

HOW TO MANAGE THE PRICE DISCUSSION

What your buyer really needs to know



Whoever is cheaper



ROLLBACK
IS BACK!



**Shopper
Intelligence**
Understand. Influence. Lead.

Our experts...



Chris Adkins



20+ Years FMCG Experience



Martin Baptie



25+ Years FMCG Experience



On the agenda for 2025

1. How to Manage the Price Discussion

2. How to **Balance Your Data & Insights Needs**
3. How to **Get the Most out of Shopper Marketing**
4. How to **Prepare for a Range Review**
5. How to **Get Your Product Listed**
6. How to **Conduct a Merchandising Review**
7. How to **Maximise Promo Effectiveness**
8. How to **Build a Category Strategy**
9. How to **Give Category a Voice with Leadership**
10. How to **Talk to Your Buyer**



**CATEGORY
HACKS**
LESS WORK,
MORE WINS!

- Let's talk about Price
- What should your buyer know
- What could this look like
- Keep it simple, in one page

Let's talk about Price...and shoppers

Before we start..



- Retailers are responsible for setting their prices
- Nothing we're talking about today is in any way designed to suggest otherwise
- Our focus is on how we can provide an objective, shopper centric view to better inform the overall price discussion, not to influence the price itself

Price continues to be the current pressure point..



Asda vows to be 'cheapest' as it brings back Rollback prices

By Ian Quinn | 30 January 2025 | 2 min read



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Clubcard Prices

Clubcard Prices

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Over 1,000 Low Everyday Prices, now locked until Easter†

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Aldi Price Match

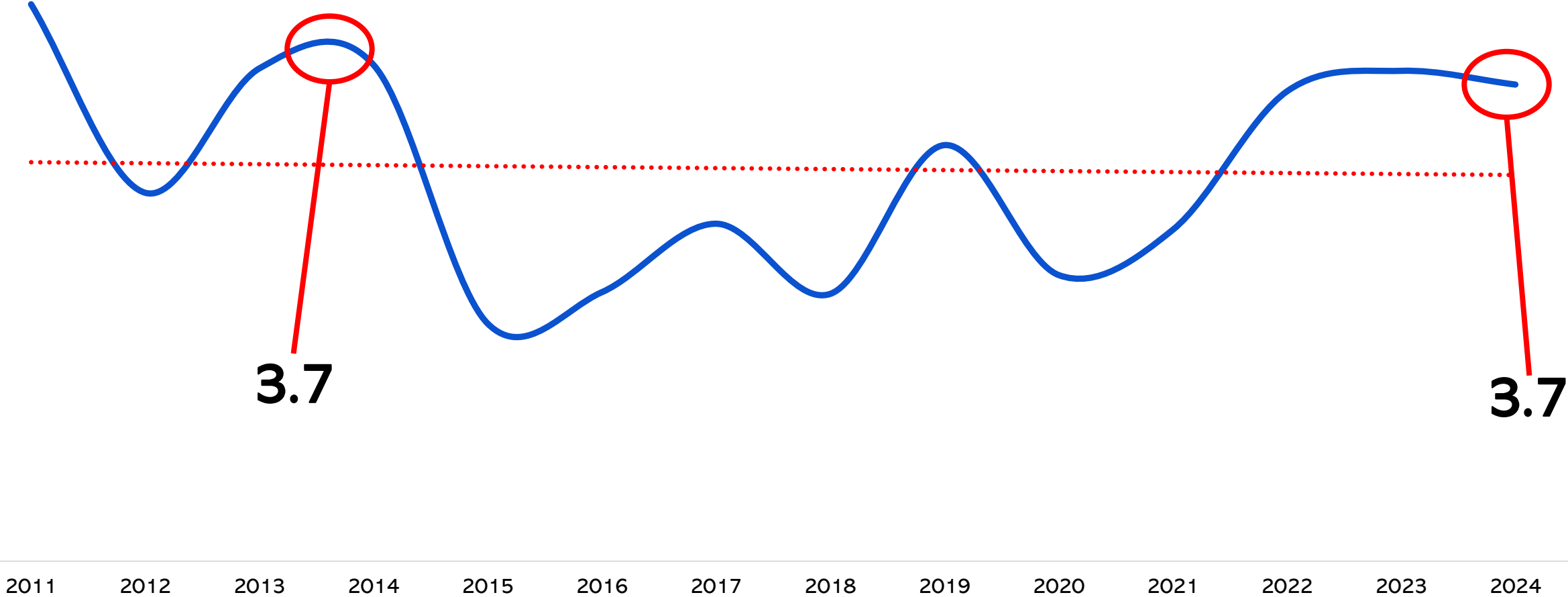
We're cutting prices to help you with your everyday essentials††

