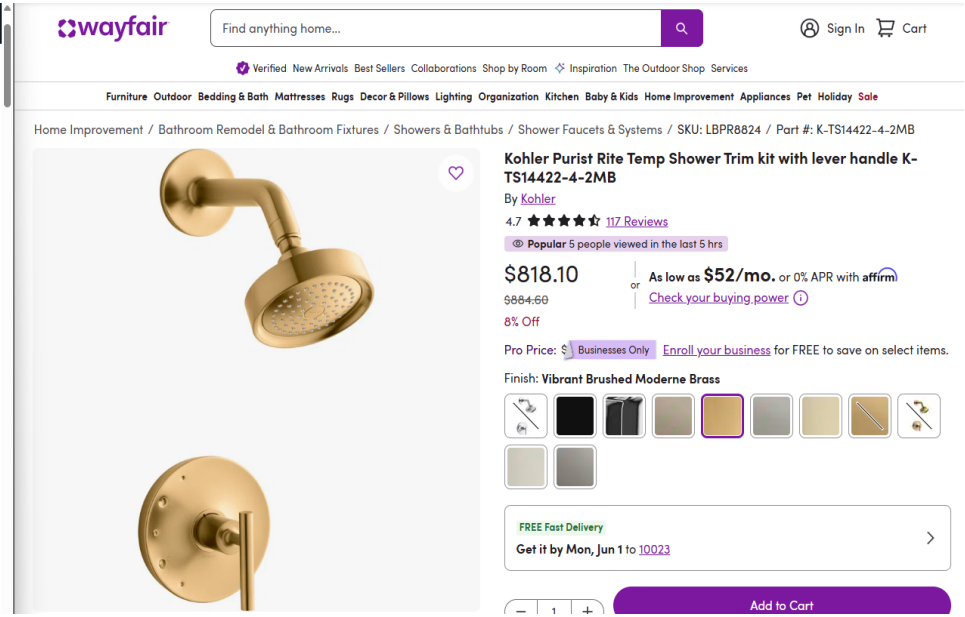


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

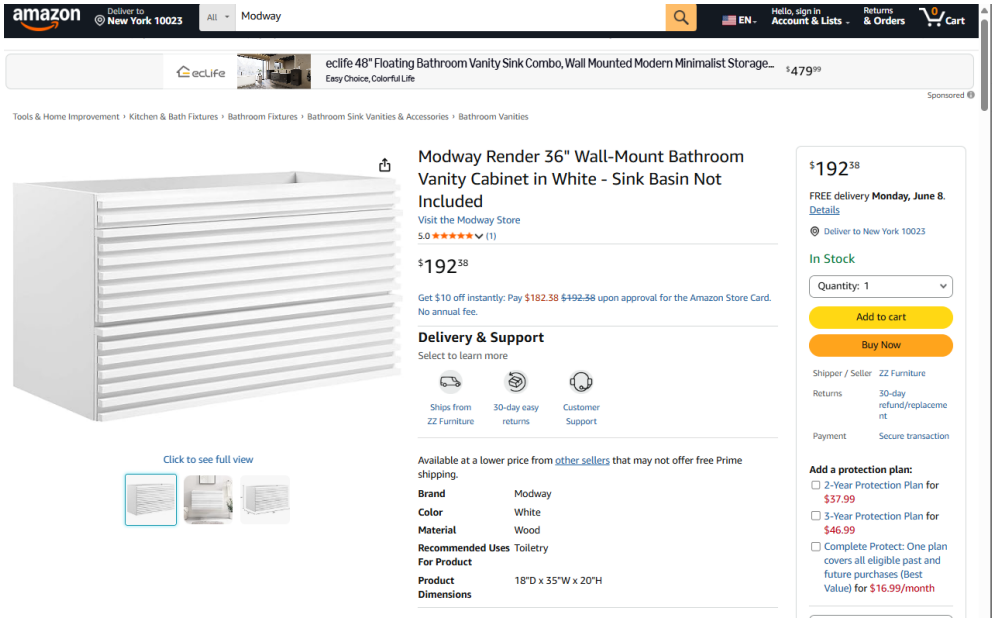
May 2026

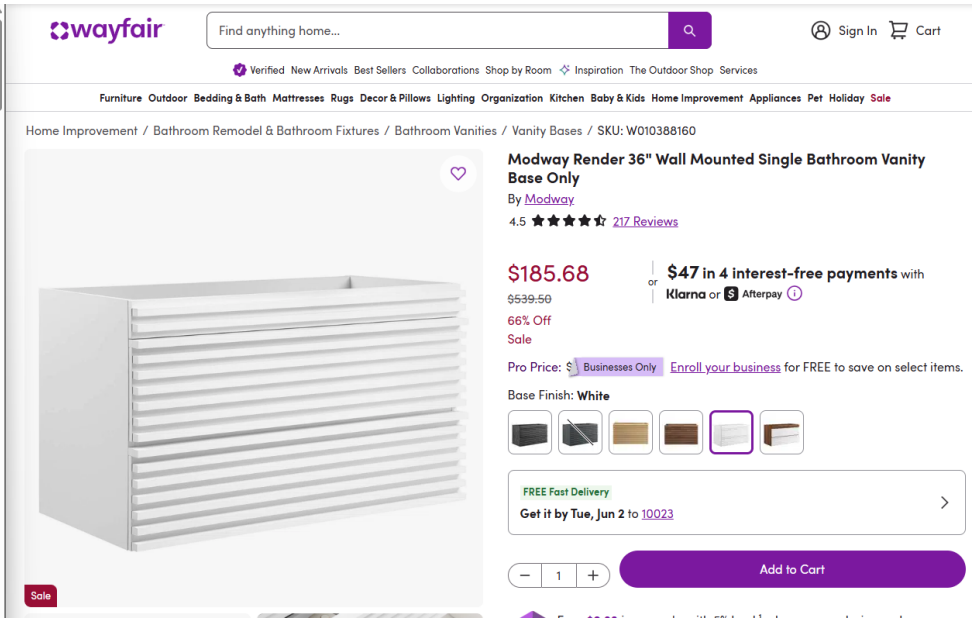




Bespoke – Amazon and Wayfair Identical Items

May 2026

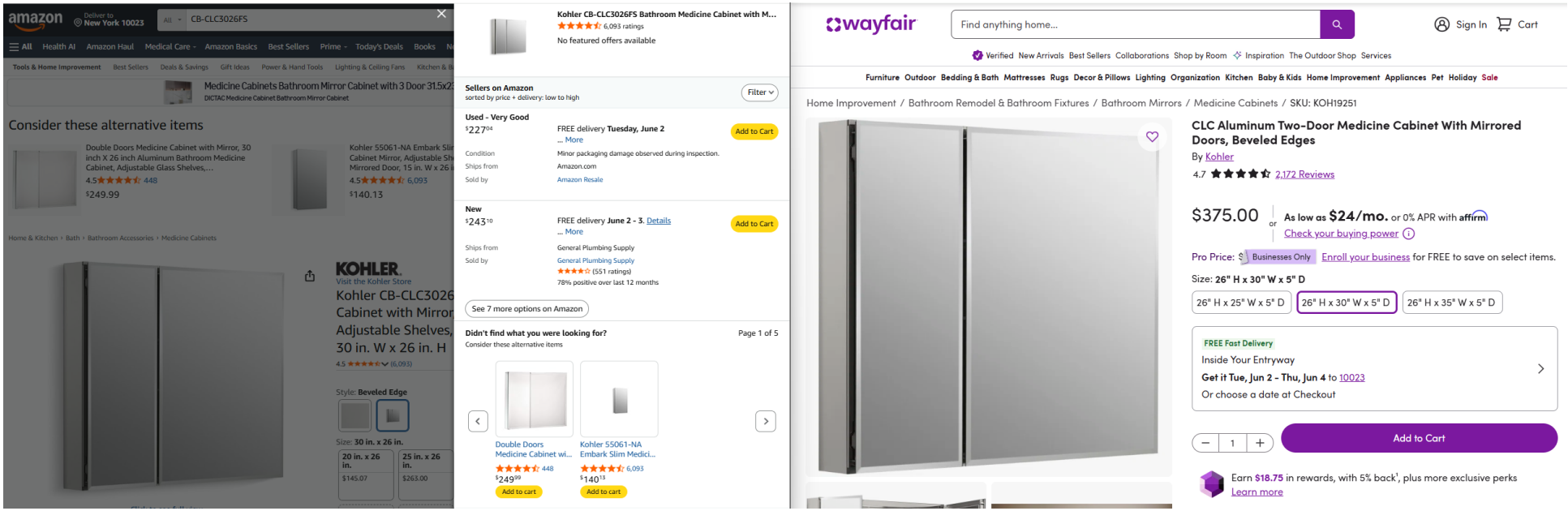




Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

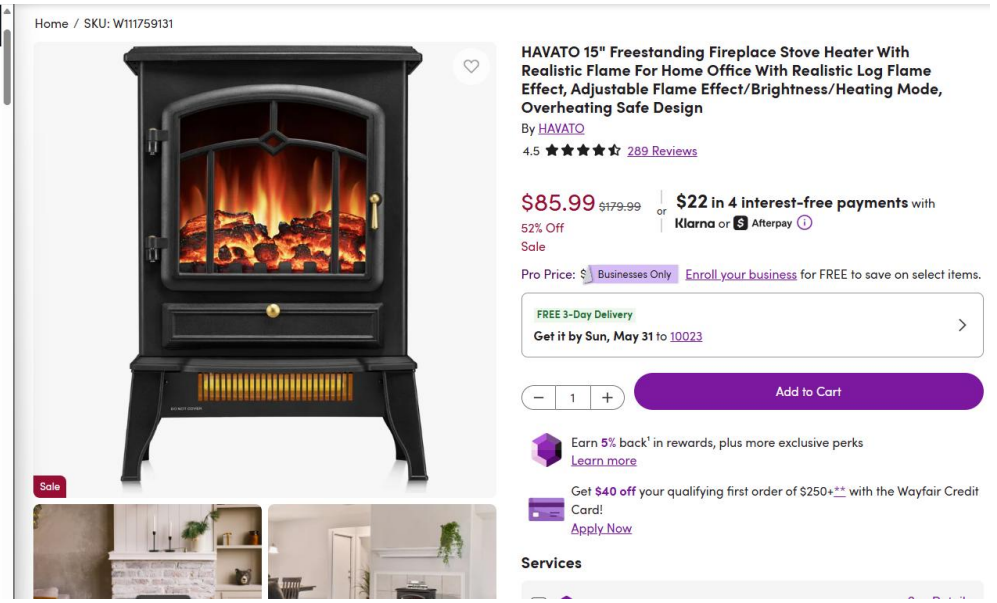
