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E-Commerce - GBTI 2023					
Brand Name	Brand Trust Rank 2023	Brand Authenticity Rank 2023	Brand Ability Rank 2023	Brand Affinity Rank 2023	Brand Advocacy Rank 2023
Best Buy	188	181	141	71	86
Amazon	279	395	39	57	65
Etsy	330	123	253	218	228
Kijiji	333	108	311	314	221
Wayfair	355	321	361	295	349
eBay	382	382	374	372	372
Craigslist	393	321	397	391	397
SHEIN	399	403	400	385	388