

Recommendation

Conservative Increase: Given the significant rise last year, a more measured approach may be wise to prevent reaching a price threshold that could reduce demand. A moderate increase of **10-15%** would help gauge market response while minimising the risk of losing customers.

Price Adjustment:

- If the price in **2022** was **\$4.99**, a **10% increase** would bring it to **approximately \$5.49**.
- A **15% increase** would set it at **around \$5.74**.

Recommended Strategy:

1. **Market Research:** Conduct further analysis to assess customer satisfaction, potential competitive shifts, and the broader economic landscape. This will help determine whether to implement the lower or higher end of the suggested increase.
2. **Segmented Pricing:** Explore differentiated pricing for casual and registered users, as their price sensitivities may vary.
3. **Monitor and Adapt:** Introduce the new pricing with close monitoring. Be prepared to adjust based on customer feedback and sales trends to fine-tune the strategy without fully committing to a potentially unsustainable price point.