Hypersonix

Competitor AI

In food and beverage, competitive pricing isn't static—it shifts daily across categories, regions, and formats. With price-sensitive consumers and high-frequency purchases, missing a competitor's move can mean lost margin or lost market share.

Hypersonix Competitor AI gives retailers, brands, and distributors real-time visibility into pricing, assortment, and availability across both national and regional players. It ensures you're not just reacting to competition—you're staying ahead of it.

Key Features

Daily Competitor Price Tracking
Monitors pricing on exact-match and comparable SKUs across grocery, convenience, club, and online retailers—updated daily.

Best for: Keeping pace with shelf price changes on cereal, snacks, and dairy products at top regional competitors.

Private Label vs. National Brand Mapping
Identifies gaps between branded and store-brand SKUs using AI-powered product matching, enabling strategic positioning.

Best for: Spotting undercutting by private-label frozen meals or juice SKUs compared to your branded offerings.

Geo-Fenced Pricing Intelligence
Reveals competitor pricing trends at a regional or store cluster level, helping you tailor pricing by zone.

Best for: Adjusting bakery or beverage pricing in urban core stores where discount grocers are gaining share.

Stock Availability Monitoring
Detects competitor out-of-stocks to capitalize on temporary gaps with pricing or promotional levers.

Best for: Raising visibility or adjusting pricing when a major competitor runs low on seasonal beverages or popular condiments.

Assortment Gap Discovery
Surfaces product or category gaps in competitor catalogs—giving you the opportunity to introduce or promote SKUs that fill the void.

Best for: Identifying that a rival grocer has no plant-based dips, allowing you to lead in the category with targeted pricing.

Trusted by leading global brands including:

LOUIS VUITTON · LIVING SPACES · 1800 · COALATREE Eco-Minded Goods · BLOSSOM GROCERY · Down to Earth Organic & Natural