CHAIN STORE AGE
CSA
THE BUSINESS OF RETAIL
CELEBRATING 100 YEARS

Revionics®
an aptos company

Retail Pricing Gets Smarter

Benchmarking AI Adoption and the Rise of Agentic

Advancements in artificial intelligence (AI) are transforming retail pricing, giving retailers the ability to make smarter, faster decisions at scale and unlock new opportunities for growth and competitive advantage.

Chain Store Age recently partnered with Revionics, an Aptos company, to understand both the current use and planned adoption of AI in pricing.

The resulting report highlights how AI is helping retailers address key challenges, such as satisfying price-sensitive shoppers, managing cost fluctuations, and protecting profit margins, while also creating opportunities to drive innovation, optimize pricing strategies, and accelerate top-line growth.

Dive into the research presented here to **learn how retail pricing** is **getting smarter.**

Top Pricing Priorities and Challenges: A Balancing Act

Driving revenue growth and increasing margins are the top two—and equally critical—priorities for retailers' pricing strategies, with more than half of the survey respondents ranking these two focus areas within their top three priorities (see Figure 1).

Closely following within top-of-mind pricing priorities are customer loyalty and inventory optimization, reflecting a focus not just on short-term financial performance but also on sustaining long-term relationships and operational efficiencies.

While a little further down the priority list, it is still worth mentioning "responding faster to market changes," where 22% of respondents considered this a top-three focus area and 8% chose it as their first priority. That's because having a full market view of the competition is critical for success, but it is no easy feat, as demonstrated in survey respondents' top pricing challenges (see Figure 2).

Although not surprising given the industry circumstances, heightened price sensitivity is the top challenge for retailers, followed by (and likely because of) the effects of inflation, tariffs, and rising costs.

Rimi Baltic is one such company that is catering to price-sensitive consumers as a strategy, noting in a case study that, "We want to make sure that our customers feel confident that they are always getting value for money in our stores."[1]

Rounding out the top three challenges for retailer respondents is increased pricing aggressiveness from competitors at 37%. Again, being able to look outside the business to get a full view of the competitive landscape is critical, but requires effective tools and strategies.

That said, these pressures underscore the need for a delicate balance between protecting margins, staying competitive, and meeting customer expectations.

FIGURE 1

TOP 5 RETAIL PRICING PRIORITIES

PRIORITY		RANKED TOP 3	RANKED 1ST
1	Drive revenue growth	**59%**	**24%**
2	Increase profit margins	**59%**	**24%**
3	Enhance customer loyalty	**48%**	**15%**
4	Optimize inventory / minimize waste	**40%**	**10%**
5	Improve competitive price perception	**37%**	**11%**

Source: October 2025 *CSA* / Revionics, an Aptos Company, pricing & AI survey. Base: total respondents, n=98.

FIGURE 2

TOP 5 RETAIL PRICING CHALLENGES

CHALLENGE		RANKED TOP 3	RANKED 1ST
1	Consumers are more price sensitive	**57%**	**27%**
2	Keeping up with the impacts of inflation / tariffs / cost increases	**46%**	**19%**
3	Increased pricing aggressiveness from competitors	**37%**	**7%**
4	Outdated tools and overly manual processes	**26%**	**8%**
5	Managing the complexity of promotions and markdowns	**26%**	**3%**

Source: October 2025 *CSA* / Revionics, an Aptos Company, pricing & AI survey. Base: total respondents, n=98.

AI Adoption and Benefits: Delivering Value Beyond Price

Looking 18 months ahead, only one-third of retailer respondents said they do not expect to use AI for pricing (see Figure 3). This result implies that more than half of the industry (67%) anticipates the use of AI applications for pricing in the near term, highlighting its importance.