[Start saving](#) >

Which is interesting in itself, considering the long-term trend shows its no more important than it was 10 years ago



Importance of Price



Importance – rated 1 (not important) to 5 (most important); Total Market/All Categories

The reality is retailers want to shout about price, and they will come to suppliers to support these cuts

Top 3 most important to shoppers



QUALITY



PRICE

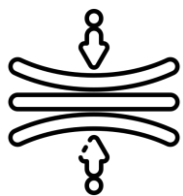


RANGE



So, what really happens?

Buyer applies pressure



Commercial seeks help from Cat Man



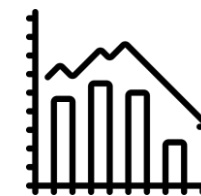
Cat Man not sure what to do – can EPOS/Panel help?



Prices get cut



Category gets devalued



How do we get to a 'win/win' scenario?



Centre your insight in the shopper...



Retailer



SHOPPER



Supplier

...talk in your buyers' language

The key is to successfully make this shift

Commercial plan

Category 'spin'

Customer sell



**What should your
buyer know?**

What questions should your buyer be asking?



How important is **price** in my category?



Is my category a **value indicator** for shoppers?



Are shoppers currently happy with the **prices** they're getting?



What is the balance between **price** and **premium**?



Do **promotions** play a role?



What are the key category **segments**?

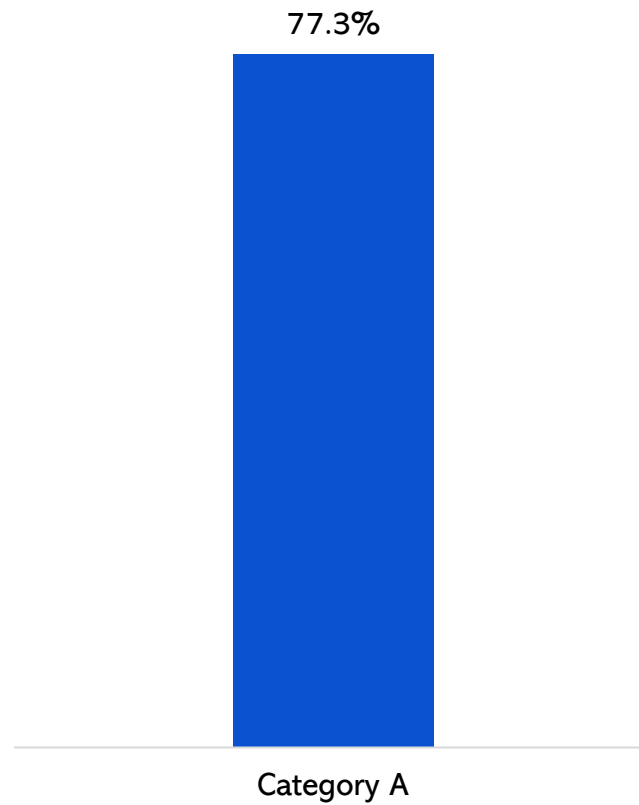
But that's only one side of the coin



You need to add the context!



