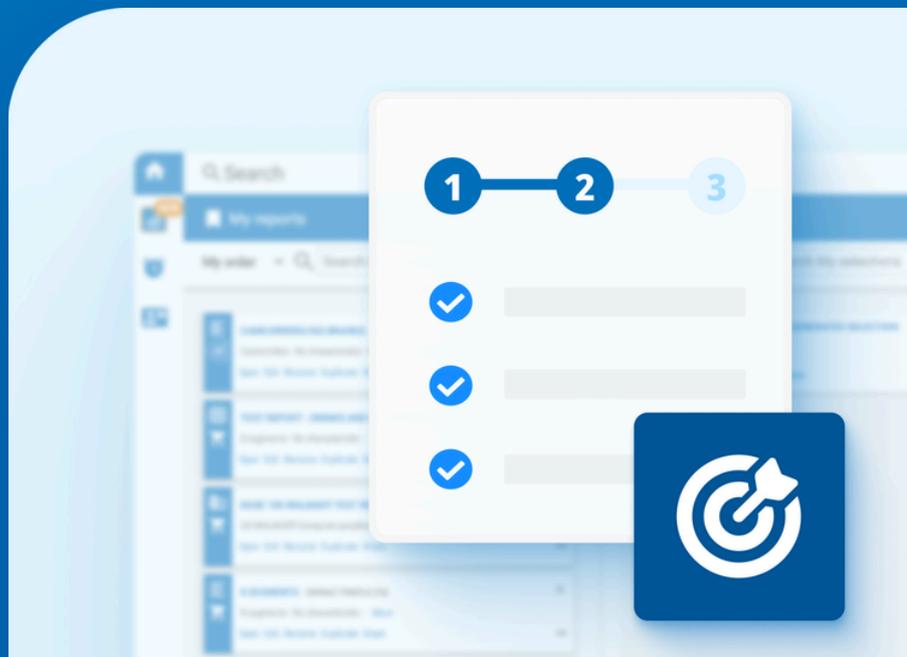


For Retailers

Market Intelligence Growth Playbook

A practical guide to knowing where you stand and
what to do next

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Introduction

Market Intelligence provides retailers with visibility into price, assortment, and brand presence across the competitive landscape.

It helps teams identify where competitive pressure is real, where category dynamics are shifting, and where action is required. Used consistently, it prevents reactive pricing and assortment decisions by grounding teams in repeatable, comparable market signals.

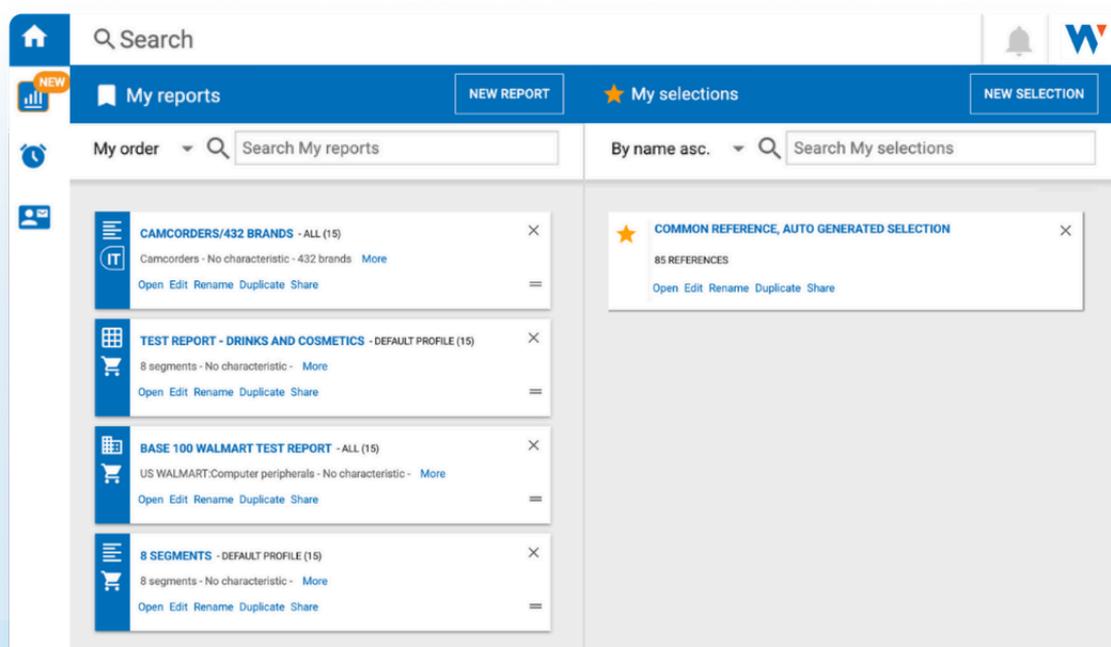
This guide is for retailer teams who want to apply **Market Intelligence** consistently in day-to-day work and monthly reviews. It is structured around seven core themes that reflect how retailers most often use Market Intelligence in practice:

