

# StoreScout Competitive Snapshot

<https://www.drinkhydrant.com>

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

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## Catalog Size

**23**

Products discovered

## Inventory

**86.96%**

In stock (20/23)

## Median Price

**\$36.99**

P25: \$16.49 · P75: \$49.99

## Promo Rate

**4.35%**

Products with valid compare-at discounts

## Competitive Positioning Snapshot

### Market Position

### Budget

Based on catalog median price (simple heuristic).

### Promo Intensity

### Low (12)

Blend of discounted share + median discount depth.

### Launch Velocity

### Medium (50)

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

### Catalog Complexity

### Low (31)

Blend of catalog size + price spread + variants.

## Key Takeaways

- 86.96% of products are currently in stock, which suggests stable inventory.
- 4.35% of products show valid discounts (compare-at > price), indicating limited discounting.
- Pricing spans \$0.00–\$89.98 with a median of \$36.99. Position your core offer near the median to compete directly.
- The dominant price band is \$25–\$49 (47.83% 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	\$36.99
Max	\$89.98
P25	\$16.49

## Discount Strategy

Metric	Value
Discounted products	1 (4.35%)
Median discount	23.52%
Avg discount	23.52%
Max discount	23.52%

P75	\$49.99	Discount depth (discounted items only)
Price bands		

New vs Old			Comparative Insights	
Window	Created	Updated	Comparison	Result
Last 30 days	1 (4.35%)	23 (100.0%)	New (90d) median vs catalog median	\$57.50 vs \$36.99
Last 90 days	4 (17.39%)	23 (100.0%)	Discounted median vs full-price median	\$65.00 vs \$36.99
Last 180 days	6 (26.09%)	—	Discounted share of catalog	1 (4.35%)

Confidence Notes	
<ul style="list-style-type: none"> <li>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.</li> <li>Date coverage: 100.0% of products include created/published dates; 100.0% include updated_at.</li> <li>Pricing coverage: 100.0% of products include a usable price.</li> <li>Discount coverage: 4.35% include compare-at pricing fields (discounts only count when compare_at &gt; price).</li> <li>If a store returns HTML/404 for /products.json, it may be non-Shopify, headless Shopify with restrictions, or intentionally blocking the endpoint.</li> <li>Data source: public Shopify /products.json endpoint.</li> <li>Safety cap: up to 10 pages × 250 products (max ~2,500 products).</li> <li>Discounts are counted only when compare_at_min &gt; price_min.</li> <li>This report does not infer traffic, conversion rate, or revenue.</li> </ul>	

Top Lists			
Most expensive (top 5)		Biggest discounts (top 5)	
Product	Price	Product	Discount
Premium VIP Bundle - 55% Off - Free Shipping	\$89.98	Stack Creatine + Electrolyte Gummies	23.52%
Hydrate Buy 2, Get 1 Free (VIP)	\$89.98		
Stack Creatine + Electrolyte Gummies	\$65.00		
Bundles	\$62.99		
Hydrant SLEEP   Rapid Hydration Mix Cosmic	\$49.99		