In fact, a global consulting firm reports that the organizations with ambitious AI agendas are seeing the most benefit, and over one-third of high performers are committing more than 20% of their digital budgets to AI technologies."[2]

> "Persistent cost inflation, lingering supply chain volatility, ongoing shifts in consumer spending, and intensifying price competition have created a level of complexity that is more than retailers can manage using traditional retail price-setting tools and methods. Instead of sticking with traditional rule-based approaches that focus on simplification, retailers are now implementing AI-powered solutions and dynamic pricing models."
>
> — BCG[3]

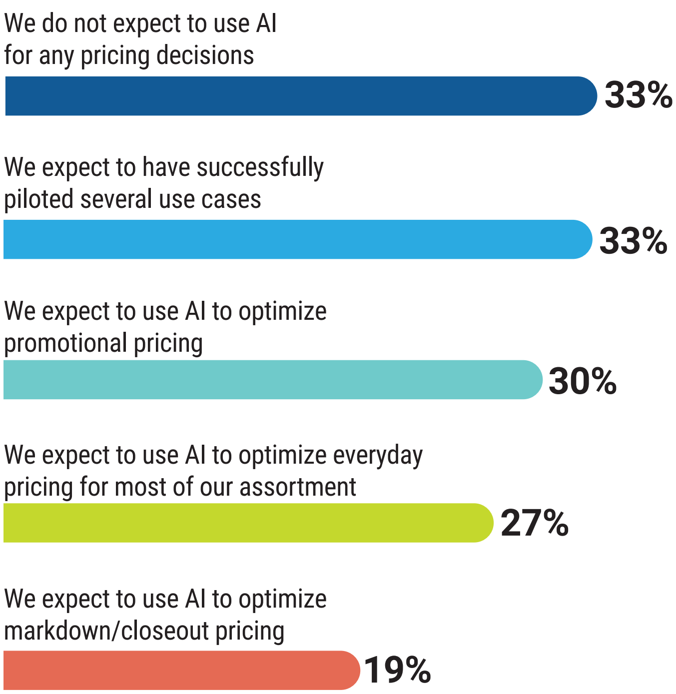
Of those survey respondents planning to use AI applications for pricing in the next 18 months, interest is slightly higher in using AI for promotional and everyday pricing than for markdown or closeout pricing, suggesting retailers see the greatest value in optimizing prices and offers that impact the core profit drivers of the business and have a meaningful impact on customer loyalty and price image.

Retailers using AI for pricing are experiencing improved operational efficiency, showing that AI can deliver value beyond pricing by streamlining processes (see Figure 4). A subset also reports benefits such as stronger alignment with business goals, better margins, and quicker adaptation to market shifts.

"Those [retailers] that have made this transition [to AI-powered pricing] have increased gross profit by 5% to 10% while also sustainably increasing revenue and improving customer value perception," according to BCG.[3]

FIGURE 3

ANTICIPATED USAGE OF AI APPLICATIONS FOR PRICING IN 18 MONTHS



Source: October 2025 *CSA* / Revionics, an Aptos Company, pricing & AI survey. Base: total respondents, n=98. Respondents allowed to select more than one.

FIGURE 4

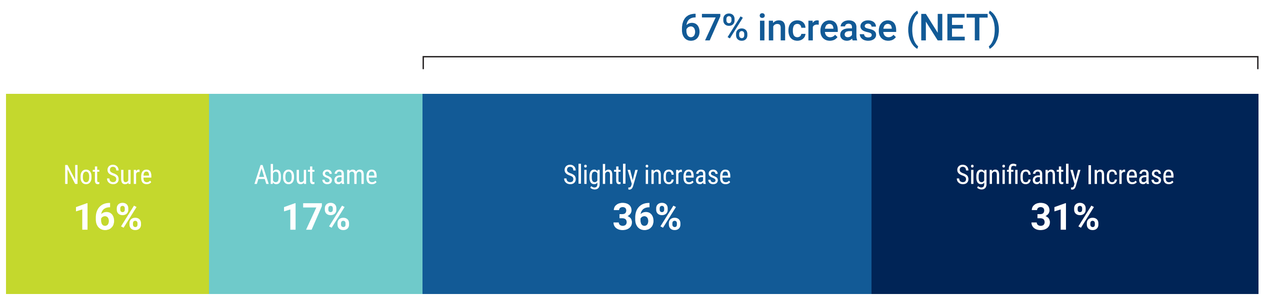
TOP BENEFITS FROM USING AI FOR PRICING DECISIONS*

