
How to (re)claim value in the current market with optimized pricing strategies?

GfK Netherlands Insight Summit

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Consumer and Marketing Insights
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Welcome!

INSIGHT SUMMIT

FRANCE
NETHERLANDS
JAPAN



Topics in this breakout session

Sustainability

Inflation

Affordability

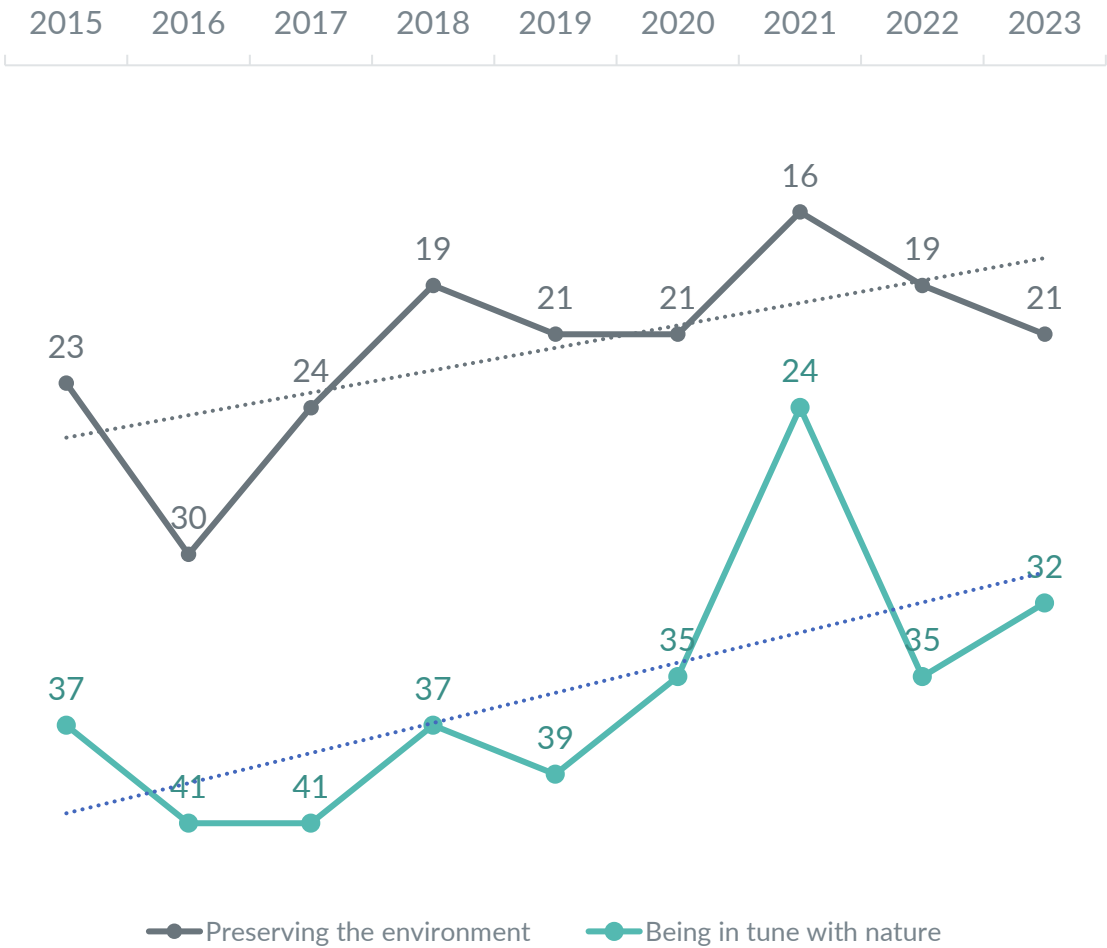
Price lab

The business question: (how much) are consumers willing to pay extra for sustainable products or materials?

