

FITRITE.ME PRICE ANALYSIS - DATA SUMMARY WITH AMAZON UK

Date: 18 July 2025
Analysis Period: Complete site audit
Total Products Analyzed: 36
Categories: Leather Jackets, Footwear, Sunglasses, Belts, Bags, Accessories
Competitor Sites Analyzed: AMAZON UK, ASOS, Discounted Sunglasses, Bullet69, Next

LEATHER JACKETS PRICE COMPARISON (INCLUDING AMAZON UK)

Product Name	Fitrite Price	Amazon UK	ASOS	Other Competitors	Status
Classic Black Biker	£60	£78.33 (Texpeed)	£64	£64-78 range	✔ COMPETITIVE
Sleek Red Racer	£340	£74.99-83.32	£68-71	£68-83 range	❌ OVERPRICED 300-400%
Vintage Brown Bomber	£72	£78.33 (similar)	£101 (Next)	£72-101 range	✔ COMPETITIVE
Urban Explorer Black	£290	£74.99-83.32	£87	£74-87 range	❌ OVERPRICED 250-290%
Modern Blue Moto	£42	£44.99 (JACK&JONES)	£40	£40-45 range	✔ COMPETITIVE
Rugged Green Field Jacket	£280	£74.99-83.32	£64	£64-83 range	❌ OVERPRICED 240-340%

AMAZON UK LEATHER JACKET RANGE: £44.99 - £124.17
AVERAGE AMAZON UK PRICE: £70-85 for quality leather jackets

SUNGLASSES PRICE COMPARISON (INCLUDING AMAZON UK)

Product Name	Fitrite Price	Amazon UK	Discounted Sunglasses	Status
Wayfarer Classic Black	£36	£4.16-16.98 (similar)	£17-32	✔️ COMPETITIVE
Aviator Silver Mirror	£38.50	£4.16-27.49 (aviator)	£17-32	🟡 SLIGHTLY EXPENSIVE
Retro Round Brown	£21	£4.49-16.98	£17-32	✔️ COMPETITIVE
Oversized Gradient	£65	£4.16-27.49	£17-32	🔴 OVERPRICED 140-240%
Classic Aviator Gold	£28	£4.16-27.49	£17-32	✔️ COMPETITIVE
Classic Aviator Gradient	£27	£4.16-27.49	£17-32	✔️ COMPETITIVE
Cherokee Cat-eye Gold	£32	£4.49-16.98	£17-32	🟡 SLIGHTLY EXPENSIVE
Polarised Aviator Brown	£32	£4.16-27.49	£17-32	🟡 SLIGHTLY EXPENSIVE
Fashion Aviator Stripes	£25	£4.16-27.49	£17-32	✔️ COMPETITIVE

AMAZON UK SUNGLASSES RANGE: £4.16 - £118.00
BUDGET AMAZON UK RANGE: £4.16 - £27.49 (non-premium brands)
PREMIUM AMAZON UK RANGE: £90.00 - £118.00 (Ray-Ban, etc.)

FOOTWEAR PRICE COMPARISON

Product Name	Fitrite Price	Market Average	Amazon UK Estimate	Status
Ridgewalker Classic	£60	£80-100	£70-90 (estimated)	✔ COMPETITIVE
Rose Rebel	£87.50	£100-120	£90-110 (estimated)	✔ COMPETITIVE
Midnight Marcher	£54	£100	£80-100 (estimated)	✔ COMPETITIVE
Ladies Ankle Boots	£40	£50	£45-60 (estimated)	✔ COMPETITIVE
Goodyear Welted Suede Chelsea	£75	£120-140	£100-130 (estimated)	● REASONABLE
Arizona	£180	£120-140	£130-150 (estimated)	● OVERPRICED 20-38%
Montana	£225	£150-180	£160-190 (estimated)	● OVERPRICED 18-41%
Mens Leather Formal Comfort	£50	£80-100	£70-90 (estimated)	✔ COMPETITIVE
Mens Leather Formal Burgundy	£75	£80-100	£70-90 (estimated)	● REASONABLE

BELTS PRICE COMPARISON

Product Name	Fitrite Price	Bullet69	Amazon UK Estimate	Status
3 Row Black Pyramid Studded	£7.00	£15-20	£12-18 (estimated)	✓ EXCELLENT
2 Row Double Prong Eyelet	£17.49	£20	£15-22 (estimated)	✓ COMPETITIVE
Classic Black Leather Belt	£17.99	£20-25	£15-25 (estimated)	✓ COMPETITIVE
Nickel Bullet Belt	£29.99	£25-30	£25-35 (estimated)	● REASONABLE
3 Row Silver Pyramid Studded	£19.99	£20-25	£18-25 (estimated)	✓ COMPETITIVE
2 Row Eyelet Studded Belt	£24.99	£25-30	£22-28 (estimated)	✓ COMPETITIVE

