CONFIDENTIAL MARKET BRIEF

Assortment Gap Report: Evergreen Market (Sample)

MARKET	STORE	GENERATED
~30 mile market	Evergreen Market (Sample) - Helena	Jun 9, 2026

Report Scope

STORE / ACCOUNT	MARKET RADIUS
Evergreen Market (Sample)	~30 mile market
COMPETITOR COUNT	**DATA WINDOW**
22	Last 30 days for price moves; latest menu check for pricing and assortment.

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Executive Summary

- Evergreen Market (Sample) currently reads as B - 71/100 on menu competitiveness within the selected market scope.
- Overall pricing is 4% above the local market read.
- The largest pricing review item is Vape - 1g cartridge, where the menu is 14% away from the local median.
- The strongest assortment signal is Northern Lights Botanicals, carried by 9 nearby competitors but not observed on this menu.
- 8 competitor price movements were observed in the last 30 days; review the largest category moves before changing price.
- This report is designed for buying and vendor review: prioritize category role and margin fit before adding depth.

Decision Brief

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DECISION QUESTION

Which missing brands and products should be considered for buying or vendor review?

COMMERCIAL READ

Northern Lights Botanicals is the highest-confidence brand gap, appearing in 9 market stores while not observed on this menu.

RECOMMENDATION

Use the assortment exhibits to separate buying opportunities from noise: prioritize high-coverage brands, then product-level gaps.

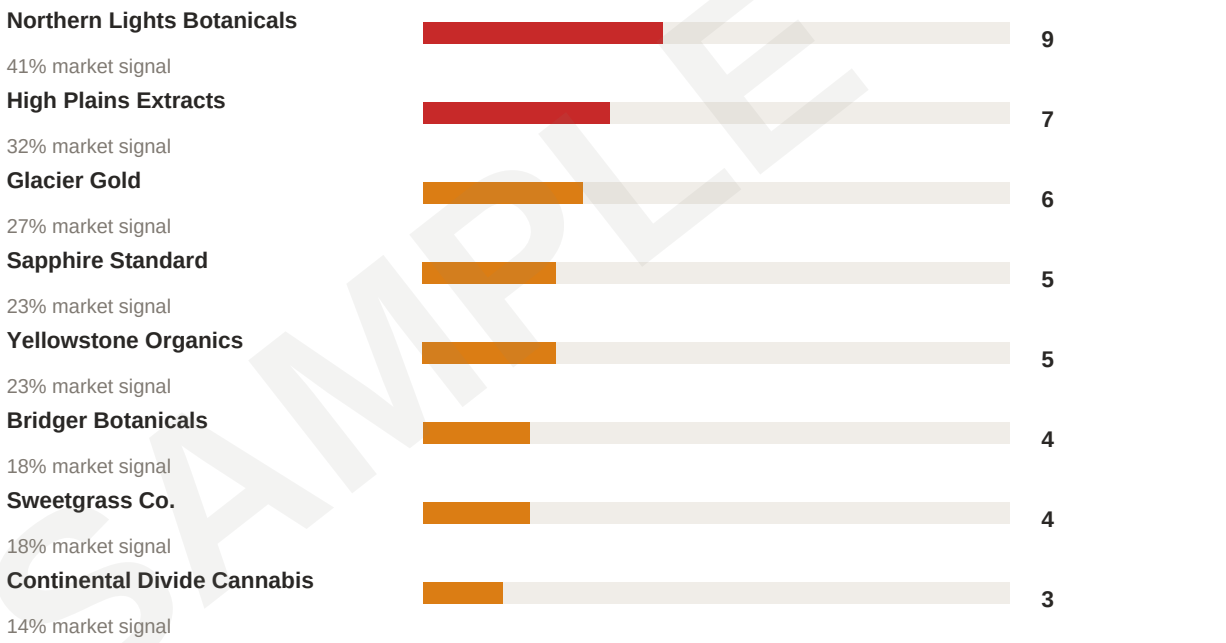
CONFIDENCE

High - broad market set with multiple independent signals.

Exhibits

Exhibit 1 - Highest-confidence brand gaps

Brands carried by competitors but not currently observed on this menu.



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Exhibit 2 - Product-level whitespace

STORES

Specific products stocked by multiple market stores but missing from this menu.

