

Why Amazon is launching its own TV, Peloton apparel, and how lululemon is doing so well

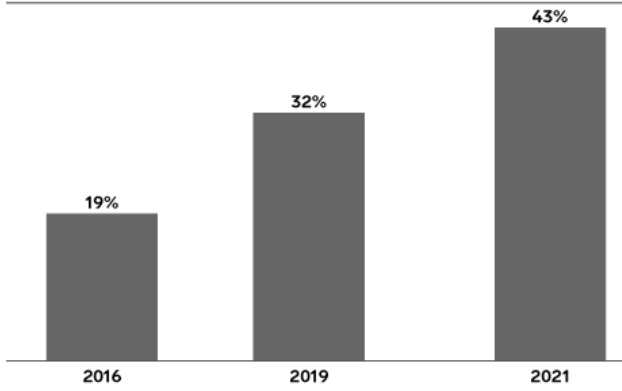
Audio

On today's episode, we discuss what this new Amazon TV is all about, how soon we can expect TV commerce, whether we'll see voice-enabled ads, and what the content play might

be. We then talk about Peloton launching its own apparel brand, why lululemon is crushing expectations, and Amazon's cashierless technology coming to Whole Foods. Tune in to the discussion with eMarketer principal analyst at Insider Intelligence Andrew Lipsman.

US Smart TV Ownership Share, 2016, 2019, & 2021

% of TV sets in US households



Note: ages 18+ who live in households with a TV set
Source: Leichtman Research Group (LRG), "Connected TVs 2021" as cited in press release, June 4, 2021

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