

Competitive Intelligence Report

<https://fashionnova.com>



Competitive Positioning

Strategic Snapshot

MARKET POSITION

Budget

Based on catalog median price (simple heuristic).

PROMO INTENSITY

Medium

71

Blend of discounted share + median discount depth.

LAUNCH VELOCITY

Medium

55

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

CATALOG COMPLEXITY

High

81

Blend of catalog size + price spread + variants.



Key Insights

- Moderate launch velocity: 5.0 products/month, showing steady growth.
- Launch rate decelerating (-98% vs 90d avg)—expansion cooling off.
- Consistent positioning: New products (90d) at \$23.99 vs catalog \$20.99 (+14% delta).
- 71.28% of products are currently in stock, which suggests potential stock gaps to exploit.
- 98.8% of products show valid discounts (compare-at > price), indicating aggressive promotion.
- Pricing spans \$3.00–\$139.95 with a median of \$20.99. Position your core offer near the median to compete directly.
- The dominant price band is <\$25 (62.44% 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

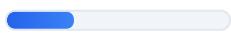
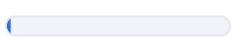
PRICING METRICS

METRIC	VALUE
Minimum	\$3.00
25th Percentile	\$14.99
Median	\$20.99
75th Percentile	\$31.99
Maximum	\$139.95

DISCOUNT METRICS

METRIC	VALUE
Discounted Products	2470 (98.8%)
Median Discount	30.19%
Average Discount	30.09%
Maximum Discount	69.97%

PRICE DISTRIBUTION

<\$25		1561
\$25–\$49		759
\$50–\$99		153
\$100–\$199		27

NOTE

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

Launch Timeline & Comparisons

Expansion Strategy

NEW PRODUCTS (90D)	VELOCITY (90D)	TREND	PRICE STRATEGY
615 24.6% of catalog	205.0/mo Products per month	Decelerating -98% vs 90d	Consistent positioning New vs catalog

PRODUCT LAUNCH TIMELINE		
WINDOW	LAUNCHED	SHARE
Last 7 days	0	0.0%
Last 30 days	5	0.2%
Last 90 days	615	24.6%
Last 180 days	2255	90.2%
Last 12 months	2491	99.64%

PRICE COMPARISONS

COMPARISON	RESULT
Discounted vs Full Price	\$20.99 vs
Median	\$99.47
Discounted Share	2470 (98.8%)
Update activity (secondary)	2500 (100.0%)

UPDATE SPIKE DETECTED

100.0% of meaningful updates occurred on 2026-01-21. Spike detected, but filtering would remove nearly all updates.

NEW PRODUCT PRICE POSITIONING	
COMPARISON	RESULT
Catalog Median	\$20.99
New Median (30d)	\$59.99 (+186%)
New Median (90d)	\$23.99 (+14%)
Strategy	Consistent positioning

Velocity (30d): **5.0/mo** · Velocity (90d): **205.0/mo** · 12mo: **204.7/mo**

PEAK LAUNCH MONTHS (12MO)	
MONTH	LAUNCHES
2025-10	1269
2025-09	465

Top Products

[Notable Items](#)

MOST EXPENSIVE (TOP 5)

PRODUCT	PRICE
Steve Madden Elegant Pearl Mesh Stiletto Pumps - Ivory	\$139.95
Enchanted Dreams Ruffle Mini Dress - Lilac	\$135.99
Steve Madden Elegant Crocodile Stiletto Pumps - Red	\$129.95
Steve Madden Bri Mesh Slingback Pumps - Blush	\$129.95
Steve Madden Ashbey Feather Stiletto Heels - Burgundy	\$129.95

BIGGEST DISCOUNTS (TOP 5)

PRODUCT	DISCOUNT
Crush On You V Front Hipster Panty - Pink/combo	69.97%
Crush On You V Front Thong Panty - Pink/combo	69.97%
Nova Lace Thong Panty - Plum	69.97%
Nova Lace Cheeky Panty - Plum	69.97%
Nova Lace Thong Panty - Teal	69.97%

Data Coverage & Limitations

- Update activity may be inflated: 100.0% of meaningful updates occurred on 2026-01-21. 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: 100.0% 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.