StoreScout Competitive Snapshot

https://magicspoon.com

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Catalog Size	Inventory	Median Price	Promo Rate
298	**93.96%**	**$39.00**	**16.11%**
Products discovered	In stock (280/298)	P25: $19.00 · P75: $45.00	Products with valid compare-at discounts

Competitive Positioning Snapshot

Market Position

Budget

Based on catalog median price (simple heuristic).

Promo Intensity

Low (13)

Blend of discounted share + median discount depth.

Launch Velocity

Medium (45)

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

Catalog Complexity

Low (22)

Blend of catalog size + price spread + variants.

Key Takeaways

- 93.96% of products are currently in stock, which suggests stable inventory.
- 16.11% of products show valid discounts (compare-at > price), indicating limited discounting.
- Pricing spans $0.00–$130.00 with a median of $39.00. Position your core offer near the median to compete directly.
- The dominant price band is $25–$49 (41.28% 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 Architecture

Metric	Value
Min	$0.00
Median	$39.00
Max	$130.00
P25	$19.00

Discount Strategy

Metric	Value
Discounted products	48 (16.11%)
Median discount	8.47%
Avg discount	11.64%
Max discount	34.78%

P75	$45.00

Discount depth (discounted items only)

Price bands

New vs Old

Window	Created	Updated
Last 30 days	0 (0.0%)	298 (100.0%)
Last 90 days	26 (8.72%)	298 (100.0%)
Last 180 days	50 (16.78%)	—

Comparative Insights

Comparison	Result
New (90d) median vs catalog median	$39.00 vs $39.00
Discounted median vs full-price median	$54.00 vs $33.50
Discounted share of catalog	48 (16.11%)

Confidence Notes

- 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: 21.48% 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.

Top Lists

Most expensive (top 5)

Product	Price
The Everything Bundle (Sal Car Swap) - 4 Cereal, 3 Treats, 3 Granola - TTS	$130.00
Treats 10p - TTS	$130.00
The Everything Bundle - 4 Cereal, 3 Treats, 3 Granola - TTS	$130.00
Big Granola Bundle - 8 bags - Peanut Butter, Honey Almond, Mixed Berry, Dark Chocolate Almond - TTS	$100.00
The Big Bowl Bundle - 24 Cereal Treats (6 Boxes) + 4 Boxes Of Cereal + 1 Bowl Set	$100.00

Biggest discounts (top 5)

Product	Discount
Viral! Parrot Bowl and Spoon Set	34.78%
Viral! Zebra bowl & spoon set	34.78%
Bestseller Bundle - 6 boxes + 16 Cereal Treats (4 Boxes)	20.0%
Magic Party Pack - 8 cereal treats (2 boxes) + 6 boxes of cereal + 1 bowl set	17.53%
Magic Crunch Cup - Take your cereal on-the-go!	17.39%