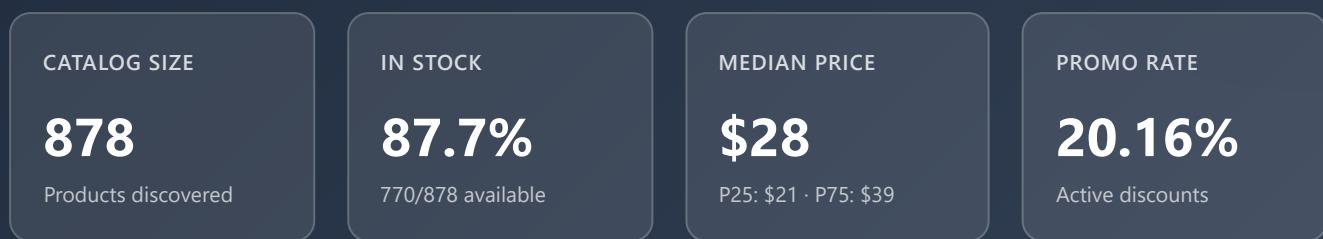


Competitive Intelligence Report

<https://fenty.com>



Competitive Positioning

Strategic Snapshot

MARKET POSITION

Budget

Based on catalog median price (simple heuristic).

PROMO INTENSITY

Low

32

Blend of discounted share + median discount depth.

LAUNCH VELOCITY

Low

41

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

CATALOG COMPLEXITY

Low

36

Blend of catalog size + price spread + variants.



Key Insights

- Moderate launch velocity: 4.0 products/month, showing steady growth.
- Launch rate accelerating (+33% vs 90d avg)—they're ramping up.
- Premium expansion: New products (90d) at \$44.2 vs catalog \$28.0 (+58% delta).
- 87.7% of products are currently in stock, which suggests stable inventory.
- 20.16% of products show valid discounts (compare-at > price), indicating limited discounting.
- Pricing spans \$1.00–\$163.00 with a median of \$28.00. Position your core offer near the median to compete directly.
- The dominant price band is \$25–\$49 (52.96% 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	\$1.00
25th Percentile	\$20.80
Median	\$28.00
75th Percentile	\$39.00
Maximum	\$163.00

DISCOUNT METRICS

METRIC	VALUE
Discounted Products	177 (20.16%)
Median Discount	50.0%
Average Discount	37.84%
Maximum Discount	56.25%

PRICE DISTRIBUTION

<\$25	<div style="width: 35%;"><div style="width: 35%; background-color: #0070C0;"></div></div>	351
\$25–\$49	<div style="width: 46%;"><div style="width: 46%; background-color: #0070C0;"></div></div>	465
\$50–\$99	<div style="width: 10%;"><div style="width: 10%; background-color: #0070C0;"></div></div>	46
\$100–\$199	<div style="width: 2%;"><div style="width: 2%; background-color: #0070C0;"></div></div>	11

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
9 1.03% of catalog	3.0/mo Products per month	Accelerating +33% vs 90d	Premium expansion New vs catalog

PRODUCT LAUNCH TIMELINE		
WINDOW	LAUNCHED	SHARE
Last 7 days	0	0.0%
Last 30 days	4	0.46%
Last 90 days	9	1.03%
Last 180 days	26	2.96%
Last 12 months	123	14.01%

PRICE COMPARISONS

COMPARISON	RESULT
Discounted vs Full Price vs Median	\$20.00 vs \$30.00
Discounted Share	177 (20.16%)

UPDATE SPIKE DETECTED

100.0% of meaningful updates occurred on 2026-01-26. Spike detected, but filtering would remove nearly all updates.

NEW PRODUCT PRICE POSITIONING	
COMPARISON	RESULT
Catalog Median	\$28.00
New Median (30d)	\$67.35 (+140%)
New Median (90d)	\$44.20 (+58%)
Strategy	Premium expansion

Velocity (30d): **4.0/mo** · Velocity (90d): **3.0/mo** · 12mo: **10.1/mo**

PEAK LAUNCH MONTHS (12MO)	
MONTH	LAUNCHES
2025-03	37

Top Products

Notable Items

MOST EXPENSIVE (TOP 5)

PRODUCT	PRICE
Fenty Skin Vault 5-Piece AM + PM Skincare Essentials with Mineral SPF	\$163.00
Fenty Skin Vault 5-Piece AM + PM Skincare Essentials	\$163.00
The Smurfette Collection Smurfette-Inspired Collection Tin	\$150.00
The Gloss Bomb Vault 10-Piece Full-Size Lip Set	\$150.00
Fenty Eau de Parfum 75ML + Scented Ceramic Gift Set	\$140.00

BIGGEST DISCOUNTS (TOP 5)

PRODUCT	DISCOUNT
Chocolit Treatz Lip Luminizer + Lip Oil Duo	56.25%
Pro Filt'r Soft Matte Longwear Foundation — #485	55.0%
Pro Filt'r Soft Matte Longwear Foundation — #425	55.0%
Pro Filt'r Soft Matte Longwear Foundation — #335	55.0%
Pro Filt'r Soft Matte Longwear Foundation — #315	55.0%

Data Coverage & Limitations

- 5 products had a \$0 price and were excluded from price statistics (often samples, placeholders, or gated pricing)
- Update activity may be inflated: 100.0% of meaningful updates occurred on 2026-01-26. 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: 26.2% 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.