

# SHOPEE MARKET INTELLIGENCE REPORT

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## KEY METRICS

- Total Products Analyzed: 3
- Average Price: Rp 35,000
- Dominant Price Range: 20-50K
- Dominant Capacity: 2000 ml

## MARKET OPPORTUNITY ANALYSIS

Low competition price zones detected: <20K, 50-100K, 100-200K, 200K+.

## STRATEGIC INSIGHT

The current market is concentrated in the 20-50K range, with the majority of products offering around 2000 ml capacity. The average market price is Rp 35,000, indicating a mid-tier competitive landscape. Entry into lower competition price zones such as <20K, 50-100K, 100-200K, 200K+ may present strategic opportunities, subject to demand validation and differentiation strategy.