

Competitor AI



In Health and Wellness, innovation and trust build loyalty—but staying ahead means knowing exactly what your competitors are launching, bundling, and promoting next. With thousands of new supplements, superfoods, and functional wellness products hitting shelves and sites each month, competitive blind spots can cost you shelf space and market share overnight.

Hypersonix Competitor AI delivers daily, SKU-level market intelligence built for the fast-evolving health & wellness landscape. From tracking ingredient-level lookalikes and private-label threats to spotting unauthorized sellers and hidden bundles, Competitor AI gives brands and retailers the real-time visibility they need to act faster and protect their position in a crowded, credibility-driven category.

Key Features



Ingredient-Level Product Matching

Matches products beyond just name or SKU, analyzing ingredients, dosages, pack sizes, and claims to surface true equivalents.

Best for: Supplements like probiotics and multivitamins that differ subtly in formula but compete head-to-head.



Marketplace Monitoring

Tracks prices, bundles, and hidden discounts across major marketplaces like Amazon and niche wellness platforms.

Best for: Spotting undercutting and gray-market listings for premium wellness SKUs.



Geo-Fenced Price Intelligence

Captures local and regional pricing differences across online and brick-and-mortar wellness retailers.

Best for: Organic grocery chains adjusting shelf pricing between urban flagship stores and suburban outlets.



Private Label Detection

Flags competing store-brand supplements or functional foods that copy branded formulas or benefits.

Best for: National chains rolling out lookalike protein powders or vitamins.



Promo and Subscription Tracking

Monitors competitors' auto-ship discounts, trial bundles, and loyalty promos in real time.

Best for: Reacting to aggressive subscription pricing from DTC wellness disruptors.

Trusted by leading global brands including:



**LIVING
SPACES**