Despite short term disruptions, preserving the environment and being in tune with nature are growing personal values



Ranking Netherlands (out of 58 personal values)



Source: GfK Consumer Life study 2023

PRESERVING THE ENVIRONMENT IS AN IMPORTANT PERSONAL VALUE FOR 69%

Dutch people increasingly take actions that aid the environment and reduce costs

Conserve Energy usage at home

84%

72%

Conserve Water usage at home

62%

58%

Reduce Wasteful consumption

61%

55%

Travel environmentally friendly

42%

36%

**Make environmentally conscious
purchase descisions**

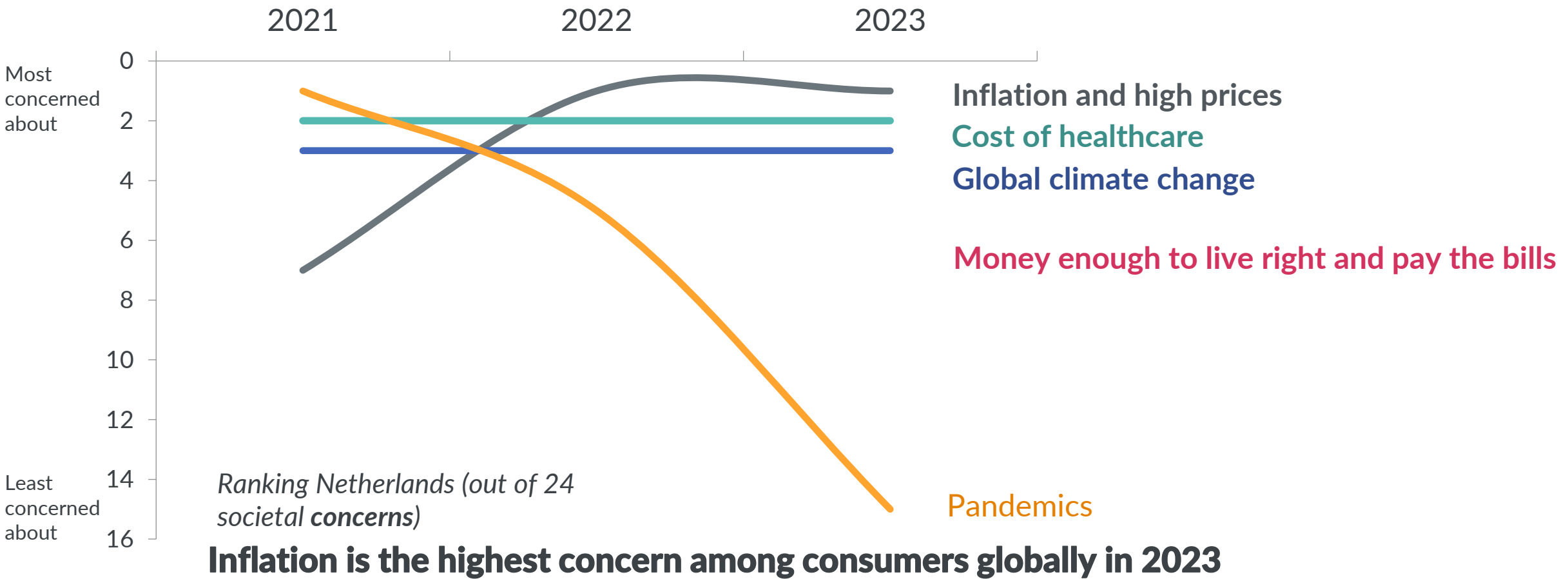
35%

30%

■ 2023 ■ 2022

**But there are
other concerns
too**

Although climate change is a main concern in the Netherlands, inflation is currently more important



Dutch consumers worry about their personal economic situation



September 2023

April 2023

- I'm a bit worried
- I worry quite a lot
- I am very worried

Source: GfK Inflation study Netherlands;
question A02: To what extent are you concerned about your own economic situation at this moment?



