

Competitive Intelligence Report

<https://www.potgang.co.uk>

CATALOG SIZE

41

Products discovered

IN STOCK

87.8%

36/41 available

MEDIAN PRICE

\$21

P25: \$13 · P75: \$25

PROMO RATE

0%

Active discounts

Competitive Positioning

Strategic Snapshot

MARKET POSITION

Budget

Based on catalog median price (simple heuristic).

PROMO INTENSITY

Low 0

Blend of discounted share + median discount depth.

LAUNCH VELOCITY

Low 44

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

CATALOG COMPLEXITY

Low 15

Blend of catalog size + price spread + variants.



Key Insights

- Low launch velocity: 0.0 products/month, suggesting mature/stable catalog.
- Launch rate decelerating (~100% vs 90d avg)—expansion cooling off.
- Budget expansion: New products (90d) at \$15.99 vs catalog \$20.99 (-24% delta).
- 87.8% 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 \$1.50–\$83.12 with a median of \$20.99. Position your core offer near the median to compete directly.
- The dominant price band is <\$25 (80.49% 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	\$13.08
Median	\$20.99
75th Percentile	\$24.99
Maximum	\$83.12

DISCOUNT METRICS

METRIC	VALUE
Discounted Products	0 (0%)
Median Discount	—
Average Discount	—
Maximum Discount	—

PRICE DISTRIBUTION

<\$25	<div><div></div></div>	33
\$25–\$49	<div><div></div></div>	6
\$50–\$99	<div><div></div></div>	2

NOTE

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

Launch Timeline & Comparisons

Expansion Strategy

NEW PRODUCTS
(90D)

3

7.32% of catalog

VELOCITY
(90D)

1.0/mo

Products per month

TREND

Decelerating

-100% vs 90d

PRICE STRATEGY

Budget expansion

New vs catalog

PRICE COMPARISONS

COMPARISON	RESULT
Discounted vs Full Price Median	—
Discounted Share	0 (0.0%)
Update activity (secondary)	41 (100.0%)

UPDATE SPIKE DETECTED

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

PRODUCT LAUNCH TIMELINE		
WINDOW	LAUNCHED	SHARE
Last 7 days	0	0.0%
Last 30 days	0	0.0%
Last 90 days	3	7.32%
Last 180 days	3	7.32%
Last 12 months	9	21.95%

NEW PRODUCT PRICE POSITIONING	
COMPARISON	RESULT
Catalog Median	\$20.99
New Median (30d)	—
New Median (90d)	\$15.99 (-24%)
Strategy	Budget expansion
Velocity (30d): 0.0/mo · Velocity (90d): 1.0/mo · 12mo: 0.7/mo	

PEAK LAUNCH MONTHS (12MO)	
MONTH	LAUNCHES
2025-04	3

2025-05

2

2025-11

2

Top Products

Notable Items

MOST EXPENSIVE (TOP 5)

PRODUCT	PRICE
GIFT CARD 🎁	\$83.12
6-Tier Greenhouse ~ "THE WALK-IN POT HOUSE"	\$59.99
4-Tier Greenhouse ~ "THE POT HOUSE"	\$42.99
Special Edition: The Christmas Dinner Box	\$39.99
Special Edition: The Pickling Box	\$39.99

BIGGEST DISCOUNTS (TOP 5)

PRODUCT	DISCOUNT
---------	----------

Data Coverage & Limitations

- Low discount detection: store may not use compare-at pricing consistently.
- 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: 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.