May 2026



Bespoke – Amazon and Wayfair Identical Items

May 2026





Source: Bespoke Market Intelligence Analysis

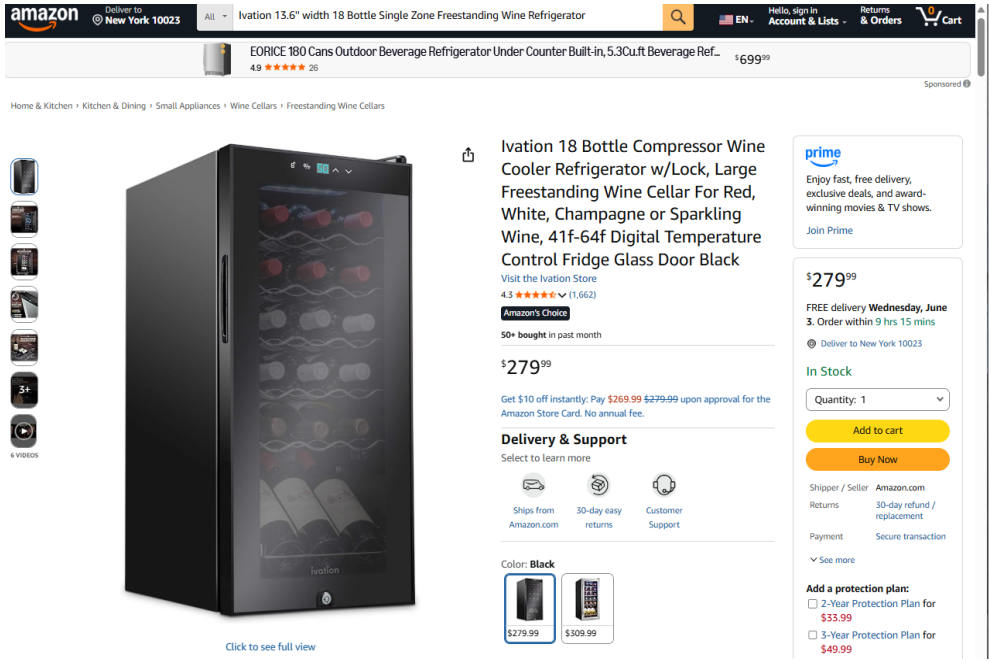
Wayfair Primary Research

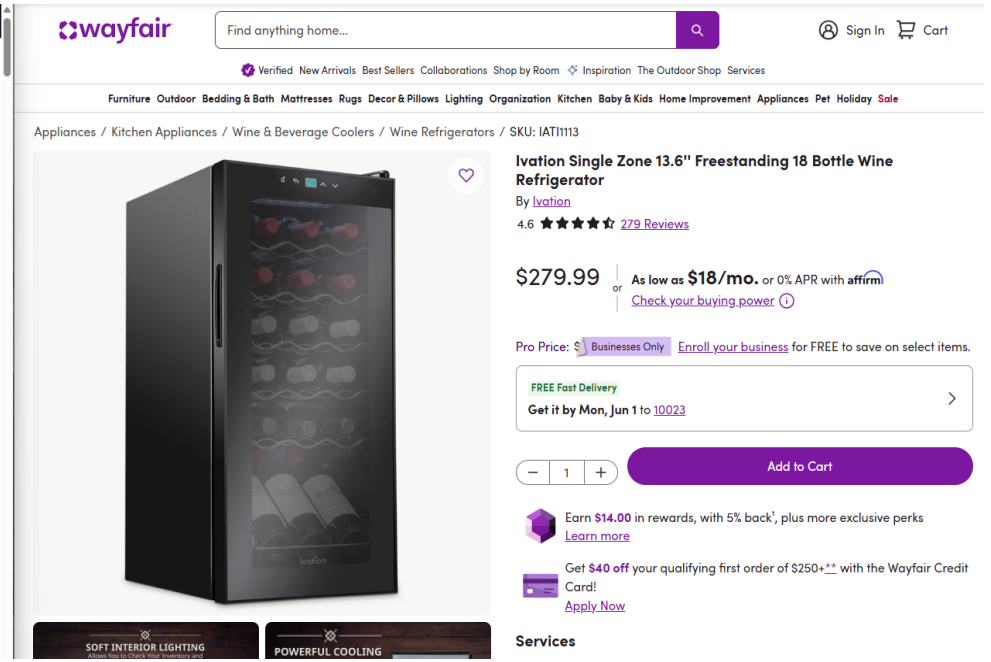
Category

- ❑ Sofas
- ❑ Coffee Tables
- ❑ TV Stands
- ❑ Beds
- ❑ Dressers
- ❑ Nightstands
- ❑ Dining Tables
- ❑ Chairs
- ❑ Desks
- ❑ Patio