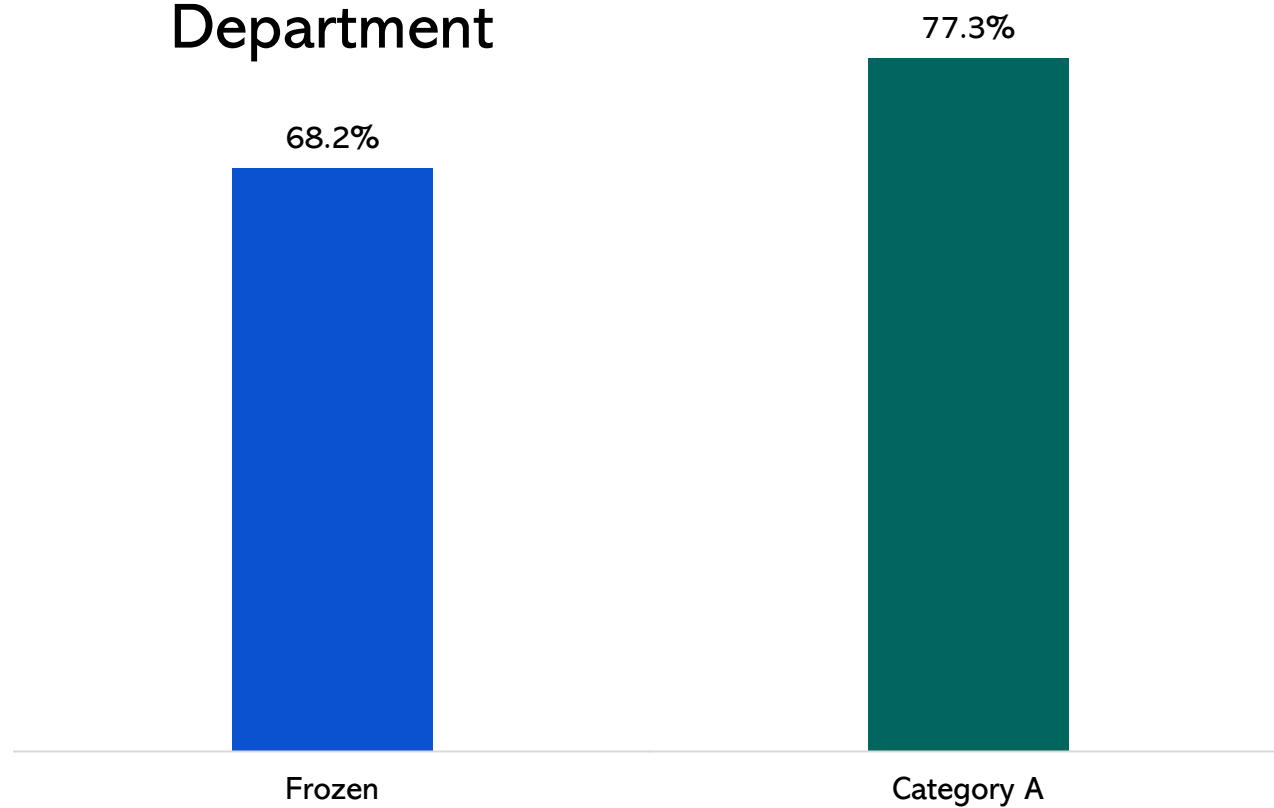
Price satisfaction



You need to add the context!

