



Revenue Growth Management

PRICE PACK STUDY for a Leading CPG Firm: Optimised Portfolio & Pricing to Achieve 3.1% Growth

INDUSTRY

CPG



BUSINESS IMPACT

- Winning brand format to bring in potential portfolio revenues worth **USD 80.43M**
- **71.5% of the volume** gained by the winning combination is coming from competition
- Recommended combination to gain **USD \$50.3M** from the existing market
- Recommended next-best pack format **to fuel innovation & further counter competition**

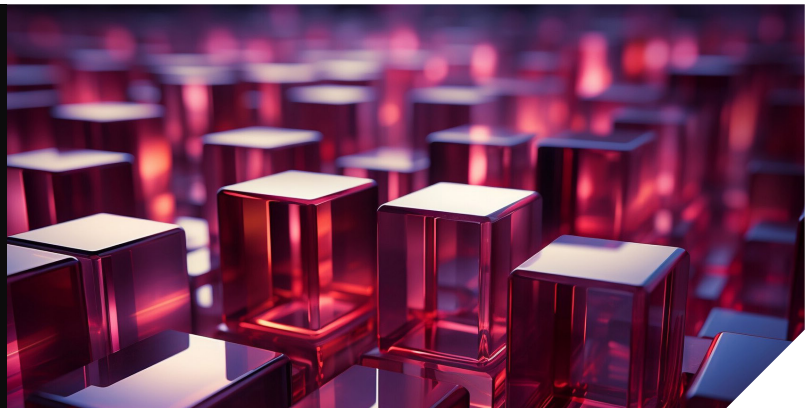


BUSINESS CHALLENGE

- The CPG brand is a leading brand with a snacking portfolio in key EU markets – UK & France. However, when it comes to the Germany market, they are competing with a brand that has a whopping 76% share.

The business problem was to figure out the winning **Brand- Price-Pack Type combination** that would help the brand gain maximum revenue share from its competitor with minimal cannibalization.

C5i SOLUTION APPROACH



Key steps to building the competitor fighter combination:

- Identify the brand pack formats & consumer decision framework – Brand vs. Flavor vs. Format
- Gauge consumer response to different pack formats
- Understand volume shifts and source of volume for different price-pack variations



3.1%

Revenue growth for Brand's Portfolio Revenues

USD 80.4M

Decision-centric, Easy-to-Use – Planning Simulator used to further optimising **total Distribution points & various Store Promotions** to recommend a combination that will bring in maximum incremental volumes

About Us

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



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