

# Frontier Labs — Intelligence Deep-Dive

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## SAMPLE EXCERPT — 4 of 25+ pages, format demonstration

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**Niche for this sample:** reusable meal-prep food storage containers, UK market. Chosen specifically because it is **not** a niche in our own portfolio — this excerpt demonstrates our research format and citation discipline on a neutral market, with zero strategic overlap or leakage into anything we operate. A real €590 Deep-Dive covers **your** niche exhaustively across all 25+ pages (full competitor set, traffic-signal analysis, full positioning map, full channel map, and recommendations); this excerpt shows four representative sections at genuine depth, not a summary of all 25+.

Every number below was independently verified against a live source on **2026-07-11** and is cited to its exact origin. Where a number could not be verified, the row was dropped rather than estimated — see the exclusions log in Section 1.

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## 1. Methodology statement

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This excerpt's data was collected by **direct retrieval from live UK retailer websites** — fetching each retailer's product-category and search-result pages and parsing the pricing data each site itself embeds in its markup (JSON product data, price-wrapper HTML attributes) — rather than by manual browsing or a third-party pricing database. This is the same class of method professional competitive-intelligence work uses; a full 25+ page Deep-Dive additionally layers in SEO/traffic-signal tooling (search volume, ranking difficulty, share-of-voice) for the target niche, omitted from this excerpt to keep it a genuine 4-page slice rather than a compressed version of all 25+.

### Sources successfully queried and used (2026-07-11):

- `lakeland.co.uk` — specialist UK kitchenware retailer; product search for "meal prep containers" returned structured pricing for 8 SKUs across 3 brands.
- `robertdyas.co.uk` — general UK household/DIY retailer; category search for "food storage containers" returned structured pricing for 24 SKUs across 15+ brands.

### Sources attempted and excluded — logged, not guessed around:

- `amazon.co.uk` — returned an HTTP 202 bot-verification response instead of real product content; no data extracted, nothing estimated in its place.
- `argos.co.uk`, `wilko.com`, `therange.co.uk`, `very.co.uk` — all returned HTTP 403 (automated-access blocked).
- `johnlewis.com` — request timed out (no response within 10s) on every attempt.
- `wayfair.co.uk` — returned HTTP 429 (rate-limited).
- `sistemaplastics.com` (brand's own UK storefront) — the page loaded, but its embedded pricing data was tagged `"currencyCode": "NZD"` (New Zealand dollars) rather than GBP; real GBP prices for this brand load via a client-side region API call this fetch method can't resolve. **Excluded entirely rather than publish a mismatched-currency figure or a guessed GBP conversion.**
- `dunelm.com` — page returned real currency symbols, but they matched a faceted search-filter price-range widget (round numbers like £15, £20, £50, £6, £300 — filter bucket boundaries, not per-product prices), not actual per-SKU prices. **Excluded** rather than misrepresent filter labels as product prices.

This exclusion discipline — 6 of 8 attempted sources dropped rather than papered over — is the same standard a real Deep-Dive holds for your niche: every number in the report is traceable to where it came from, and gaps are stated as gaps.

## 2. Competitor pricing table

Six real, currently-listed competitors, spanning two independently verified UK retail channels. Per-unit price is shown for the multi-packs to make budget/mid/premium tiers directly comparable (a single-unit reusable container is not the same purchase decision as a 5-piece set, so raw sticker price alone would be misleading — the full report always normalizes for this before drawing conclusions).

| Brand                | Product (as listed)                       | Pack size    | Listed price | Price / unit | Source (fetched 2026-07-11) |
|----------------------|-------------------------------------------|--------------|--------------|--------------|-----------------------------|
| Addis                | Rectangular Foodsaver 2L                  | 1 container  | £2.99        | £2.99        | robertdyas.co.uk            |
| LocknLock            | FreshFit Food Container 1.5L – Set of 2   | 2 containers | £10.99       | £5.50        | lakeland.co.uk              |
| VonShef              | 5Pc Glass Food Storage Containers         | 5 containers | £26.99       | £5.40        | robertdyas.co.uk            |
| Lakeland (own brand) | 360 Seal Food Storage Container 1.1L      | 1 container  | £7.99        | £7.99        | lakeland.co.uk              |
| Pyrex                | Cook & Freeze 4-piece Set – 1.5L          | 4 containers | £31.99       | £8.00        | robertdyas.co.uk            |
| Tatay                | Cook and Eat Glass Storage Set – Set of 3 | 3 containers | £24.99       | £8.33        | lakeland.co.uk              |

**Read on the data:** a clean three-tier structure falls out of just these six real listings — a sub-£3/unit budget-plastic tier (Addis), a £5.40–5.50/unit mid tier dominated by multi-packs of mixed plastic/glass (LocknLock, VonShef), and a £7.99–8.33/unit premium tier that is exclusively glass and either a specialist retailer's own brand (Lakeland) or an established glass-cookware name (Pyrex, Tatay). A full Deep-Dive on this niche would extend this table to 15–20+ SKUs and layer in Amazon.co.uk data via a compliant data-access route (the direct-fetch block encountered here is specific to automated HTTP requests without a browser session — not a permanent gap in a real engagement, where we account for it in scope and timeline up front rather than silently working around it).

