

# Competitive Intelligence Report

<https://maguireshoes.com>

CATALOG SIZE

**271**

Products discovered

IN STOCK

**90.41%**

245/271 available

MEDIAN PRICE

**\$175**

P25: \$102 · P75: \$260

PROMO RATE

**50.55%**

Active discounts

## Competitive Positioning

Strategic Snapshot

MARKET POSITION

**Premium**

Based on catalog median price (simple heuristic).

PROMO INTENSITY

**Medium**

46

Blend of discounted share + median discount depth.

LAUNCH VELOCITY

**Medium**

50

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

CATALOG COMPLEXITY

**Medium**

60

Blend of catalog size + price spread + variants.



## Key Insights

- High launch velocity: 24.0 products/month recently, indicating aggressive expansion.
- Launch rate accelerating (+63% vs 90d avg)—they're ramping up.
- Budget expansion: New products (90d) at \$122.5 vs catalog \$175.0 (-30% delta).
- 8.86% of catalog (24 products) launched in last 30 days—very fresh inventory.
- 90.41% of products are currently in stock, which suggests stable inventory.
- 50.55% of products show valid discounts (compare-at > price), indicating aggressive promotion.
- Pricing spans \$5.00–\$395.00 with a median of \$175.00. Position your core offer near the median to compete directly.
- The dominant price band is \$100–\$199 (39.85% 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	\$5.00
25th Percentile	\$102.50
Median	\$175.00
75th Percentile	\$260.00
Maximum	\$395.00

### DISCOUNT METRICS

METRIC	VALUE
Discounted Products	137 (50.55%)
Median Discount	39.62%
Average Discount	41.05%
Maximum Discount	91.84%

### PRICE DISTRIBUTION

<\$25	<div><div></div></div>	30
\$25–\$49	<div><div></div></div>	19
\$50–\$99	<div><div></div></div>	15
\$100–\$199	<div><div></div></div>	108
\$200–\$299	<div><div></div></div>	74
\$300–\$499	<div><div></div></div>	25

#### NOTE

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

Launch Timeline & Comparisons

Expansion Strategy

NEW PRODUCTS (90D)

44

16.24% of catalog

VELOCITY (90D)

14.7/mo

Products per month

TREND

Accelerating

+63% vs 90d

PRICE STRATEGY

Budget expansion

New vs catalog

PRICE COMPARISONS

COMPARISON	RESULT
Discounted vs Full Price Median	\$155.00 vs \$257.50
Discounted Share	137 (50.55%)
Update activity (secondary)	271 (100.0%)

PRODUCT LAUNCH TIMELINE		
WINDOW	LAUNCHED	SHARE
Last 7 days	0	0.0%
Last 30 days	24	8.86%
Last 90 days	44	16.24%
Last 180 days	85	31.37%
Last 12 months	166	61.25%

UPDATE SPIKE DETECTED

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

NEW PRODUCT PRICE POSITIONING	
COMPARISON	RESULT
Catalog Median	\$175.00
New Median (30d)	\$122.50 (-30%)
New Median (90d)	\$122.50 (-30%)
Strategy	Budget expansion
Velocity (30d): 24.0/mo · Velocity (90d): 14.7/mo · 12mo: 13.6/mo	

PEAK LAUNCH MONTHS (12MO)	
MONTH	LAUNCHES
2025-08	34
2025-03	27

## Top Products

Notable Items

### MOST EXPENSIVE (TOP 5)

PRODUCT	PRICE
Lucca Wider Black Boot	\$395.00
Ludo Brown Boot	\$395.00
Ludo Black Boot	\$395.00
Lucca Dijon Boot	\$395.00
Lucca Black Boot	\$395.00

### BIGGEST DISCOUNTS (TOP 5)

PRODUCT	DISCOUNT
Imperfect Navas Butter 41	91.84%
Mixed Feet Muriel Black 40 41	84.91%
Second Hand Douro Black	84.91%
Second Hand Nola Brown 42	84.62%
Imperfect Noto White 42	84.0%

### 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: 50.55% 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.