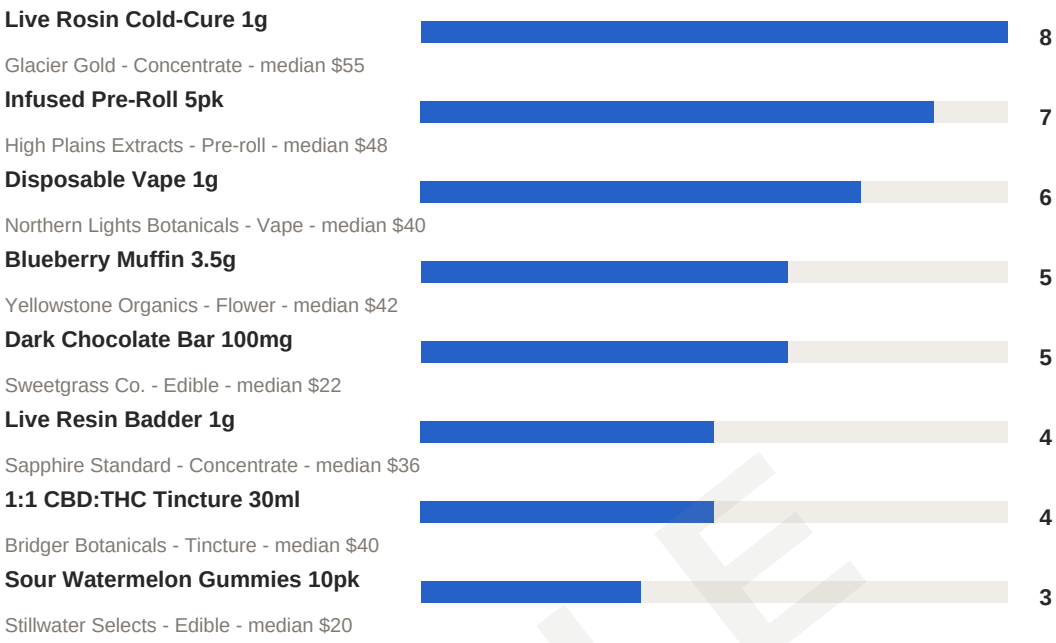
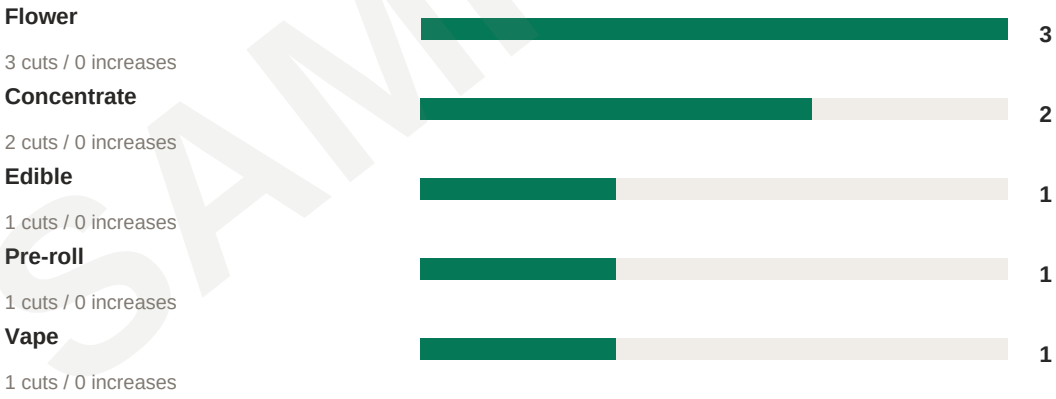


Exhibit 3 - Recent competitor movement

MOVES

Observed competitor price changes over the last 30 days.



Recommended Action Plan

P1

Vendor review: Northern Lights Botanicals

Why: 9 local competitors carry this brand; market signal is 41%.

Action: Check category role, wholesale availability, margin expectations, and whether one trial product is enough before buying depth.

Watchout: High market coverage is a signal, not confirmation of demand at your specific store.

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P2	**Vendor review: High Plains Extracts** Why: 7 local competitors carry this brand; market signal is 32%. Action: Check category role, wholesale availability, margin expectations, and whether one trial product is enough before buying depth.	Watchout: High market coverage is a signal, not confirmation of demand at your specific store.
P3	**Vendor review: Glacier Gold** Why: 6 local competitors carry this brand; market signal is 27%. Action: Check category role, wholesale availability, margin expectations, and whether one trial product is enough before buying depth.	Watchout: High market coverage is a signal, not confirmation of demand at your specific store.
P4	**Product review: Live Rosin Cold-Cure 1g** Why: 8 competitors carry this product at a median price of $55. Action: Use this as a buyer conversation starter; verify freshness, margin, vendor support, and shelf fit.	Watchout: Avoid chasing long-tail products unless they support a clear category strategy.
P5	**Product review: Infused Pre-Roll 5pk** Why: 7 competitors carry this product at a median price of $48. Action: Use this as a buyer conversation starter; verify freshness, margin, vendor support, and shelf fit.	Watchout: Avoid chasing long-tail products unless they support a clear category strategy.

Analyst Notes

Assortment buying thesis

~30 mile market assortment data points to brands and products competitors already use to fill their menus. The report separates broad brand opportunities from specific products to consider.

