

William Reed  
INFORMING BUSINESS GROWTH

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PLASTIC

## Do green packaging targets hit the mark?



### Pricing reset

● **Sir,** The economic fallout of the pandemic has had a huge impact on the role of price perception.

Economic and public health

conditions vary wildly region by region. As a result, consumer behaviour has become harder to predict across multiple locations, which makes zone pricing more important than ever.

Savvy retailers are focusing more heavily on determining demand by geographic zones, using local data to inform prices, promotions and markdowns based on real-time consumer behaviour.

At the beginning of the pandemic, we saw prices spiking in several key categories. Many grocers were forced to sell eggs at a loss because their wholesale costs increased dramatically. Numerous disruptions were localised.

As a result, retailers are increasingly becoming focused on establishing hyper-local pricing based on changing demand and supply inputs. The key is to do this not only based on predictable changes in supply costs, but also to react quickly to unexpected disruptions like weather or pandemics.

Now is a good time for retailers to reset and build pricing structures based on a zone-pricing strategy that increases competitiveness where it matters.  
*Bob Godfrey, SVP EMEA, Revionics*