

# Dynamic Pricing

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## Description

The pricing of products and services becomes dynamic and flexible. Dynamic pricing is the term that describes this data-based approach to pricing. The aspects considered include product data, customer data and context factors. In addition to income, shopping habits and consumer behaviour, things such as location, time, weather and current events also play an important role. In the future, product shelf life will influence price, while B2B online shops will be used to negotiate prices in the deal room. Cash will not always have to be used as currency, as attention, loyalty points and small compromises are also considered payment methods.

## Tags

**B2B** **dynamic pricing** **seamless commerce**

## STEEP

- Social
- Technological
- Economical

## Links

### TRENDS

Novel Payment Systems