- Northern Lights Botanicals: carried by 9 competitors (41% market signal).
- High Plains Extracts: carried by 7 competitors (32% market signal).
- Glacier Gold: carried by 6 competitors (27% market signal).
- Sapphire Standard: carried by 5 competitors (23% market signal).
- Yellowstone Organics: carried by 5 competitors (23% market signal).
- Bridger Botanicals: carried by 4 competitors (18% market signal).

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Product-level follow-up

Product gaps should be used to sharpen buyer conversations after the brand-level read is reviewed.

- Live Rosin Cold-Cure 1g: 8 stores, median $55.
- Infused Pre-Roll 5pk: 7 stores, median $48.
- Disposable Vape 1g: 6 stores, median $40.
- Blueberry Muffin 3.5g: 5 stores, median $42.
- Dark Chocolate Bar 100mg: 5 stores, median $22.
- Live Resin Badder 1g: 4 stores, median $36.

Key Metrics

MENU COMPETITIVENESS

B - 71/100

Ranks #9 of 22 for the Balanced strategy.

PRICING POSITION

4% above market

Average menu price position vs local comparable stores.

SKU COUNT

512

Local median: 540

BRAND COUNT

38

Local median: 45

BRAND GAPS

10

Brands competitors carry that this menu does not.

RECENT COMPETITOR MOVES

12

Price changes observed in the last 30 days.

Pricing Review List

Vape - 1g cartridge	You $30 vs median $35	14% below market
Pre-roll - 5pk infused	You $55 vs median $48	15% above market
Flower - 1/8 oz	You $42 vs median $36	17% above market
Concentrate - 1g badder	You $34 vs median $30	13% above market

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Flower - 1 oz	You $200 vs median $225	11% below market
Edible - 100mg gummies	You $18 vs median $20	10% below market
Vape - 0.5g cartridge	You $24 vs median $22	9% above market
Pre-roll - 1g single	You $9 vs median $8	13% above market

Assortment Gaps

Northern Lights Botanicals	9 stores	41% market signal
High Plains Extracts	7 stores	32% market signal
Glacier Gold	6 stores	27% market signal
Sapphire Standard	5 stores	23% market signal
Yellowstone Organics	5 stores	23% market signal
Bridger Botanicals	4 stores	18% market signal
Sweetgrass Co.	4 stores	18% market signal
Continental Divide Cannabis	3 stores	14% market signal
Stillwater Selects	3 stores	14% market signal
Garnet Valley Growers	2 stores	9% market signal

Product Gaps

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Live Rosin Cold-Cure 1g	Glacier Gold - Concentrate	8 stores - median $55
Infused Pre-Roll 5pk	High Plains Extracts - Pre-roll	7 stores - median $48
Disposable Vape 1g	Northern Lights Botanicals - Vape	6 stores - median $40
Blueberry Muffin 3.5g	Yellowstone Organics - Flower	5 stores - median $42
Dark Chocolate Bar 100mg	Sweetgrass Co. - Edible	5 stores - median $22
Live Resin Badder 1g	Sapphire Standard - Concentrate	4 stores - median $36
1:1 CBD:THC Tincture 30ml	Bridger Botanicals - Tincture	4 stores - median $40
Sour Watermelon Gummies 10pk	Stillwater Selects - Edible	3 stores - median $20
Pre-Roll 0.5g 2pk	Continental Divide Cannabis - Pre-roll	3 stores - median $12
Solventless Gummies 100mg	Garnet Valley Growers - Edible	2 stores - median $28

Recent Competitor Movements

100mg Gummies	Copper Mountain Cannabis - Edible - 2026-06-08	Cut 15%
1g Pre-Roll	Glacier Greens - Pre-roll - 2026-06-07	Cut 14%
Rosin Cold-Cure 1g	Big Sky Botanicals - Concentrate - 2026-06-06	Cut 13%
Blue Dream 1g	Garden City Cannabis - Flower - 2026-06-05	Cut 12%
Live Resin Badder 1g	Rimrock Remedies - Concentrate - 2026-06-05	Cut 12%

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Sunset Sherbet 1/8 oz	Bitterroot Buds - Flower - 2026-06-04	Cut 11%
Disposable Vape 1g	Rimrock Remedies - Vape - 2026-06-03	Cut 10%
House Flower 1oz	Big Sky Botanicals - Flower - 2026-06-02	Cut 9%

Methodology

- Pricing comparisons use the selected market radius and local median where enough comparable menu data exists.
- Assortment gaps identify brands and products carried by nearby competitors but not currently observed on this store menu.
- Recommendations are review prompts for operators, not automatic pricing or buying decisions.
- The PDF is generated from saved report results so it can be reviewed again later.

SAMPLE

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