

Competitor Brand Map

This compares the brands sold by six competitor stores with the 92 brands that have live products on SprinterStore. It shows where we overlap, where we carry a shared brand only thinly, and which missing brands matter for a van store.

92 brands live on our site	53 shared with a competitor	439 competitor brands we don't carry	285 of those that matter for vans	110 of those Meyer carries	39 brands only we carry
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Findings

- Nomadic Supply is the real catalog competitor.** It sells 358 brands to our 92, and only 36 of them are ours. Most of the missing list comes from Nomadic, though 33 of its brands are marine and 12 are Jeep and 4x4, which don't apply to us.
- We share 53 brands but stock them thinly.** Examples: Westin (8 of our products vs 1,538 at a competitor), Diode Dynamics (2 vs 953), Warn (1 vs 683), Front Runner (5 vs 787) and Fiamma (17 vs 608). We already buy from these brands, so they are the cheapest products to add. Competitor counts cover every vehicle they sell for, so the real van gap is smaller.
- The biggest real gap is the systems inside a camper build.** That means power (Victron, Xantrex, Go Power!, Blue Sea, REDARC, Battle Born), heating, cooling and fridges (Dometic, Furrion, Micro-Air, Autoterm, Espar), and water and toilets (Thetford, Separett, Guzzle H2O). Today we carry little beyond Renogy, EcoFlow and Artek.
- ARB is at four of the six stores, and Kuat at three.** We carry neither. Thule, Rhino-Rack, Leitner, Van Compass and MAXTRAX are also missing.
- Upfit Supply sells to commercial fleets.** Its core brands are Holman, Weather Guard, Sortimo, Legend Fleet and Masterack. Going after that market is a business decision, not a listing task.
- Owl Vans and Campervan HQ carry small van-parts makers we don't.** These include Canyon Adventure Vans, Vanmade Gear, Agency 6 and Goose Gear, and most need direct dealer accounts.
- Meyer already carries 110 of the 285 missing brands that matter for vans.** NTP adds Victron and Van Compass.
- Flatline Van Co and The Vansmith mostly sell their own products.** Flatline makes 183 of its 213 products. They compete with us on content and search, not on brand selection.
- 39 of our brands aren't sold at any of the six stores.** These include Avery, PacBrake, AZL, Koni, Sprintek and Trelino, and they're what sets our catalog apart.

The six catalogs

STORE	BRANDS	SHARED WITH US	OWN PRODUCTS	PRODUCTS
Nomadic Supply	358	36	44	22,677
Flatline Van Co	8	3	183	213
Upfit Supply	57	10	25	11,041
The Vansmith	1	1	97	133
Owl Vans	71	13	160	427
Campervan HQ	78	23	1	1,729

"Own products" means items sold under the store's own name.

Shared brands we stock thinly

BRAND	OURS	THEIRS	DEEPEST AT
Warn	1	683	Nomadic Supply
Diode Dynamics	2	953	Nomadic Supply
KC HiLiTES	1	262	Nomadic Supply
Westin Automotive	8	1,538	Upfit Supply
Front Runner	5	787	Nomadic Supply
Agile	1	120	Nomadic Supply
Luverne	15	962	Upfit Supply
CURT Manufacturing	7	436	Upfit Supply
Fiamma	17	608	Nomadic Supply
Baja Designs	19	588	Nomadic Supply
BedRug	3	92	Upfit Supply
Vantech	9	221	Upfit Supply
Weathertech	16	337	Upfit Supply
EcoFlow	5	73	Campervan HQ

Brands where a competitor has 50 or more products, sorted by how thin our range is.

Top missing brands by category (van-relevant)

Power & electrical 35 missing · 14 at Meyer
Victron Energy^{Nx2}, Samlex^{Mx2}, Rich Solar^N, Ancor^M, Blue Sea Systems^M, Lensun Solar, Newpowa

Heat, A/C, fridges & appliances 29 missing · 11 at Meyer
Dometic^{Mx2}, VELIT^{x2}, Espar^{x2}, Furrion^M, Dickinson Marine, Magma Products, Micro-Air

Water & toilets 15 missing · 10 at Meyer
Guzzle H2O^{x2}, Camco^{Mx2}, WaterPORT^M, Raritan Engineering, Thetford^M, Separett, Whale Marine^M

Racks, carriers, ladders & exterior 43 missing · 16 at Meyer
ARB 4x4 Accessories^{Mx4}, Kuat Racks^{Mx3}, Aries^{Mx2}, Vanmade Gear^{x2}, Leitner Designs^{x2}, Van Compass^{Nx2}, Rugged Radios^{Mx2}

Lighting 11 missing · 8 at Meyer
AlphaRex^{Mx2}, RIGID Industries^{Mx2}, Golight^{Mx2}, Lumitec, Oracle Lighting^M, Lumishore, Form Lighting^M

^M Meyer carries it. ^N NTP carries it but Meyer doesn't. ^{x3} sold at 3 of the 6 stores. Each category lists up to 7 brands, sorted by number of stores and then by product count.

Brands only we carry

Amazing Auto LLC (AZL), Avery, PacBrake, Sprintek, Unaka Gear Co, Nations Starter and Alternator, Trelino, Koni, Eurocampers, d&w, Accu-Pressure, Pacific Recreational/STOW AWAY, OFFROAM, Roadmaster, Alex Original, SKL Enterprises, Overland Screens, KEI Project, Lloyd Mats, Air Lift, E-Trailer, Ex-Guard, FrostHeater, Black Horse, Aero Tanks, Rock Solid Components, Veritas Vans, Moonraker Design Co., Cover Anything, TankTechsRX, Pedal Box, Linear Logic, Bell Automotive, Garrett, Backland E.G., Epic, Jake's Fabworks, No Worries MFG, Camp-N-Car

Commercial van upfit 24 missing · 10 at Meyer
Weather Guard^{Mx2}, Holman^M, Buyers Products^M, Ranch Hand^M, Legend Fleet Solutions^M, Rola-Case, Sortimo

Interior, windows & build materials 33 missing · 3 at Meyer
Van Windows Direct^{x2}, RoamRest^{x2}, C.R. Laurence^{Mx2}, RecPro^{x2}, The Bug Wall, Van Der Moon, ROLEF

Recovery, comms & safety 26 missing · 15 at Meyer
MAXTRAX^{Mx2}, Factor55^{Mx2}, Superwinch^{Mx2}, RAM Mounts^{Mx2}, Rock Slide Engineering^{Mx2}, Master Lock^{Mx2}, Scanstrut^M

Suspension, wheels & performance 26 missing · 17 at Meyer
Reika Wheels^{x2}, BFGoodrich^{x2}, APEX Performance Products^{Mx2}, Pedal Control^{x2}, Wilwood Disc Brakes^{Mx2}, Eibach^{Mx2}, Fox Factory^{Mx2}

Van builders & van-specific makers 16 missing · 0 at Meyer
Canyon Adventure Vans^{x2}, Flatline Van Co., Pika Van Outfitters, ØNWRD Supply Co., Virtus Vans, TERRA X, Contoure

How this was built. Five stores run on Shopify, and I read every product's vendor field from their public product feeds. For Nomadic Supply (WooCommerce) I used its brand list and product count per brand. Our side is BigCommerce brands with at least one visible product. Brand names were normalized and aliased by hand, so a few matches could be missed where a store files a brand under a parent company. Truck, Jeep and marine brands are counted as not relevant for vans. Meyer availability is from the 10 Sep 2026 line card, and NTP from the September sourcing report. Interactive version: claude.ai/artifact/FawL7b65sjoN2iheCu2TzQ