StoreScout

Competitive Intelligence Report

https://www.mous.co

CATALOG SIZE	IN STOCK	MEDIAN PRICE	PROMO RATE
235	**72.77%**	**$45**	**51.49%**
Products discovered	171/235 available	P25: $25 · P75: $80	Active discounts

Competitive Positioning

Strategic Snapshot

MARKET POSITION

Mid-Market

Based on catalog median price (simple heuristic).

PROMO INTENSITY

Low 42

Blend of discounted share + median discount depth.

LAUNCH VELOCITY

Low 4

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

CATALOG COMPLEXITY

Medium 59

Blend of catalog size + price spread + variants.

💡 Key Insights

→ 72.77% of products are currently in stock, which suggests potential stock gaps to exploit.

→ 51.49% of products show valid discounts (compare-at > price), indicating aggressive promotion.

→ Pricing spans $4.99–$329.99 with a median of $44.99. Position your core offer near the median to compete directly.

→ The dominant price band is $25–$49 (34.47% 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	$24.99
Median	$44.99
75th Percentile	$79.99
Maximum	$329.99

DISCOUNT METRICS

METRIC	VALUE
Discounted Products	121 (51.49%)
Median Discount	27.28%
Average Discount	30.8%
Maximum Discount	76.02%

NOTE

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

PRICE DISTRIBUTION

Band	Count
<$25	64
$25–$49	81
$50–$99	47
$100–$199	32
$200–$299	7
$300–$499	2

Catalog Activity & Comparisons

NEW VS EXISTING PRODUCTS

TIMEFRAME	CREATED	UPDATED
Last 30 days	5 (2.13%)	0 (0.0%)
Last 90 days	16 (6.81%)	0 (0.0%)
Last 180 days	49 (20.85%)	—

PRICE COMPARISONS

COMPARISON	RESULT
New (90d) vs Catalog Median	$144.99 vs $44.99
Discounted vs Full Price Median	$34.99 vs $49.99
Discounted Share	122 (51.91%)

Top Products

MOST EXPENSIVE (TOP 5)

PRODUCT	PRICE
Hardshell Carry-on Suitcase	$329.99
Protective Lid Backpack with UltraTex® - Optimal	$309.99
Marine Travel Backpack - Optimal	$299.99
Travel Backpack - Optimal	$299.99
Stone Travel Backpack - Optimal	$289.99

BIGGEST DISCOUNTS (TOP 5)

PRODUCT	DISCOUNT
Black Leather AirPods Gen 1 & 2 Case	100.0%
Flip Wallet	76.02%
Protective Clear Phone Case - Clarity MagSafe	70.01%
Speckled Fabric Protective Phone Case - Limitless	70.01%
Black Flip Wallet with Stand	70.01%

Data Coverage & Limitations

- 2 products had a $0 price and were excluded from price statistics (ofetn samples, placeholders, or gated pricing)

- Update activity looks inflated: 100.0% of updates occurred on 2026-01-20. This often indicates a bulk catalog refresh (apps/inventory sync) rather than many manual product edits.

- 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: 51.91% 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.