



# MEA Price Audit- Analysis

Country  
UAE

Retailer  
All

Brand  
All

Segment  
Baking Chips

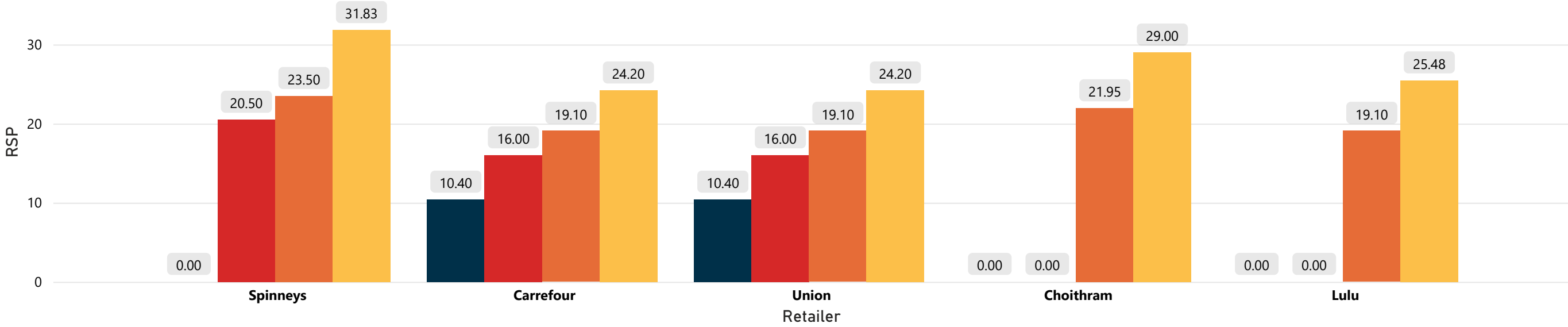
Retailer View



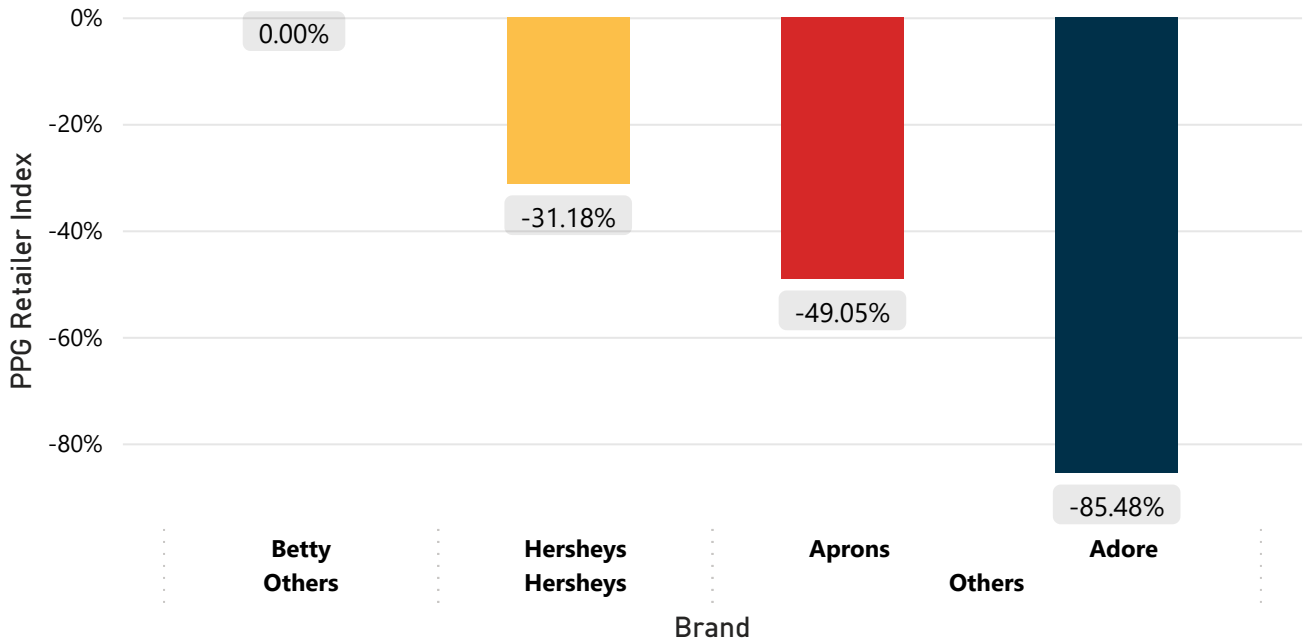
Brand View

## PPG Analysis

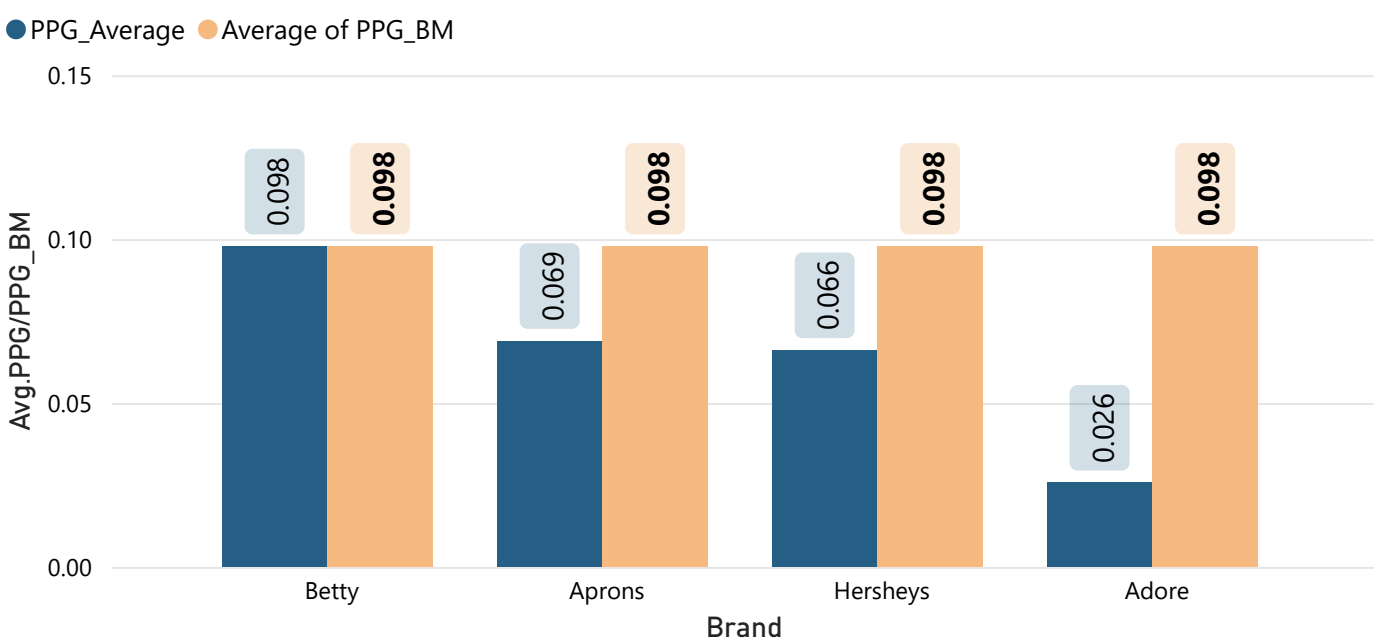
Brand ● Adore ● Aprons ● Betty ● Hersheys



## PPG Analysis



## PPG vs PPG\_BM



## PPG Analysis

Year	Quarter	Month	Segment	Retailer	Brand_Master	Brand	SKU	RSP	Weight (g)	PPG	PPG Retailer Index
2023	Qtr 2	April	Baking Chips	Spinneys	Others	Betty	Betty 200g milk	23.50	200.00	AED0.12	0.00%
2023	Qtr 2	April	Baking Chips	Spinneys	Others	Betty	Betty 200g SS	23.50	200.00	AED0.12	0.00%
2023	Qtr 2	April	Baking Chips	Choithram	Others	Betty	Betty 200g milk	21.95	200.00	AED0.11	0.00%
2023	Qtr 2	April	Baking Chips	Choithram	Others	Betty	Betty 200g SS	21.95	200.00	AED0.11	0.00%
2023	Qtr 2	April	Baking Chips	Choithram	Hersheys	Hersheys	Hersheys 200g	20.75	200.00	AED0.10	-5.47%
2023	Qtr 2	April	Baking Chips	Spinneys	Others	Aprons	Aprons & Love 200g	20.50	200.00	AED0.10	-12.77%
2023	Qtr 2	April	Baking Chips	Spinneys	Hersheys	Hersheys	Hersheys 200g	19.50	200.00	AED0.10	-17.02%
2023	Qtr 2	April	Baking Chips	Carrefour	Others	Betty	Betty 200g milk	19.10	200.00	AED0.10	0.00%
2023	Qtr 2	April	Baking Chips	Carrefour	Others	Betty	Betty 200g SS	19.10	200.00	AED0.10	0.00%



