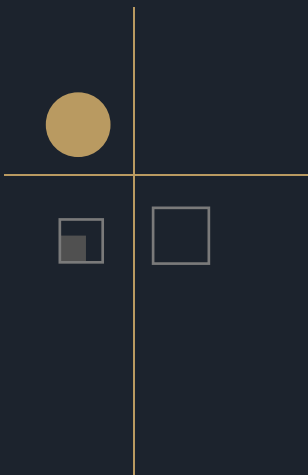


PRICE TIER ANALYSIS

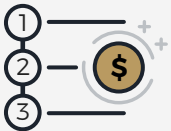


THE CLIENT PROBLEM

Our client, a **leading global RTD tea brand** wanted to **understand how the category had changed globally** across different price tiers i.e. economy, mass and premium. They also wanted to **assess how their brand had increased its presence across price tiers**. Our task was to:

- Identify the existing gaps
- Make recommendations

THE AQ SOLUTION



PRICE TIER CLASSIFICATION

The first step of the analysis was to classify brands across the different markets into price tiers such as economy, mass, premium etc. based on their relative price positioning across markets.

We used the well accepted S-curve approach to segment brands into price tiers.



GLOBAL ANALYSIS

We aggregated the price tier data for all markets to analyze price tier evolution at a global level.



MARKET ANALYSIS

We analysed price tier data for individual markets and identified brands driving the change.



BRAND ANALYSIS

We determined our brand's performance relative to the category across price tiers at the global and in-market levels.

We also assessed growth opportunities in different tiers and the brands' competitiveness across different markets.