- Competitive price pressure
- Competitors reshaping categories
- Price ladder positioning
- Brand influence
- Category structure
- Promotions impact
- Marketplace impact

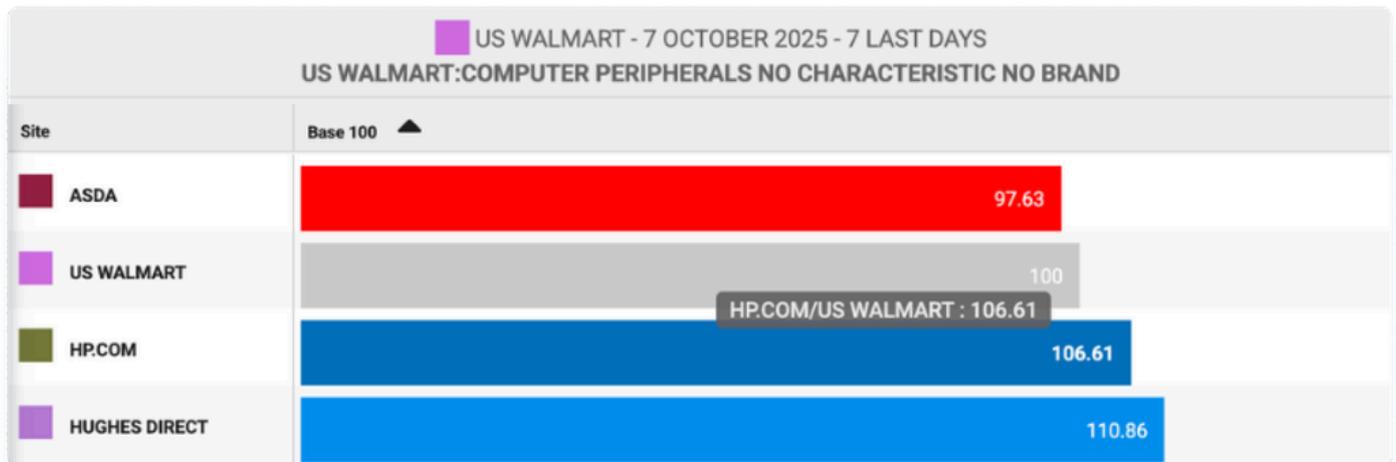
These themes surface during monthly competitive reviews, category planning, and moments where pricing or assortment decisions need to be grounded in market context. Rather than reacting to every price change, disciplined teams use these views to reduce noise and focus on the patterns that matter.

If you take one thing away, it's this: **revisit the same views on a regular cadence.** By comparing comparable products, competitors, and brands over time, retailer teams can separate short-term movement from sustained patterns.

That is how Market Intelligence moves from “interesting” to operational.



Theme 1: Competitive price pressure



Retailers need to understand where competitive price pressure is coming from within a category.

Prices often move across many products at once, but reacting to every change creates noise rather than clarity.

