

StoreScout Competitive Snapshot

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

https://empathywines.com

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| | | | |
|---|--|---|---|
| <div>Catalog Size</div> <div>1</div> <div>Products discovered</div> | <div>Inventory</div> <div>100.0%</div> <div>In stock (1/1)</div> | <div>Median Price</div> <div>\$75.00</div> <div>P25: \$75.00 · P75: \$75.00</div> | <div>Promo Rate</div> <div>0.0%</div> <div>Products with valid compare-at discounts</div> |
|---|--|---|---|

Competitive Positioning Snapshot

| | |
|--|---|
| <div>Market Position</div> <div>Mid-Market</div> <div>Based on catalog median price (simple heuristic).</div> | <div>Promo Intensity</div> <div>Low (0)</div> <div>Blend of discounted share + median discount depth.</div> |
| <div>Launch Velocity</div> <div>Low (40)</div> <div>Blend of new product + update activity (last 90 days).</div> | <div>Catalog Complexity</div> <div>Low (15)</div> <div>Blend of catalog size + price spread + variants.</div> |

Key Takeaways

- 100.0% of products are currently in stock, which suggests stable inventory.
- 0.0% of products show valid discounts (compare-at > price), indicating limited discounting.
- Pricing spans \$75.00–\$75.00 with a median of \$75.00. Position your core offer near the median to compete directly.
- The dominant price band is \$50–\$99 (100.0% of products), showing where they primarily compete.
- Newest products price near the median, suggesting steady positioning rather than a strategic shift.
- Products have multiple variants on average, suggesting upsell/option strategy (sizes, bundles, tiers).

Pricing Architecture

| Metric | Value |
|--------|---------|
| Min | \$75.00 |
| Median | \$75.00 |
| Max | \$75.00 |
| P25 | \$75.00 |

Discount Strategy

| Metric | Value |
|---------------------|----------|
| Discounted products | 0 (0.0%) |
| Median discount | — |
| Avg discount | — |
| Max discount | — |

P75

\$75.00

Discount depth (discounted items only)

Price bands

New vs Old

| Window | Created | Updated |
|---------------|----------|------------|
| Last 30 days | 0 (0.0%) | 1 (100.0%) |
| Last 90 days | 0 (0.0%) | 1 (100.0%) |
| Last 180 days | 0 (0.0%) | — |

Comparative Insights

| Comparison | Result |
|--|----------|
| New (90d) median vs catalog median | — |
| Discounted median vs full-price median | — |
| Discounted share of catalog | 0 (0.0%) |

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: 0.0% 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 |
|-------------|---------|
| E-Gift Card | \$75.00 |

Biggest discounts (top 5)

| Product | Discount |
|---------|----------|
|---------|----------|