BAGS & ACCESSORIES PRICE COMPARISON

Product Name	Fitrite Price	Market Average	Amazon UK Estimate	Status
Parisian Window	£24.00	£30-40	£25-35 (estimated)	✓ EXCELLENT
Clock Styled	£35	£30-40	£30-45 (estimated)	✓ COMPETITIVE
Retro Ringer	£22.50	£25-35	£25-35 (estimated)	✓ COMPETITIVE
Ivory Grace	£58	£40-50	£45-55 (estimated)	● SLIGHTLY EXPENSIVE
Tartan Gloves Brown/Black	£4.00	£8-12	£6-10 (estimated)	✓ EXCELLENT
Red Clip-On Bow Tie	£12.99	£10-15	£8-15 (estimated)	✓ COMPETITIVE

UPDATED COMPETITOR ANALYSIS WITH AMAZON UK

SHOPS ANALYZED

AMAZON UK (NEW PRIMARY REFERENCE) - Leather Jackets: £44.99-124.17 (average £70-85) - Sunglasses: £4.16-118.00 (budget £4-27, premium £90-118) - Quality: Wide range from budget to premium - Target Market: All demographics - Price Range: Most competitive for budget items

ASOS (Fashion Competitor) - Leather Biker Jackets: £40-110 - Quality: Mid-range fashion - Target Market: Young adults 18-35 - Price Range: Budget to mid-range

Discounted Sunglasses (Sunglasses Specialist) - Sunglasses Range: £17-32 (under £30 category) - Quality: Budget to mid-range - Target Market: Price-conscious consumers - Price Range: Budget focused

Bullet69 (Alternative Fashion) - Studded Belts: £15-30 - Quality: Alternative/punk fashion - Target Market: Alternative fashion enthusiasts - Price Range: Mid-range

Next (High Street Fashion) - Leather Jackets: £90-120 - Quality: High street fashion - Target Market: Mainstream consumers - Price Range: Mid to upper-mid range

UPDATED ANALYSIS RESULTS WITH AMAZON UK DATA



PRICING STATUS BREAKDOWN

● **OVERPRICED PRODUCTS:** 6 products (17%) - Sleek Red Racer: 300-400% above Amazon UK/ASOS - Urban Explorer Black: 250-290% above Amazon UK/ASOS - Rugged Green Field Jacket: 240-340% above Amazon UK/ASOS - Arizona: 20-38% above market average - Montana: 18-41% above market average - Oversized Gradient: 140-240% above Amazon UK/market

● **SLIGHTLY EXPENSIVE:** 3 products (8%) - Cherokee Cat-eye Gold: 0-47% above market - Polarised Aviator Brown: 0-47% above market - Ivory Grace: 16-36% above market

✓ **COMPETITIVE/EXCELLENT:** 27 products (75%) - 20 products priced competitively with Amazon UK - 7 products priced below market (excellent value)



CATEGORY PERFORMANCE VS AMAZON UK

Leather Jackets: 50% overpriced vs Amazon UK (3 of 6 products)

Footwear: 22% overpriced vs estimated Amazon UK prices (2 of 9 products)

Sunglasses: 11% overpriced vs Amazon UK budget range (1 of 9 products)

Belts: 0% overpriced vs Amazon UK estimates (all competitive)

Bags: 0% overpriced vs Amazon UK estimates (all competitive)

Accessories: 33% overpriced vs Amazon UK estimates (1 of 3 products)



KEY INSIGHTS WITH AMAZON UK DATA

1. **Amazon UK confirms our analysis:** Fitrite's overpriced items are 240-400% above Amazon UK prices

2. **Budget sunglasses market:** Amazon UK shows £4-27 range, making Fitrite's £65 Oversized Gradient extremely overpriced
3. **Leather jackets:** Amazon UK quality jackets range £70-85, confirming Fitrite's £340 items are massively overpriced
4. **Competitive positioning:** Fitrite's discounted items are actually competitive with Amazon UK
5. **Market validation:** Amazon UK data validates our recommendations for price reductions

STRATEGIC RECOMMENDATIONS UPDATED

IMMEDIATE ACTION REQUIRED: - Reduce leather jacket prices by 60-75% to match Amazon UK range (£70-85) - Reduce Oversized Gradient sunglasses by 60% to match Amazon UK premium range - Maintain current competitive pricing on discounted items

COMPETITIVE ADVANTAGE: - Fitrite's unique designs can command 10-20% premium over Amazon UK - Focus on products already competitive with Amazon UK - Leverage Amazon UK data for pricing strategy validation