

Brooklinen vs. the field

Brooklinen is being compared against Snowe, Coyuchi. 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-
brooklinen**

PACKAGE

Standard

COMPETITORS

2

GENERATED

July 21, 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

Snowe

<https://snowehome.com/>

PRICING MAP

PRODUCT	PRICE	NOTE
Classic Bath Mat	\$31.00	5 variants
Percale Pillow Sham	\$100.00 - \$120.00	12 variants
Final Sale Blush Sheet Set	\$123.50 - \$151.00	8 variants
Linen Pillow Cases - Standard/Queen (Selling Out Soon)	\$90.00	2 variants
Linen Pillow Sham - Standard/Queen	\$90.00 - \$100.00	6 variants
Final Sale Blush Duvet Cover	\$230.00 - \$270.00	4 variants
Final Sale Blush Pillow Sham	\$50.00 - \$60.00	6 variants
Final Sale Blush Pillow Cases	\$60.00 - \$70.00	4 variants

CATALOG SIGNALS

- Classic Bath Mat
- Percale Pillow Sham
- Final Sale | Blush Sheet Set

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.

Coyuchi

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

PRICING MAP

PRODUCT	PRICE	NOTE
Women's Isla Organic Cotton Short Sleeve Pajama Set	\$98.00	5 variants
Women's Isla Organic Cotton Long Sleeve Pajama Set	\$128.00	5 variants
Women's Isla Organic Cotton Long Sleeve Pajama Set	\$128.00	5 variants
Women's Isla Organic Cotton Short Sleeve Pajama Set	\$98.00	5 variants
Women's Isla Organic Cotton Night Dress	\$98.00	5 variants
Women's Isla Organic Cotton Night Dress	\$98.00	5 variants
Mediterranean Organic Towels - Renewed	\$75.00	Shopify products.json
Air Weight® Organic Twill Bath Mat - Renewed	\$35.00	Shopify products.json

CATALOG SIGNALS

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- Women's Isla Organic Cotton Long Sleeve Pajama Set
- Women's Isla Organic Cotton Long Sleeve Pajama Set

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