

Competitive Intelligence Report

<https://colourpop.com>

CATALOG SIZE**1069**

Products discovered

IN STOCK**90.46%**

967/1069 available

MEDIAN PRICE**\$10**

P25: \$8 · P75: \$15

PROMO RATE**7.48%**

Active discounts

Competitive Positioning

Strategic Snapshot

MARKET POSITION**Budget**

Based on catalog median price (simple heuristic).

PROMO INTENSITY**Low**

16

Blend of discounted share + median discount depth.

LAUNCH VELOCITY**Low**

41

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

CATALOG COMPLEXITY**Low**

38

Blend of catalog size + price spread + variants.



Key Insights

- Moderate launch velocity: 4.0 products/month, showing steady growth.
- Launch rate decelerating (-43% vs 90d avg)—expansion cooling off.
- Premium expansion: New products (90d) at \$18.0 vs catalog \$10.0 (+80% delta).
- 90.46% of products are currently in stock, which suggests stable inventory.
- 7.48% of products show valid discounts (compare-at > price), indicating limited discounting.
- Pricing spans \$2.00–\$159.00 with a median of \$10.00. Position your core offer near the median to compete directly.
- The dominant price band is <\$25 (89.43% of products), showing where they primarily compete.
- Newest products skew above the store median price, suggesting a premium expansion strategy.
- Most products have few variants, suggesting a simpler catalog (often easier ops) and fewer customization options.

Pricing & Discount Strategy

Price Architecture

PRICING METRICS

METRIC	VALUE
Minimum	\$2.00
25th Percentile	\$8.00
Median	\$10.00
75th Percentile	\$15.00
Maximum	\$159.00

DISCOUNT METRICS

METRIC	VALUE
Discounted Products	80 (7.48%)
Median Discount	30.0%
Average Discount	36.97%
Maximum Discount	75.0%

PRICE DISTRIBUTION



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
21 1.96% of catalog	7.0/mo Products per month	Decelerating -43% vs 90d	Premium expansion New vs catalog

PRODUCT LAUNCH TIMELINE		
WINDOW	LAUNCHED	SHARE
Last 7 days	0	0.0%
Last 30 days	4	0.37%
Last 90 days	21	1.96%
Last 180 days	78	7.3%
Last 12 months	182	17.03%

NEW PRODUCT PRICE POSITIONING	
COMPARISON	RESULT
Catalog Median	\$10.00
New Median (30d)	\$18.00 (+80%)
New Median (90d)	\$18.00 (+80%)
Strategy	Premium expansion

Velocity (30d): **4.0/mo** · Velocity (90d): **7.0/mo** · 12mo: **15.0/mo**

PEAK LAUNCH MONTHS (12MO)	
MONTH	LAUNCHES
2025-10	51

PRICE COMPARISONS

COMPARISON	RESULT
Discounted vs Full Price Median	\$6.30 vs \$10.00
Discounted Share	80 (7.48%)
Update activity (secondary)	1069 (100.0%)

UPDATE SPIKE DETECTED

100.0% of meaningful updates occurred on 2026-01-21. Spike detected, but filtering would remove nearly all updates.

Top Products

[Notable Items](#)

MOST EXPENSIVE (TOP 5)

PRODUCT	PRICE
Pokémon x ColourPop Collection	\$159.00
Twilight New Moon x ColourPop Full Collection	\$125.00
A Shadow of Secrets Collection	\$118.00
ColourPop X DreamWorks Shrek	\$115.00
Totally Jelly	\$115.00

BIGGEST DISCOUNTS (TOP 5)

PRODUCT	DISCOUNT
Tanning Mitt	75.0%
Flirty Talk	71.43%
Flora	50.0%
Frightful	50.0%
Welcome Foolish Mortals	50.0%

Data Coverage & Limitations

- Update activity may be inflated: 100.0% of meaningful updates occurred on 2026-01-21. 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: 93.92% 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.