

Competitive Intelligence Report

<https://www.allbirds.com>

CATALOG SIZE 1010 Products discovered	IN STOCK 85.15% 860/1010 available	MEDIAN PRICE \$70 P25: \$45 · P75: \$105	PROMO RATE 62.28% Active discounts
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Competitive Positioning

Strategic Snapshot

MARKET POSITION

Mid-Market

Based on catalog median price (simple heuristic).

PROMO INTENSITY

Medium 57

Blend of discounted share + median discount depth.

LAUNCH VELOCITY

Low 41

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

CATALOG COMPLEXITY

Medium 57

Blend of catalog size + price spread + variants.



Key Insights

- Low launch velocity: 0.0 products/month, suggesting mature/stable catalog.
- Launch rate decelerating (-100% vs 90d avg)—expansion cooling off.
- Consistent positioning: New products (90d) at \$75.0 vs catalog \$70.0 (+7% delta).
- 85.15% of products are currently in stock, which suggests stable inventory.
- 62.28% of products show valid discounts (compare-at > price), indicating aggressive promotion.
- Pricing spans \$2.00–\$160.00 with a median of \$70.00. Position your core offer near the median to compete directly.
- The dominant price band is \$100–\$199 (35.25% of products), showing where they primarily compete.
- Newest products skew above the store median price, suggesting a premium expansion strategy.
- Products have multiple variants on average, suggesting upsell/option strategy (sizes, bundles, tiers).

Pricing & Discount Strategy

Price Architecture

PRICING METRICS

METRIC	VALUE
Minimum	\$2.00
25th Percentile	\$45.00
Median	\$70.00
75th Percentile	\$105.00
Maximum	\$160.00

DISCOUNT METRICS

METRIC	VALUE
Discounted Products	629 (62.28%)
Median Discount	50.0%
Average Discount	47.35%
Maximum Discount	75.0%

NOTE

A product is only counted as discounted when compare_at_min > price_min.

PRICE DISTRIBUTION

<\$25		127
\$25–\$49		175
\$50–\$99		352
\$100–\$199		356

Launch Timeline & Comparisons

Expansion Strategy

NEW PRODUCTS (90D)

14

1.39% of catalog

VELOCITY (90D)

4.7/mo

Products per month

TREND

Decelerating

-100% vs 90d

PRICE STRATEGY

Consistent positioning

New vs catalog

PRICE COMPARISONS

COMPARISON	RESULT
Discounted vs Full Price Median	\$52.00 vs \$110.00

Discounted Share	629 (62.28%)
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Update activity (secondary)	1010 (100.0%)
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UPDATE SPIKE DETECTED

100.0% of meaningful updates occurred on 2026-05-15. Spike detected, but filtering would remove nearly all updates.

PRODUCT LAUNCH TIMELINE

WINDOW	LAUNCHED	SHARE
Last 7 days	0	0.0%
Last 30 days	0	0.0%
Last 90 days	14	1.39%
Last 180 days	72	7.13%
Last 12 months	518	51.29%

NEW PRODUCT PRICE POSITIONING

COMPARISON	RESULT
Catalog Median	\$70.00
New Median (30d)	—
New Median (90d)	\$75.00 (+7%)
Strategy	Consistent positioning

Velocity (30d): **0.0/mo** · Velocity (90d): **4.7/mo** · 12mo: **42.6/mo**

PEAK LAUNCH MONTHS (12MO)

MONTH	LAUNCHES
2025-08	240
2025-07	94

Top Products

Notable Items

MOST EXPENSIVE (TOP 5)

PRODUCT	PRICE
Women's Wool Runner NZ Mid Waterproof - Natural Black (Natural Black Sole)	\$160.00
Women's Wool Runner NZ Mid Waterproof - Dark Grey (Light Grey Sole)	\$160.00
Women's Wool Runner NZ Mid Waterproof - Natural Black (Natural White Sole)	\$160.00
Men's Wool Runner NZ Mid Waterproof - Dark Grey (Light Grey Sole)	\$160.00
Men's Wool Runner NZ Mid Waterproof - Natural Black (Natural White Sole)	\$160.00

BIGGEST DISCOUNTS (TOP 5)

PRODUCT	DISCOUNT
Men's Tree Flyer 1 - Natural Black (Blizzard Sole)	75.0%
Men's Tree Flyer 1 - Lux Beige (Blizzard Sole)	75.0%
Men's Tree Flyer 1 - Blizzard (Blizzard Sole)	75.0%
Men's Sea Tee - Navy Night	75.0%
Men's Sea Tee - Juniper	75.0%

NEWEST LAUNCHES (LAST ADDED)

PRODUCT	VENDOR	PRICE	ADDED
Men's Wool Runner-up Fluffs - Natural Black (Natural Black Sole)	Allbirds	\$109.00	2026-04-14
Women's Tree Loungers - Natural Black (Natural Black Sole)	Allbirds	\$70.00	2026-04-14
Women's Tree Loungers - Natural Black (Blizzard Sole)	Allbirds	\$70.00	2026-04-14
Women's Tree Breezer Point - Hazy Indigo	Allbirds	\$77.00	2026-04-14
Women's Wool Runner Mizzles - Natural Black (Natural Black Sole)	Allbirds	\$99.00	2026-04-14
Women's Allbirds Flip Flop - Dusty Pink	Allbirds	\$25.00	2026-03-27
Women's Varsity Jersey - Light Grey/Mid Yellow (Blizzard Sole)	Allbirds	\$130.00	2026-03-26
Women's Canvas Cruiser - Regenerative Green (Natural White Sole)	Allbirds	\$75.00	2026-03-25

VENDOR DIVERSITY

Single brand / DTC

One vendor across the entire catalog — likely a direct-to-consumer brand.

VENDOR	PRODUCTS	SHARE
Allbirds	1010	100.0%

TOP TAGS

1735 unique tags · 100.0% of products tagged

allbirds::complete => true		1006
shoprunner		871
loop::returnable => true		560
allbirds::edition => limited		552
allbirds::gender => womens		488
final sale		485
allbirds::carbon-score => undefined		462
allbirds::price-tier => tier-4		448
allbirds::edition => classic		443
allbirds::silhouette => runner		415
allbirds::price-tier => msrp		413
allbirds::gender => mens		406
allbirds::material => tree		374
collection:apr26		312
allbirds::material => wool		284

Data Coverage & Limitations

- Update activity may be inflated: 100.0% of meaningful updates occurred on 2026-05-15. Spike detected, but filtering would remove nearly all updates—showing meaningful updates instead.
- 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: 62.28% 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.

FREE SAMPLE REPORT

You just saw exactly how **Allbirds** competes.

Pricing strategy · Discount behavior · Launch velocity
Newest products · Vendor structure · Category signals

What would you find if you ran this
on your actual competitor?

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