

# CASE STUDY: Competitive pricing benchmarking strategy for retail

## CLIENT

Multinational grocery retail chain



## INDUSTRY

Retail



## PRODUCTS

Packaged foods, beverages, and fresh produce



## TARGET GEO

Global



## BUSINESS OBJECTIVE

- A global grocery retailer faced inflationary pressure and needed to optimize pricing across core SKUs. The client wanted to benchmark how competitors adjusted prices, structured private label tiers, and used promotions to protect margins.

## OUR SOLUTION

- SKU Pricing Intelligence:** Scraped real-time pricing data across 2,000+ SKUs from five top grocery chains and cross-referenced with circulars and loyalty program data; insights refined via discussions with six pricing managers and regional category leads.
- Private Label Margin Mapping:** Benchmarked private label structures and margins using private brand disclosures and syndicated retail margin databases; three supply chain planners and private label heads shared inputs on bundling and tiering strategies.
- Promotional Mechanics Review:** Reviewed historical promotion calendars, event-tied pricing, and response elasticity from customer data platforms, combined with insights from promotional consultants and retail analysts.

## OUTCOMES

- Achieved 3% margin uplift by repricing 30 high-volume SKUs
- Launched tiered private label strategy aligned with competitor benchmarks
- Boosted shopper retention with optimized promotions cadence