

Wayfair Inc.(W)

\$222.79 (As of 07/24/20)

Price Target (6-12 Months): **\$234.00**

Long Term: 6-12 Months

Zacks Recommendation:

Neutral

(Since: 07/24/20)

Prior Recommendation: Outperform

Short Term: 1-3 Months

Zacks Rank: (1-5)

3-Hold

Zacks Style Scores:

VGM:D

Value: D

Growth: C

Momentum: B

Summary

Wayfair is benefiting from its strengthening direct retail business across the United States and international regions. Additionally, expanding active customer base is a tailwind. Further, the company stays confident about growth prospects in markets, namely the U.K. and Germany. This can be attributed to its growing efforts to expand house-brand offerings in these countries. Further, the company is aggressively investing in international regions in order to bolster international presence, which remains a tailwind. However, Wayfair is suffering from mounting investment expenses which are weighing on margin expansion. Further, rising competition from e-commerce giant Amazon, poses threat to the company's market position. Notably, the stock has outperformed its industry over a year.

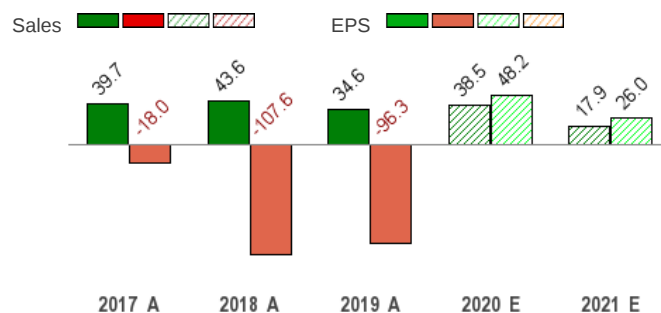
Price, Consensus & Surprise



Data Overview

52 Week High-Low	\$234.37 - \$21.70
20 Day Average Volume (sh)	1,559,604
Market Cap	\$21.1 B
YTD Price Change	146.5%
Beta	3.37
Dividend / Div Yld	\$0.00 / 0.0%
Industry	Internet - Commerce
Zacks Industry Rank	Top 44% (112 out of 252)

Sales and EPS Growth Rates (Y/Y %)



Last EPS Surprise	9.5%
Last Sales Surprise	-0.0%
EPS F1 Est- 4 week change	2.0%
Expected Report Date	08/05/2020
Earnings ESP	43.5%

Sales Estimates (millions of \$)

	Q1	Q2	Q3	Q4	Annual*
2021	3,037 E	3,714 E	3,857 E	4,049 E	14,903 E
2020	2,330 A	3,954 E	3,167 E	3,281 E	12,640 E
2019	1,945 A	2,343 A	2,305 A	2,533 A	9,127 A

EPS Estimates

	Q1	Q2	Q3	Q4	Annual*
2021	-\$1.51 E	-\$0.33 E	-\$0.56 E	-\$0.62 E	-\$3.08 E
2020	-\$2.30 A	\$0.89 E	-\$1.09 E	-\$1.28 E	-\$4.16 E
2019	-\$1.62 A	-\$1.35 A	-\$2.23 A	-\$2.80 A	-\$8.03 A

*Quarterly figures may not add up to annual.

P/E TTM	NA
P/E F1	NA
PEG F1	NA
P/S TTM	2.2

The data in the charts and tables, including the Zacks Consensus EPS and Sales estimates, is as of 07/24/2020. The reports text is as of 07/27/2020.

Overview

Wayfair Inc. is headquartered in Boston, Massachusetts. The company is one of the world's leading online sellers of home goods products, consisting of furniture and home decor.

Founded in 2002 as multiple e-commerce websites, the company came together as Wayfair.com in 2011. It operates worldwide through Wayfair.com and four other branded websites namely – Joss & Main, AllModern, Birch Lane and Perigold. The company currently offers more than 18 million products from more than 12,000 suppliers.

Additionally, the company operates in Canada, the U.K. and Germany through Wayfair.ca, Wayfair.co.uk and Wayfair.de, respectively.

The company has its own logistics network which contributed majorly to the total shipment of goods to the customers. The network is comprised of CastleGate and the Wayfair Delivery Network (WDN).

While CastleGate aids in minimizing damages and speeding up deliveries, WDN enables management of large parcel deliveries and facilitates last mile delivery services.