The goal is to identify where competitors are consistently priced lower on the same products, signaling sustained pressure rather than temporary movement.

Market Intelligence enables retailers to compare identical products across key competitors and track price gaps over time.

By focusing on shared products and revisiting the same views consistently, teams can understand where price differences are structural and decide whether to respond, hold position, or intentionally maintain a premium.

How to approach this analysis

Focus on products shared with key competitors to ensure meaningful price comparisons.



Use [Shared References \(Base 100\)](#) to identify products carried by both you and key competitors.



Review the [Price Matrix](#) to compare pricing for those shared products.



Validate with [Price History](#) to confirm whether gaps persist over time.

Theme 1: Competitive price pressure



WHAT THIS ANALYSIS HELPS RETAILERS ANSWER

Where is competitive price pressure coming from in my category?

Which SKUs should be prioritized for pricing review or action?

Which products face recurring pressure versus temporary fluctuations?

Where are we intentionally priced higher? And is that position holding over time?

Which price gaps can be monitored without immediate action?

WHAT TO DO NEXT



Flag sustained price gaps for structured pricing review.



Monitor one-off price drops without immediate action.



Review these SKUs monthly to confirm whether pressure is increasing, stable, or receding.



Use the direction of pressure to decide whether to adjust pricing, maintain position, or deprioritize further review.

Theme 2: Competitors reshaping categories

RETAILERS COVERAGE - 24 JULY 2025 - 1 DAY
CAMCORDERS NO CHARACTERISTIC 432 BRANDS [427 OFFERS]

Retailer	Offers	% ▼	Brands	Retailer coverage
AMAZON.CO.UK	147	34.43 %	47	DJI 14, NEXTBASE 13, GOPRO 11, GARMIN 10, EASYPXTRAN. 7, 6
CURRYS	84	19.67 %	17	NEXTBASE 15, NAVITEL 14, M 1
US WALMART	83	19.44 %	23	GOPRO 15, SONY 9, DJI 7, KONIC 1
NL COOLBLUE	35	8.2 %	13	MIO 7, GOPRO 6, 1
IE CURRYS	31	7.26 %	7	NEXTBASE 8, GOPRO 8

Retailers need to understand which competitors are actively investing in a category and which are holding steady or pulling back. Because assortment changes happen gradually, they are easy to miss in a single snapshot.

Market Intelligence makes them visible by allowing teams to compare coverage and brand mix across competitors over time.

How to approach this analysis

Limit analysis to a defined category and a consistent competitive set.



Review [Coverage by Retailer](#) for a defined category.



Look at **total offers** and **brand mix** for each competitor.



Revisit later and note big assortment changes indicating a strategic shift, not routine churn.

Theme 2: Competitors reshaping categories



WHAT THIS ANALYSIS HELPS RETAILERS ANSWER

Which competitors are actively reshaping the category?

Who is expanding assortment, pulling back, or shifting brand focus?

Which assortment changes are material versus routine category churn?

How should our category strategy adjust in response?

WHAT TO DO NEXT



Focus on competitors with sustained increases or decreases in assortment.



Assess whether your current assortment still matches competitive intensity.



Use this insight to inform category planning rather than reacting SKU by SKU.

Theme 3: Price ladder positioning

Statistics	US WALMART	CURRYS	AMAZON.CO.UK
Average reference count	951	95	268
Average competitors count per reference	1	3	2
Average price	\$991.31	\$944.65	\$1,055.74
 Cheapest	92.85 % (883)	6.32 % (6)	18.66 % (50)
 Quartile 1	0.74 % (7)	10.53 % (10)	6.34 % (17)
 Quartile 2	0.84 % (8)	8.42 % (8)	6.34 % (17)
 Quartile 3	0.63 % (6)	21.05 % (20)	8.96 % (24)
 Quartile 4	0.32 % (3)	18.95 % (18)	6.72 % (18)
 Most expensive	4.63 % (44)	34.74 % (33)	52.99 % (142)

Retailers need to know whether their pricing position within a category is holding steady or shifting.

