StoreScout

Competitive Intelligence Report

https://kith.com

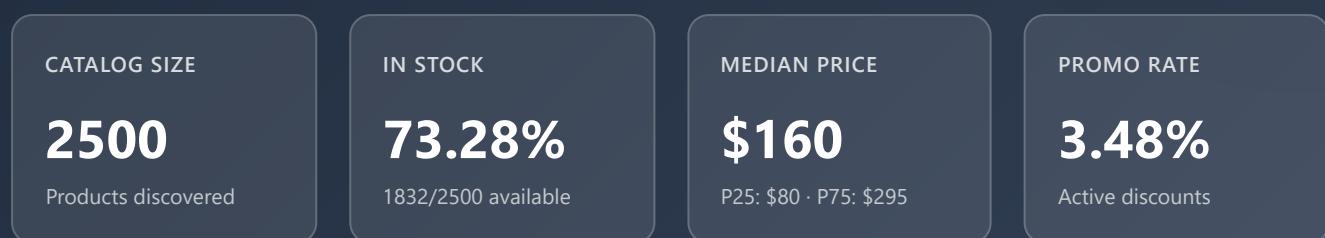| CATALOG SIZE	IN STOCK	MEDIAN PRICE	PROMO RATE
2500	**73.28%**	**$160**	**3.48%**
Products discovered	1832/2500 available	P25: $80 · P75: $295	Active discounts

Competitive Positioning

Strategic Snapshot

MARKET POSITION
Premium

Based on catalog median price (simple heuristic).

PROMO INTENSITY
Low 18

Blend of discounted share + median discount depth.

LAUNCH VELOCITY
Medium 74

Blend of new product + update activity (last 90 days).

CATALOG COMPLEXITY
High 100

Blend of catalog size + price spread + variants.

💡 Key Insights

→ High launch velocity: 465.0 products/month recently, indicating aggressive expansion.

→ Premium expansion: New products (90d) at $195.0 vs catalog $160.0 (+22% delta).

→ 18.6% of catalog (465 products) launched in last 30 days—very fresh inventory.

→ 73.28% of products are currently in stock, which suggests potential stock gaps to exploit.

→ 3.48% of products show valid discounts (compare-at > price), indicating limited discounting.

→ Pricing spans $10.00–$25500.00 with a median of $160.00. Position your core offer near the median to compete directly.

→ The dominant price band is $50–$99 (28.56% of products), showing where they primarily compete.

→ Newest products skew above the store median price, suggesting a premium expansion strategy.

→ Products have multiple variants on average, suggesting upsell/option strategy (sizes, bundles, tiers).

Pricing & Discount Strategy

Price Architecture

PRICING METRICS

METRIC	VALUE
Minimum	$10.00
25th Percentile	$80.00
Median	$160.00
75th Percentile	$295.00
Maximum	$25500.00

DISCOUNT METRICS

METRIC	VALUE
Discounted Products	87 (3.48%)
Median Discount	40.0%
Average Discount	33.5%
Maximum Discount	70.0%

NOTE

A product is only counted as discounted when compare_at_min > price_min.

PRICE DISTRIBUTION

<$25		66
$25–$49		65
$50–$99		714
$100–$199		657
$200–$299		382
$300–$499		264
$500+		352

Launch Timeline & Comparisons

Expansion Strategy

NEW PRODUCTS (90D)	VELOCITY (90D)	TREND	PRICE STRATEGY
1437	**479.0/mo**	**Steady**	**Premium expansion**
57.48% of catalog	Products per month	-3% vs 90d	New vs catalog

PRICE COMPARISONS

COMPARISON	RESULT
Discounted vs Full Price vs Median	$108.00 vs $165.00
Discounted Share	87 (3.48%)
Update activity (secondary)	2451 (98.04%)

UPDATE SPIKE DETECTED

100.0% of meaningful updates occurred on 2026-01-20. Spike detected, but filtering would remove nearly all updates.

PRODUCT LAUNCH TIMELINE

WINDOW	LAUNCHED	SHARE
Last 7 days	97	3.88%
Last 30 days	465	18.6%
Last 90 days	1437	57.48%
Last 180 days	2269	90.76%
Last 12 months	2375	95.0%

NEW PRODUCT PRICE POSITIONING

COMPARISON	RESULT
Catalog Median	$160.00
New Median (30d)	$240.00 (+50%)
New Median (90d)	$195.00 (+22%)
Strategy	Premium expansion

Velocity (30d): **465.0/mo** · Velocity (90d): **479.0/mo** · 12mo: **195.2/mo**

PEAK LAUNCH MONTHS (12MO)

MONTH	LAUNCHES
2025-12	1038

2025-08	349
2025-09	331

Top Products

Notable Items

MOST EXPENSIVE (TOP 5)

PRODUCT	PRICE
WGACA Hermes Clemence Birkin 30 - Black	$25500.00
WGACA Hermes Clemence Birkin 35 - Grey	$21950.00
WGACA Hermes Togo Birkin 35 - Blue	$19500.00
WGACA Chanel Tweed Single Flap Patchwork Shoulder Bag - Pink	$8150.00
WGACA Chanel Quilted Vinyl Coco Splash Classic Flap Mini - Multi	$7450.00

BIGGEST DISCOUNTS (TOP 5)

PRODUCT	DISCOUNT
Nike Book 1 - White / Varsity Red / Varsity Blue	70.0%
Coperni Cargo Baguette - Black	70.0%
Nike Air Griffey Max 1 - Multicolor / Freshwater / Black	60.0%
Vyrao Witchy Woo EDP 50ML	50.0%
Vyrao Free 00 EDP 50ML	50.0%

Data Coverage & Limitations

- Low discount detection: store may not use compare-at pricing consistently.

- Update activity may be inflated: 100.0% of meaningful updates occurred on 2026-01-20. Spike detected, but filtering would remove nearly all updates—showing meaningful updates instead.

- This report is based only on the public Shopify product catalog endpoint (/products.json). It does not include traffic, conversion rate, ads, or checkout data.

- Date coverage: 100.0% of products include created/published dates; 100.0% include updated_at.

- Pricing coverage: 100.0% of products include a usable price.

- Discount coverage: 33.6% include compare-at pricing fields (discounts only count when compare_at > price).

- If a store returns HTML/404 for /products.json, it may be non-Shopify, headless Shopify with restrictions, or intentionally blocking the endpoint.

- Data source: public Shopify /products.json endpoint.

- Safety cap: up to 10 pages × 250 products (max ~2,500 products).

- Discounts are counted only when compare_at_min > price_min.

- This report does not infer traffic, conversion rate, or revenue.