## 3. Positioning-gap analysis (excerpt)

**Observation, sourced directly from the two verified retailers above:** neither `lakeland.co.uk`'s "meal prep containers" search nor `robertdyas.co.uk`'s "food storage containers" search surfaced a single SKU explicitly branded or merchandised as a **portion-controlled, multi-compartment "meal prep" set** — the 2–3-compartment, stackable, often black-base/clear-lid format that dominates "meal prep container" search results in the US market (a format we did not verify pricing for here, since it wasn't found in either UK source — flagged as an observation about UK category structure, not a claim about US pricing). Every SKU both UK retailers returned was single-compartment general food storage (round or rectangular tubs, glass sets, snap-lid boxes) — functionally usable for meal prep, but not merchandised or positioned as a dedicated meal-prep product.

**What this suggests, stated as a hypothesis, not a certainty (a real Deep-Dive would test this against 3-4 more UK-specific sources plus search-volume data before treating it as a finding rather than a lead):** UK mainstream retail currently treats "meal prep containers" as a \*search term\* pointing back to the generic "food storage" merchandising category, rather than as its own product line with dedicated packaging/positioning — a potential white space for a supplier or DTC brand willing to merchandise the \*same underlying product type\* (stackable, portion-sized, reusable containers) explicitly around the "meal prep" use-case and audience (fitness/meal-planning consumers) rather than the generic "kitchen storage" audience Addis, Lakeland, and LocknLock currently target.

**What a full Deep-Dive adds here that this excerpt doesn't:** search-volume data for "meal prep containers UK" vs "food storage containers UK" (to size the gap, not just describe it), a scan of DTC/Amazon-native brands (Prep Naturals, Bentgo, and similar US-origin meal-prep-specific brands) for UK availability and pricing where accessible, and a recommendation section translating the gap into a concrete go/no-go read for a specific business model — all out of scope for a 4-page format excerpt.

#### 4. Channel-map excerpt

A genuine byproduct of the data-collection process above: which UK retail channels are open to direct, compliant automated data collection versus actively hardened against it is itself real competitive intelligence — relevant to anyone planning ongoing price-monitoring, not just a one-time snapshot.

| Retailer                      | Channel type                                | Automated-access result (2026-07-11)     | What it means for ongoing monitoring                                                                                                                       |
|-------------------------------|---------------------------------------------|------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Lakeland                      | Specialist kitchenware retailer             | 200 OK, structured pricing data readable | Open channel — reliable for repeat/scheduled monitoring                                                                                                    |
| Robert Dyas                   | General household/DIY retailer, multi-brand | 200 OK, structured pricing data readable | Open channel — reliable for repeat/scheduled monitoring                                                                                                    |
| Amazon.co.uk                  | Marketplace                                 | 202 (bot-verification page)              | Hardened — requires a compliant, higher-effort access route (e.g. official Amazon advertising/catalog APIs) for reliable ongoing data, not casual fetching |
| Argos, Wilko, The Range, Very | General/value retailers                     | 403 (blocked)                            | Hardened against automated requests — same caveat as Amazon                                                                                                |
| John Lewis                    | Department store / general retailer         | Timeout                                  | Unreliable via this method — inconclusive, not confirmed blocked                                                                                           |
| Wayfair UK                    | Marketplace                                 | 429 (rate-limited)                       | Partially open but requires throttled, careful request pacing                                                                                              |

**Read on the map:** independent specialist retailers (Lakeland) and general household retailers built on more conventional e-commerce platforms (Robert Dyas) are currently the most reliable open channels for direct competitive-price tracking in this niche; the largest marketplaces (Amazon, Wayfair) and several major value/general retailers (Argos, Wilko, The Range, Very) actively resist automated access. A full Deep-Dive's channel map extends this into where the niche's \*buyers\* actually are (search, marketplace, social, retail) — this excerpt shows only the \*data-access\* dimension of the channel map, since that's what genuinely fell out of building this sample honestly.

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\*This has been a SAMPLE EXCERPT — 4 of the 25+ pages a real Intelligence Deep-Dive delivers, shown at genuine research depth to demonstrate format and citation discipline, on a niche outside our own portfolio so nothing here leaks our own strategy. A real €590 Deep-Dive on your niche adds: the full competitor set (typically 15-20+ SKUs/companies), SEO/traffic-signal analysis using industry-standard tooling, a complete positioning-gap analysis with recommendations, a full buyer-side channel map, and delivery as a 25+ page PDF within 72 hours — see the Intelligence Deep-Dive page for full scope.\*