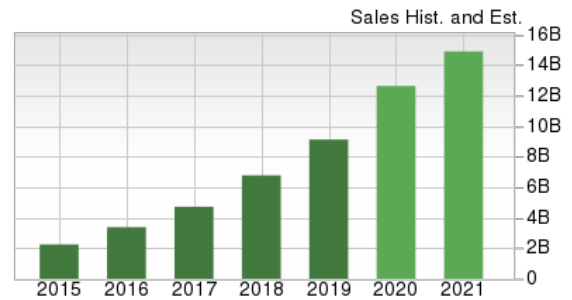
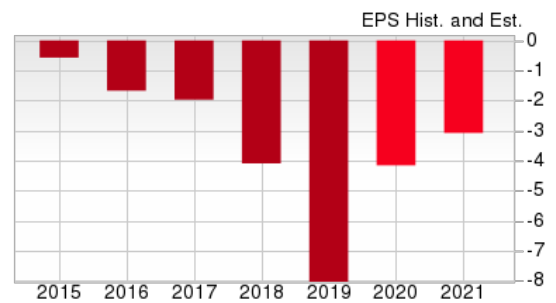
Wayfair generates net revenue from product sales through its five distinct sites and through sites operated by third parties. Wayfair also earns revenues from third-party advertisers that pay based on the number of advertisement-related clicks, actions, or impressions for ads placed on its sites.

Beginning fourth-quarter 2016, Wayfair changed its reportable segments from one to two. These segments are U.S. and International.

In 2019, the company generated a total revenue of \$9.13 billion. For the same year, U.S. accounted for 85.1% (up 33.6% from 2018) and International accounted for 14.9% (up 41% year over year).

The company had approximately 16,985 employees worldwide as of Dec 31, 2019.

The market for online home goods and furniture is very competitive, fragmented and rapidly changing. Wayfair competes across all segments of the home goods market. The competition includes furniture stores, big box retailers, department stores, specialty retailers, online retailers and marketplaces in the United States, Canada, the United Kingdom and Germany.



Reasons To Buy:

- ▲ Wayfair is the **leader in the growing homes goods market**. It is the second-largest participant in the United States online home goods market. The annual United States market for home goods is approximately \$270 billion, of which approximately 9% is sold online today as per the company's sec filing. This homes goods market is expected to continue to grow as the housing sector recovers, with rising affluence in specific demographics, driving demand for home goods items. Euromonitor also projects that the United States home goods market will grow about 2.5% annually through 2023. With the mass moving into new homes and the increasing use of online shopping, management expects online sales of home goods to increase. Moreover, with the company's aim to expand in international markets, Wayfair is bound to expand its sales and profits going forward.
 - ▲ Over the last few years, Wayfair has been taking steps to **strengthen its position in the international markets**. It has been making efforts to expand its business in Canada, the United Kingdom, and Germany. In pursuance of this strategy, the company has been building international infrastructure, growing international supplier network and establishing brand presence in selected countries. The company continues to witness strong growth in Canada with the launch of French language site and especially, CastleGate facility.
 - ▲ Wayfair has been witnessing strong growth across all its metrics. The percent of orders have increased steadily. In the first quarter, more than 50% of orders were from repeat customers, up 27.9% year over year. The increasing percentage of orders from repeat customers is a big positive for the company as it incurs less of advertising cost to reactivate a previous customer. Also, active customers increased 28.6% from the year-ago quarter to 21.1 million.
-

Wayfair's leading market position in the home goods market, strong metrics growth, focus on international expansion, technology and strong balance sheet are positives

Reasons To Sell:

- ▼ Wayfair's **balance sheet remains highly leveraged**. As of Mar 31, 2020, the company's net debt stayed high at approximately \$1.5 billion compared with \$1.3 billion as of Dec 31, 2019. Given the fact that cash generation is negative with free cash flow also remaining negative, we think this makes the shares a bit risky.

Wayfair's **increased advertising spending might impact profitability**. The company needs to continuously spend on its advertising to entice new and existing customers and thereby expand its customer base. Also, about 70% of Wayfair's online home products can be found on Amazon with similar pricing on the latter's website. Therefore in order to compete well with Amazon, Wayfair may have to reduce its prices or spend more on advertising. These factors could impact the company's profits going forward.