BENEFIT	RANKED 1ST
Greater operational efficiency	20%
Better alignment with broader business goals	20%
Improved margins	20%
Faster response to competitor and market changes	13%
More localized pricing strategies	7%
Revenue growth	7%
Improved price perception / customer loyalty	7%
Reduced negative impacts from macroeconomic factors	7%

Source: October 2025 *CSA* / Revionics, an Aptos Company, pricing & AI survey.
*Base: Data shown is from a limited sample and should be viewed as directional rather than conclusive.

FIGURE 5

ANTICIPATED CHANGE TO INVESTMENTS IN AI PRICING TECHNOLOGY IN TWO YEARS



Source: October 2025 *CSA* / Revionics, an Aptos Company, pricing & AI survey.

AI Investments: Growth Requires Overcoming Barriers

Over the next two years, two-thirds of retailers expect their investment in AI pricing technologies to grow, with nearly one-third anticipating a significant increase (see Figure 5).

However, by including the 17% of respondents who are going to continue their investments in AI pricing technology at "about the same" rate, that percentage is even higher at 84% of retail executives anticipating the same or more investments in the next two years.

Notably, no respondents foresee a decrease in investment, signaling strong confidence in AI's role in driving pricing strategy and business performance going forward.

"With AI-powered solutions, retailers can respond dynamically to both internal and external changes, while maintaining alignment with a clear, customer-centric pricing strategy," according to BCG.[3]

However, while the benefits are clear as seen in Figure 4, retailer respondents say adopting AI requires training, stronger leadership support, and better integration and data readiness, highlighting that organizational factors remain the main barriers to effective AI-driven pricing.

Perhaps more telling is why retail executives feel this way. Pulling from anonymous open-ended survey responses, Figure 6 shows the top three roadblocks with more context to support these sentiments.

FIGURE 6

TOP 3 ROADBLOCKS

1. Education / Training / Understanding

33%

Open-ended responses:

- **"AI must be understood by all levels of employees for it to work effectively."**
- **"Need more knowledge of how it can be implemented and how much efficiency it would mean towards making the company more profitable."**

2. Leadership Buy-In & Cultural Mindset

27%

Open-ended responses:

- **"Adoption and trust amongst the teams, as well as a transition to create a 'Pricing Team' autonomous from Merchants and Marketers."**
- **"Willingness to change the current ways."**

3. Integration / Infrastructure / Data Readiness

20%

Open-ended responses:

- **"Need the right data platform to feed AI agents with accurate information."**
- **"Integration with our primary systems and product vendors, both POS and suppliers of goods for resale."**

Source: October 2025 *CSA* / Revionics, an Aptos Company, pricing & AI survey.

Agentic AI Readiness: Key to Staying Competitive

Agentic AI is expected to revolutionize the retail pricing landscape, freeing up internal teams to focus on more strategic priorities while the multi-agent system executes pricing decisions autonomously within predefined guardrails.

Many retailers plan to explore agentic AI for pricing in the next few years, while a similar share remain uncertain and only a minority do not expect to adopt it (see Figure 7).

However, when looking ahead to 2030, 66% of respondents agree that AI agents will be essential for staying competitive, underscoring the growing importance of advanced AI in shaping pricing strategy (see Figure 8).

While the majority of respondents say agentic AI is critical in the near future, only 21% have a clear roadmap for it (see Figure 9).

