

# StoreScout Competitive Snapshot

https://smiletwice.com

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

Generated 2026-01-18T19:50:08.194611Z

<div>Catalog Size</div> <div>11</div> <div>Products discovered</div>	<div>Inventory</div> <div>100.0%</div> <div>In stock (11/11)</div>	<div>Median Price</div> <div>\$8.99</div> <div>P25: \$6.99 · P75: \$18.99</div>	<div>Promo Rate</div> <div>54.55%</div> <div>Products with valid compare-at discounts</div>
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## Competitive Positioning Snapshot

<div>Market Position</div> <div>Budget</div> <div>Based on catalog median price (simple heuristic).</div>	<div>Promo Intensity</div> <div>Low (44)</div> <div>Blend of discounted share + median discount depth.</div>
<div>Launch Velocity</div> <div>Low (40)</div> <div>Blend of new product + update activity (last 90 days).</div>	<div>Catalog Complexity</div> <div>Low (3)</div> <div>Blend of catalog size + price spread + variants.</div>

## Key Takeaways

- 100.0% of products are currently in stock, which suggests stable inventory.
- 54.55% of products show valid discounts (compare-at > price), indicating aggressive promotion.
- Pricing spans \$3.49–\$24.99 with a median of \$8.99. Position your core offer near the median to compete directly.
- The dominant price band is <\$25 (100.0% of products), showing where they primarily compete.
- Newest products price near the median, suggesting steady positioning rather than a strategic shift.
- Most products have few variants, suggesting a simpler catalog (often easier ops) and fewer customization options.

## Pricing Architecture

Metric	Value
Min	\$3.49
Median	\$8.99
Max	\$24.99
P25	\$6.99

## Discount Strategy

Metric	Value
Discounted products	6 (54.55%)
Median discount	28.31%
Avg discount	27.79%
Max discount	30.03%

P75

\$18.99

Discount depth (discounted items only)

## Price bands

## New vs Old

Window	Created	Updated
Last 30 days	0 (0.0%)	11 (100.0%)
Last 90 days	0 (0.0%)	11 (100.0%)
Last 180 days	5 (45.45%)	—

## Comparative Insights

Comparison	Result
New (90d) median vs catalog median	—
Discounted median vs full-price median	\$7.99 vs \$19.99
Discounted share of catalog	6 (54.55%)

## 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: 63.64% 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
Whitening Strips – Clean Formula, Gentle Whitening – 20 Treatments (40 Strips)	\$24.99
Fluoride Toothpaste with Wintergreen & Peppermint – Fresh Breath & Cavity Protection - 3 Pack	\$19.99
Charcoal Icy Mint Toothpaste with NanoHydroxyapatite – Fluoride-Free - 3 Pack	\$19.99
Dual Chamber Mint Mouthwash – Ultra Concentrated Oral Rinse, Alcohol-Free, Fluoride-Free, 3.4oz	\$17.99
Fluoride Toothpaste with Cooling Spearmint for Fresh Breath & Cavity Protection, 3.4 oz	\$8.99

## Biggest discounts (top 5)

Product	Discount
Kids Soft Oral Wellness 3D Triple Head Toothbrushes, Gum Friendly, 2 Pack	30.03%
Soft Oral Wellness 3D Triple Head Toothbrushes, Gum Friendly, 2 Pack	30.03%
Soft Stadium Toothbrushes, Deep Clean, Gum Friendly, 2 Pack	28.61%
Dual Chamber Mint Mouthwash – Ultra Concentrated Oral Rinse, Alcohol-Free, Fluoride-Free, 3.4oz	28.01%
Fluoride Toothpaste with Wintergreen & Peppermint – Fresh Breath & Cavity Protection, 3.4oz	25.02%