StoreScout Competitive Snapshot

https://www.jbhifi.com.au

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Catalog Size	Inventory	Median Price	Promo Rate
2500	**95.28%**	**$89.12**	**0.84%**
Products discovered	In stock (2382/2500)	P25: $32.99 · P75: $449.74	Products with valid compare-at discounts

Competitive Positioning Snapshot

Market Position	Promo Intensity
Mid-Market	**Low (9)**
Based on catalog median price (simple heuristic).	Blend of discounted share + median discount depth.

Launch Velocity	Catalog Complexity
Medium (66)	**High (80)**
Blend of new product + update activity (last 90 days).	Blend of catalog size + price spread + variants.

Key Takeaways

- 95.28% of products are currently in stock, which suggests stable inventory.
- 0.84% of products show valid discounts (compare-at > price), indicating limited discounting.
- Pricing spans $2.99–$10295.00 with a median of $89.12. Position your core offer near the median to compete directly.
- The dominant price band is $500+ (21.44% of products), showing where they primarily compete.
- Newest products skew below the store median price, suggesting a push toward cheaper volume offers.
- Most products have few variants, suggesting a simpler catalog (often easier ops) and fewer customization options.

Pricing Architecture

Metric	Value
Min	$2.99
Median	$89.12
Max	$10295.00
P25	$32.99

Discount Strategy

Metric	Value
Discounted products	21 (0.84%)
Median discount	20.02%
Avg discount	19.83%
Max discount	45.81%

		Discount depth (discounted items only)
P75	$449.74	

Price bands

New vs Old

Window	Created	Updated
Last 30 days	652 (26.08%)	2500 (100.0%)
Last 90 days	1091 (43.64%)	2500 (100.0%)
Last 180 days	1312 (52.48%)	—

Comparative Insights

Comparison	Result
New (90d) median vs catalog median	$54.99 vs $89.12
Discounted median vs full-price median	$349.00 vs $88.88
Discounted share of catalog	21 (0.84%)

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: 0.84% 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
Aftershock Aether | RTX 5090 | Ryzen 9 9950X3D | Desktop Gaming PC	$10295.00
LG WWT-1910GRX AI WashTower™ 19/10KG All-In-One Stacked Washer Dryer (Matte Grey)	$4999.00
LG WWT-1910FGX AI WashTower™ 19/10KG All-In-One Stacked Washer Dryer (Forest Green)	$4999.00
LG WWT-1910BX AI WashTower™ 19/10KG All-In-One Stacked Washer Dryer (Black)	$4999.00
LG WWT-1910BLX AI WashTower™ 19/10KG All-In-One Stacked Washer Dryer	$4999.00

Biggest discounts (top 5)

Product	Discount
Silver Bullet Powerline Straightener (White)	45.81%
Tefal Pure Pop Garment Steamer (Teal)	39.18%
Dell 15 DC15250 15.6" Full HD Laptop (Intel Core i7)[512GB]	30.02%
Flea Market Night Light Panda	28.57%
Flea Market Night Light Frog	28.57%

(Blue)