This reinforces the need to partner with trusted AI pricing providers. Valuable partners know the best practice traits of multi-agent pricing, including those systems that can:

- Understand and interact with users in natural language, simplifying adoption for individuals of all levels of technical expertise.
- Coordinate across the agents, automating the entire workflow.
- Leverage pre-configured workflows that are based on industry best practices and common use cases.
- Surface suggested actions across all areas of pricing.
- Evaluate user-inputted pricing recommendations, analyze additional scenarios, and visualize the impact of pricing decisions.
- Execute pricing changes in real time.

FIGURE 7

PLANS TO EXPLORE AGENTIC AI FOR RETAIL PRICING IN NEXT 2-3 YEARS

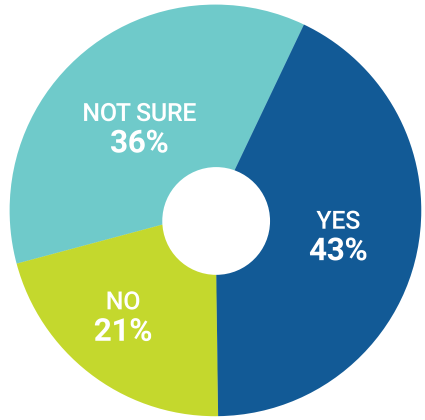
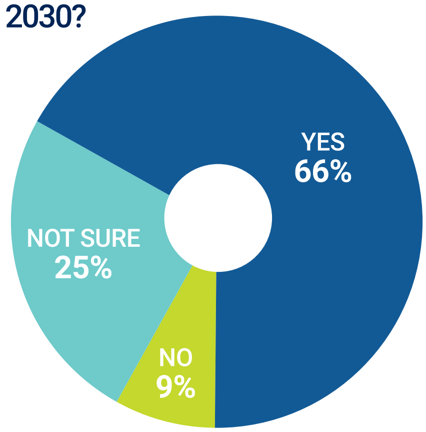


FIGURE 8

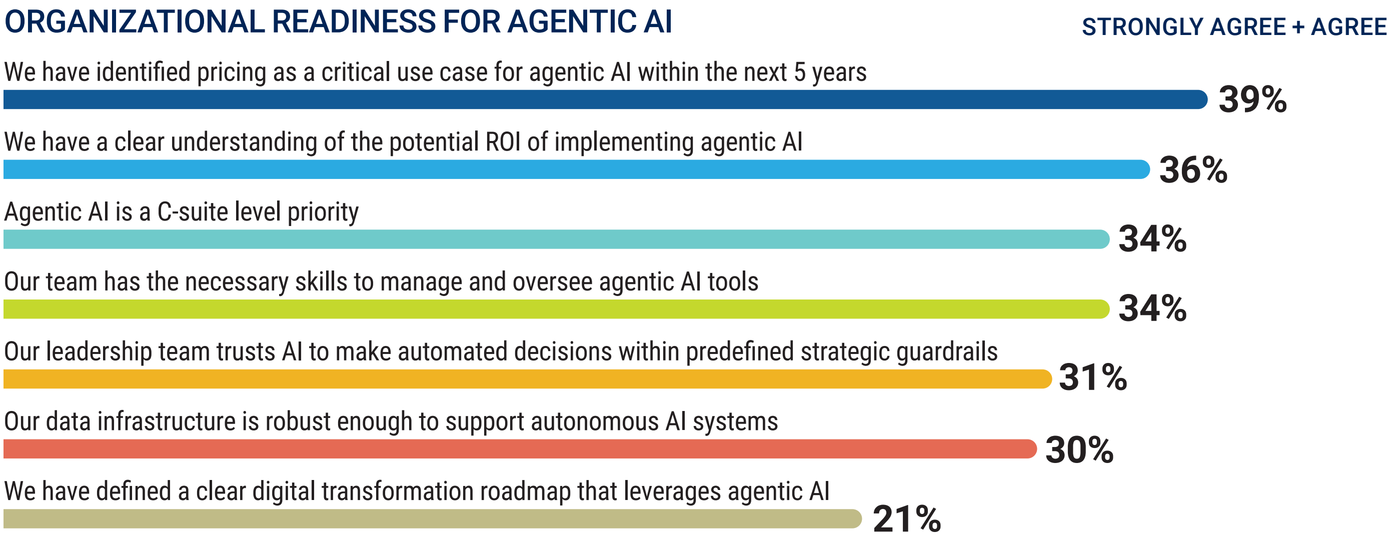
WILL USE OF AI AGENTS FOR PRICING BE ESSENTIAL TO STAYING COMPETITIVE BY 2030?



