

# StoreScout Competitive Snapshot

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

https://ridge.com

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<div>Catalog Size</div> <div>1103</div> <div>Products discovered</div>	<div>Inventory</div> <div>69.63%</div> <div>In stock (768/1103)</div>	<div>Median Price</div> <div>\$99.00</div> <div>P25: \$75.00 · P75: \$129.00</div>	<div>Promo Rate</div> <div>66.18%</div> <div>Products with valid compare-at discounts</div>
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## Competitive Positioning Snapshot

<div>Market Position</div> <div>Mid-Market</div> <div>Based on catalog median price (simple heuristic).</div>	<div>Promo Intensity</div> <div>Medium (53)</div> <div>Blend of discounted share + median discount depth.</div>
<div>Launch Velocity</div> <div>Low (43)</div> <div>Blend of new product + update activity (last 90 days).</div>	<div>Catalog Complexity</div> <div>Medium (58)</div> <div>Blend of catalog size + price spread + variants.</div>

## Key Takeaways

- 69.63% of products are currently in stock, which suggests potential stock gaps to exploit.
- 66.18% of products show valid discounts (compare-at > price), indicating aggressive promotion.
- Pricing spans \$0.00–\$545.00 with a median of \$99.00. Position your core offer near the median to compete directly.
- The dominant price band is \$50–\$99 (46.51% 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	\$99.00
Max	\$545.00
P25	\$75.00

## Discount Strategy

Metric	Value
Discounted products	730 (66.18%)
Median discount	34.0%
Avg discount	33.83%
Max discount	100.0%

P75

\$129.00

Discount depth (discounted items only)

## Price bands

## New vs Old

Window	Created	Updated
Last 30 days	14 (1.27%)	1103 (100.0%)
Last 90 days	58 (5.26%)	1103 (100.0%)
Last 180 days	188 (17.04%)	—

## Comparative Insights

Comparison	Result
New (90d) median vs catalog median	\$99.00 vs \$99.00
Discounted median vs full-price median	\$99.00 vs \$75.00
Discounted share of catalog	730 (66.18%)

## 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: 66.18% 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
Long Haul Kit - Gunmetal	\$545.00
Long Haul Kit - Royal Black	\$545.00
Long Haul Kit - Matte Olive	\$545.00
Long Haul Kit - Basecamp Orange	\$545.00
Long Haul Kit - Alpine Navy	\$545.00

## Biggest discounts (top 5)

Product	Discount
1000 EXTRA ENTRIES	100.0%
900 EXTRA ENTRIES	100.0%
800 EXTRA ENTRIES	100.0%
700 EXTRA ENTRIES	100.0%
600 EXTRA ENTRIES	100.0%