

# StoreScout Competitive Snapshot

https://www.drinkhydrant.com

Public catalog + pricing intelligence  
(no checkout/traffic data)

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|  |  |   |  |
|--|--|---|--|
| <div>Catalog Size</div> <div>23</div> <div>Products discovered</div> | <div>Inventory</div> <div>86.96%</div> <div>In stock (20/23)</div> | <div>Median Price</div> <div>\$36.99</div> <div>P25: \$16.49 · P75: \$49.99</div> | <div>Promo Rate</div> <div>4.35%</div> <div>Products with valid compare-at discounts</div> |
|--|--|---|--|

## Competitive Positioning Snapshot

|   |   |
|---|---|
| <div>Market Position</div> <div>Budget</div> <div>Based on catalog median price (simple heuristic).</div>           | <div>Promo Intensity</div> <div>Low (12)</div> <div>Blend of discounted share + median discount depth.</div>  |
| <div>Launch Velocity</div> <div>Medium (50)</div> <div>Blend of new product + update activity (last 90 days).</div> | <div>Catalog Complexity</div> <div>Low (31)</div> <div>Blend of catalog size + price spread + variants.</div> |

## Key Takeaways

- 86.96% of products are currently in stock, which suggests stable inventory.
- 4.35% of products show valid discounts (compare-at > price), indicating limited discounting.
- Pricing spans \$0.00–\$89.98 with a median of \$36.99. Position your core offer near the median to compete directly.
- The dominant price band is \$25–\$49 (47.83% 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 Architecture

| Metric | Value   |
|--------|---------|
| Min    | \$0.00  |
| Median | \$36.99 |
| Max    | \$89.98 |
| P25    | \$16.49 |

## Discount Strategy

| Metric              | Value     |
|---------------------|-----------|
| Discounted products | 1 (4.35%) |
| Median discount     | 23.52%    |
| Avg discount        | 23.52%    |
| Max discount        | 23.52%    |

P75

\$49.99

Discount depth (discounted items only)

## Price bands

## New vs Old

| Window        | Created    | Updated     |
|---------------|------------|-------------|
| Last 30 days  | 1 (4.35%)  | 23 (100.0%) |
| Last 90 days  | 4 (17.39%) | 23 (100.0%) |
| Last 180 days | 6 (26.09%) | —           |

## Comparative Insights

| Comparison                             | Result             |
|--|--------------------|
| New (90d) median vs catalog median     | \$57.50 vs \$36.99 |
| Discounted median vs full-price median | \$65.00 vs \$36.99 |
| Discounted share of catalog            | 1 (4.35%)          |

## Confidence Notes

- 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: 4.35% 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.

## Top Lists

## Most expensive (top 5)

| Product                                      | Price   |
|--|---------|
| Premium VIP Bundle - 55% Off - Free Shipping | \$89.98 |
| Hydrate Buy 2, Get 1 Free (VIP)              | \$89.98 |
| Stack Creatine + Electrolyte Gummies         | \$65.00 |
| Bundles                                      | \$62.99 |
| Hydrant SLEEP   Rapid Hydration Mix Cosmic   | \$49.99 |

## Biggest discounts (top 5)

| Product                              | Discount |
|--------------------------------------|----------|
| Stack Creatine + Electrolyte Gummies | 23.52%   |