

Competitor AI



In a category as dynamic and margin-sensitive as grocery retail, especially across fresh food and produce, staying one step ahead isn't just an advantage—it's survival. For grocers competing in highly localized markets with diverse assortments, freshness standards, and fluctuating consumer preferences, Competitor AI helps bring much-needed clarity to the chaos of competitive movement.

Competitor AI empowers grocery retailers to unlock critical insights from the broader food retail landscape—automating the tracking of price fluctuations, assortment shifts, and seasonal trends across regional chains and national marketplaces. With intelligent product matching and real-time assortment visibility, grocers can fine-tune pricing and promotion strategies to stay one step ahead—every item, every aisle, every season.

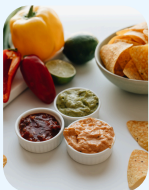
Key Features



AI-Powered Product Matching

From unpackaged apples to organic deli meats, Competitor AI doesn't rely on UPC alone. Instead, it uses visual similarity, attribute-based analysis, and category-aware LLM matching to surface product matches across competitors—even when naming conventions or packaging styles differ.

Best Fit: *"Fresh berries, leafy greens, or in-store bakery SKUs"*



New Product Detection & Launch Alerts

Grocery shelves change fast. Competitor AI automatically flags new products added to rival assortments, categorized by segment—like fresh produce, private label condiments, or prepared meals. Launches are identified and tracked daily, giving you first-mover advantage or fast-follower readiness.

Best Fit: *Seasonal SKUs like "Mango Habañero Salsa" or "Korean BBQ Meal Kit"*



Price Volatility Alerts

Grocery pricing can be hyper-local and volatile. Competitor AI tracks price fluctuations—including sudden drops, bulk discounts, or regional variations—enabling price teams to course-correct before margin erosion hits.

Best Fit: *Staples like "Organic Bananas" or high-volume SKUs like "Family Pack Chicken Thighs".*



Full Assortment Comparison

Competitor AI maps your portfolio side-by-side with competitors, revealing SKU overlaps, private label gaps, and exclusive category white space. Ideal for assortment planning across center store, fresh, and perimeter categories.

Best Fit: Comparing private label assortment vs. national brands in competitors



Seasonal Trend Analysis

Maps competitive assortment shifts and promotional timing to seasonality—helping grocery teams anticipate holiday launches, freshness themes, or local cultural buying patterns.

Best Fit: Pumpkin spice bakery items in fall, picnic produce bundles in summer



Geo-Fenced Price Tracking

Prices vary from Fresno to Philly. Competitor AI tracks by fulfillment zip code or store location, offering grocers a hyper-local lens on price zones, competitor discounting, and pricing strategy adjustments needed in key DMAs.

Best Fit: Regional price variants on items like “Local Farm Eggs” or “10lb Potato Bag”



Promotional Intelligence

Detects flash promotions, BOGO deals, and cross-category bundles as they appear on competitors’ sites or weekly circulars. Competitor AI helps grocers time their own campaigns to match—or beat—local momentum.

Best Fit: “Buy One Get One” deli meats, mix-and-match produce bundles



Commerce LLM-Driven Similar Item Analysis

Not every match is exact—but many are strategically important. Our LLM-powered similarity engine scores alternatives based on use-case alignment, price band, and format. Whether it’s a best-match in a branded pasta sauce or the lowest-match in prepared entrees, Competitor AI helps identify how close your offering is to theirs.

Best Fit: Matching store-brand marinara to branded “premium” equivalents

Trusted by leading global brands including:



LIVING
SPACES