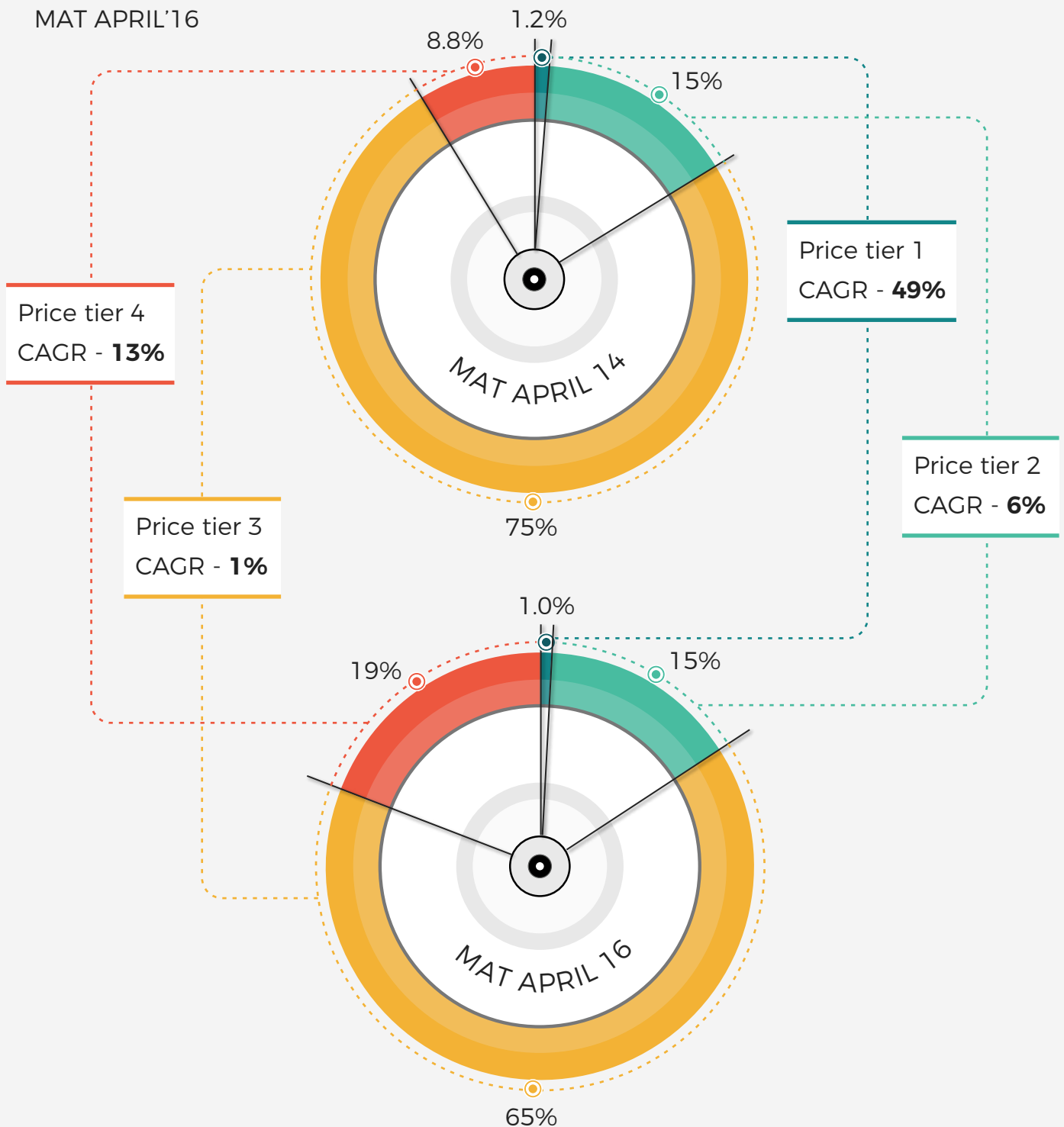
GLOBAL ANALYSIS

SAMPLE OUTPUTS

EXAMPLE INSIGHT

Price tier 1 had gained category share in the past two years at the expense of price tier 4.

PRICE TIERS CATEGORY VOLUME SHARE

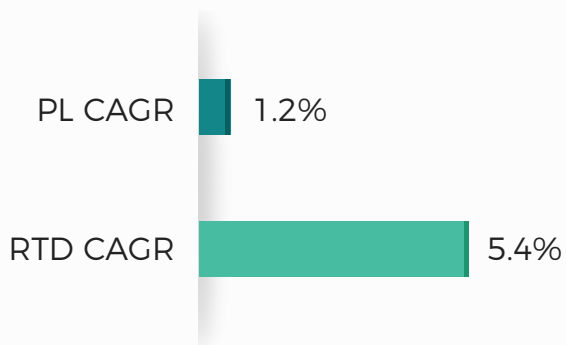


CLIENT'S PERFORMANCE IN DIFFERENT PRICE TIERS

EXAMPLE INSIGHT

Brand X has done well in mass and premium, but needed to improve it's performance in economy and super premium.

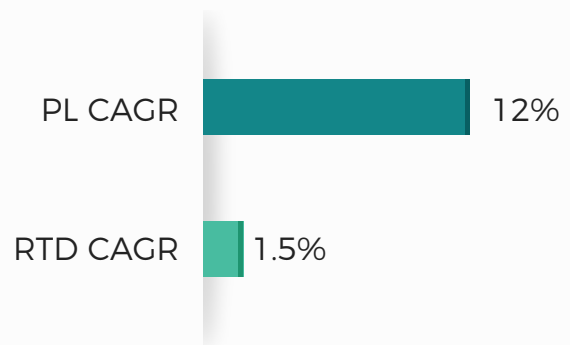
ECONOMY TIER ACCELERATE GROWTH



Share of economy tier



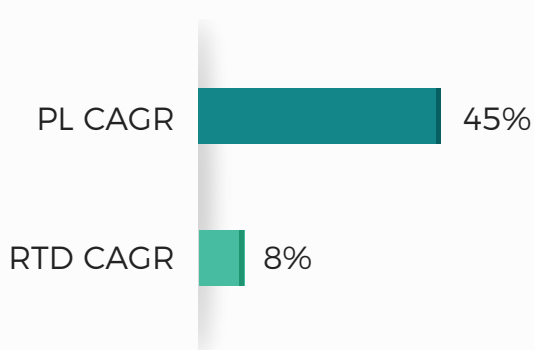
MASS TIER MAINTAIN GROWTH



Share of mass tier



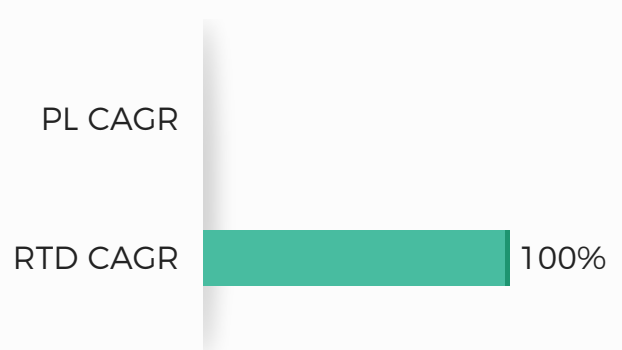
PREMIUM TIER MAINTAIN GROWTH



Share of premium tier



SUPER PREMIUM TIER ACCELERATE GROWTH



Share of super premium tier





Thank You

For any queries, get in touch with us.

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