Source: October 2025 *CSA* / Revionics, an Aptos Company, pricing & AI survey.

FIGURE 9

ORGANIZATIONAL READINESS FOR AGENTIC AI



Source: October 2025 *CSA* / Revionics, an Aptos Company, pricing & AI survey.

Future of AI-Powered Retail Pricing: 3 Insights Emerge From the Research

1 Retailers are focused on both profit and customer loyalty in their pricing strategies.

Current landscape: Driving revenue growth and improving margins are retailers' top pricing priorities, followed closely by customer loyalty and inventory optimization.

Implication: Retailers are balancing short-term performance with long-term customer and operational goals.

Recommendation: Position AI pricing as a tool that strengthens both financial outcomes and customer relationships by enabling precision and responsiveness at scale.

2 Interest in AI adoption for pricing is driving investments and strong momentum.

Current landscape: Two-thirds of retail respondents expect their investment in AI pricing technologies to grow.

Implication: Retailers recognize AI's value but are still building the foundation of employee skills, leadership support, and integration to facilitate and scale adoption.

Recommendation: Partner with trusted AI pricing providers that can accelerate implementation, time to value, and build confidence in AI-driven pricing.

3 Agentic AI represents the next frontier, but there are still some readiness barriers making the selection of the right AI pricing partner even more critical.

Current landscape: Many retailers plan to explore agentic AI for pricing, yet fewer than half are prepared, citing limited understanding and training.

Implication: There is strong curiosity but uncertainty about where and how agentic AI can drive value.

Recommendation: Build a business case that outlines ROI, demystifies the technology, and demonstrates how AI agents can complement human oversight to drive competitive advantage.

TECH TOOLKIT

What an advanced AI price optimization solution should offer

- Prices optimized at every level
- Self-learning AI model for price recommendations customized to your customers' behaviors and buying patterns
- One-click target-based optimization with adherence to rules, constraints, and objectives
- Price scenario simulation for answers to 'what if' and 'why not'
- Robust reporting with insights into impact and value generated by price changes

While agentic AI may be top-of-mind at the moment for retail executives, it is important to first get unified pricing solutions right as a foundation for base, promotions, and markdown pricing.

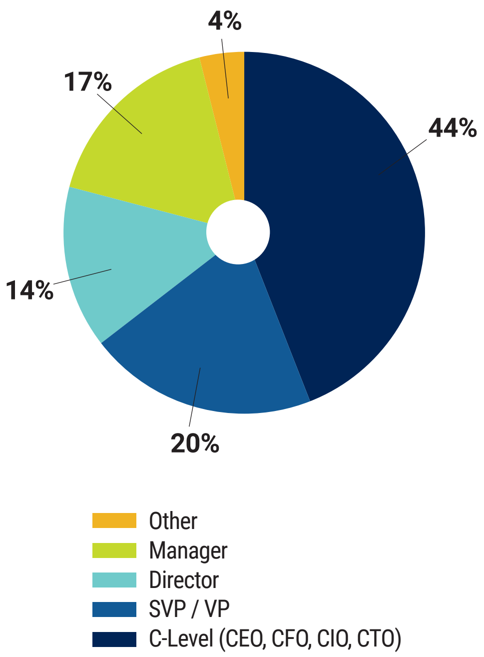
"Unified pricing is very important to our overall omnichannel strategy. In addition to being well-received by customers, the unification of prices has also streamlined internal pricing activities, mitigating the risk of price inaccuracies across channels and promoting increased trust in the regular price being offered," according to Leroy Merlin Brazil.[4]

In sum, pricing is a strong use case for implementing AI regardless of maturity stage; however, it is critical to choose the right solutions and services partner with a strong support system to help you on your price optimization journey.

