

StoreScout Competitive Snapshot

<https://loreta.com.au>

Public catalog + pricing intelligence
(no checkout/traffic data)

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Catalog Size

618

Products discovered

Inventory

96.44%

In stock (596/618)

Median Price

\$129.95

P25: \$93.00 · P75: \$149.95

Promo Rate

17.96%

Products with valid compare-at discounts

Competitive Positioning Snapshot

Market Position

Premium

Based on catalog median price (simple heuristic).

Promo Intensity

Low (28)

Blend of discounted share + median discount depth.

Launch Velocity

Low (41)

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

Catalog Complexity

Medium (66)

Blend of catalog size + price spread + variants.

Key Takeaways

- 96.44% of products are currently in stock, which suggests stable inventory.
- 17.96% of products show valid discounts (compare-at > price), indicating limited discounting.
- Pricing spans \$9.95–\$799.95 with a median of \$129.95. Position your core offer near the median to compete directly.
- The dominant price band is \$100–\$199 (53.24% 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	\$9.95
Median	\$129.95
Max	\$799.95
P25	\$93.00

Discount Strategy

Metric	Value
Discounted products	111 (17.96%)
Median discount	42.29%
Avg discount	40.24%
Max discount	67.51%

P75	\$149.95	Discount depth (discounted items only)
Price bands		

New vs Old			Comparative Insights	
Window	Created	Updated	Comparison	Result
Last 30 days	1 (0.16%)	618 (100.0%)	New (90d) median vs catalog median	\$169.95 vs \$129.95
Last 90 days	9 (1.46%)	618 (100.0%)	Discounted median vs full-price median	\$74.95 vs \$149.95
Last 180 days	28 (4.53%)	—	Discounted share of catalog	111 (17.96%)

Confidence Notes	
<ul style="list-style-type: none"> 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: 35.28% 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)		Biggest discounts (top 5)	
Product	Price	Product	Discount
Fatima Dress	\$799.95	Mimosa Gown	67.51%
Magenta Rush Dress	\$799.95	Prom Dress	67.49%
Draped in Pearls Dress	\$799.95	Martini Dress	66.69%
Chances Are Gown (Gold)	\$799.95	Gold Dust Dress	65.37%
Chances Are Gown (Emerald Green/Turquoise)	\$799.95	Mermaid Bikini	65.37%