

Competitive Intelligence Report

<https://www.condorcycles.com>

CATALOG SIZE

2500

Products discovered

IN STOCK

90.2%

2255/2500 available

MEDIAN PRICE

\$45

P25: \$18 · P75: \$120

PROMO RATE

24.96%

Active discounts

Competitive Positioning

Strategic Snapshot

MARKET POSITION

Mid-Market

Based on catalog median price (simple heuristic).

PROMO INTENSITY

Low

25

Blend of discounted share + median discount depth.

LAUNCH VELOCITY

Medium

47

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

CATALOG COMPLEXITY

High

94

Blend of catalog size + price spread + variants.



Key Insights

- High launch velocity: 75.0 products/month recently, indicating aggressive expansion.
- Launch rate decelerating (-19% vs 90d avg)—expansion cooling off.
- Premium expansion: New products (90d) at \$55.98 vs catalog \$44.99 (+24% delta).
- 90.2% of products are currently in stock, which suggests stable inventory.
- 24.96% of products show valid discounts (compare-at > price), indicating limited discounting.
- Pricing spans \$0.20–\$5999.99 with a median of \$44.99. Position your core offer near the median to compete directly.
- The dominant price band is <\$25 (33.4% 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	\$0.20
25th Percentile	\$17.99
Median	\$44.99
75th Percentile	\$119.99
Maximum	\$5999.99

DISCOUNT METRICS

METRIC	VALUE
Discounted Products	624 (24.96%)
Median Discount	26.02%
Average Discount	28.32%
Maximum Discount	83.34%

PRICE DISTRIBUTION

<\$25	<div><div></div></div>	835
\$25–\$49	<div><div></div></div>	516
\$50–\$99	<div><div></div></div>	432
\$100–\$199	<div><div></div></div>	313
\$200–\$299	<div><div></div></div>	110
\$300–\$499	<div><div></div></div>	80
\$500+	<div><div></div></div>	202

NOTE

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

Launch Timeline & Comparisons

Expansion Strategy

NEW PRODUCTS (90D)

277

11.08% of catalog

VELOCITY (90D)

92.3/mo

Products per month

TREND

Decelerating

-19% vs 90d

PRICE STRATEGY

Premium expansion

New vs catalog

PRICE COMPARISONS

COMPARISON	RESULT
Discounted vs Full Price Median	\$52.99 vs \$40.00
Discounted Share	624 (24.96%)
Update activity (secondary)	2500 (100.0%)

PRODUCT LAUNCH TIMELINE		
WINDOW	LAUNCHED	SHARE
Last 7 days	18	0.72%
Last 30 days	75	3.0%
Last 90 days	277	11.08%
Last 180 days	492	19.68%
Last 12 months	851	34.04%

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	\$44.99
New Median (30d)	\$59.00 (+31%)
New Median (90d)	\$55.98 (+24%)
Strategy	Premium expansion
Velocity (30d): 75.0/mo · Velocity (90d): 92.3/mo · 12mo: 69.9/mo	

PEAK LAUNCH MONTHS (12MO)	
MONTH	LAUNCHES
2025-11	104
2025-12	85

Top Products

Notable Items

MOST EXPENSIVE (TOP 5)

PRODUCT	PRICE
Condor Super Acciaio Disc 55cm Road Bike	\$5999.99
Brompton Electric T Line with Handlebar Control - 4-Speed Folding Bike	\$5999.00
Condor Baracchi Disc 52cm Road Bike with SRAM Rival AXS 12-Speed	\$5199.99
Condor Leggero SL Disc 49cm Road Bike Shimano 105 Di2 electronic shifting	\$4999.99
Condor Leggero Frameset	\$4999.99

BIGGEST DISCOUNTS (TOP 5)

PRODUCT	DISCOUNT
Condor FF47 1 1/8" - 1.5" Direct Mount Carbon Fork	83.34%
Condor FF012 1 1/8" - 1 1/2" Carbon Fork	76.0%
Campagnolo Ekar Wooden Display Box	75.02%
Shimano BR-M430 V-Brake Shoe Set	73.38%
Vittoria Corsa Speed G2.0 TLR Tubeless Tyre	72.51%

Data Coverage & Limitations

- 12 products had a \$0 price and were excluded from price statistics (ofetn samples, placeholders, or gated pricing)
- 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: 27.48% 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.