- ▼ Wayfair faces **intense competition** from all segments of the home goods market. These include furniture stores, big box retailers, department stores, specialty retailers, online retailers such as Amazon and marketplaces in the U.S., Canada, the United Kingdom and Germany. We believe unhealthy competition might adversely affect both the top line and the bottom-line growth.
 - ▼ **Adverse Currency Fluctuation May Dent Sales**: Wayfair has been expanding its operations in international markets too, and is therefore highly vulnerable to exchange rate volatility. The weakening of the British Pound and Canadian dollar vis-a-vis the United States dollar, may negatively affect sales.
-

The increasing advertising expenditure, intense competition and foreign currency fluctuation remain concerns.

Last Earnings Report

Wayfair Q1 Loss Narrower Than Anticipated, Revenues Miss

Wayfair Inc. reported first-quarter 2020 non-GAAP loss of \$2.30 per share, narrower than the Zacks Consensus Estimate of a loss of \$2.55.

Total revenues came in at \$2.33 billion, up 19.8% year over year. However, the figure missed the Zacks Consensus Estimate by 0.4%.

The increase in revenues was driven by strong acceleration in new and repeat customer orders. Also, increase in active customers and strength in the company's direct retail business aided year-over-year revenue growth.

Quarter Ending **03/2020**

Report Date	May 05, 2020
Sales Surprise	-0.04%
EPS Surprise	9.45%
Quarterly EPS	-2.30
Annual EPS (TTM)	-8.68

Quarter in Detail

Direct retail net revenues — including sales generated primarily through Wayfair's sites — were \$2.3 billion, which increased 20.3% year over year.

Active customers increased 28.6% from the prior-year quarter to 21.1 million. Also, LTM net revenues per active customer increased 1.6% year over year to \$449 million.

Total number of orders delivered in the reported quarter was 9.9 million, up 21% year over year. In addition, orders per customer in the quarter were 1.86 million, reflecting an increase of 0.5% from the year-ago period. Further, repeat customers placed 6.9 million orders in the first quarter, up 27.9% year over year.

Operating Results

In the first quarter, Wayfair's gross margin was 24.9%, up 70 basis points on a year-over-year basis.

Adjusted EBITDA margin was (5.5%) compared with (5.3%) in the year-ago quarter. This was due to increasing investments, mainly in international regions served.

The company's operating expenses of \$841.2 million increased 26.7% year over year. Operating loss was \$262.1 million, wider than the prior-year loss of \$193.6 million.

Balance Sheet & Cash Flow

At the end of the first quarter, cash, cash equivalents and short-term investments were \$891 million, down from \$987 million in the prior quarter. Accounts receivables were \$110.3 million, up from \$99.7 million in the fourth quarter.

Cash from operations was (\$256.3) million and capital expenditure totaled \$60 million. Free cash flow was (\$354.6) million compared with (\$158.5) million in the fourth quarter.

Recent News

On Apr 20, 2020, Wayfair named Jim Miller as the permanent Chief Technology Officer of the company. He will continue to provide strategic direction and leadership for the rapid scaling of Wayfair's tech operations.

On Nov 13, 2019, Wayfair introduced features like AR and room planner 3D for its mobile shopping app to make it easier for customers to shop from anywhere.

Valuation

Wayfair shares are up 146.5% in the year-to-date period and 66.3% over the trailing 12-month period. Stocks in the Zacks sub-industry is up 45.3% and the Zacks Retail-Wholesale sector is up 13.4% in the year-to-date period. Over the past year, the Zacks sub-industry is up 51.6% and the sector is up 21.6%.

The S&P 500 index is up 0.0% in the year-to-date period and up 7% in the past year.

The stock is currently trading at 1.51X forward 12-month sales, which compares to 4.59X for the Zacks sub-industry, 1.21X for the Zacks sector and 3.55X for the S&P 500 index.

Over the past five years, the stock has traded as high as 2.04X and as low as 0.19X, with a 5-year median of 1.06X. Our Neutral recommendation indicates that the stock will perform in-line with the market. Our \$234 price target reflects 1.65X forward 12-month sales.

