

StoreScout Competitive Snapshot

<https://smiletwice.com>

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

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

Catalog Size

11

Products discovered

Inventory

100.0%

In stock (11/11)

Median Price

\$8.99

P25: \$6.99 · P75: \$18.99

Promo Rate

54.55%

Products with valid compare-at discounts

Competitive Positioning Snapshot

Market Position

Budget

Based on catalog median price (simple heuristic).

Promo Intensity

Low (44)

Blend of discounted share + median discount depth.

Launch Velocity

Low (40)

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

Catalog Complexity

Low (3)

Blend of catalog size + price spread + variants.

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			Comparative Insights	
Window	Created	Updated	Comparison	Result
Last 30 days	0 (0.0%)	11 (100.0%)	New (90d) median vs catalog median	—
Last 90 days	0 (0.0%)	11 (100.0%)	Discounted median vs full-price median	\$7.99 vs \$19.99
Last 180 days	5 (45.45%)	—	Discounted share of catalog	6 (54.55%)

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: 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)		Biggest discounts (top 5)	
Product	Price	Product	Discount
Whitening Strips – Clean Formula, Gentle Whitening – 20 Treatments (40 Strips)	\$24.99	Kids Soft Oral Wellness 3D Triple Head Toothbrushes, Gum Friendly, 2 Pack	30.03%
Fluoride Toothpaste with Wintergreen & Peppermint – Fresh Breath & Cavity Protection - 3 Pack	\$19.99	Soft Oral Wellness 3D Triple Head Toothbrushes, Gum Friendly, 2 Pack	30.03%
Charcoal Icy Mint Toothpaste with NanoHydroxyapatite – Fluoride-Free - 3 Pack	\$19.99	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	\$17.99	Dual Chamber Mint Mouthwash – Ultra Concentrated Oral Rinse, Alcohol-Free, Fluoride-Free, 3.4oz	28.01%
Fluoride Toothpaste with Cooling Spearmint for Fresh Breath & Cavity Protection, 3.4 oz	\$8.99	Fluoride Toothpaste with Wintergreen & Peppermint – Fresh Breath & Cavity Protection, 3.4oz	25.02%