- ❑ Rugs
- ❑ Décor
- ❑ Curtains
- ❑ Pillows
- ❑ Blankets
- ❑ Shelving
- ❑ Closet
- ❑ Lighting
- ❑ Lamps
- ❑ Dinnerware
- ❑ Drinkware
- ❑ Kids Beds
- ❑ Bathroom, Misc.
- ❑ Refrigerators
- ❑ Pets

Bespoke – Amazon and Wayfair Identical Items

May 2026



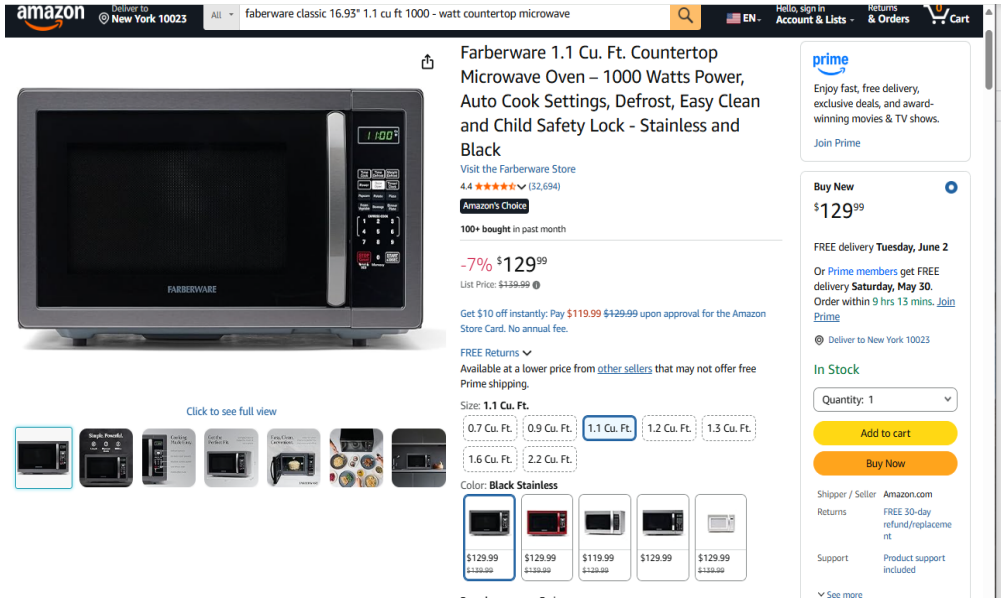


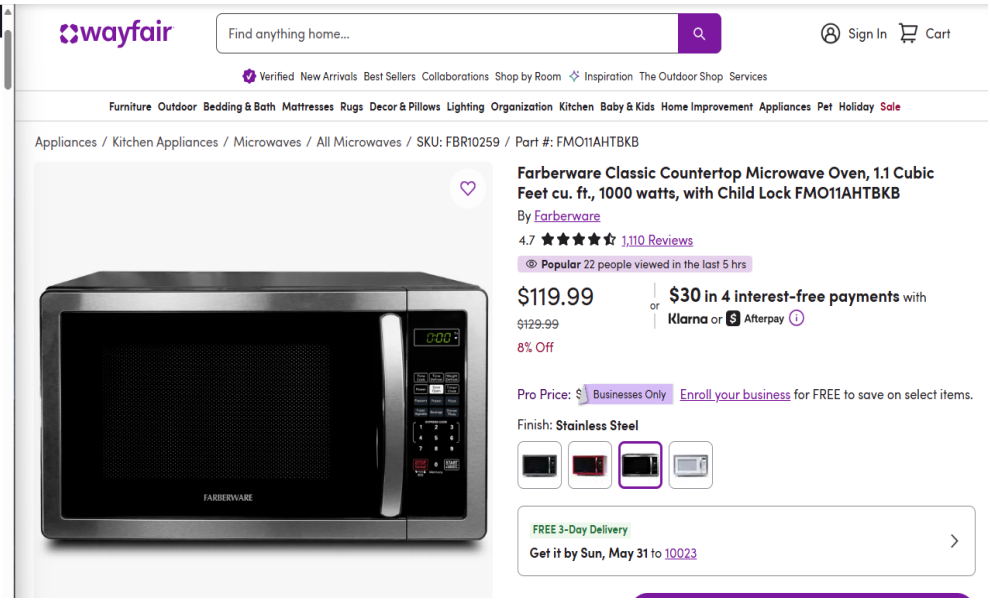
Source: Bespoke Market Intelligence Analysis