Price satisfaction

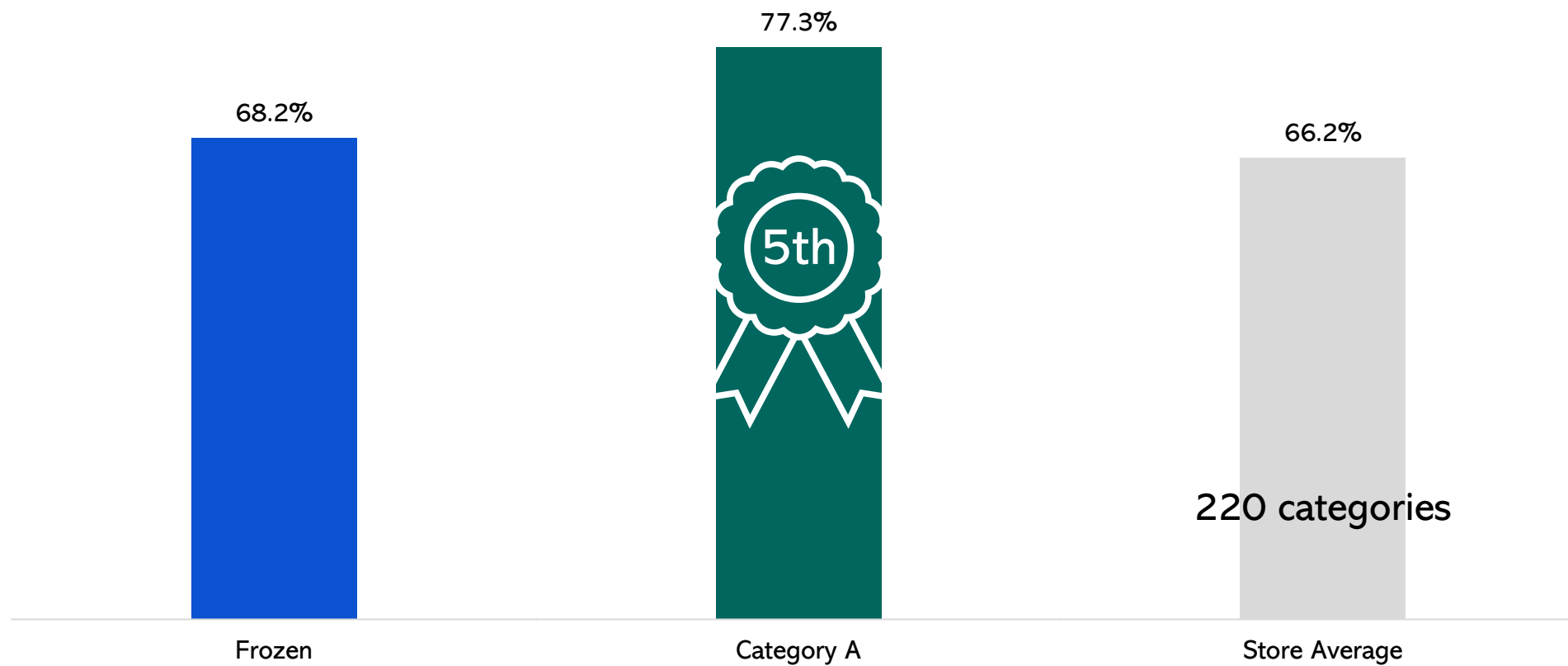
...relative to the
Department



You need to add the context!

