

Competitive Intelligence Report

<https://gymshark.com>

CATALOG SIZE**2500**

Products discovered

IN STOCK**49.6%**

1240/2500 available

MEDIAN PRICE**\$32**

P25: \$22 · P75: \$44

PROMO RATE**50.0%**

Active discounts

Competitive Positioning

Strategic Snapshot

MARKET POSITION**Budget**

Based on catalog median price (simple heuristic).

PROMO INTENSITY**Low**

42

Blend of discounted share + median discount depth.

LAUNCH VELOCITY**Low**

40

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

CATALOG COMPLEXITY**High**

80

Blend of catalog size + price spread + variants.



Key Insights

- Low launch velocity: 0.0 products/month, suggesting mature/stable catalog.
- 49.6% of products are currently in stock, which suggests potential stock gaps to exploit.
- 50.0% of products show valid discounts (compare-at > price), indicating aggressive promotion.
- Pricing spans \$3.60–\$130.00 with a median of \$32.00. Position your core offer near the median to compete directly.
- The dominant price band is \$25–\$49 (50.92% of products), showing where they primarily compete.
- Newest products skew above the store median price, suggesting a premium expansion strategy.
- Products have multiple variants on average, suggesting upsell/option strategy (sizes, bundles, tiers).

Pricing & Discount Strategy

Price Architecture

PRICING METRICS

METRIC	VALUE
Minimum	\$3.60
25th Percentile	\$22.00
Median	\$32.00
75th Percentile	\$44.00
Maximum	\$130.00

DISCOUNT METRICS

METRIC	VALUE
Discounted Products	1250 (50.0%)
Median Discount	30.0%
Average Discount	38.74%
Maximum Discount	70.0%

PRICE DISTRIBUTION

<\$25	<div style="width: 79.2%;"><div style="width: 100%;"></div></div>	792
\$25–\$49	<div style="width: 127.3%;"><div style="width: 100%;"></div></div>	1273
\$50–\$99	<div style="width: 42.8%;"><div style="width: 100%;"></div></div>	428
\$100–\$199	<div style="width: 0.7%;"><div style="width: 100%;"></div></div>	7

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
0 0.0% of catalog	0.0/mo Products per month	Steady —	Consistent positioning New vs catalog

PRODUCT LAUNCH TIMELINE		
WINDOW	LAUNCHED	SHARE
Last 7 days	0	0.0%
Last 30 days	0	0.0%
Last 90 days	0	0.0%
Last 180 days	163	6.52%
Last 12 months	766	30.64%

PRICE COMPARISONS

COMPARISON	RESULT
Discounted vs Full Price Median	\$24.00 vs \$40.00

Discounted Share	1250 (50.0%)
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Update activity (secondary)	2500 (100.0%)
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UPDATE SPIKE DETECTED

100.0% of meaningful updates occurred on 2026-01-21. Spike detected, but filtering would remove nearly all updates.

NEW PRODUCT PRICE POSITIONING	
COMPARISON	RESULT
Catalog Median	\$32.00
New Median (30d)	—
New Median (90d)	—
Strategy	Consistent positioning

Velocity (30d): **0.0/mo** · Velocity (90d): **0.0/mo** · 12mo: **63.0/mo**

PEAK LAUNCH MONTHS (12MO)	
MONTH	LAUNCHES
2025-02	274

2025-03

240

2025-10

131

Top Products

Notable Items

MOST EXPENSIVE (TOP 5)

PRODUCT	PRICE
Gymshark Premium Power Crew - Black	\$130.00
Gymshark Graphic Tapered Lifting Belt - Cloud Pink	\$126.00
Gymshark Tapered Double Prong Lifting Belt - Black	\$120.00
Gymshark Tactical Backpack - Soft Brown	\$110.00
Gymshark Graphic Lever Lifting Belt - Black	\$105.60

BIGGEST DISCOUNTS (TOP 5)

PRODUCT	DISCOUNT
Gymshark Sport Seamless Sports Bra - Camo Brown/Black	70.0%
Gymshark Sport Seamless Leggings - GS Onyx Grey/GS Black	70.0%
Gymshark Sport Seamless Leggings - Camo Brown/Black	70.0%
Gymshark Sport Seamless Leggings - Reset Pink/Black	70.0%
Gymshark Campus Jacket - Pebble Grey	70.0%

Data Coverage & Limitations

- Update activity may be inflated: 100.0% of meaningful updates occurred on 2026-01-21. 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: 50.0% 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.