Wayfair Primary Research

Bespoke – Amazon and Wayfair Identical Items

May 2026

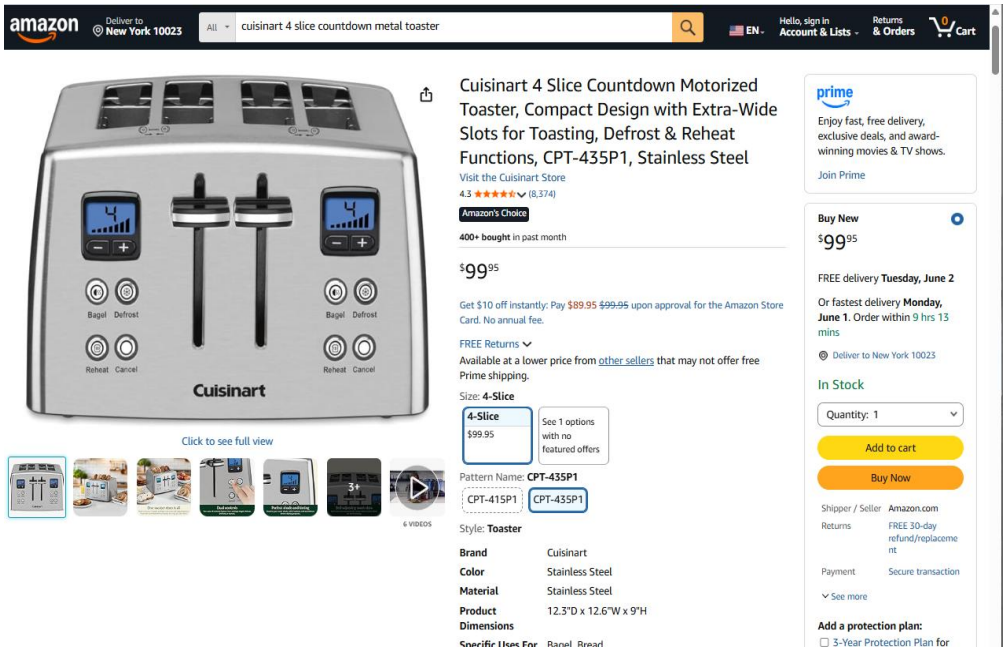


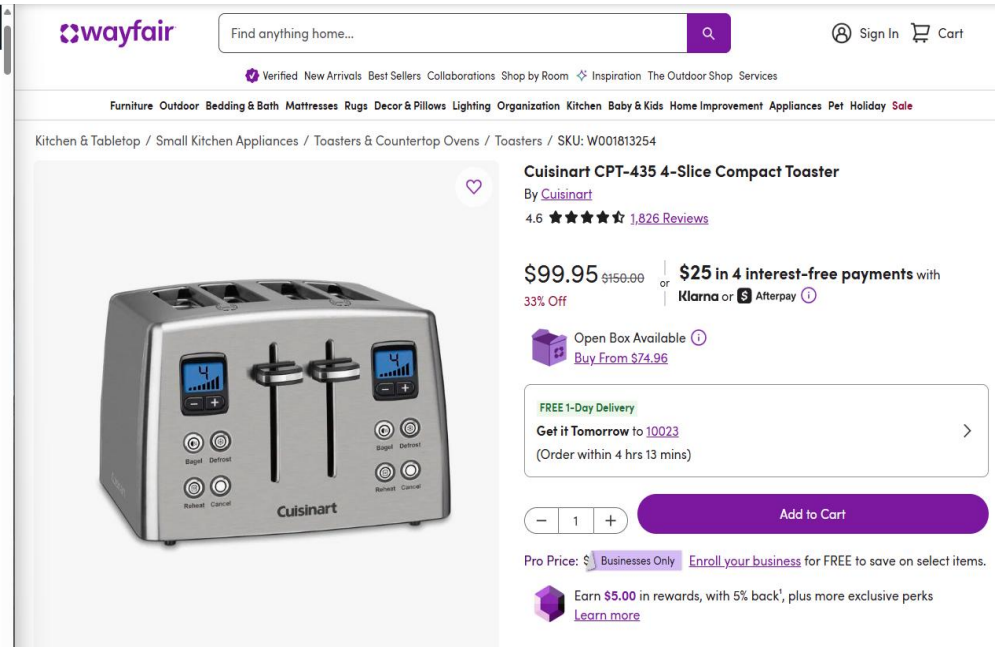


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026

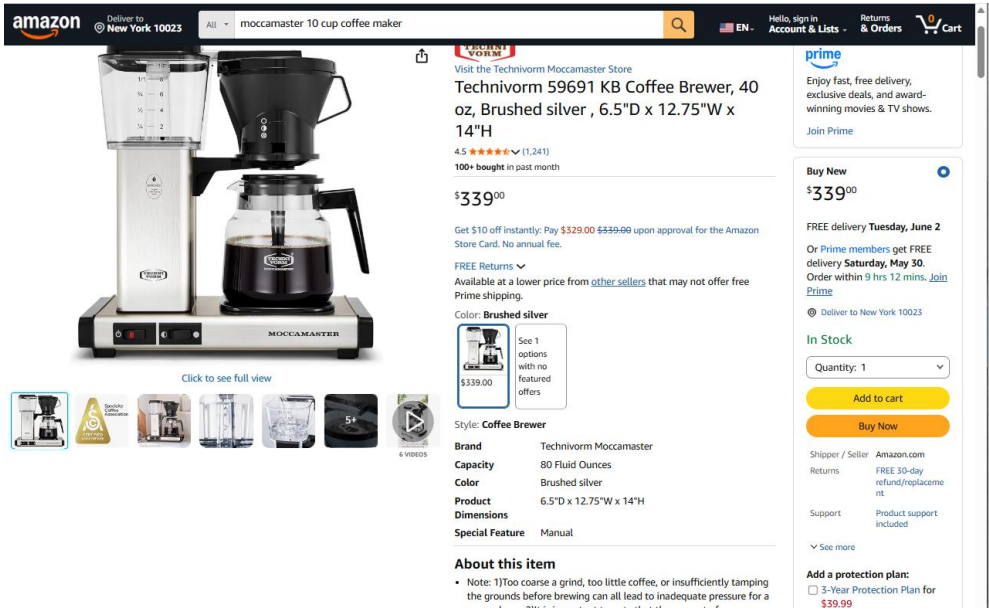


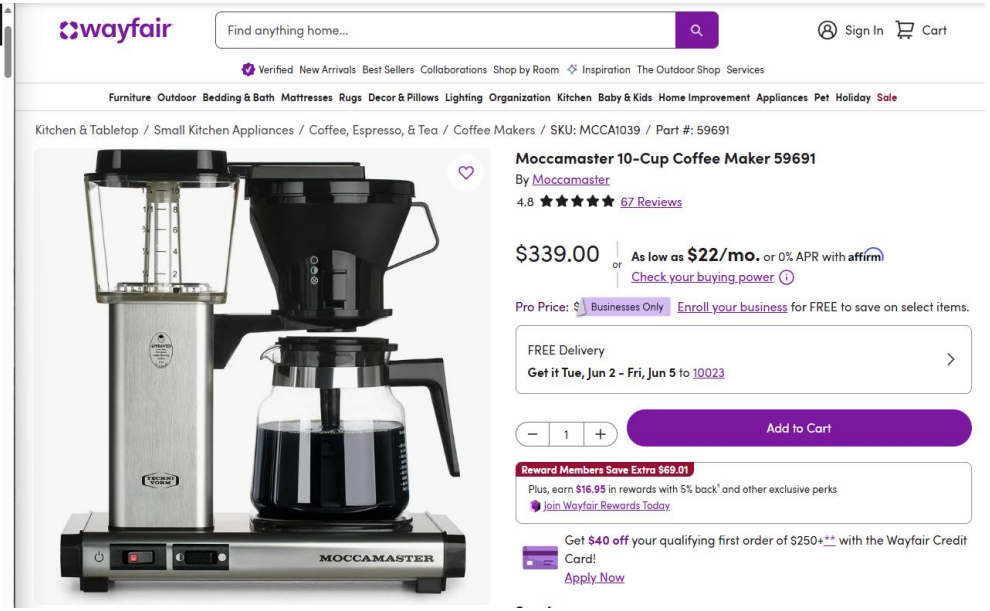


