

Competitor AI



In Industrial and Manufacturing sectors, missing a pricing signal can mean losing deals before you even compete. With competition coming from traditional distributors, online marketplaces, and global suppliers, staying ahead requires more than occasional benchmarking. Product overlap, SKU substitutions, and price swings are constant—and manual tracking can't keep up.

Hypersonix Competitor AI delivers real-time visibility into competitor moves across both digital and physical channels. Whether you're selling commodity tools or custom components, the platform detects pricing shifts, uncovers private-label threats, and identifies substitution risks at scale—so you can respond before margins take a hit. By transforming scattered market data into actionable intelligence, brands and manufacturers can protect share, outmaneuver rivals, and price smarter in every channel.

Key Features



AI-Powered Product Matching

Detects exact, similar, and substitute SKUs even when naming, specifications, or packaging differ.

Best for: Tools and components with lookalike or private-label alternatives.



Geo-Fenced Price Intelligence

Surfaces region-specific pricing across channels, factoring in local variability and fulfillment zones.

Best for: Products with price differences across online, in-store, or regional distributors.



Real-Time Competitive Monitoring

Tracks competitor price changes daily flagging undercuts, sudden hikes, and category trends.

Best for: High-velocity SKUs vulnerable to frequent pricing shifts.



Private Label Threat Detection

Identifies competitive overlap from in-house brands and lower-cost alternates before they erode share.

Best for: Branded products competing with unbranded or distributor-exclusive SKUs.



Substitution Risk Alerts

Flags SKUs likely to be replaced by lower-priced or bundled alternatives in bids or marketplaces.

Best for: Interchangeable parts, fasteners, and supplies with high substitutability.

Trusted by leading global brands including:



**LIVING
SPACES**



COALATREE
ECO-MINDED GOODS

