RAVA

ILLUSTRATIVE

Where you win, where you lose, and where they attack.

A price story told on the competitive axis, backed by weekly shelf data, across the Coffee category in Modern Trade.

PRICE INDEX, BRAND VS COMPETITION, CATEGORY = 100

CATEGORY
Coffee

SCOPE
120 stores, 40 SKUs, weekly

PERIOD
8 weeks, Q2 2026

HOW WE READ PRICE

Every reading is defined, so every number is comparable.

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Price Index = (Brand shelf price ÷ Category average price) × 100
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Price index. Each brand's shelf price against the category average, set at 100. Above 100 is a premium, below is a discount to the category.

Deviation. Actual shelf price against the brand's own recommended price, by SKU and retailer. Within three points is in band.

Promotional pressure. Share of audited stores where a player is running an active promotion in the week.

Price floor. The lowest sustained index in the set, here private label, the reference every value-seeking shopper anchors to.

STORES	SKUS TRACKED
120, weekly	40

RETAILERS	COMPETITIVE SET
7, three formats	4 brands + private label

IN-BAND THRESHOLD	CADENCE
± 3 index points	Weekly scan, 8 weeks

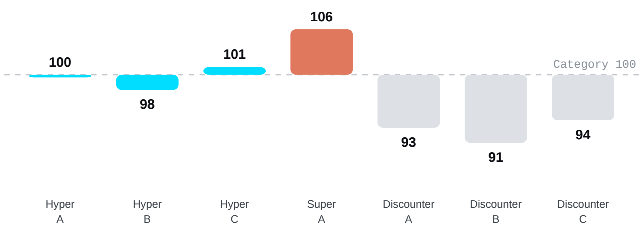
Because the reading is identical every week, a move is a move, not noise. The same index feeds positioning, deviation and pressure, so the three views reconcile.

THE STRONG GROUND

Where you win.

The brand holds a premium the market accepts, and in hypermarkets it sits right at the category line, exactly where the volume is and price sensitivity is lowest.

YOUR BRAND, PRICE INDEX BY RETAILER



WHAT THE NUMBERS SAY

100

Index in hypermarkets. Held at the category across all three hypermarket formats, the channels that carry the volume.

+3

Premium to category. Overall index 103, a premium earned in the strong channels, not imposed across the board.

> How to read it. A bar at 100 means the brand matches the category average. In the channels that carry volume, matching the category while charging a premium overall is a position of strength.

THE SOFT GROUND

Where you lose.

Eight of thirty-five tracked prices sit out of band, concentrated in the supermarket and discounter formats, and one high-visibility SKU runs above its own recommended price in three chains.

DEVIATION FROM RECOMMENDED, BY SKU AND RETAILER

	Hyper A	Hyper B	Hyper C	Disc. A	Super A	Disc. B	Disc. C
SKU 1	+1%	-1%	+2%	+5%	+3%	+6%	+4%
SKU 2	0%	+1%	-1%	+2%	+1%	+3%	+2%
SKU 3	-2%	-1%	0%	-5%	-3%	-6%	-4%
SKU 4	+2%	+3%	+1%	+4%	+2%	+5%	+3%
SKU 5	+1%	0%	+2%	+1%	0%	+2%	+1%

WHAT THE NUMBERS SAY

8 / 35

Prices out of band. Beyond the three-point threshold, clustered in the supermarket and hard-discounter columns.

+6%

Top SKU vs recommended. In three chains at once, an unforced error on a pack that carries visibility.

106

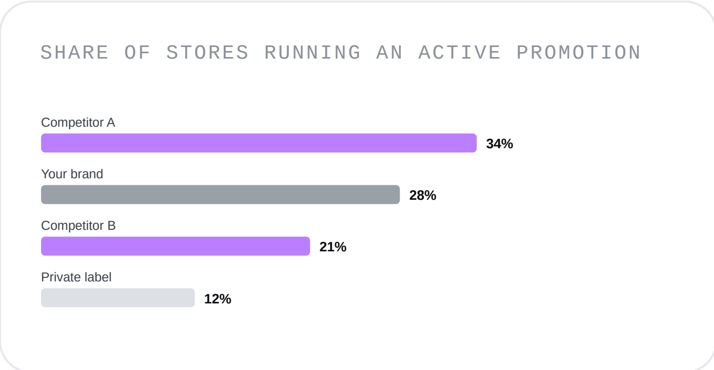
Supermarket index. The priciest position, six points above category and most exposed to switching.

> How to read it. Grey cells are within the three-point band. Coral cells are out of band, the actual shelf price no longer matches the plan, and the deeper the colour, the wider the gap.

THE INCOMING FIRE

Where they attack.

One competitor floods a third of stores with promotions, while private label anchors the floor twenty-two points below the brand. The squeeze comes from above and below at once.



WHAT THE NUMBERS SAY

34%

Competitor stores on promo. Deep discounting in a third of the network, on the packs that move the category.

22 pts

Gap to the price floor. Brand index 103 against a private-label floor of 81, widest in discounters at ten to thirteen points.

> How to read it. The longer the bar, the more of the network that player is discounting. Promotional pressure above the floor and a widening value gap below it define where share is most at risk.

THE RESPONSE

The move.

DEFEND

Hold the hypermarket position at the category line

The premium the brand earns overall depends on staying level where the volume sits. Protect the index at 100 in the three hypermarket formats.

CLOSE

Correct the 8 out-of-band prices and the supermarket premium

Route the deviations to the field, prioritise the SKU running +6% in three chains, re-scan to confirm, and revisit the 106 index in supermarkets.

BLUNT

Answer the 34% promotional pressure on key packs

Track competitor promo depth weekly and pre-empt on the packs that move the category, before the discount sets the reference price.

HOLD

Alert on any deviation beyond three points, route within 24 hours

Turn the weekly reading into a control loop, so price is corrected in days and every move is confirmed to hold.

A price is only real at the shelf. Weekly measurement turns position into something you can defend, and confirms every move holds.