**02 COMPETITIVE ANALYSIS**

**Overview**

Goodreads’ direct competitors are The Story Graph and Book Sloth. Each of these brands offer a platform for individuals to track their reading and have also implemented their own recommender systems. This analysis compares factors such as positioning, offerings,

distribution channels, target market, and competitive advantage.

|  |  |  |  |
| --- | --- | --- | --- |
|  | Goodreads | The Story Graph | Book Sloth |
| Positioning | The world’s largest online community of readers where users can keep track of the books they have read and want to read. | An online platform allowing users to track and learn about their reading habits as well as choose new books through recommendations. | A social network/platform putting emphasis on community and making connections with fellow readers. |
| Offerings | * Book Reviews * Recommendation System | * Friend Tracker/ Discussion * Recommendation System | * Virtual Discussion Page * Recommendation System |
| Channels | * Website * Mobile App | * Website * Mobile App | * Mobile App |
| Target Market | Readers (all ages) | Gen Z and Millennial readers | Gen Z and Millennial readers |
| Competitive Advantage | * Holds a majority of market share * High brand awareness | * Good marketing (mentioned in many articles – BuzzFeed, the Washington post, etc.) | * Allows for an interactive experience with live discussions |
| Website | goodreads.com | thestorygraph.com | booksloth.com |

**Implication**

The current positioning, offerings, distribution channels, and target market of these competitors are extremely similar. However, Goodreads gains competitive advantage through their high brand awareness and majority market share. This means that Goodreads has an extensive amount of user data in comparison to its competitors which can be leveraged.