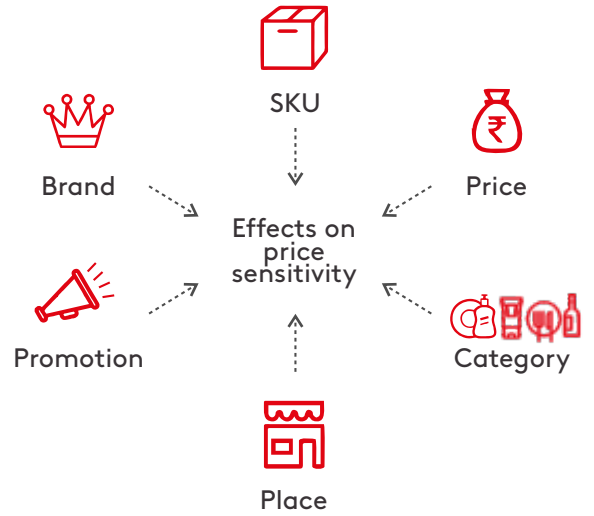


Price impact is about more than just price

It is important to remember that more often than not, the different variables of marketing mix act in tandem rather than in isolation.

The same consumers display varying degrees of caution at various points in time and for different products.



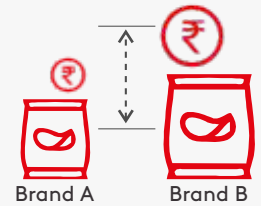
#1

Brand price elasticity follows a category U-curve



#2

Mind the price gap between brands



#3

Popular brands better placed to earn more through price premium



#4

SKUs provide greater maneuverability to both the consumer & the marketer



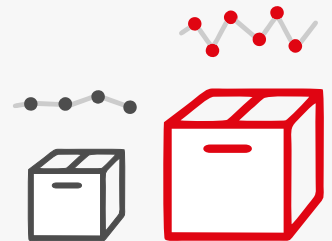
#4.1

Higher the number of existing SKU types, lower the price sensitivity



#4.2

Larger SKUs likely to be more price sensitive



#5

Announced discounts outperform silent price reductions: price off is most effective



#6

Price elasticities differ by geographies



#7

Prizing convenience over price gains ground

