

Bombas vs. the field

Bombas is being compared against Stance, Darn Tough. This first-pass teardown found 20 visible competitor price points from public storefront data. The strongest immediate move is to compare overlap products, then use repeated competitor categories as merchandising tests. This PDF is generated by the RivalDrop order runner and includes the evidence quality so nobody mistakes guesswork for gospel.

ORDER

**public-
teardown-
bombas-
2026-07-28**

PACKAGE

Standard

COMPETITORS

2

GENERATED

**July 28,
2026**

What matters first

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CRITICAL: Audit direct price overlaps first

We captured 20 visible competitor prices across 2 reachable stores. Compare overlapping SKUs against your margin floor before changing ad spend.

Next 48 hours

HIGH: Turn catalog gaps into merchandising tests

Products that repeat across multiple competitor catalogs are demand signals. Do not copy them blindly, but use them to decide what bundle, color, or add-on to test next.

Next 2 weeks

MEDIUM: Save this as the baseline

If you rerun this report next month, compare against this baseline to catch price movement and new product pushes.

Ongoing

Stance

<https://www.stance.com/>

PRICING MAP

PRODUCT	PRICE	NOTE
MINIMAL LIGHT WOOL QUARTER	\$19.99	Shopify products.json
STICK TO IT KIDS CREW	\$11.99	Shopify products.json
DIAMONDBACK DYE	\$19.99	Shopify products.json
STACK IT UP LIGHT CREW	\$19.99	2 variants
BOYD LIGHT CREW	\$19.99	2 variants
PRIMAL LIGHT CREW	\$19.99	2 variants
PARADISE CREW	\$14.99	2 variants
WINGDOM MID WOOL SNOW	\$26.99	2 variants

CATALOG SIGNALS

- MINIMAL LIGHT WOOL QUARTER
- STICK TO IT KIDS CREW
- DIAMONDBACK DYE

8 visible products or variants captured from the public storefront.

SEO GAP

SEO gap scan is enabled for this tier; manual v1 records target page families for follow-up enrichment.

Baseline run only. Future follow-up reports compare movement against this artifact.

EVIDENCE QUALITY

Pricing confidence 72%. Use this as a first-pass teardown, not a legal audit.

Public storefront data only. No buyer or competitor login required.

Darn Tough

<https://darntough.com/>

PRICING MAP

PRODUCT	PRICE	NOTE
Merino Can Sleeve	\$9.99	Shopify products.json
Merino Can Sleeve (100% off)	\$0.00	Shopify products.json
Women's Elsa Crew Lightweight Lifestyle Socks	\$25.00	10 variants
Women's Snowburst Over-the-Calf Midweight Ski & Snowboard Sock - Last Chance	\$32.00	9 variants
Women's Wildflower Crew Lightweight Lifestyle Socks	\$25.00	9 variants
Men's Carve Over-the-Calf Midweight Ski & Snowboard Socks	\$33.00	6 variants
Women's Cable Crew Lightweight Lifestyle Socks	\$25.00	9 variants
Women's Nordic Twist Crew Lightweight Lifestyle Socks	\$25.00	6 variants

CATALOG SIGNALS

- Merino Can Sleeve
- Merino Can Sleeve (100% off)
- Women's Elsa Crew Lightweight Lifestyle Socks

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