

StoreScout Competitive Snapshot

<https://www.thebrick.com>

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

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Catalog Size

2500

Products discovered

Inventory

100.0%

In stock (2500/2500)

Median Price

\$549.97

P25: \$249.99 · P75: \$1245.00

Promo Rate

3.48%

Products with valid compare-at discounts

Competitive Positioning Snapshot

Market Position

Premium

Based on catalog median price (simple heuristic).

Promo Intensity

Low (7)

Blend of discounted share + median discount depth.

Launch Velocity

Medium (69)

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

Catalog Complexity

High (100)

Blend of catalog size + price spread + variants.

Key Takeaways

- 100.0% of products are currently in stock, which suggests stable inventory.
- 3.48% of products show valid discounts (compare-at > price), indicating limited discounting.
- Pricing spans \$0.00–\$39999.99 with a median of \$549.97. Position your core offer near the median to compete directly.
- The dominant price band is \$500+ (52.16% 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 Architecture

| Metric | Value |
|--------|------------|
| Min | \$0.00 |
| Median | \$549.97 |
| Max | \$39999.99 |
| P25 | \$249.99 |

Discount Strategy

| Metric | Value |
|---------------------|------------|
| Discounted products | 87 (3.48%) |
| Median discount | 13.26% |
| Avg discount | 15.37% |
| Max discount | 65.63% |

| | | |
|-------------|-----------|--|
| P75 | \$1245.00 | Discount depth (discounted items only) |
| Price bands | | |

| New vs Old | | | Comparative Insights | |
|---------------|---------------|---------------|--|-----------------------|
| Window | Created | Updated | Comparison | Result |
| Last 30 days | 19 (0.76%) | 2500 (100.0%) | New (90d) median vs catalog median | \$599.95 vs \$549.97 |
| Last 90 days | 1203 (48.12%) | 2500 (100.0%) | Discounted median vs full-price median | \$1495.00 vs \$529.99 |
| Last 180 days | 1538 (61.52%) | — | Discounted share of catalog | 87 (3.48%) |

| Confidence Notes | |
|--|--|
| <ul style="list-style-type: none"> 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: 99.84% 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) | | Biggest discounts (top 5) | |
| Product | Price | Product | Discount |
| Samsung 115" R95H Micro RGB Vision AI 4K Smart Tizen™ TV (MRN115MR95FXZC) – 2025 Model Téléviseur intelligent Samsung R95H 4K de 115 po avec technologie Micro RVB, Vision AI et système d'exploitation Tizen (MRN115MR95FXZC) - modèle 2025 | \$39999.99 | BG by BEDGEAR 8-Piece King Sleep Bundle Ensemble de sommeil BG par Bedgear 8 pièces pour très grand lit BF8PKGKG | 65.63% |
| SAMSUNG 115" QN90F Neo QLED AI 4K UHD Smart Tizen OS TV (QN115QN90FFXZC) - 2025 Model Téléviseur intelligent Neo QLED SAMSUNG QN90F UHD 4K de 115 po avec IA et système d'exploitation Tizen (QN115QN90FFXZC) - modèle 2025 | \$29999.99 | BG by BEDGEAR 8-Piece Queen Sleep Bundle Ensemble de sommeil BG par BEDGEAR 8 pièces pour grand lit BF8PKGQU | 63.23% |
| TCL 115" Q Class QD Mini-LED 4K UHD Smart Google TV (115QM891G) | \$26999.99 | Samsung 36" 22.8 Cu. Ft. BESPOKE 4-Door Counter-Depth Refrigerator - Panel Ready - RF23BB8600APAA Réfrigérateur 4 portes BESPOKE Samsung de 22,8 pi³ et de 36 po de profondeur comptoir - panneau pers... | 35.83% |

| | | | |
|--|------------|--|--------|
| Téléviseur intelligent QD-Mini DEL TCL de classe Q UHD 4K de 115 po avec Google TV (115QM891G) | | GE 21.3 Cu. Ft. Upright Freezer - FUF21DLRWW Congélateur vertical GE de 21,3 pi³ - FUF21DLRWW FUF21DLW | 35.12% |
| TCL 115" QM7K QD Mini-LED QLED 4K UHD Smart Google TV (115QM7K) - 2025 Model Téléviseur intelligent QLED Mini DEL TCL QD QM7K UHD 4K de 115 po avec Google TVMC (115QM7K) - modèle 2025 | \$19999.99 | Profile 7.3 Cu. Ft. Electric Dryer with WasherLink - PTD90EBMTRS Sécheuse électrique Profile de 7,3 pi³ avec lien à la laveuse - PTD90EBMTRS | 35.05% |
| Kitchenaid 48" 29.4 Cu. Ft. Built-In Side-by-Side Refrigerator – Stainless Steel - KBSD748SPS Réfrigérateur encastré KitchenAid de 29,4 pi³ et de 48 po à compartiments juxtaposés - acier inoxydable - KBSD748SPS | \$10999.95 | | |