

CONFIDENTIAL MARKET BRIEF

Assortment Gap Report: Evergreen Market (Sample)

MARKET

~30 mile market

STORE

Evergreen Market (Sample) - Helena

GENERATED

Jun 9, 2026

Report Scope

STORE / ACCOUNT

Evergreen Market (Sample)

MARKET RADIUS

~30 mile market

COMPETITOR COUNT

22

DATA WINDOW

Last 30 days for movement data; current menu snapshot for pricing and assortment.

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

ILLUSTRATIVE DATA - NOT A REAL STORE

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

STORES

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

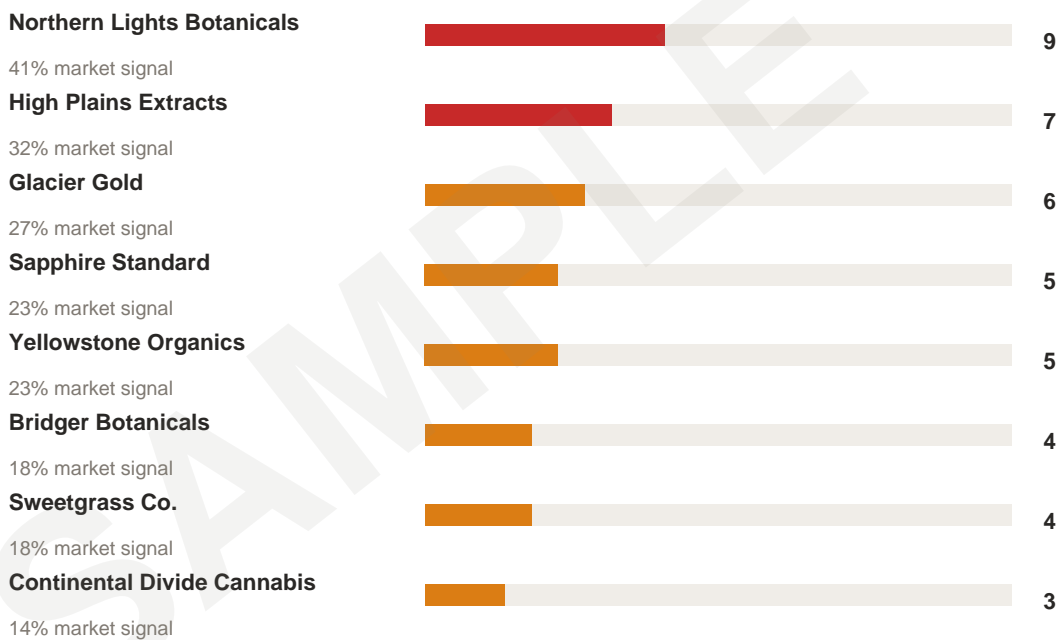


Exhibit 2 - Product-level whitespace

STORES

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

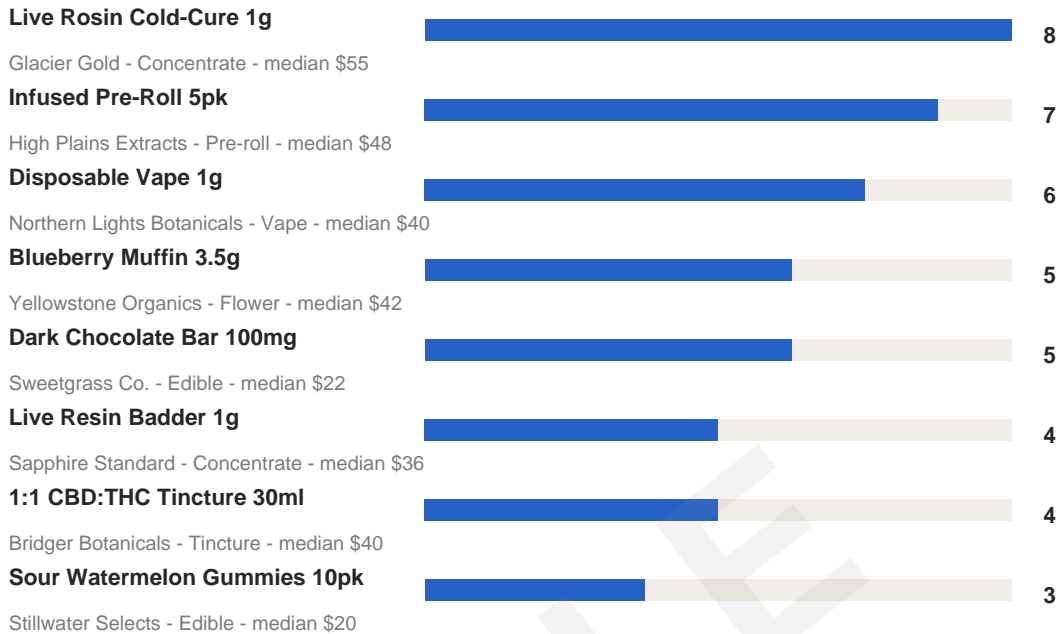
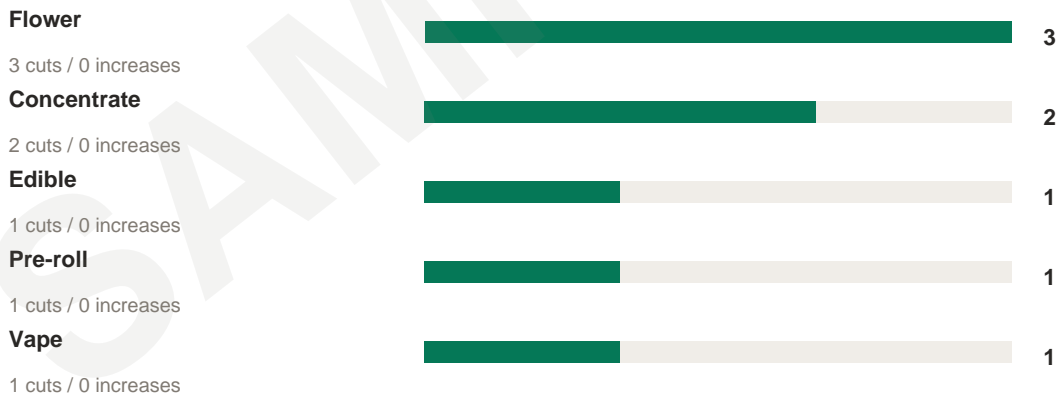


Exhibit 3 - Recent competitor movement

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 SKU is enough before buying depth.

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

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

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 gaps from specific SKU whitespace.

- 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).

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.
- PDF output is generated from the stored report snapshot so the report remains reproducible.