

StoreScout Competitive Snapshot

https://loreta.com.au

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

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Catalog Size
618
Products discovered

Inventory
96.44%
In stock (596/618)

Median Price
\$129.95
P25: \$93.00 · P75: \$149.95

Promo Rate
17.96%
Products with valid compare-at discounts

Competitive Positioning Snapshot

Market Position
Premium
Based on catalog median price (simple heuristic).

Promo Intensity
Low (28)
Blend of discounted share + median discount depth.

Launch Velocity
Low (41)
Blend of new product + update activity (last 90 days).

Catalog Complexity
Medium (66)
Blend of catalog size + price spread + variants.

Key Takeaways

- 96.44% of products are currently in stock, which suggests stable inventory.
- 17.96% of products show valid discounts (compare-at > price), indicating limited discounting.
- Pricing spans \$9.95–\$799.95 with a median of \$129.95. Position your core offer near the median to compete directly.
- The dominant price band is \$100–\$199 (53.24% 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	\$9.95
Median	\$129.95
Max	\$799.95
P25	\$93.00

Discount Strategy

Metric	Value
Discounted products	111 (17.96%)
Median discount	42.29%
Avg discount	40.24%
Max discount	67.51%

P75

\$149.95

Discount depth (discounted items only)

Price bands

New vs Old

Window	Created	Updated
Last 30 days	1 (0.16%)	618 (100.0%)
Last 90 days	9 (1.46%)	618 (100.0%)
Last 180 days	28 (4.53%)	—

Comparative Insights

Comparison	Result
New (90d) median vs catalog median	\$169.95 vs \$129.95
Discounted median vs full-price median	\$74.95 vs \$149.95
Discounted share of catalog	111 (17.96%)

Confidence Notes

- 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: 35.28% 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)

Product	Price
Fatima Dress	\$799.95
Magenta Rush Dress	\$799.95
Draped in Pearls Dress	\$799.95
Chances Are Gown (Gold)	\$799.95
Chances Are Gown (Emerald Green/Turquoise)	\$799.95

Biggest discounts (top 5)

Product	Discount
Mimosa Gown	67.51%
Prom Dress	67.49%
Martini Dress	66.69%
Gold Dust Dress	65.37%
Mermaid Bikini	65.37%