

StoreScout Competitive Snapshot

<https://empathywines.com>

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

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Catalog Size

1

Products discovered

Inventory

100.0%

In stock (1/1)

Median Price

\$75.00

P25: \$75.00 · P75: \$75.00

Promo Rate

0.0%

Products with valid compare-at discounts

Competitive Positioning Snapshot

Market Position

Mid-Market

Based on catalog median price (simple heuristic).

Promo Intensity

Low (0)

Blend of discounted share + median discount depth.

Launch Velocity

Low (40)

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

Catalog Complexity

Low (15)

Blend of catalog size + price spread + variants.

Key Takeaways

- 100.0% of products are currently in stock, which suggests stable inventory.
- 0.0% of products show valid discounts (compare-at > price), indicating limited discounting.
- Pricing spans \$75.00–\$75.00 with a median of \$75.00. Position your core offer near the median to compete directly.
- The dominant price band is \$50–\$99 (100.0% of products), showing where they primarily compete.
- Newest products price near the median, suggesting steady positioning rather than a strategic shift.
- Products have multiple variants on average, suggesting upsell/option strategy (sizes, bundles, tiers).

Pricing Architecture

Metric	Value
Min	\$75.00
Median	\$75.00
Max	\$75.00
P25	\$75.00

Discount Strategy

Metric	Value
Discounted products	0 (0.0%)
Median discount	—
Avg discount	—
Max discount	—

P75	\$75.00	Discount depth (discounted items only)
Price bands		

New vs Old			Comparative Insights	
Window	Created	Updated	Comparison	Result
Last 30 days	0 (0.0%)	1 (100.0%)	New (90d) median vs catalog median	—
Last 90 days	0 (0.0%)	1 (100.0%)	Discounted median vs full-price median	—
Last 180 days	0 (0.0%)	—	Discounted share of catalog	0 (0.0%)

Confidence Notes
<ul style="list-style-type: none"> 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: 0.0% 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)		Biggest discounts (top 5)	
Product	Price	Product	Discount
E-Gift Card	\$75.00		