

Competitor activity · Aug 3 - Aug 9

18 emails · 10 competitors · 15 with discounts

MARKET SUMMARY

- **Most active competitor:** My Protein (5 emails)
- **Most common campaign type:** discount (14 campaigns)
- **Average discount:** 27.7%
- **Dominant themes:** discount-led promotions; tiered/stacked discounts; large headline discounts
- **Notable market trend:** 15 of 18 emails included discounts (high promo intensity)

RECOMIO OPPORTUNITY

- **Market focus** - Discounts dominated competitor activity this week.
- **Underused tactic** - Product launches were absent across competitors.
- **Worth monitoring** - Tiered/stacked discounts appeared across multiple brands.
- **Notable change** - Average discount increased to 27.7% this week.

COMPETITORS

My Protein

- 5 emails sent
- Typical send time: 08:00 UTC (3 emails)
- Campaign mix: 5 Promotions | 0 Launches | 0 Content | 0 Other
- Free shipping on Protein Iced Coffee
- Myprotein - Europe's No. 1 sports nutrition brand
- Bestsellers and various high-protein product categories available

Sunday Natural

- 3 emails sent
- Typical send time: 03:00 UTC (2 emails)
- Campaign mix: 3 Promotions | 0 Launches | 0 Content | 0 Other
- Silent inflammation as a central health topic
- Selection of high-quality specialty complexes and individual nutrients
- Regular customers receive 10% off the top selection

Vitamin Express

- 2 emails sent
- Typical send time: 04:00 UTC (2 emails)
- Campaign mix: 2 Promotions | 0 Launches | 0 Content | 0 Other
- 'Buy more, save more' promotion: tiered discounts
- Use code STACK at checkout for a discount
- Discount applies automatically from a minimum quantity/order value

Vital Abo

- 2 emails sent
- Typical send time: 06:00 UTC (1 email)
- Campaign mix: 2 Promotions | 0 Launches | 0 Content | 0 Other
- Limited time: sale on selected items
- Top brands on offer (Pure Encapsulations, Alnatura, etc.)
- No promo code required

Planet Amino

- 1 emails sent
- Typical send time: 09:00 UTC (1 email)
- Campaign mix: 1 Promotions | 0 Launches | 0 Content | 0 Other
- Collecting customer feedback after every order
- Feedback drove product improvements
- Code cookiessogood for 10% off

Buxtrade

- 1 emails sent
- Typical send time: 16:00 UTC (1 email)
- Campaign mix: 0 Promotions | 0 Launches | 1 Content | 0 Other
- Fiber supports normal digestion
- Fiber provides a long-lasting feeling of fullness
- Some fibers serve as food for beneficial gut bacteria

Life Extension Europe

- 1 emails sent
- Typical send time: 05:00 UTC (1 email)
- Campaign mix: 1 Promotions | 0 Launches | 0 Content | 0 Other
- Save 50% on Greens & Protein (product #40006)
- Greens & Protein combines leafy greens and plant-based protein
- Vegan, without unnecessary ingredients, single-serving sachets available

GymBeam

- 1 emails sent
- Typical send time: 15:00 UTC (1 email)
- Campaign mix: 1 Promotions | 0 Launches | 0 Content | 0 Other
- Protein supports muscle growth and maintenance
- Protein shakes efficiently meet protein needs
- Wide selection of protein powders (whey, vegan, organic)

DR. Reinwald

- 1 emails sent
- Typical send time: 12:00 UTC (1 email)
- Campaign mix: 1 Promotions | 0 Launches | 0 Content | 0 Other
- Summer discount: up to 20% off the entire range
- Discount tiers based on cart value (10/15/20%)
- Discount applied automatically in the cart, no promo code required

Swedish Nutra

- 1 emails sent
- Typical send time: 07:00 UTC (1 email)
- Campaign mix: 1 Promotions | 0 Launches | 0 Content | 0 Other
- Leading supplement supplier in the Nordic countries
- Products are Halal and Kosher certified
- Manufacturing follows GMP standards