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026

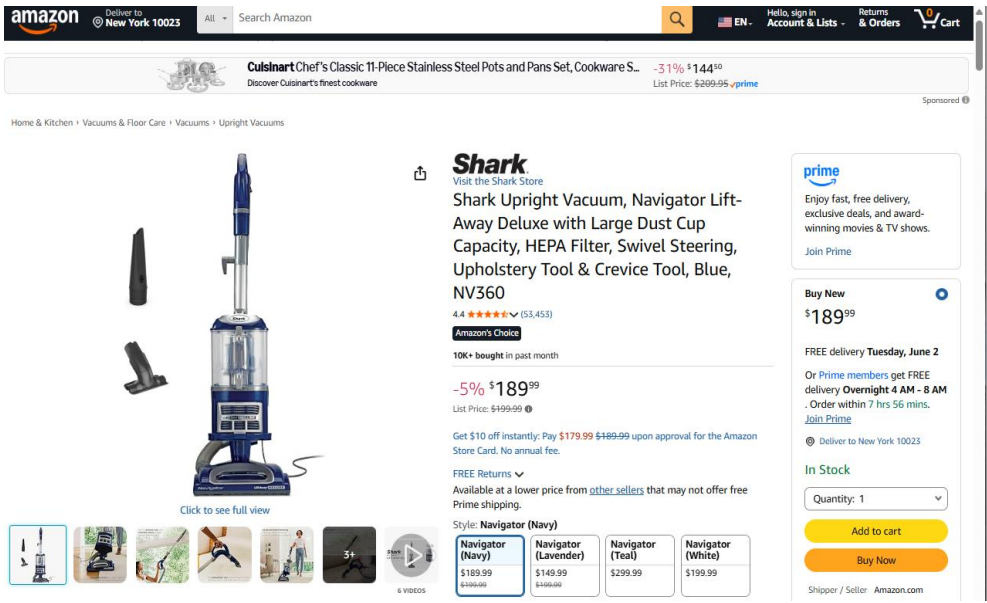


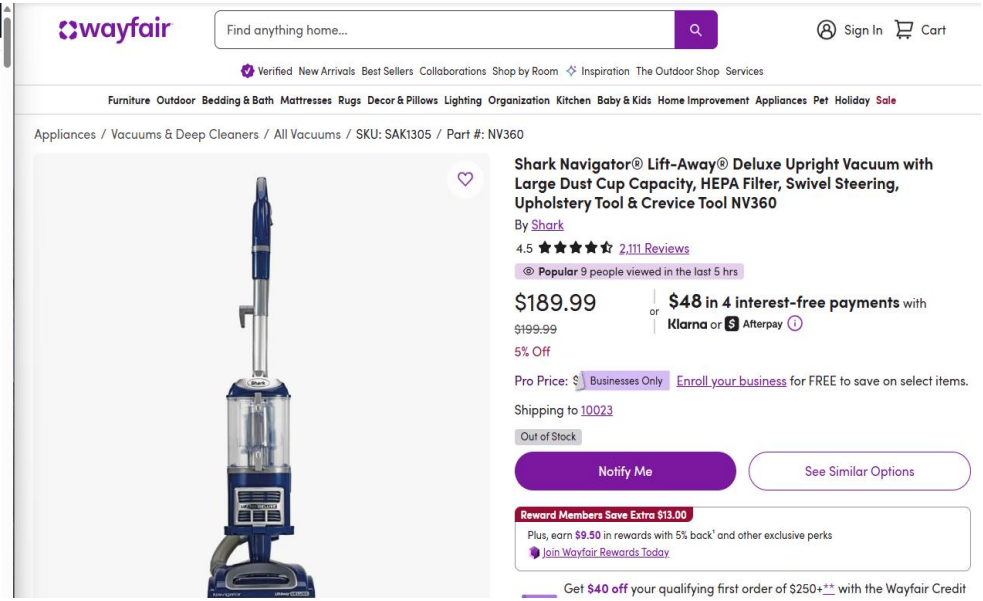


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026





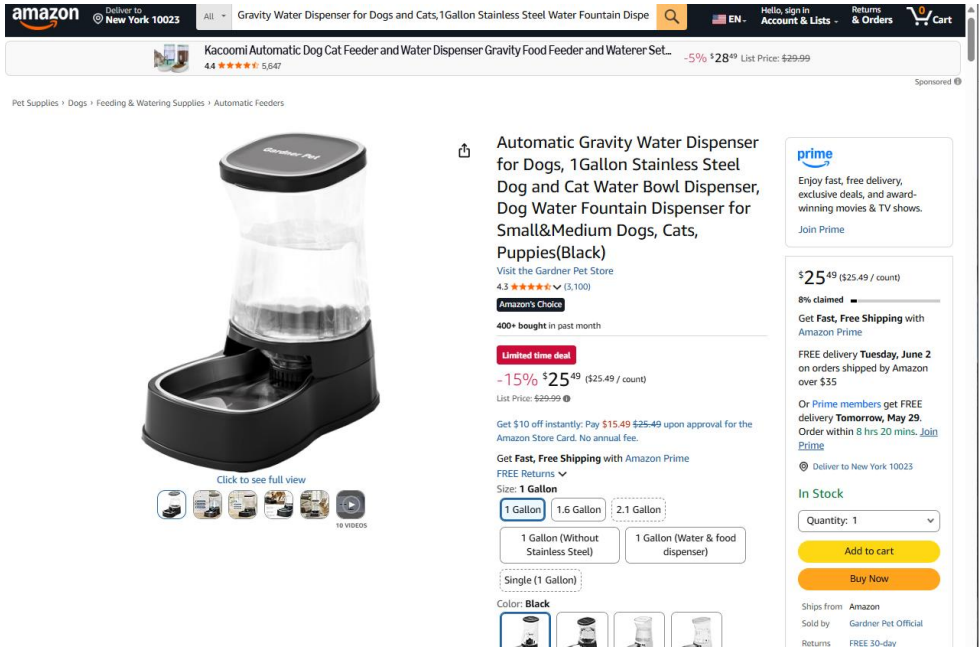
Source: Bespoke Market Intelligence Analysis

