

Online Retailer Negotiations: Price Gaps & Opportunities

June 2021

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ABOUT VIA

Via Pricing online retail tool

Use case: online retailer negotiations

Anti-ager price gaps and opportunities coverage

Anti-ager coverage

Strawberrynet anti-ager assortment principally between USD50-100

Strawberrynet : L'Oréal and Estée Lauder offer largest range of products

Majority of leading suppliers have assortments <20 span>

Strawberrynet : L'Oréal Groupe's majority of SKUs at price points above the average median price point

Majority of price gaps exist at lower and higher price points

Eight price gaps exist above 5% within the

Majority of suppliers offer low assortments above the average tier price

Strawberrynet : L'Oréal's SKUs are spread well across the price tier

FINAL CONCLUSIONS

Final conclusions: Strawberrynet anti-ager assortment and price evaluation

Additional analysis areas

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Additional tactical and strategic analysis

About Via Pricing from Euromonitor International

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