

Competitive Intelligence Report

<https://fentybeauty.com>

CATALOG SIZE

889

Products discovered

IN STOCK

86.39%

768/889 available

MEDIAN PRICE

\$28

P25: \$20 · P75: \$39

PROMO RATE

7.65%

Active discounts

Competitive Positioning

Strategic Snapshot

MARKET POSITION

Budget

Based on catalog median price (simple heuristic).

PROMO INTENSITY

Low 25

Blend of discounted share + median discount depth.

LAUNCH VELOCITY

Low 41

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

CATALOG COMPLEXITY

Low 34

Blend of catalog size + price spread + variants.



Key Insights

- Moderate launch velocity: 7.0 products/month, showing steady growth.
- Launch rate accelerating (+17% vs 90d avg)—they're ramping up.
- Premium expansion: New products (90d) at \$34.0 vs catalog \$28.0 (+21% delta).
- 86.39% of products are currently in stock, which suggests stable inventory.
- 7.65% of products show valid discounts (compare-at > price), indicating limited discounting.
- Pricing spans \$1.00–\$150.00 with a median of \$28.00. Position your core offer near the median to compete directly.
- The dominant price band is \$25–\$49 (58.49% of products), showing where they primarily compete.
- Newest products skew above the store median price, suggesting a premium expansion strategy.
- Most products have few variants, suggesting a simpler catalog (often easier ops) and fewer customization options.

Pricing & Discount Strategy

Price Architecture

PRICING METRICS

METRIC	VALUE
Minimum	\$1.00
25th Percentile	\$20.25
Median	\$28.00
75th Percentile	\$39.00
Maximum	\$150.00

DISCOUNT METRICS

METRIC	VALUE
Discounted Products	68 (7.65%)
Median Discount	50.0%
Average Discount	41.22%
Maximum Discount	57.65%

PRICE DISTRIBUTION

<\$25	<div><div></div></div>	306
\$25–\$49	<div><div></div></div>	520
\$50–\$99	<div><div></div></div>	47
\$100–\$199	<div><div></div></div>	9

NOTE

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

Launch Timeline & Comparisons

Expansion Strategy

NEW PRODUCTS (90D)

18

2.02% of catalog

VELOCITY (90D)

6.0/mo

Products per month

TREND

Accelerating

+17% vs 90d

PRICE STRATEGY

Premium expansion

New vs catalog

PRICE COMPARISONS

COMPARISON	RESULT
Discounted vs Full Price Median	\$20.00 vs \$28.00
Discounted Share	68 (7.65%)
Update activity (secondary)	889 (100.0%)

PRODUCT LAUNCH TIMELINE		
WINDOW	LAUNCHED	SHARE
Last 7 days	1	0.11%
Last 30 days	7	0.79%
Last 90 days	18	2.02%
Last 180 days	35	3.94%
Last 12 months	111	12.49%

UPDATE SPIKE DETECTED

100.0% of meaningful updates occurred on 2026-02-18. Spike detected, but filtering would remove nearly all updates.

NEW PRODUCT PRICE POSITIONING	
COMPARISON	RESULT
Catalog Median	\$28.00
New Median (30d)	\$29.00 (+4%)
New Median (90d)	\$34.00 (+21%)
Strategy	Premium expansion
Velocity (30d): 7.0/mo · Velocity (90d): 6.0/mo · 12mo: 9.1/mo	

PEAK LAUNCH MONTHS (12MO)	
MONTH	LAUNCHES
2025-03	37

2025-06

16

2026-01

12

Top Products

Notable Items

MOST EXPENSIVE (TOP 5)

PRODUCT	PRICE
The Smurfette Collection Smurfette-Inspired Collection Tin	\$150.00
The Gloss Bomb Vault 10-Piece Full-Size Lip Set	\$150.00
Fenty Eau de Parfum 75ML + Decorative Logo Tray	\$140.00
Fenty Eau de Parfum 75ML + Scented Ceramic Gift Set	\$140.00
Build Your Own Fenty Face 4-Piece Bundle	\$130.00

BIGGEST DISCOUNTS (TOP 5)

PRODUCT	DISCOUNT
Skincare Lov'rs Cleanser, Toner, SPF Moisturizer + Collector's Case	57.65%
Chocolit Treatz Lip Luminizer + Lip Oil Duo	56.25%
Pro Filt'r Soft Matte Longwear Foundation — #270	51.25%
Fenty Icon The Fill Semi-Matte Refillable Lipstick — Nosy Rosy	50.0%
Pro Filt'r Soft Matte Powder Foundation — #200	50.0%

Data Coverage & Limitations

- 7 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 2026-02-18. 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: 13.95% 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.