

Competitive Intelligence Report

<https://thenordstick.com>

CATALOG SIZE**31**

Products discovered

IN STOCK**93.55%**

29/31 available

MEDIAN PRICE**\$80**

P25: \$40 · P75: \$162

PROMO RATE**35.48%**

Active discounts

Competitive Positioning

Strategic Snapshot

MARKET POSITION**Mid-Market**

Based on catalog median price (simple heuristic).

PROMO INTENSITY**Low**

32

Blend of discounted share + median discount depth.

LAUNCH VELOCITY**Medium**

46

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

CATALOG COMPLEXITY**Low**

36

Blend of catalog size + price spread + variants.



Key Insights

- Low launch velocity: 1.0 products/month, suggesting mature/stable catalog.
- Premium expansion: New products (90d) at \$150.0 vs catalog \$79.99 (+88% delta).
- 93.55% of products are currently in stock, which suggests stable inventory.
- 35.48% of products show valid discounts (compare-at > price), indicating aggressive promotion.
- Pricing spans \$20.00–\$599.99 with a median of \$79.99. Position your core offer near the median to compete directly.
- The dominant price band is \$25–\$49 (25.81% of products), showing where they primarily compete.
- Newest products skew above the store median price, suggesting a premium expansion strategy.
- Most products have few variants, suggesting a simpler catalog (often easier ops) and fewer customization options.

Pricing & Discount Strategy

Price Architecture

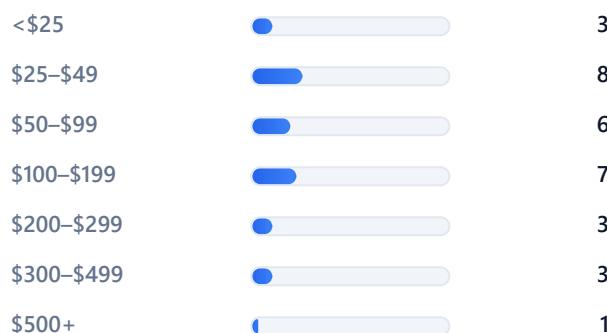
PRICING METRICS

METRIC	VALUE
Minimum	\$20.00
25th Percentile	\$39.99
Median	\$79.99
75th Percentile	\$162.47
Maximum	\$599.99

DISCOUNT METRICS

METRIC	VALUE
Discounted Products	11 (35.48%)
Median Discount	26.3%
Average Discount	30.16%
Maximum Discount	50.01%

PRICE DISTRIBUTION



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
3 9.68% of catalog	1.0/mo Products per month	Steady +0% vs 90d	Premium expansion New vs catalog

PRODUCT LAUNCH TIMELINE		
WINDOW	LAUNCHED	SHARE
Last 7 days	1	3.23%
Last 30 days	1	3.23%
Last 90 days	3	9.68%
Last 180 days	4	12.9%
Last 12 months	8	25.81%

NEW PRODUCT PRICE POSITIONING	
COMPARISON	RESULT
Catalog Median	\$79.99
New Median (30d)	\$599.99 (+650%)
New Median (90d)	\$150.00 (+88%)
Strategy	Premium expansion

Velocity (30d): **1.0/mo** · Velocity (90d): **1.0/mo** · 12mo: **0.7/mo**

PEAK LAUNCH MONTHS (12MO)	
MONTH	LAUNCHES
2025-06	2

PRICE COMPARISONS

COMPARISON	RESULT
Discounted vs Full Price Median	\$119.99 vs \$62.50

Discounted Share	11 (35.48%)
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Update activity (secondary)	31 (100.0%)
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UPDATE SPIKE DETECTED
100.0% of meaningful updates occurred on 2026-01-20. Spike detected, but filtering would remove nearly all updates.

Top Products

[Notable Items](#)

MOST EXPENSIVE (TOP 5)

PRODUCT	PRICE
NordBench Pro - Unbundled	\$599.99
NordBench Bundle	\$474.98
NordBench Pro	\$449.99
NordBench	\$399.99
Zero Sled + Strap	\$214.94

BIGGEST DISCOUNTS (TOP 5)

PRODUCT	DISCOUNT
Slant Board	50.01%
Zero Sled + Strap	43.44%
The Zero Sled	41.68%
Dual NordBar	40.01%
Deluxe Performance Bundle	33.34%

Data Coverage & Limitations

- Update activity may be inflated: 100.0% of meaningful updates occurred on 2026-01-20. 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: 51.61% 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.