Changes in price-tier placement can signal margin pressure, competitive response, or drift from an intended pricing strategy.

Market Intelligence reveals these shifts by tracking price ladder distribution relative to competitors over time.

How to approach this analysis

Evaluate price positioning at the category level, not SKU by SKU.



Review the [Quartiles](#) report for a defined category.



Compare quartile distribution to a prior period (month or quarter).



Look for shifts across price tiers, assessing downward compression, upward drift, or mid-market gaps.

Theme 3: Price ladder positioning



WHAT THIS ANALYSIS HELPS RETAILERS ANSWER

Are we becoming more or less competitive across key price tiers?

Is our pricing strategy drifting away from intended positioning?

Where might margin or price-perception risks emerge if current trends continue?

Which tiers warrant closer attention vs. continued monitoring?

WHAT TO DO NEXT



Use [Price History](#) to confirm whether it's a sustained drift, or a single-period change.

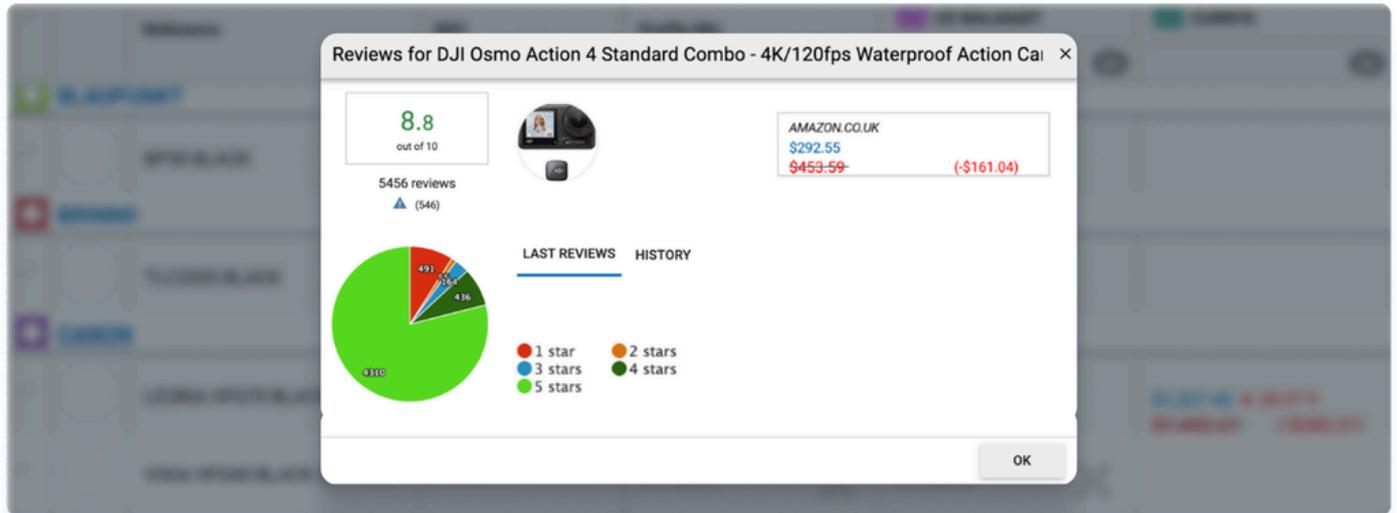


Confirm if movement is broad (category-level) or limited to a subset of products.



Adjust pricing strategy before drift becomes structural.

Theme 4: Brand influence



Retailers need to know which brands are gaining or losing influence before the impact is fully visible in sales data.

Market Intelligence surfaces early changes in brand traction by combining assortment movement with pricing and consumer signals.

How to approach this analysis

Start by monitoring brands entering or exiting the category.



Monitor New Listings and **Delistings alerts** at the category level.



Identify brands or SKUs that have recently appeared or disappeared.



Review Coverage to understand changes in assortment depth for those brands.



Surface early signals that a brand may be expanding its footprint or beginning to lose shelf presence.



