

Competitive Intelligence Report

<https://allbirds.com>

CATALOG SIZE

686

Products discovered

IN STOCK

99.56%

683/686 available

MEDIAN PRICE

\$100

P25: \$72 · P75: \$115

PROMO RATE

29.88%

Active discounts

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

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`.

PRICE DISTRIBUTION

<\$25	<div><div></div></div>	80
\$25–\$49	<div><div></div></div>	29
\$50–\$99	<div><div></div></div>	211
\$100–\$199	<div><div></div></div>	366

Launch Timeline & Comparisons

Expansion Strategy

NEW PRODUCTS (90D)

39

5.69% of catalog

VELOCITY (90D)

13.0/mo

Products per month

TREND

Accelerating

+62% vs 90d

PRICE STRATEGY

Budget expansion

New vs catalog

PRICE COMPARISONS

COMPARISON	RESULT
Discounted vs Full Price Median	\$78.00 vs \$105.00
Discounted Share	205 (29.88%)
Update activity (secondary)	686 (100.0%)

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%

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.