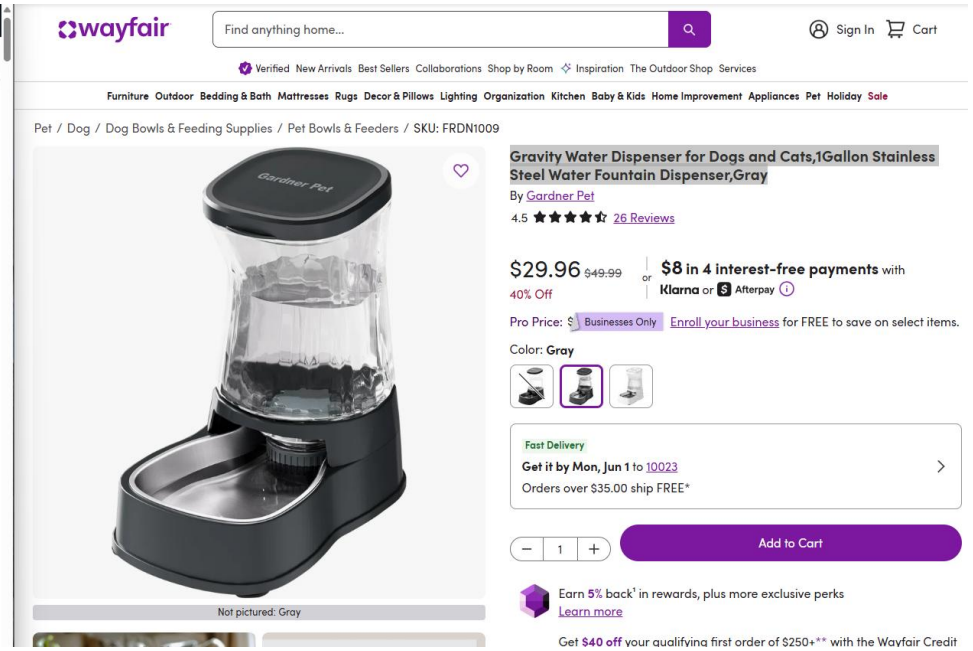
Category

- ❑ Sofas
- ❑ Coffee Tables
- ❑ TV Stands
- ❑ Beds
- ❑ Dressers
- ❑ Nightstands
- ❑ Dining Tables
- ❑ Chairs
- ❑ Desks
- ❑ Patio
- ❑ Rugs
- ❑ Décor
- ❑ Curtains
- ❑ Pillows
- ❑ Blankets
- ❑ Shelving
- ❑ Closet
- ❑ Lighting
- ❑ Lamps
- ❑ Dinnerware
- ❑ Drinkware
- ❑ Kids Beds
- ❑ Bathroom, Misc.
- ❑ Refrigerators
- ❑ Pets

Bespoke – Amazon and Wayfair Identical Items

May 2026

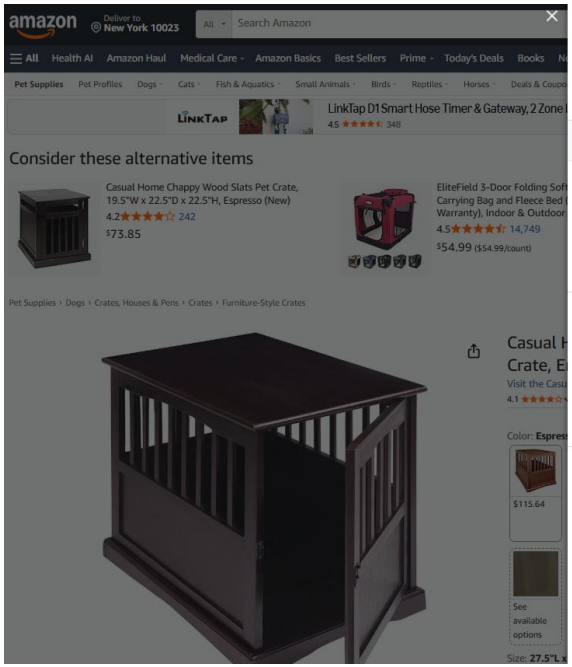


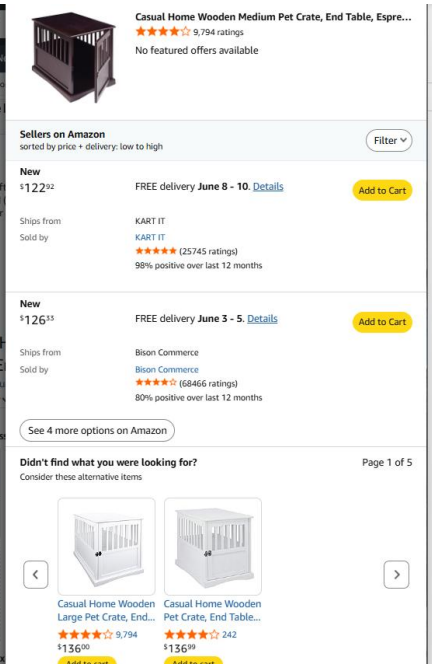


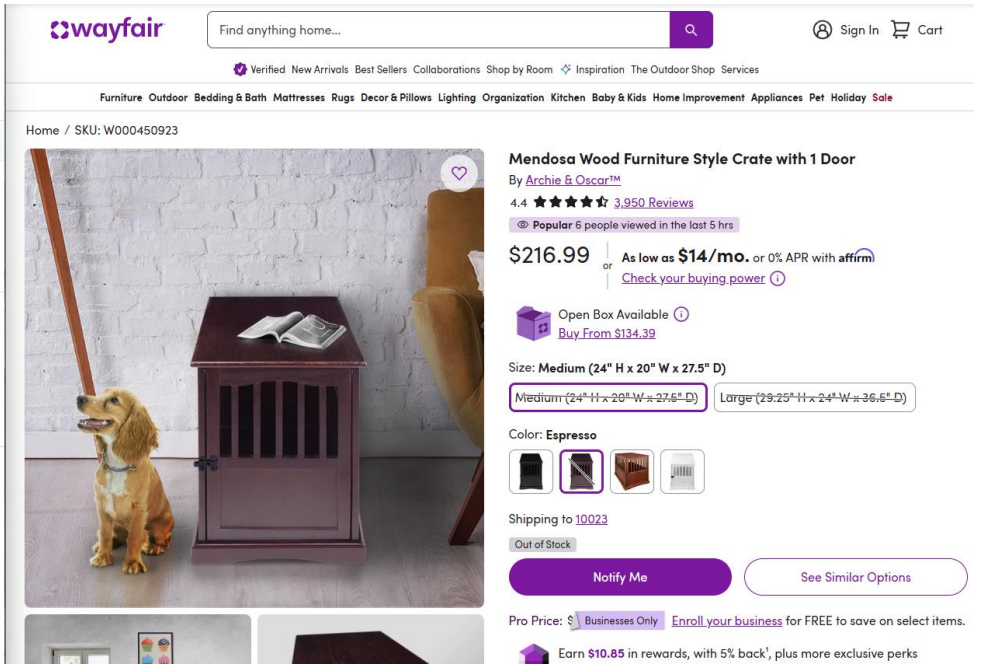
Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026