The table below shows summary valuation data for W

Valuation Multiples - W					
		Stock	Sub-Industry	Sector	S&P 500
P/S F12M	Current	1.51	4.59	1.21	3.55
	5-Year High	2.04	5.99	1.21	3.55
	5-Year Low	0.19	3.16	0.82	2.53
	5-Year Median	1.06	4.7	0.97	3.02
EV/Sales TTM	Current	1.99	5.39	1.32	2.97
	5-Year High	2.53	8.11	1.36	3.43
	5-Year Low	0.38	3.78	0.89	2.11
	5-Year Median	1.42	6.02	1.1	2.8

As of 07/24/2020

Industry Analysis Zacks Industry Rank: Top 44% (112 out of 252)



Top Peers

Company (Ticker)	Rec	Rank
eBay Inc. (EBAY)	Outperform	1
Amazon.com, Inc. (AMZN)	Neutral	3
Expedia Group, Inc. (EXPE)	Neutral	3
Haverty Furniture Companies, Inc. (HVT)	Neutral	4
JD.com, Inc. (JD)	Neutral	1
Pinduoduo Inc. Sponsored ADR (PDD)	Neutral	3
Qurate Retail Group, Inc. (QRTEA)	Neutral	2
ZALANDO SE ADRS (ZLNDY)	Neutral	2

Industry Comparison Industry: Internet - Commerce				Industry Peers		
	W	X Industry	S&P 500	AMZN	EBAY	WMT
Zacks Recommendation (Long Term)	Neutral	-	-	Neutral	Outperform	Neutral
Zacks Rank (Short Term)	3	-	-	3	1	3
VGM Score	D	-	-	C	C	A
Market Cap	21.08 B	2.50 B	22.16 B	1,500.77 B	38.73 B	371.90 B
# of Analysts	12	3.5	14	14	12	14
Dividend Yield	0.00%	0.00%	1.81%	0.00%	1.16%	1.65%
Value Score	D	-	-	D	B	B
Cash/Price	0.04	0.11	0.06	0.03	0.11	0.04
EV/EBITDA	-33.62	7.18	13.07	39.47	14.71	12.47
PEG Ratio	NA	2.45	3.03	5.52	1.35	4.73
Price/Book (P/B)	NA	5.15	3.11	22.99	18.26	5.02
Price/Cash Flow (P/CF)	NA	16.51	12.27	44.88	16.51	14.82
P/E (F1)	NA	47.29	21.88	148.88	15.83	26.62
Price/Sales (P/S)	2.22	1.96	2.38	5.07	3.68	0.70
Earnings Yield	-1.87%	0.69%	4.34%	0.67%	6.31%	3.76%
Debt/Equity	-2.06	0.31	0.76	0.36	3.87	0.85
Cash Flow (\$/share)	-7.77	0.47	7.01	67.05	3.34	8.85
Growth Score	C	-	-	C	C	A
Hist. EPS Growth (3-5 yrs)	NA%	12.13%	10.82%	102.38%	0.82%	1.81%
Proj. EPS Growth (F1/F0)	48.24%	2.84%	-9.01%	-12.17%	23.06%	0.00%
Curr. Cash Flow Growth	104.27%	1.48%	5.47%	31.33%	8.64%	-0.12%
Hist. Cash Flow Growth (3-5 yrs)	NA%	11.55%	8.55%	49.26%	-6.76%	-0.31%
Current Ratio	0.86	1.72	1.31	1.08	1.34	0.77
Debt/Capital	NA%	27.95%	44.41%	26.42%	79.46%	46.01%
Net Margin	-11.25%	-3.99%	10.46%	3.56%	44.44%	2.81%
Return on Equity	NA%	8.01%	15.13%	17.83%	63.44%	18.33%
Sales/Assets	3.49	1.22	0.54	1.42	0.55	2.27
Proj. Sales Growth (F1/F0)	38.49%	0.00%	-2.06%	25.29%	-4.28%	4.07%
Momentum Score	B	-	-	A	D	C
Daily Price Chg	2.20%	0.00%	-0.65%	0.75%	-0.05%	-0.30%
1 Week Price Chg	-3.54%	0.00%	3.82%	-7.44%	-1.92%	0.81%
4 Week Price Chg	8.61%	5.64%	4.96%	9.23%	11.58%	9.63%
12 Week Price Chg	79.61%	26.25%	9.30%	21.62%	38.39%	7.97%
52 Week Price Chg	65.53%	40.45%	-2.82%	52.44%	35.06%	16.95%
20 Day Average Volume	1,559,604	299,552	2,026,477	5,594,288	10,432,175	9,420,575
(F1) EPS Est 1 week change	0.00%	0.00%	0.00%	0.14%	-0.03%	0.00%
(F1) EPS Est 4 week change	2.01%	0.00%	0.15%	5.28%	1.31%	-0.06%
(F1) EPS Est 12 week change	47.88%	-5.13%	-3.24%	-24.63%	17.56%	-3.50%
(Q1) EPS Est Mthly Chg	3.09%	0.00%	0.00%	0.79%	1.34%	-0.14%

Zacks Stock Rating System

We offer two rating systems that take into account investors' holding horizons: Zacks Rank and Zacks Recommendation. Each provides valuable insights into the future profitability of the stock and can be used separately or in combination with each other depending on your investment style.