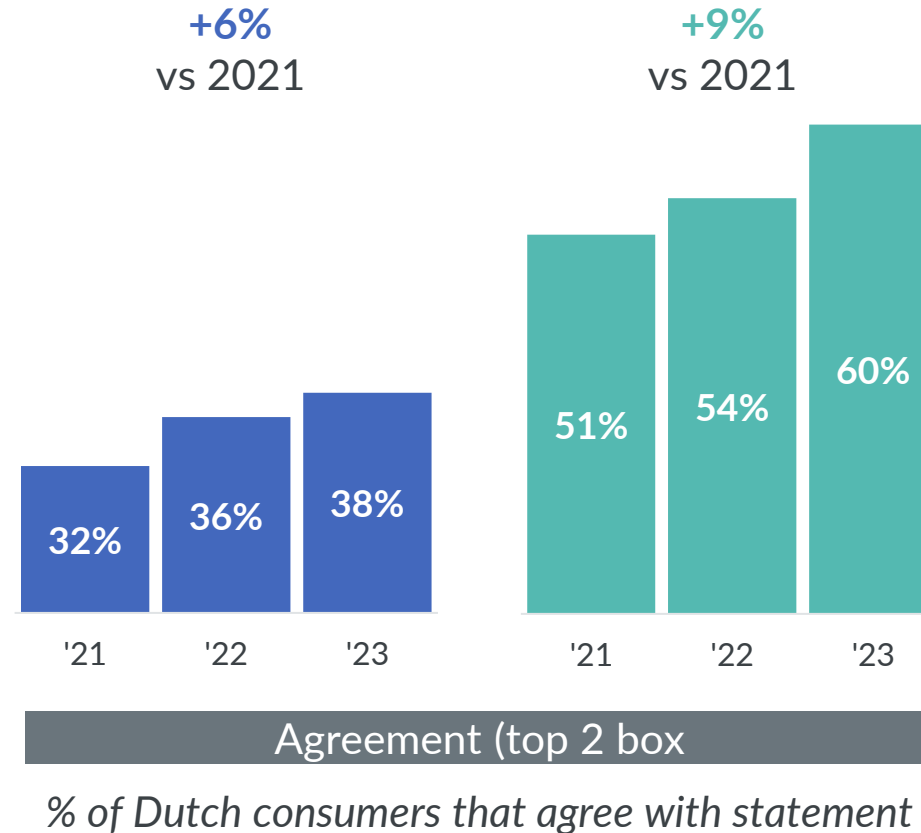
They adjust their shopping behaviour in multiple ways



