

Wayfair (W)

Purchase Intent has soared to a new ATH in 2020, but so has the stock price. Recommend selling until consumer Happiness Improves (currently below 50% positive.)

Stock since original report: +728%

Purchase Intent YoY: +212%



Crocs (CROX)

Crocs just had its best summer yet, and Purchase Intent volume is maintaining a higher level – Hold.

Stock since original report: +212%

Purchase Intent YoY: +31%



Planet Fitness (PLNT)

Purchase Intent showing continued YoY weakness, despite stock recovery. Sell.

Stock since original report: +63%

Purchase Intent YoY: -39%



Five Below (FIVE)

Purchase Intent Mentions are rising, while the stock remains lower on a YoY basis – Hold.

Stock since original report: +110%

Purchase Intent YoY: +6%



Wendy's (WEN)

Stock price has fully recovered, but now Purchase Intent is trending lower. Recommend taking profits.

Stock since original report: +92%

Purchase Intent YoY: -20%



Hasbro (HAS)

The supply chain concerns remain, but demand has continued to rise in 2020. Hold from the current price level.

Stock since original report: +53%

Purchase Intent YoY: +5%



Big Lots (BIG)

The stock has been on a tear since March, and PI has returned below pre-COVID levels – Sell.

Stock since original report: +276%

Purchase Intent YoY: -6%

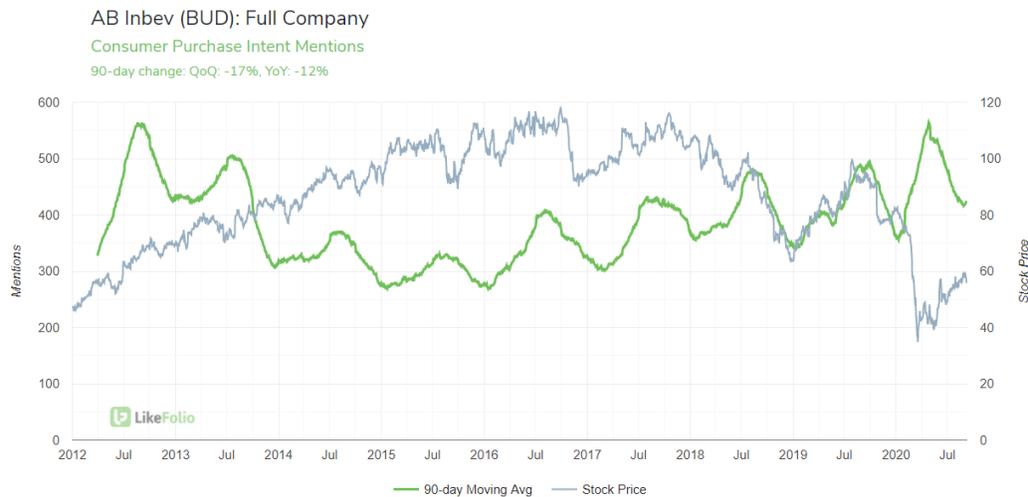


AB Inbev (BUD)

Demand is slightly lower YoY, but the stock is trading at a discount. This is still a safe hold.

Stock since original report: +35%

Purchase Intent YoY: -12%

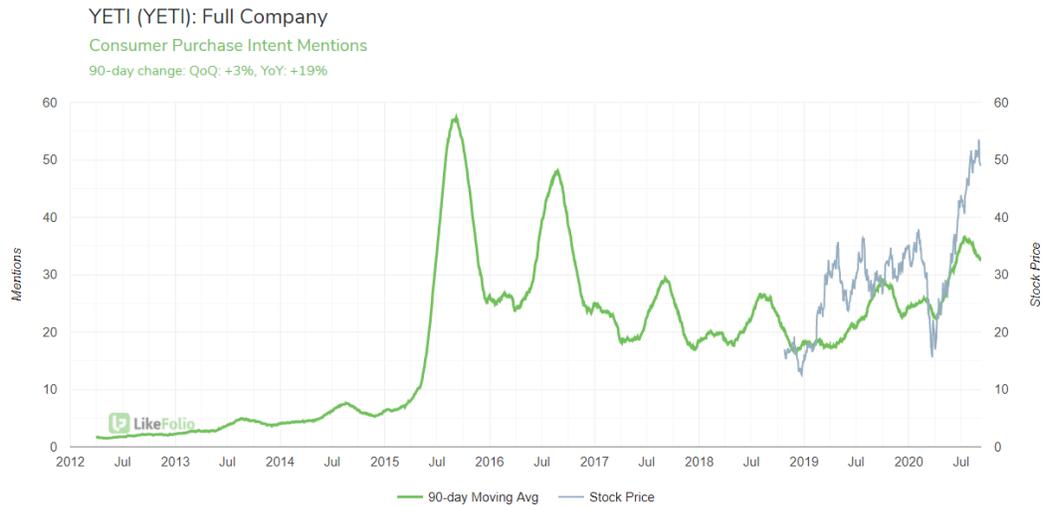


Yeti (YETI)

Purchase Intent is the highest it has been since the IPO. The stock isn't bargain-priced anymore, but we're not selling.