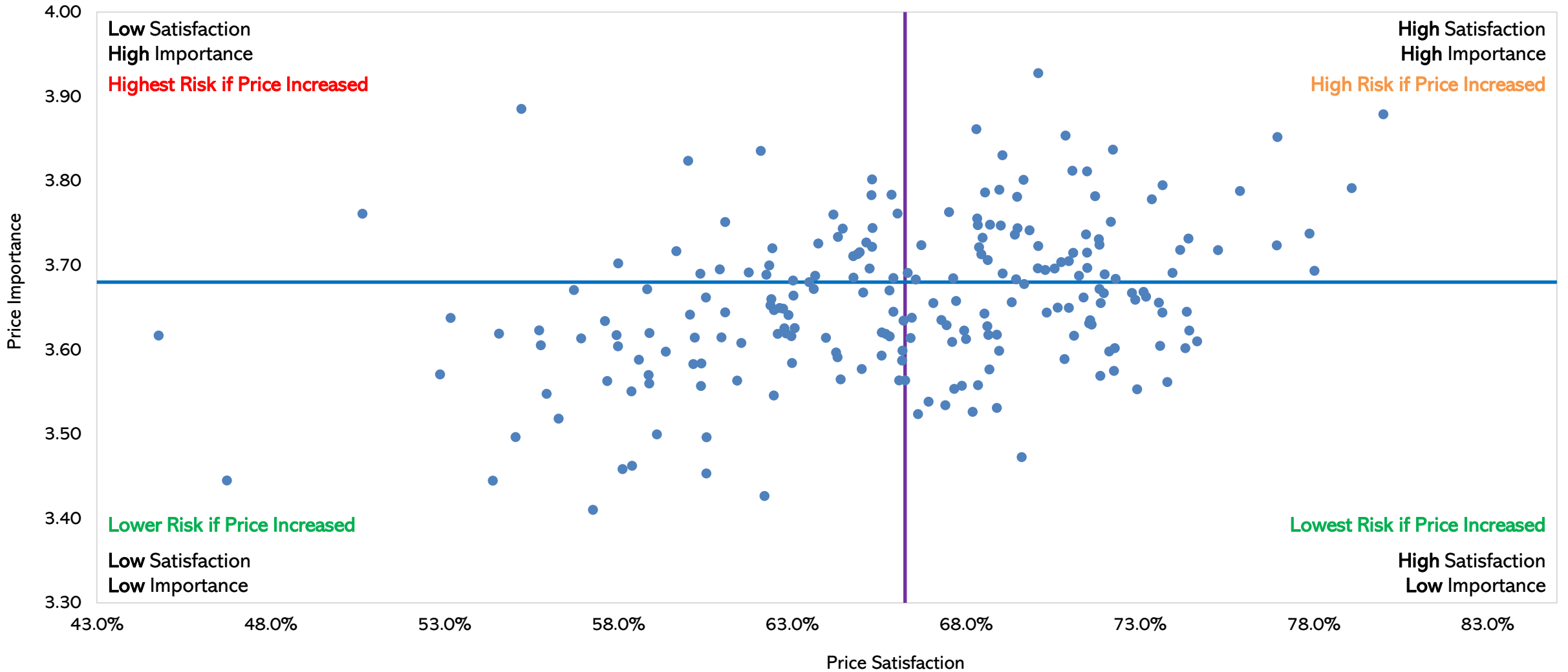
Price satisfaction

...relative to the Store

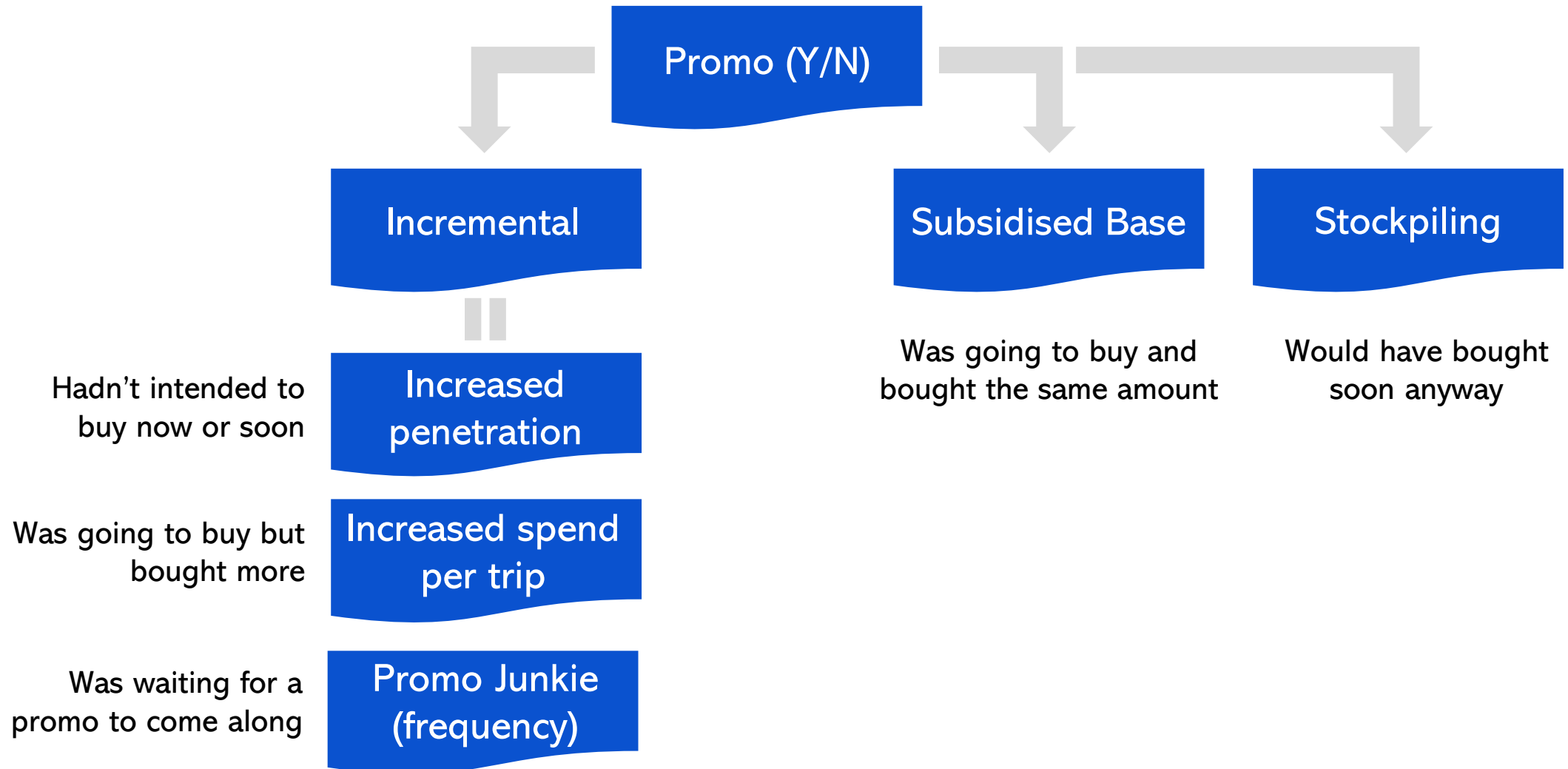


What could this look like?

