

Competitive Intelligence Report

<https://goodfair1.myshopify.com>

CATALOG SIZE

139

Products discovered

IN STOCK

74.1%

103/139 available

MEDIAN PRICE

\$37

P25: \$21 · P75: \$69

PROMO RATE

28.06%

Active discounts

Competitive Positioning

Strategic Snapshot

MARKET POSITION

Budget

Based on catalog median price (simple heuristic).

PROMO INTENSITY

Low 33

Blend of discounted share + median discount depth.

LAUNCH VELOCITY

High 100

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

CATALOG COMPLEXITY

Medium 58

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.
- Consistent positioning: New products (90d) at \$37.41 vs catalog \$37.05 (+1% delta).
- 74.1% of products are currently in stock, which suggests potential stock gaps to exploit.
- 28.06% of products show valid discounts (compare-at > price), indicating limited discounting.
- Pricing spans \$4.99–\$1269.00 with a median of \$37.05. Position your core offer near the median to compete directly.
- The dominant price band is \$25–\$49 (34.53% 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	\$4.99
25th Percentile	\$21.30
Median	\$37.05
75th Percentile	\$69.00
Maximum	\$1269.00

DISCOUNT METRICS

METRIC	VALUE
Discounted Products	39 (28.06%)
Median Discount	40.0%
Average Discount	37.77%
Maximum Discount	96.0%

PRICE DISTRIBUTION

<\$25	<div><div></div></div>	39
\$25–\$49	<div><div></div></div>	48
\$50–\$99	<div><div></div></div>	33
\$100–\$199	<div><div></div></div>	11
\$200–\$299	<div><div></div></div>	1
\$300–\$499	<div><div></div></div>	5
\$500+	<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)

138

99.28% of
catalog

VELOCITY
(90D)

46.0/mo

Products per
month

TREND

Decelerating

-100% vs 90d

PRICE STRATEGY

Consistent
positioning

New vs catalog

PRICE COMPARISONS

COMPARISON	RESULT
Discounted vs Full Price Median	\$34.17 vs \$40.00
Discounted Share	39 (28.06%)
Update activity (secondary)	139 (100.0%)

PRODUCT LAUNCH TIMELINE

WINDOW	LAUNCHED	SHARE
Last 7 days	0	0.0%
Last 30 days	0	0.0%
Last 90 days	138	99.28%
Last 180 days	138	99.28%
Last 12 months	138	99.28%

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	\$37.05
New Median (30d)	—
New Median (90d)	\$37.41 (+1%)
Strategy	Consistent positioning

Velocity (30d): 0.0/mo · Velocity (90d): 46.0/mo · 12mo: 11.3/mo

PEAK LAUNCH MONTHS (12MO)

MONTH	LAUNCHES
2025-12	138

Top Products

Notable Items

MOST EXPENSIVE (TOP 5)

PRODUCT	PRICE
Versace Black Polyester Shell Jacket	\$1269.00
Lavender "Victorious" Affirmation Candle - 190 oz (MADE TO ORDER)	\$549.99
Midi Dress in Denim	\$488.00
Long Sleeve Dress in Black	\$480.00
Long Sleeve Dress in Brown	\$480.00

BIGGEST DISCOUNTS (TOP 5)

PRODUCT	DISCOUNT
Unrefined Shea Butter Ivory Bulk Shea Butter	96.0%
Glycolic Acid Exfoliating Pads	56.74%
Everyday Multi-Surface Cleaner	54.57%
Clearance Women's Bamboo/Cotton Bikini Style Underwear	50.03%
Sleep Well Blend	50.02%

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: 46.76% 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.