

Competitor AI



In the Medical Supply industry, staying price-competitive is critical, but constant catalog changes, equivalent substitutes, and region-specific regulations make it anything but simple. Competitors adjust prices daily, new brands enter the market overnight, and distributors launch private labels that undercut trusted products.

Relying on static price checks or outdated spreadsheets can leave your SKUs vulnerable to price wars and margin erosion. Hypersonix Competitor AI delivers real-time visibility into the competitive landscape, so suppliers and distributors can track exact matches, identify equivalent alternatives, and respond to market shifts before they impact revenue.

From everyday consumables to specialized devices, Competitor AI brings unmatched speed and precision to product matching, price monitoring, and competitive strategy, keeping your pricing sharp and your catalog protected.

Key Features



Variant-Level Product Matching

Matches exact and equivalent products across SKUs, sizes, pack types, and specifications, not just by name.

Best for: Gauze, gloves, syringes, or PPE with multiple equivalents across brands.



Substitution Risk Alerts

Identifies when private-label or lower-cost alternatives are gaining share, so you can adjust pricing or promotion strategies proactively.

Best for: Branded disposables often replaced by hospital or distributor brands.



Geo-Specific Price Intelligence

Surfaces price differences by region, state, or fulfillment zone to spot local undercutting or compliance-driven pricing shifts.

Best for: Medical supplies with regulated regional pricing.



Daily Competitive Tracking

Monitors competitor price moves and promotional drops in near real time, helping you react faster than the market.

Best for: High-volume consumables or frequently rebid contract items.



Assortment Gap & Overlap Analysis

Highlights gaps in your catalog or redundant SKUs competing internally, enabling smarter assortment planning.

Best for: Broad supply lines with similar items from multiple vendors.

Trusted by leading global brands including:



**LIVING
SPACES**