How important is price



Do promotions play a role?

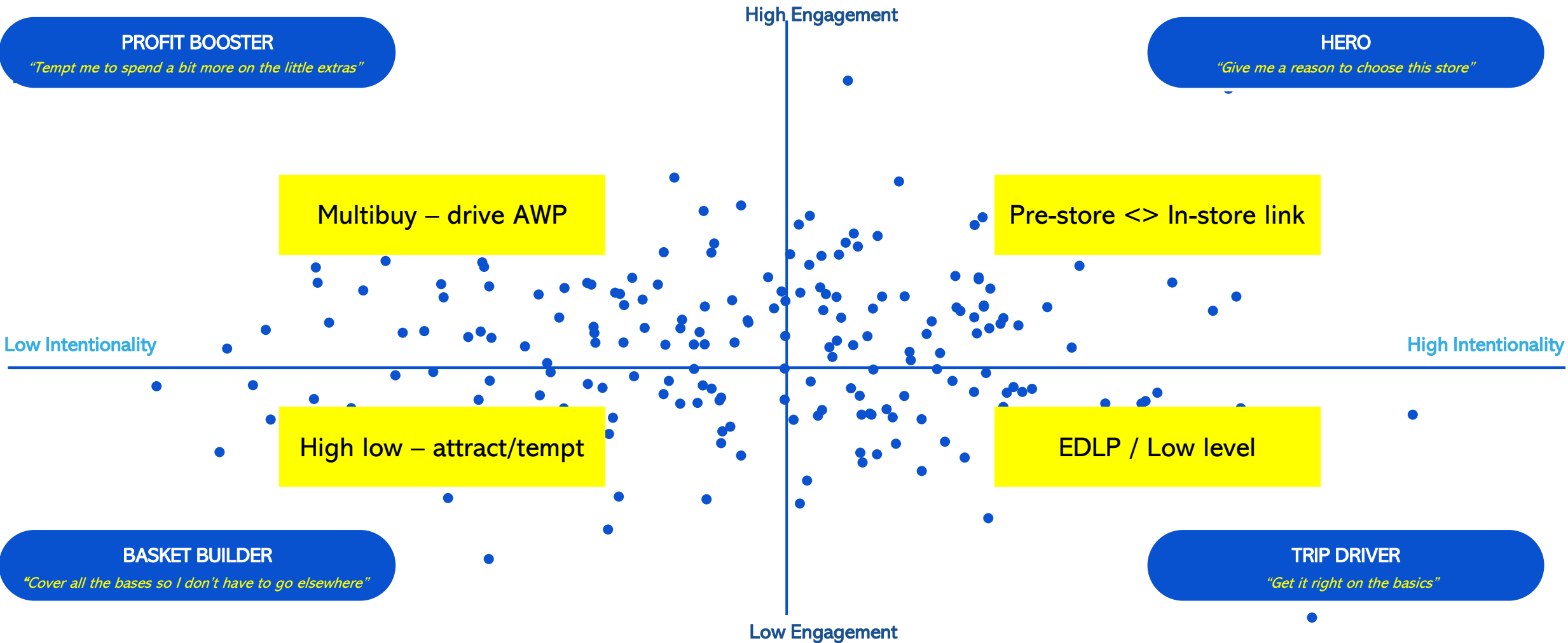


Category role also helps inform promotion and pricing strategy



PROFIT BOOSTER
"Tempt me to spend a bit more on the little extras"

HERO
"Give me a reason to choose this store"



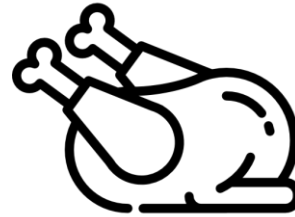
BASKET BUILDER
"Cover all the bases so I don't have to go elsewhere"

TRIP DRIVER
"Get it right on the basics"

Is my category a value indicator



HIGH



73%

“tells me that retailer is good value generally”



LOW



30%

“not linked to overall retailer value”