Stock since original report: +214%

Purchase Intent YoY: +19%



Roku (ROKU)

Demand has surged to a new ATH due to the quarantine. Hold on to this best-of-breed OTT Streaming provider.

Stock since original report: +82%

Purchase Intent YoY: +22%



Lovesac (LOVE)

Demand has continued to rise, but the growth has slowed in recent months. Consider taking profits at the current price.

Stock since original report: +404%

Purchase Intent YoY: +28%



Etsy (ETSY)

Although the stock has been on a phenomenal run, Purchase Intent has also continued to rise off the charts – Long-term hold.

Stock since original report: +235%

Purchase Intent YoY: +117%



Deere (DE)

Consumer Demand is at the highest level we have ever seen, but the stock has more than bounced back from the March lows – Consider Selling.

Stock since original report: +91%

Purchase Intent YoY: +16%



Nvidia (NVDA)

Gaming-driven demand for Nvidia's graphics cards has Purchase Intent at an ATH. Because they have some B2B, we can't predict all of this company's revenue, but we can't ignore the growth trend either – Hold.

Stock since original report: +124%

Purchase Intent YoY: +61%

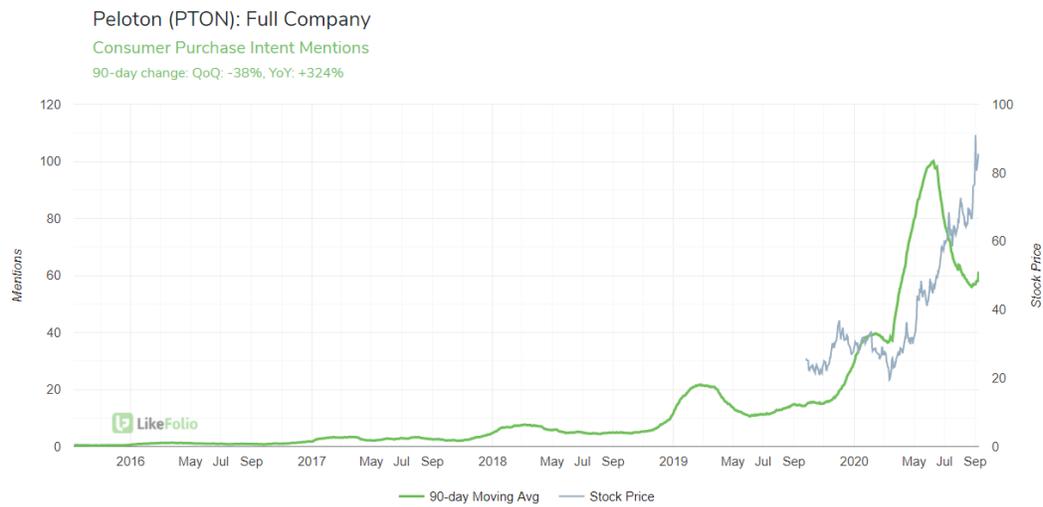


Peloton (PTON)

Purchase Intent Mentions surged to a monumental new high during the quarantine. Still maintaining impressive YoY growth – Hold.

Stock since original report: +267%

Purchase Intent YoY: +324%



CVS (CVS)

PI volume has fallen below the previous year, following the “essential business” spike seen during the lockdown – Sell.

Stock since original report: +14%

Purchase Intent YoY: -8%



Dollar Tree (DLTR)

Significant Weakness from the 'Family Dollar' brand has reversed the COVID surge in Purchase Intent to a YoY deficit. Take profits and wait for demand growth to return.

Stock since original report: +18%

Purchase Intent YoY: -6%



Altria (MO)

The stock has recovered nicely since March, but Purchase Intent is trending the other direction – Sell.

Stock since original report: +44%

Purchase Intent YoY: -21%



Target (TGT)

Demand has fallen from the ATH “essential business” levels to a below the levels seen last year. Considering the current share price, we recommend taking profits and waiting for a correction.

Stock since original report: +50%

Purchase Intent YoY: -14%



Amazon (AMZN)

AMZN shares are near an ATH and so is PI volume. Continue holding.

Stock since original report: +66%

Purchase Intent YoY: +13%

