

Durston Gear vs. the field

Durston Gear is being compared against Hyperlite Mountain Gear, Gossamer Gear. This first-pass teardown found 33 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-durston

PACKAGE

Standard

COMPETITORS

2

GENERATED

July 11, 2026

What matters first

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CRITICAL: Audit direct price overlaps first

We captured 33 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

Hyperlite Mountain Gear

<https://hyperlitemountaingear.com/>

PRICING MAP

PRODUCT	PRICE	NOTE
Southwest	From \$395.00	New
Windrider	From \$395.00	New
Junction	From \$395.00	New
Pemi 15	\$250.00	Sold out
Vertex 32	From \$350.00	New
Aspect 32	From \$370.00	Captured from public storefront
Ice Pack	From \$380.00	Captured from public storefront
Unbound	From \$385.00	Captured from public storefront

CATALOG SIGNALS

- Southwest
- Windrider
- Junction

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.

Gossamer Gear

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

PRICING MAP

PRODUCT	PRICE	NOTE
No visible pricing captured.		

CATALOG SIGNALS

- No product list captured.
- No product pricing 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 5%. Use this as a first-pass teardown, not a legal audit.

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