

StoreScout Competitive Snapshot

<https://ridge.com>

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

Generated 2026-01-18T19:52:59.519768Z

Catalog Size

1103

Products discovered

Inventory

69.63%

In stock (768/1103)

Median Price

\$99.00

P25: \$75.00 · P75: \$129.00

Promo Rate

66.18%

Products with valid compare-at discounts

Competitive Positioning Snapshot

Market Position

Mid-Market

Based on catalog median price (simple heuristic).

Promo Intensity

Medium (53)

Blend of discounted share + median discount depth.

Launch Velocity

Low (43)

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

Catalog Complexity

Medium (58)

Blend of catalog size + price spread + variants.

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			Comparative Insights	
Window	Created	Updated	Comparison	Result
Last 30 days	14 (1.27%)	1103 (100.0%)	New (90d) median vs catalog median	\$99.00 vs \$99.00
Last 90 days	58 (5.26%)	1103 (100.0%)	Discounted median vs full-price median	\$99.00 vs \$75.00
Last 180 days	188 (17.04%)	—	Discounted share of catalog	730 (66.18%)

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: 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)		Biggest discounts (top 5)	
Product	Price	Product	Discount
Long Haul Kit - Gunmetal	\$545.00	1000 EXTRA ENTRIES	100.0%
Long Haul Kit - Royal Black	\$545.00	900 EXTRA ENTRIES	100.0%
Long Haul Kit - Matte Olive	\$545.00	800 EXTRA ENTRIES	100.0%
Long Haul Kit - Basecamp Orange	\$545.00	700 EXTRA ENTRIES	100.0%
Long Haul Kit - Alpine Navy	\$545.00	600 EXTRA ENTRIES	100.0%