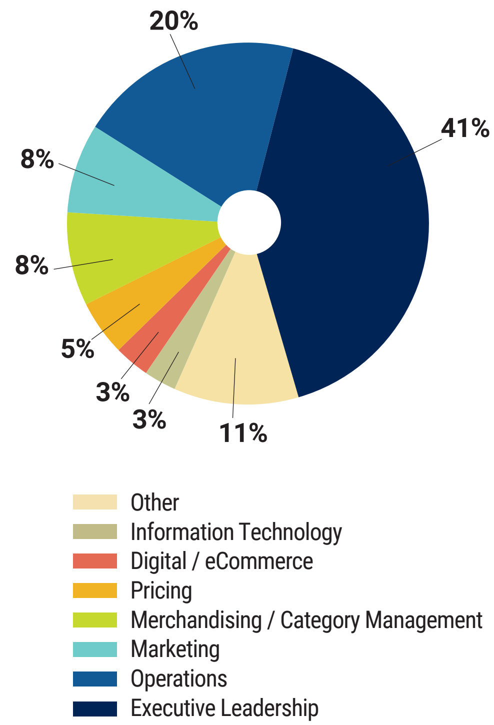
Survey Overview and Methodology

In partnership with Revionics, an Aptos company, *Chain Store Age* surveyed 98 retail professionals from September 13–29, 2025, to understand both the current use and planned adoption of AI in pricing.

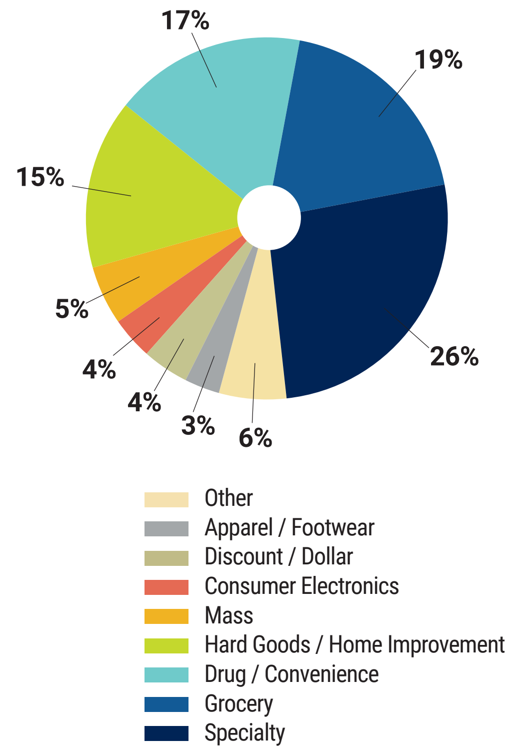
JOB LEVEL



JOB DEPARTMENT



RETAIL SEGMENT



SOURCES:
1 Case study: “Rimi Baltic modernizes pricing to serve customers better,” https://revionics.com/resource/rimi-baltic-modernizes-pricing-to-serve-customers-better
2 McKinsey, “The state of AI in 2025: Agents, innovation, and transformation,” https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai
3 BCG, “Overcoming Retail Complexity with AI-Powered Pricing,” https://www.bcg.com/publications/2024/overcoming-retail-complexity-with-ai-powered-pricing
4 Leroy Merlin Brazil “Customer Spotlight,” https://revionics.com/resource/leroy-merlin-brazil-price-optimization-case-study