Validate momentum using **Ratings and Reviews** trends.

Theme 4: Brand influence



WHAT THIS ANALYSIS HELPS RETAILERS ANSWER

Which brands are gaining influence ahead of negotiations?

Are new or challenger brands earning consumer demand, or simply expanding listings?

Which brands should be monitored more closely in future assortment or pricing decisions?

WHAT TO DO NEXT



Track fast-growing brands closely to prepare for future negotiations and assortment decisions.



Question whether declining brands still deserve the same shelf space.



Use these signals to anticipate (not react to) brand pressure.

Theme 5: Category structure

Statistics	US WALMART	CURRYS	AMAZON.CO.UK	AO.COM
Average reference count	951	95	268	4
Average competitors count per reference	1	3	2	5
Average price	\$991.31	\$944.65	\$1,055.74	\$324.76
Cheapest	92.85 % (883)	6.32 % (6)	18.66 % (50)	25 % (1)
Quartile 1	0.74 % (7)	10.53 % (10)	6.34 % (17)	
Quartile 2	0.84 % (8)	8.42 % (8)	6.34 % (17)	75 % (3)
Quartile 3	0.63 % (6)	21.05 % (20)	8.96 % (24)	
Quartile 4	0.32 % (3)	18.95 % (18)	6.72 % (18)	
Most expensive	4.63 % (44)	34.74 % (33)	52.99 % (142)	

Retailers need to understand how a category is structured across price tiers and how that structure is changing over time.

Changes in where offers concentrate can signal shifts in competitive intensity, assortment strategy, or customer demand.

Market Intelligence makes these shifts visible by tracking how products are distributed across price tiers over time, helping teams understand whether the category is stretching, compressing, or polarizing.

How to approach this analysis

Establish a baseline view of how offers are positioned across the category.



Use **Quartiles** to compare brand price-tier distribution across periods.



Assess where the assortment sits relative to competitors.



Identify concentration in entry-level, mid-market, or premium tiers.



Focus on shifts in concentration, not individual SKUs.

Theme 5: Category structure



WHAT THIS ANALYSIS HELPS RETAILERS ANSWER

Is the category becoming more price-driven or more premium over time?

Are competitors concentrating pressure in specific price tiers?

Does our current assortment still align with where the category is heading?

WHAT TO DO NEXT



Reassess assortment if the category is moving away from your current strength.



Identify emerging pressure zones (entry-level or premium).



Use this insight in quarterly planning, rather than daily pricing decisions.

Theme 6: Promotions impact

Statistics	BOOTS.COM	AO.COM	ES ELCORTEINGLES	AMAZON.CO.UK	IE CURRYS
Number of references	1	20	26	147	31
Number of references with promo	1	20	26	147	31
Percentage of references	100 %	100 %	100 %	100 %	100 %
up to 10%	100 %	90 %	76.92 %	82.99 %	90.32 %
11% to 20%		5 %	11.54 %	7.48 %	3.23 %
21% to 30%		5 %	11.54 %	5.44 %	6.45 %
31% to 40%				4.08 %	
41% to 50%					
51% to 75%					
76% and above					

Retailers need to distinguish promotional price movements from sustained competitive behavior.

Misreading promotional activity as structural change can lead to unnecessary or misaligned decisions.

Market Intelligence supports this by combining price movement visibility with explicit promotion tracking, allowing retailers to separate short-term promotional effects from longer-term pricing behavior.

How to approach this analysis

Start by identifying unusual price movement, then validate whether it is promotion-driven.



Use [Price History](#) or [Base 100](#) to flag products or categories with increased price volatility.



Review the [Promotions](#) report to confirm whether price changes align with promotion timing, depth, and duration.

Compare promotional behavior across competitors to understand:

- Who relies heavily on promotions
- Who returns to baseline pricing after promotions
- Where prices settle lower post-promotion

This sequence helps ensure promotional activity is interpreted in the correct context before action is taken.

Theme 6: Promotions impact



WHAT THIS ANALYSIS HELPS RETAILERS ANSWER

Are observed price changes driven by promotions or by sustained pricing behavior?