Zacks Recommendation

The Zacks Recommendation aims to predict performance over the next 6 to 12 months. The foundation for the quantitatively determined Zacks Recommendation is trends in the company's estimate revisions and earnings outlook. The Zacks Recommendation is broken down into 3 Levels; Outperform, Neutral and Underperform. Unlike many Wall Street firms, we have an excellent balance between the number of Outperform and Neutral recommendations. Our team of 70 analysts are fully versed in the benefits of earnings estimate revisions and how that is harnessed through the Zacks quantitative rating system. But we have given our analysts the ability to override the Zacks Recommendation for the 1200 stocks that they follow. The reason for the analyst over-rides is that there are often factors such as valuation, industry conditions and management effectiveness that a trained investment professional can spot better than a quantitative model.

Zacks Rank

The Zacks Rank is our short-term rating system that is most effective over the one- to three-month holding horizon. The underlying driver for the quantitatively-determined Zacks Rank is the same as the Zacks Recommendation, and reflects trends in earnings estimate revisions.

Zacks Style Scores

The Zacks Style Score is as a complementary indicator to the Zacks rating system, giving investors a way to focus on the highest rated stocks that best fit their own stock picking preferences.

Academic research has proven that stocks with the best Value, Growth and Momentum characteristics outperform the market. The Zacks Style Scores rate stocks on each of these individual styles and assigns a rating of A, B, C, D and F. We also produce the VGM Score (V for Value, G for Growth and M for Momentum), which combines the weighted average of the individual Style Scores into one score. This is perfectly suited for those who want their stocks to have the best scores across the board.

Value Score	D
Growth Score	C
Momentum Score	B
VGM Score	D

As an investor, you want to buy stocks with the highest probability of success. That means buying stocks with a Zacks Recommendation of Outperform, which also has a Style Score of an A or a B.

Disclosures

This report contains independent commentary to be used for informational purposes only. The analysts contributing to this report do not hold any shares of this stock. The analysts contributing to this report do not serve on the board of the company that issued this stock. The EPS and revenue forecasts are the Zacks Consensus estimates, unless indicated otherwise on the reports first page. Additionally, the analysts contributing to this report certify that the views expressed herein accurately reflect the analysts personal views as to the subject securities and issuers. ZIR certifies that no part of the analysts compensation was, is, or will be, directly or indirectly, related to the specific recommendation or views expressed by the analyst in the report.

Additional information on the securities mentioned in this report is available upon request. This report is based on data obtained from sources we believe to be reliable, but is not guaranteed as to accuracy and does not purport to be complete. Any opinions expressed herein are subject to change.

ZIR is not an investment advisor and the report should not be construed as advice designed to meet the particular investment needs of any investor. Prior to making any investment decision, you are advised to consult with your broker, investment advisor, or other appropriate tax or financial professional to determine the suitability of any investment. This report and others like it are published regularly and not in response to episodic market activity or events affecting the securities industry.

This report is not to be construed as an offer or the solicitation of an offer to buy or sell the securities herein mentioned. ZIR or its officers, employees or customers may have a position long or short in the securities mentioned and buy or sell the securities from time to time. ZIR is not a broker-dealer. ZIR may enter into arms-length agreements with broker-dealers to provide this research to their clients. Zacks and its staff are not involved in investment banking activities for the stock issuer covered in this report.

ZIR uses the following rating system for the securities it covers. **Outperform-** ZIR expects that the subject company will outperform the broader U.S. equities markets over the next six to twelve months. **Neutral-** ZIR expects that the company will perform in line with the broader U.S. equities markets over the next six to twelve months. **Underperform-** ZIR expects the company will underperform the broader U.S. equities markets over the next six to twelve months.

No part of this report can be reprinted, republished or transmitted electronically without the prior written authorization of ZIR.