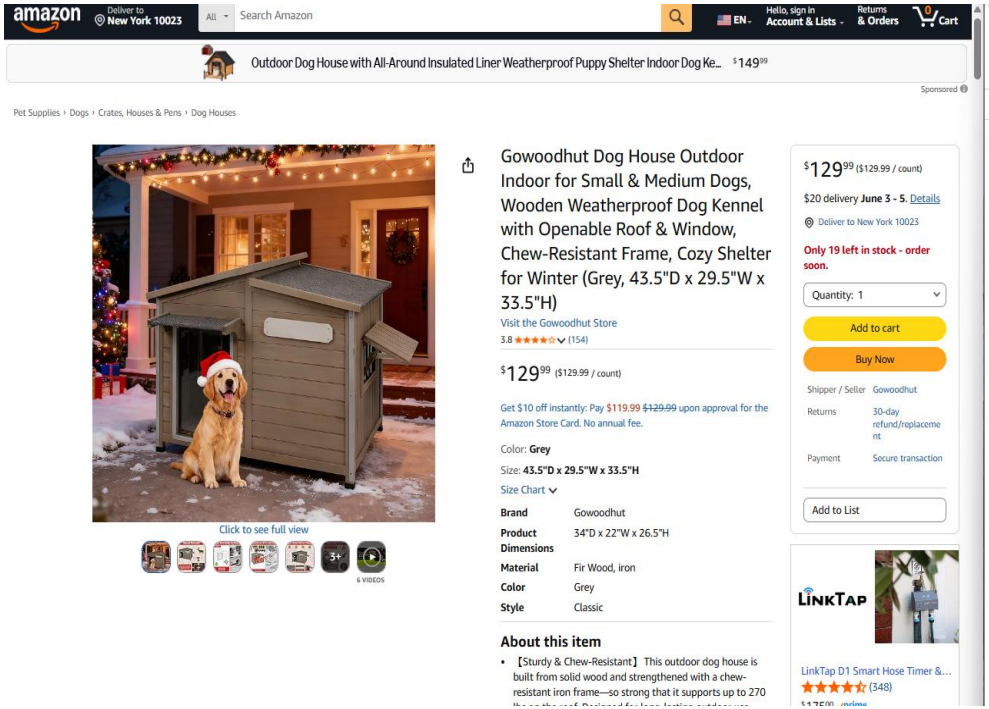


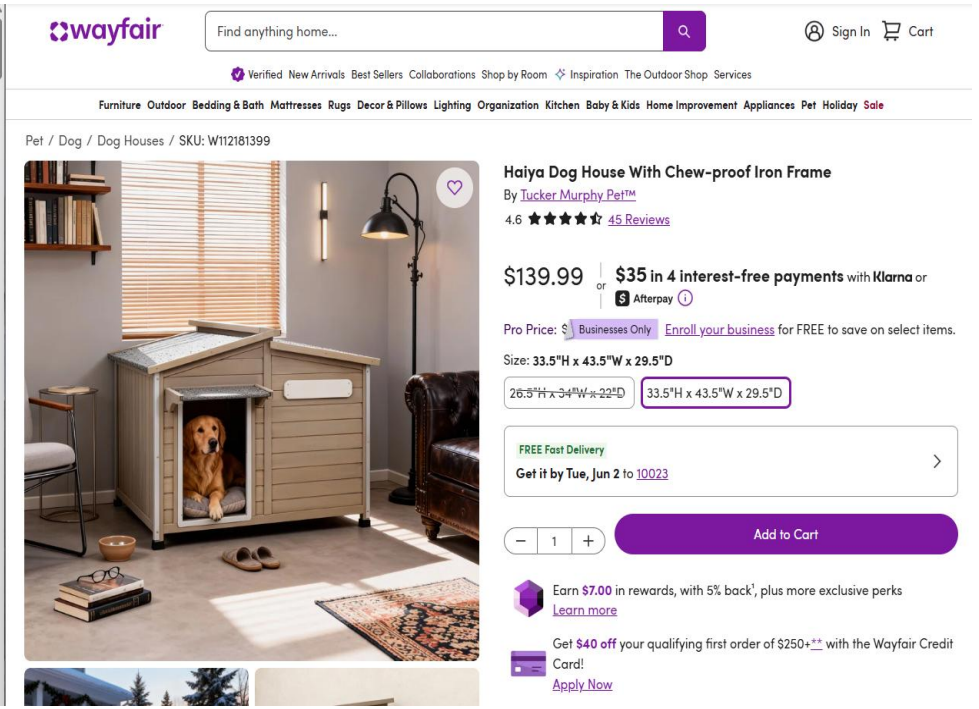


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026



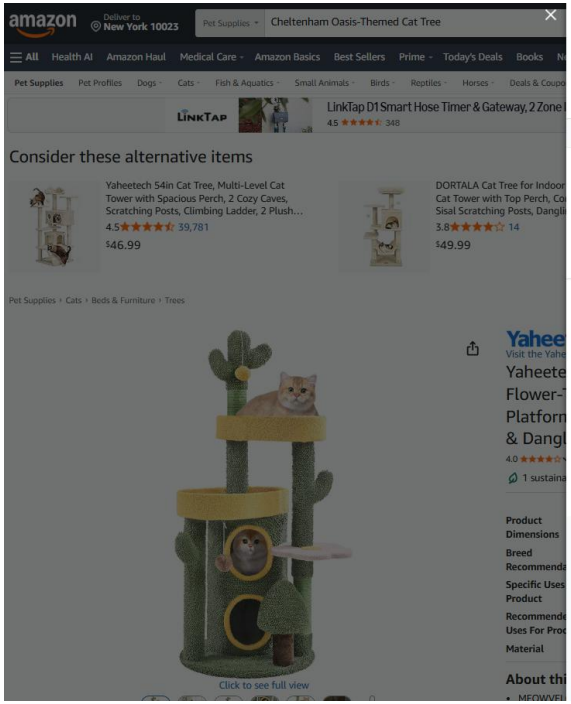


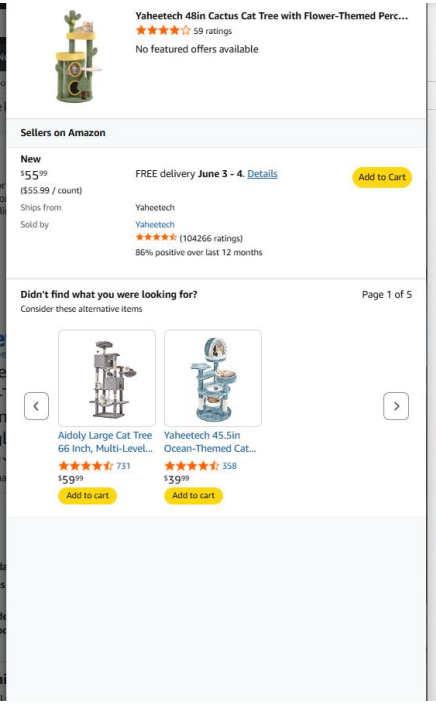
Source: Bespoke Market Intelligence Analysis

