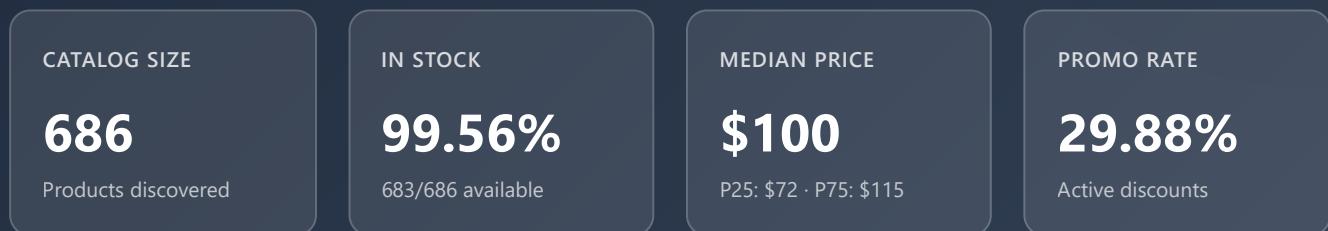


Competitive Intelligence Report

<https://allbirds.com>



Competitive Positioning

Strategic Snapshot

MARKET POSITION

Mid-Market

Based on catalog median price (simple heuristic).

PROMO INTENSITY

Low 30

Blend of discounted share + median discount depth.

LAUNCH VELOCITY

Low

43

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

CATALOG COMPLEXITY

Medium 51

Blend of catalog size + price spread + variants.



Key Insights

- High launch velocity: 21.0 products/month recently, indicating aggressive expansion.
- Launch rate accelerating (+62% vs 90d avg)—they're ramping up.
- Budget expansion: New products (90d) at \$55.0 vs catalog \$100.0 (-45% delta).
- 99.56% of products are currently in stock, which suggests stable inventory.
- 29.88% of products show valid discounts (compare-at > price), indicating limited discounting.
- Pricing spans \$2.00–\$160.00 with a median of \$100.00. Position your core offer near the median to compete directly.
- The dominant price band is \$100–\$199 (53.35% of products), showing where they primarily compete.
- Newest products skew below the store median price, suggesting a push toward cheaper volume offers.
- Products have multiple variants on average, suggesting upsell/option strategy (sizes, bundles, tiers).

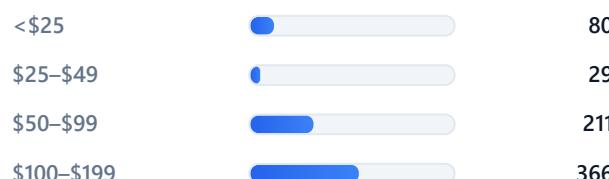
Pricing & Discount Strategy

Price Architecture

PRICING METRICS

METRIC	VALUE
Minimum	\$2.00
25th Percentile	\$72.00
Median	\$100.00
75th Percentile	\$115.00
Maximum	\$160.00

PRICE DISTRIBUTION



DISCOUNT METRICS

METRIC	VALUE
Discounted Products	205 (29.88%)
Median Discount	30.0%
Average Discount	31.59%
Maximum Discount	64.29%

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
39 5.69% of catalog	13.0/mo Products per month	Accelerating +62% vs 90d	Budget expansion New vs catalog

PRODUCT LAUNCH TIMELINE		
WINDOW	LAUNCHED	SHARE
Last 7 days	0	0.0%
Last 30 days	21	3.06%
Last 90 days	39	5.69%
Last 180 days	196	28.57%
Last 12 months	481	70.12%

PRICE COMPARISONS

COMPARISON	RESULT
Discounted vs Full Price Median	\$78.00 vs \$105.00

Discounted Share	205 (29.88%)
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Update activity (secondary)	686 (100.0%)
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UPDATE SPIKE DETECTED

100.0% of meaningful updates occurred on 2026-02-04. Spike detected, but filtering would remove nearly all updates.

NEW PRODUCT PRICE POSITIONING

COMPARISON	RESULT
Catalog Median	\$100.00
New Median (30d)	\$55.00 (-45%)
New Median (90d)	\$55.00 (-45%)
Strategy	Budget expansion

Velocity (30d): **21.0/mo** · Velocity (90d): **13.0/mo** · 12mo: **39.5/mo**

PEAK LAUNCH MONTHS (12MO)

MONTH	LAUNCHES
2025-08	243
2025-07	105

Top Products

[Notable Items](#)

MOST EXPENSIVE (TOP 5)

PRODUCT	PRICE
Women's Wool Runner NZ Mid Waterproof - Stony Cream/Rugged Beige (Stony Cream Sole)	\$160.00
Men's Wool Runner NZ Mid Waterproof - Stony Cream/Rugged Beige (Stony Cream Sole)	\$160.00
Men's Wool Runner NZ Mid Waterproof - Natural Black/Royal Blue (Barely Grey Sole)	\$160.00
Women's Wool Runner NZ Mid Waterproof - Natural Black/Royal Blue (Barely Grey Sole)	\$160.00
Women's Wool Runner NZ Mid Waterproof - Natural Black (Natural Black Sole)	\$160.00

BIGGEST DISCOUNTS (TOP 5)

PRODUCT	DISCOUNT
Anytime No Show Sock - Blizzard/Sienna	64.29%
Anytime No Show Sock - Blizzard/Thunder Green	64.29%
Anytime No Show Sock - Blizzard/Royal Blue	64.29%
Anytime No Show Sock - Natural Grey Heather/Light Grey	64.29%
Anytime No Show Sock - Natural Grey Heather/Deep Navy	64.29%

Data Coverage & Limitations

- Update activity may be inflated: 100.0% of meaningful updates occurred on 2026-02-04. 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: 29.88% 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.