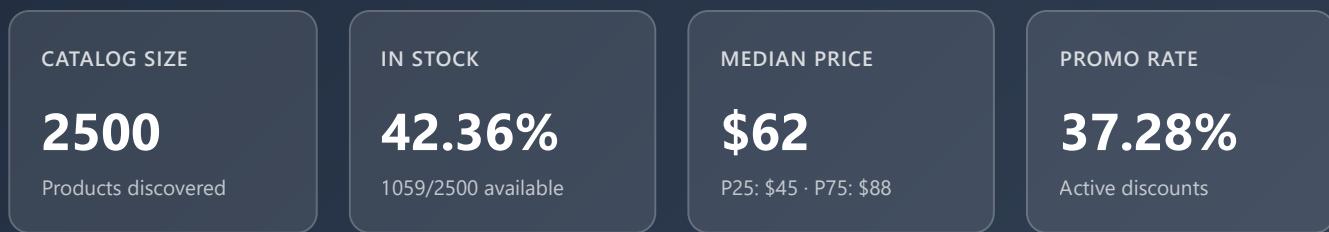


# Competitive Intelligence Report

<https://www.tentree.com>



## 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

### DISCOUNT METRICS

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

### PRICE DISTRIBUTION

<\$25	<div style="width: 14px;"></div>	14
\$25–\$49	<div style="width: 975px;"></div>	975
\$50–\$99	<div style="width: 1152px;"></div>	1152
\$100–\$199	<div style="width: 323px;"></div>	323
\$200–\$299	<div style="width: 24px;"></div>	24
\$300–\$499	<div style="width: 12px;"></div>	12

### 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
<b>103</b> 4.12% of catalog	<b>34.3/mo</b> Products per month	<b>Accelerating</b> +162% vs 90d	<b>Consistent positioning</b> 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 vs Median	\$61.60 vs \$78.00

Discounted Share	932 (37.28%)
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Update activity (secondary)	2500 (100.0%)
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## UPDATE SPIKE DETECTED

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

## 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.