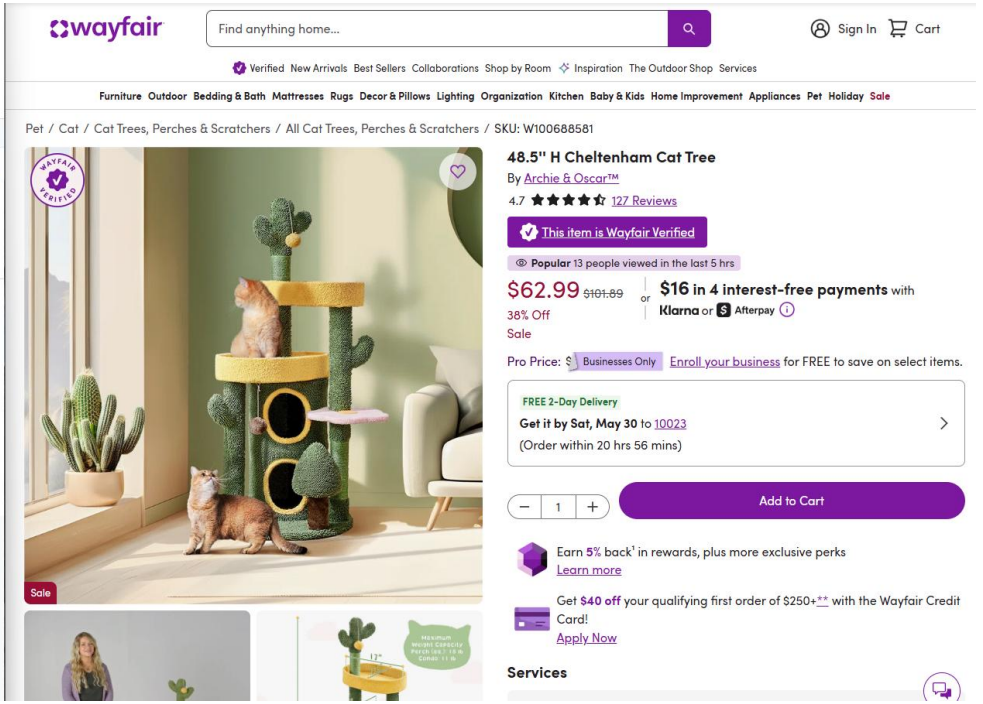
Wayfair Primary Research

Bespoke – Amazon and Wayfair Identical Items

May 2026



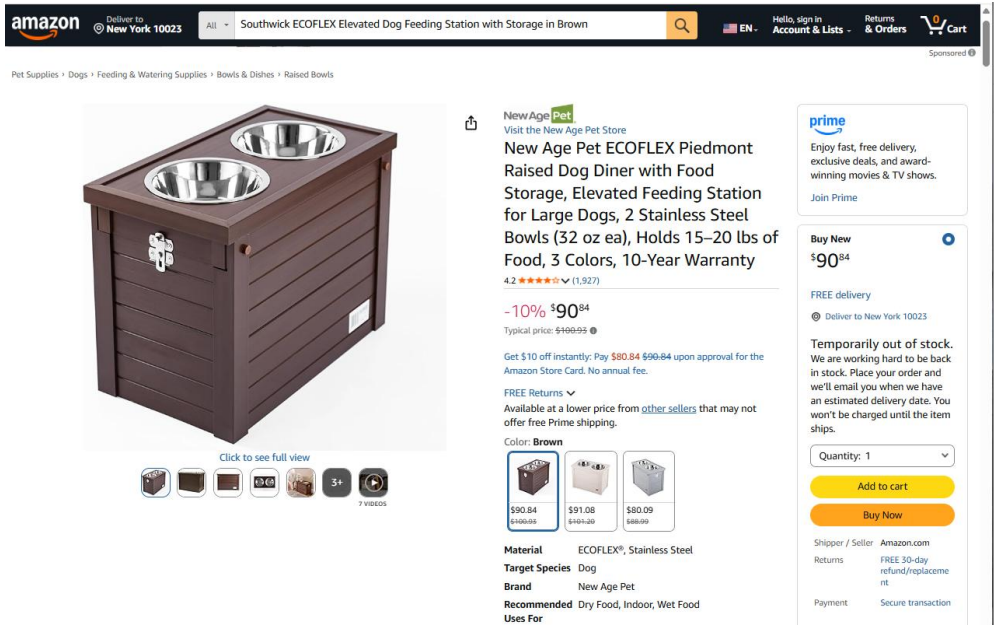


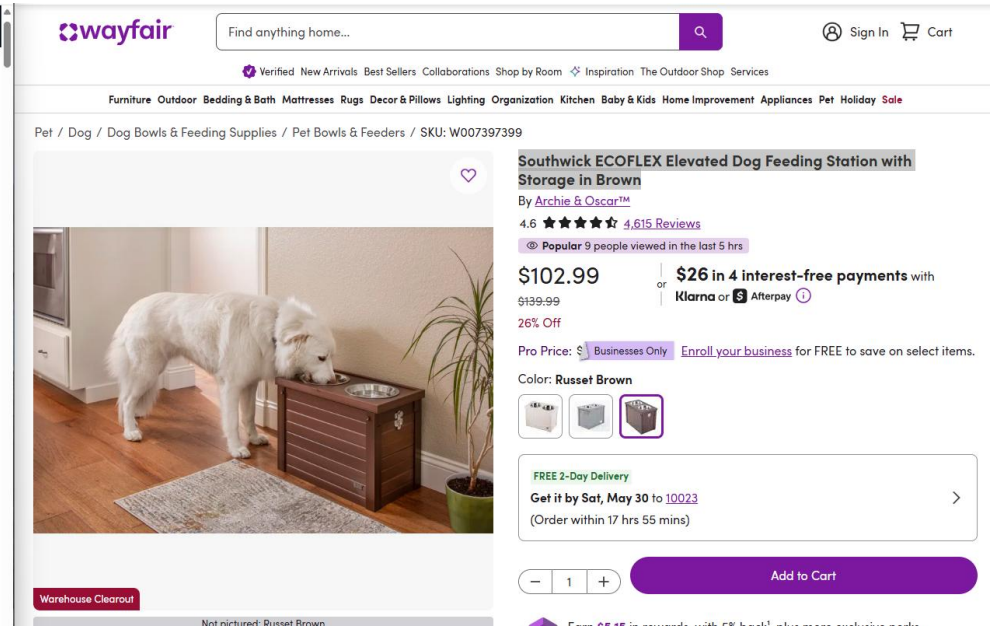


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon and Wayfair Identical Items

May 2026





Source: Bespoke Market Intelligence Analysis

Wayfair Primary Research