Which competitors use promotions tactically versus structurally?

Where does promotional intensity create real margin or price-perception risk?

WHAT TO DO NEXT



Avoid reacting to short-term promotional pressure.



Focus action on competitors whose prices do not return to baseline after promotions end.



Use promotion context to inform pricing reviews, margin discussions, and competitive positioning decisions.

Theme 7: Marketplace impact

Reference	SKU	Profile Min	US WALMART	AMAZON.CO.UK
IPHONE 14 PLUS STARLIGHT 256		AMAZON.CO.UK : \$5.67 + -25.08 %		\$5.67 + -25.08 %
IPHONE 14 PRO MAX GOLD 128G	1467527398	US WALMART : \$544.63	\$544.63	
ARTPHONE				
C1 BLACK		AMAZON.CO.UK : \$36.03 + -25.08 %		\$36.03 + -25.08 %
C1 PLUS BLACK		AMAZON.CO.UK : \$55.23 + -25.08 %		\$55.23 + -25.08 %

Retailers need to understand how marketplace dynamics influence price visibility, competitive pressure, and perceived value within a category. Marketplace-driven price dispersion can create pressure even when core competitors have not changed pricing behavior.

Market Intelligence supports this by providing visibility into marketplace listings alongside first-party offers, allowing retailers to distinguish true competitive shifts from marketplace-driven noise.

How to approach this analysis

Identify where marketplace activity overlaps with 1st party assortment, then assess how it affects visible pricing.



Compare marketplace listings to first-party offers for the same products.



Review seller count and offer duplication to understand competitive density.



Assess price dispersion across sellers to identify unusually wide or inconsistent price ranges.



Revisit over time to determine whether marketplace influence is increasing, stable, or receding.

Theme 7: Marketplace impact



WHAT THIS ANALYSIS HELPS RETAILERS ANSWER

Where is marketplace activity influencing visible price competition?

Which products are most exposed to marketplace-driven price dispersion?

When does marketplace pricing create real perception or margin risk?

WHAT TO DO NEXT



Use marketplace signals to inform pricing and perception discussions, not dictate pricing decisions.



Prioritize monitoring for products with high seller density and wide price dispersion.



Incorporate marketplace context into category and pricing reviews rather than treating it as an outlier.

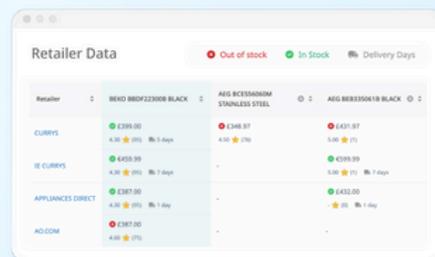
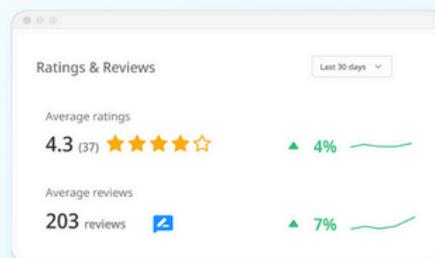
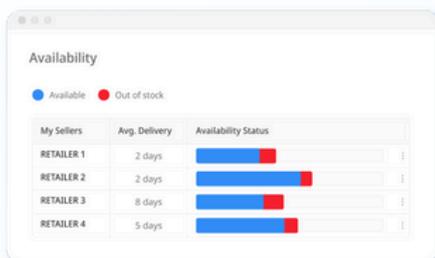
Conclusion

Consistency matters more than frequency. The same views, revisited over time, drive clarity.

Market Intelligence is most effective when it is used as a **repeatable decision framework**, not a one-off reporting tool.

By focusing on sustained patterns, validating change over time, and linking insights directly to next actions, retailer teams can move from reactive pricing to confident category leadership.

If you want help setting up a repeatable review rhythm or applying these themes to your categories, reach out to your **Customer Success Manager**.





Thank You

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