



Competitor Pricing Analysis

(Premium Beauty & Wellness Brand)

Analyzed **pricing and product pack sizes on retailer websites** to determine product presence, pack size differentials and comparative pricing gaps

COMPETITOR PRICING COMPARISON FOR BEAUTY PRODUCTS

ABOUT THE CLIENT

Client is a **U.S. based beauty company** was evaluating potential opportunities in products and pricing of its portfolio

SITUATION



- Merilytics partnered with the company to conduct a **pricing comparison analysis** to identify the **gaps in product architecture (type, pack size)** and determine the price **positioning of products** compared to competitors

VALUE ADDITION



- Mined the data from two retailer websites to **identify the 'like for like' products** across competitors
- Extracted **product description, pack size, and pricing information** for all company and competitor products
- Mapped the products in a **size vs. price matrix to identify true opportunities** in price changes or pack size changes

IMPACT



- Company was able to gain an understanding of where the **opportunities to introduce new products** are, and also **identify opportunities for pack size or pricing changes**

DATA COLLECTION TEMPLATE AND EVALUATION OF PRESENCE OF COMPETITOR PRODUCTS

ILLUSTRATIVE

Competitor Brand Pricing								
Client Product	Competitor Product	Brand	Category	Retailer	Price	Unit	Unit of Measure	Pack Quantity

Indicates presence of competitor products for the specific product of the company

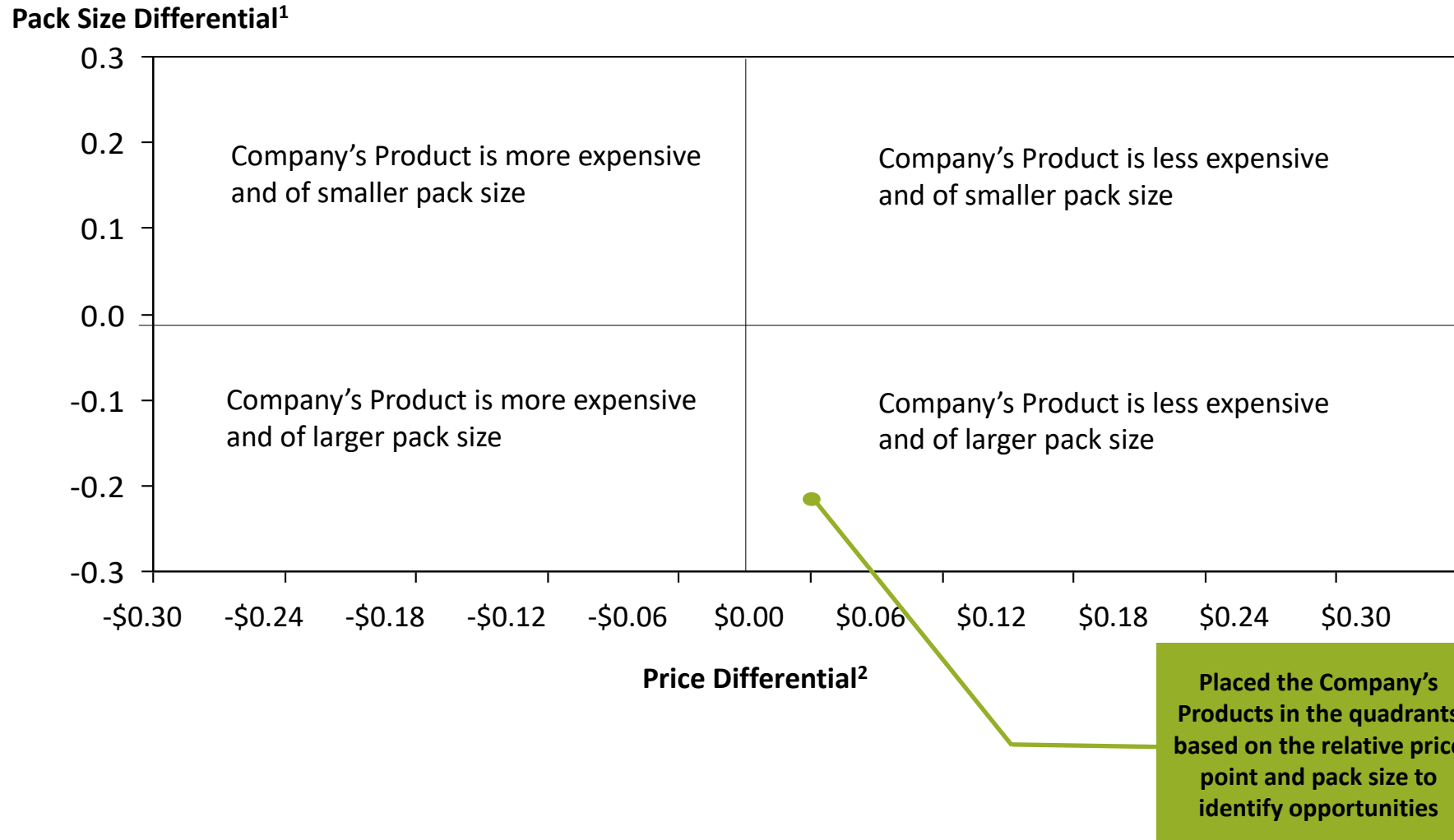
Data collection template

Company Product	Competitor 1	Competitor 2	Competitor 3	Competitor 4	Competitor 5	Competitor 6	Competitor 7	Competitor 8	Competitor 9
Product A									
Product B									
Product C									
Product D									
Product E									
Product F									
Product G									
Product H									

PRICING ANALYSIS FOR BEAUTY PRODUCTS

ILLUSTRATIVE

Definition of quadrants for relative price and pack size analysis



¹ Pack Size differential is measured as the difference between average competitor pack size and product pack size

² Price Differential is measured as the difference between average competitor price and product price