Inflationary pressures are also impacting spend on sustainability

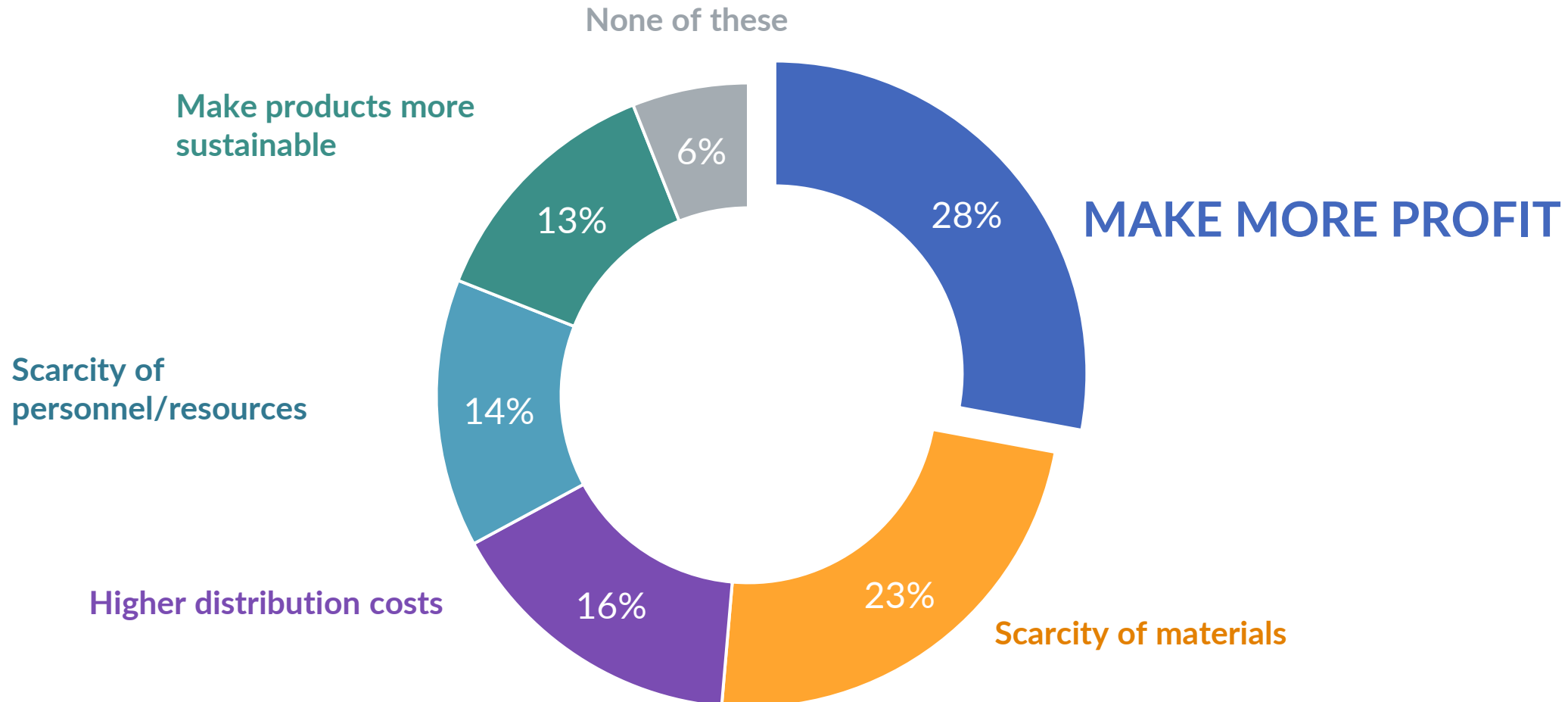


“First comes economic security and well-being, then we can worry about environmental problems”



“The environmentally friendly alternatives for many of the products I use are too expensive”

But they are critical too.... Nearly one in three consumers mentions the higher costs are the direct results of brands wanting to make more profit



Source: GfK Monthly Screener September 2023; Question ME09: Recently, many products have become more expensive for various reasons. In general, what part of these price increases do you think are caused by the following aspects?

So, we know that consumers put a spotlight on price and keep a tight grip on their wallet.

How to deal with that most effectively and make sure you have an optimized price strategy?

With GfK Consumer Price lab

**Price strategically
with consumer
data-driven
foresight**

**Price with
confidence**





Understand what parts of your price-product architecture people value the most and critically, how much they'll pay

Experiment and simulate price changes in a risk-free environment within the full competitor context. Optimize your pack-price architecture across your portfolio to maximize both consumer value and revenue.

Act with confidence based on accurate data-driven foresight

Make the right pricing adjustments

Understand consumer's realities and possibilities, and add a dash of science



01

Modelling consumer perceptions of value

Understand consumer choice patterns to identify what product attributes hold the most value to them, their sensitivity to price changes, and their response.

02

Uncover wide possibilities

Look beyond your existing pricing architecture to analyse the impact of new and intended product innovations or changes to your current product offerings for which there is no historical data.

03

Adding a dash of advanced science

Know the impact of your decisions before taking them to market.

04

Grasping the full picture

Bring all the facts together to evaluate your pricing decisions and their cumulative impact across your portfolio, a full competitive landscape with insights across broad SKUs, adjacent categories, and geographies.

Bringing you the confidence you need to act

GfK Consumer Price Lab brings you a powerful combination of advanced modeling science and market knowledge



Market knowledge



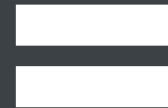
Our **GfK market knowledge**, scientific design experience, and **market data** enable us to design the right mix and **increase validity through calibration to actual market share**.



Conjoint modelling



Through a **combination of advanced survey-based conjoint, advanced modeling and machine learning** we dissect, understand and predict consumer choice and response.



Foresight



Bringing you **accurate and future-looking data**, so you can act with confidence, foresight and agility.

Strategy building + Strategy testing

Understand consumer choices like never before to build and test your ultimate strategy



The strategy building room

Understanding the full truth behind consumers' real-life purchase decisions to build a pricing strategy that masters value

Build ultimate consumer value

Know the impact before you act

The strategy testing lab

The online always-accessible app allows you to experiment and test your pricing strategies in a risk-free simulated environment

The Consumer Price Lab App

An online testing lab that let's you optimize your prices today and respond to market changes tomorrow



Closing the gap on key pricing questions:

Market Impact and response simulation

Measuring the impact of price changes and identifying the winners and losers

Portfolio Price Optimization

Identifying the optimal prices that will maximise overall return, across the portfolio

Price Sensitivities

Understanding the resilience / sensitivity of consumers segments to price changes

Innovation Impact Simulation

Quantifying the impact of a new product and identifying its optimal price for maximum portfolio revenue

Stop guessing. Know the full impact before you act.

**Price strategically
with consumer
data-driven
foresight**

**Price with
confidence**



Thank you for joining😊

**Please reach out for more information on how GfK
can advise on your pricing challenges**

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