# MEA Price Audit- Segment View

Country

UAE

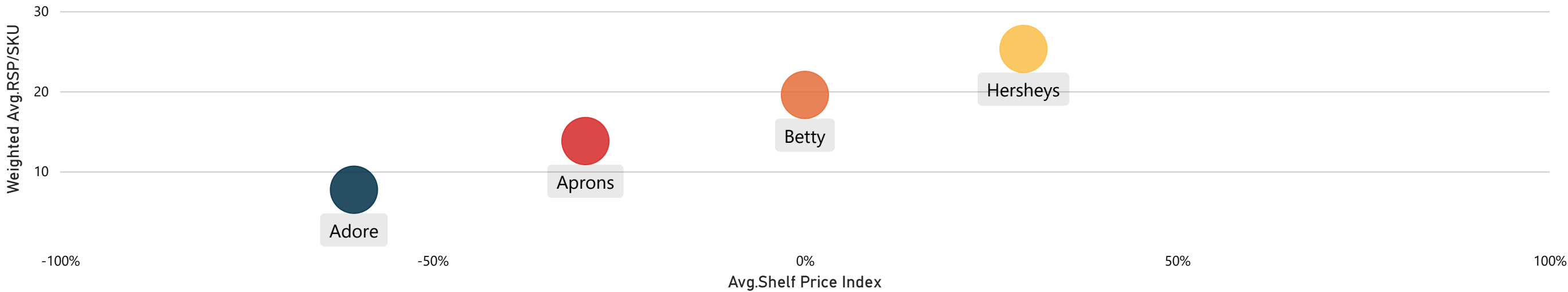
Brand

All

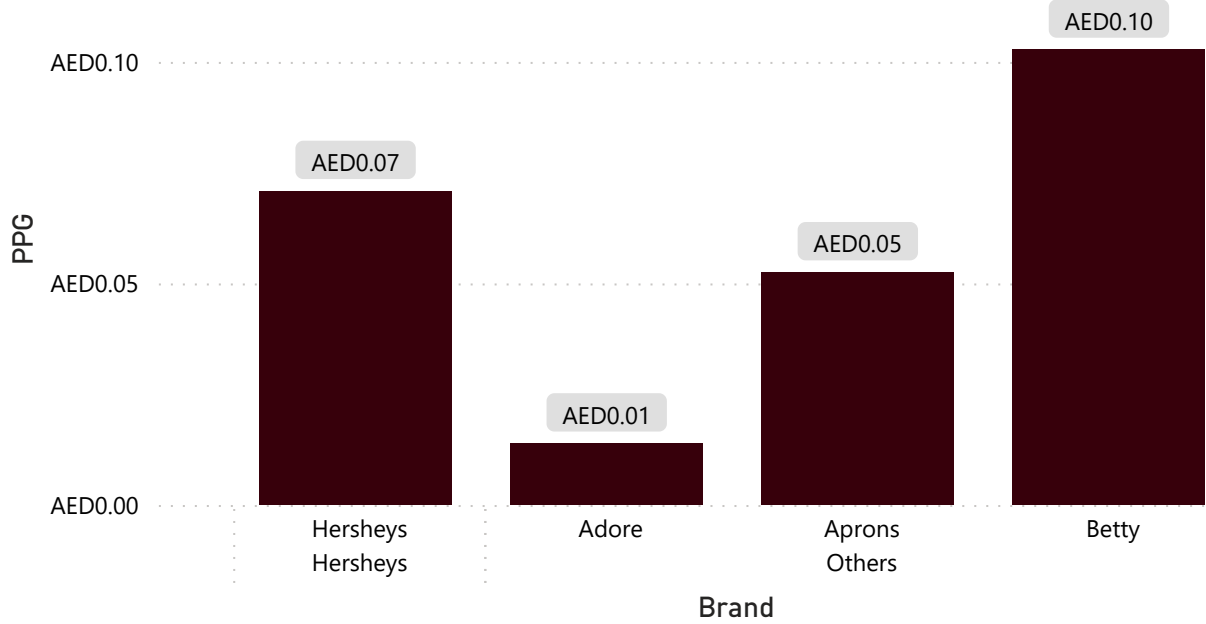
Segment

Baking Chips

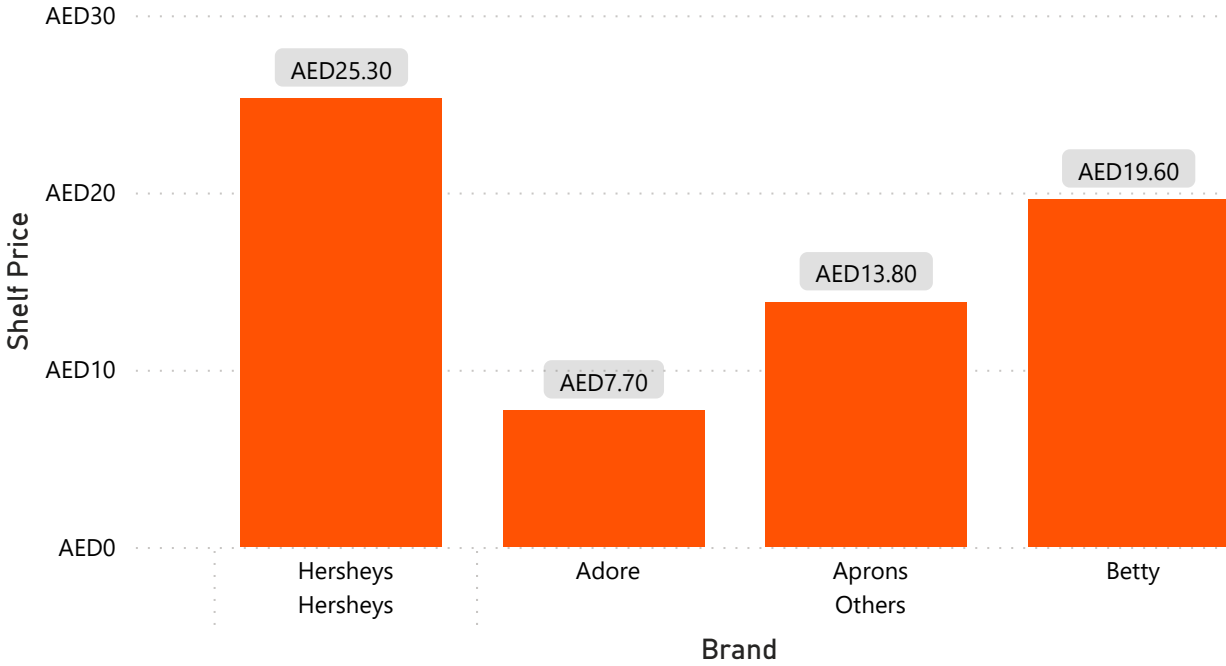
## Shelf Price By Brand



## PPG By Brand



## Self Price By Brand



## PPG Analysis

Year	Quarter	Month	Segment	Retailer	Brand_Master	Brand	SKU	Self Price	Weight (g)	PPG	PPG Index	Shelf Price Index
2023	Qtr 2	April	Baking Chips	Carrefour	Others	Betty	Betty 200g milk	19.55	200.00	0.10	0.00%	0.00%
2023	Qtr 2	April	Baking Chips	Carrefour	Others	Betty	Betty 200g SS	19.55	200.00	0.10	0.00%	0.00%
2023	Qtr 2	April	Baking Chips	Choithram	Others	Betty	Betty 200g milk	19.55	200.00	0.10	0.00%	0.00%
2023	Qtr 2	April	Baking Chips	Choithram	Others	Betty	Betty 200g SS	19.55	200.00	0.10	0.00%	0.00%
2023	Qtr 2	April	Baking Chips	Lulu	Others	Betty	Betty 200g milk	19.55	200.00	0.10	0.00%	0.00%
2023	Qtr 2	April	Baking Chips	Lulu	Others	Betty	Betty 200g SS	19.55	200.00	0.10	0.00%	0.00%
2023	Qtr 2	April	Baking Chips	Spinneys	Others	Betty	Betty 200g milk	19.55	200.00	0.10	0.00%	0.00%
2023	Qtr 2	April	Baking Chips	Spinneys	Others	Betty	Betty 200g SS	19.55	200.00	0.10	0.00%	0.00%
2023	Qtr 2	April	Baking Chips	Union	Others	Betty	Betty 200g milk	19.55	200.00	0.10	0.00%	0.00%
2023	Qtr 2	April	Baking Chips	Union	Others	Betty	Betty 200g SS	19.55	200.00	0.10	0.00%	0.00%
2023	Qtr 2	April	Baking Chips	Carrefour	Hersheys	Hersheys	Hersheys 200g	16.02	200.00	0.08	-18.07%	-18.07%