StoreScout

Generated 2026-02-05T00:19:07.798674Z
Public catalog analysis

Competitive Intelligence Report

https://www.tentree.com

CATALOG SIZE	IN STOCK	MEDIAN PRICE	PROMO RATE
2500	42.36%	$62	37.28%
Products discovered	1059/2500 available	P25: $45 · P75: $88	Active discounts

Competitive Positioning

Strategic Snapshot

MARKET POSITION

Mid-Market

Based on catalog median price (simple heuristic).

PROMO INTENSITY

Low 30

Blend of discounted share + median discount depth.

LAUNCH VELOCITY

Low 42

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

CATALOG COMPLEXITY

High 98

Blend of catalog size + price spread + variants.

Key Insights

- → High launch velocity: 90.0 products/month recently, indicating aggressive expansion.
- → Launch rate accelerating (+162% vs 90d avg)—they're ramping up.
- → Consistent positioning: New products (90d) at $55.0 vs catalog $61.6 (-11% delta).
- → 42.36% of products are currently in stock, which suggests potential stock gaps to exploit.
- → 37.28% of products show valid discounts (compare-at > price), indicating aggressive promotion.
- → Pricing spans $1.50–$368.00 with a median of $61.60. Position your core offer near the median to compete directly.
- → The dominant price band is $50–$99 (46.08% 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 & Discount Strategy

Price Architecture

PRICING METRICS

METRIC	VALUE
Minimum	$1.50
25th Percentile	$45.00
Median	$61.60
75th Percentile	$88.00
Maximum	$368.00

PRICE DISTRIBUTION

<$25	14
$25–$49	975
$50–$99	1152
$100–$199	323
$200–$299	24
$300–$499	12

DISCOUNT METRICS

METRIC	VALUE
Discounted Products	932 (37.28%)
Median Discount	20.0%
Average Discount	25.79%
Maximum Discount	58.1%

NOTE

A product is only counted as discounted when compare_at_min > price_min.

Launch Timeline & Comparisons

Expansion Strategy

NEW PRODUCTS (90D)

103

4.12% of catalog

VELOCITY (90D)

34.3/mo

Products per month

TREND

Accelerating

+162% vs 90d

PRICE STRATEGY

Consistent positioning

New vs catalog

PRODUCT LAUNCH TIMELINE

WINDOW	LAUNCHED	SHARE
Last 7 days	0	0.0%
Last 30 days	90	3.6%
Last 90 days	103	4.12%
Last 180 days	201	8.04%
Last 12 months	668	26.72%

NEW PRODUCT PRICE POSITIONING

COMPARISON	RESULT
Catalog Median	$61.60
New Median (30d)	$54.00 (-12%)
New Median (90d)	$55.00 (-11%)
Strategy	Consistent positioning

Velocity (30d): **90.0/mo** · Velocity (90d): **34.3/mo** · 12mo: **54.9/mo**

PEAK LAUNCH MONTHS (12MO)

MONTH	LAUNCHES
2025-06	354
2025-03	100

PRICE COMPARISONS

COMPARISON	RESULT
Discounted vs Full Price Median	$61.60 vs $78.00
Discounted Share	932 (37.28%)
Update activity (secondary)	2500 (100.0%)

UPDATE SPIKE DETECTED

100.0% of meaningful updates occurred on 2026-02-05. Spike detected, but filtering would remove nearly all updates.

2025-09	98

Top Products

Notable Items

MOST EXPENSIVE (TOP 5)

PRODUCT	PRICE
Chilton Parka	$368.00
Chilton Parka	$368.00
Chilton Parka	$368.00
Lookout Long Puffer	$348.00
Lookout Long Puffer	$348.00

BIGGEST DISCOUNTS (TOP 5)

PRODUCT	DISCOUNT
Women's Mini Mystery Box (3 Items)	58.1%
Men's Mini Mystery Box (3 Items)	58.1%
Men's Mystery Box (5 Items)	57.75%
Women's Mystery Box (5 Items)	57.75%
Sasquatch Hoodie	50.0%

Data Coverage & Limitations

- Update activity may be inflated: 100.0% of meaningful updates occurred on 2026-02-05. 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: 37.28% 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.