What about price vs. premium

Importance of Price



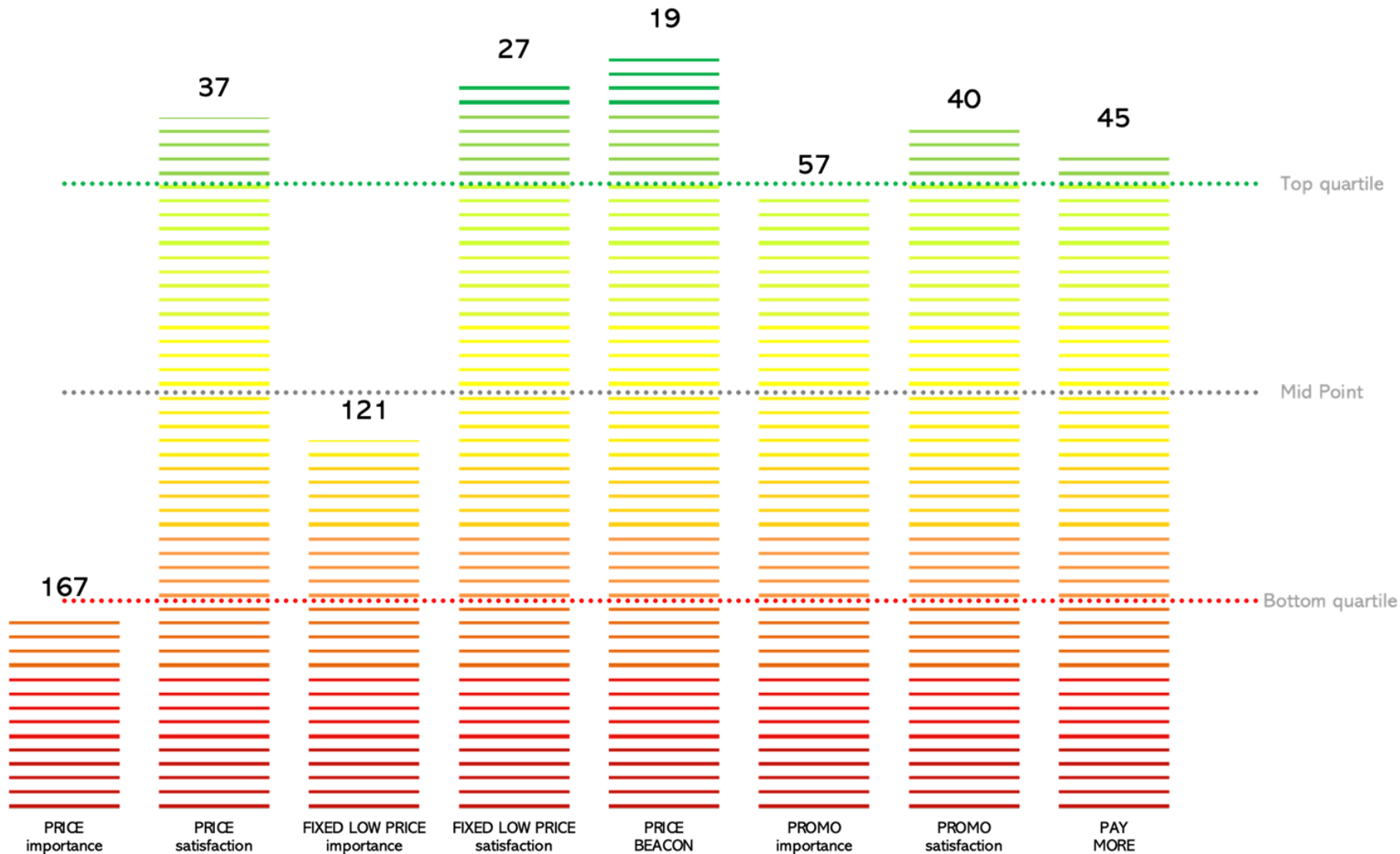
Ready to Heat
Chilled Desserts

Willing to pay for Premium



**Keep it simple, in one
page..**

We can help you with one page that puts it all together



Importance of Price and EDLP is low, and current satisfaction for both is top quartile of the store – less need to focus on immediate price cuts

Need to maintain a good value offering however as the category does indicate value

Promotions are also important for shoppers and have a role to play, need to balance this with Premium options which have a much higher propensity to drive growth

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