

# Retail by the Numbers: AI Pricing Adoption, Priorities, and Investment

How AI is helping retailers navigate today's challenges and unlock new opportunities.

## Priorities vs. Challenges: A Delicate Balancing Act

Retailers are balancing ambitious business goals against significant market pressures, making strategic pricing more critical than ever.

### TOP PRICING PRIORITIES

1 Drive revenue growth	59%
2 Increase profit margins	59%
3 Enhance customer loyalty	48%

### TOP PRICING CHALLENGES

1 Consumers are more price sensitive	57%
2 Keeping up with inflation/cost increases	46%
3 Increased aggressiveness from competitors	48%

## AI Adoption and Investment are Accelerating

A growing majority of retailers are turning to Artificial Intelligence, with both adoption and investment set to increase significantly.

### AI ADOPTION IS ACCELERATING

Within 18 months, 67% of retailers expect to be using AI for pricing.

### WHERE THEY PLAN TO USE IT:



### INVESTMENT IS GROWING



## Top Benefits of Using AI

Retailers who adopt AI are realizing tangible benefits, including greater efficiency and better alignment with business goals.

(% of retailers ranking it as the #1 benefit)

Greater Operational Efficiency	20%
Better Alignment with Business Goals	20%
Improved Margins	20%

## What an Advanced AI Solution Should Offer

A successful AI-driven strategy requires a comprehensive toolkit that provides actionable insights and predictive power.

### A checklist of essential features for your pricing strategy:

- Prices optimized at every lifecycle stage
- Self-learning AI for customized recommendations
- One-click, target-based optimization
- "What if" and "Why not" scenario simulation
- Robust reporting on price change impact and value



## Retail Pricing is Getting Smarter. Are You Prepared?

The data is clear: AI is the future of retail pricing. To see the complete survey benchmarks and understand what it takes to stay ahead in the new era of retail, download Retail Pricing Gets Smarter: Benchmarking AI Adoption and the Rise of Agentic.

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