

Scorecards: Retail & eCommerce

Provides **in-depth analysis on product pricing** and trending across retail and web channels.

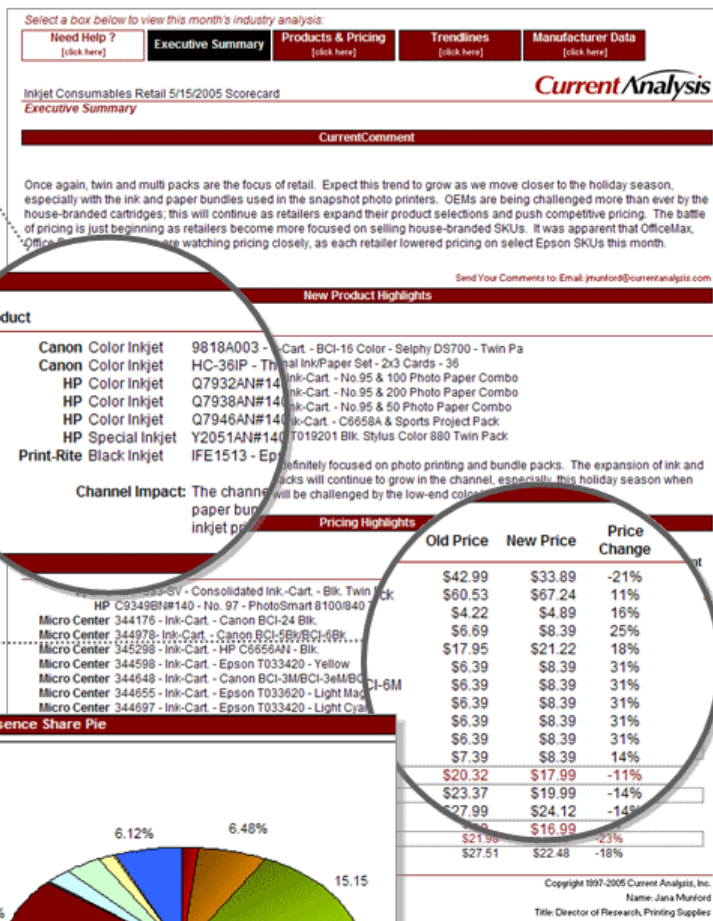
Archived scorecards are also available in CurrentCOMPETE.

Information includes

- Product highlights
- Channel impact
- Price trends
- Market presence trends

Monitor price changes across months, to spot trends

See which companies have market presence within the current month



Service Info



Primary Audience
Marketing
Retail Sales
Product Managers
Category Managers

Benefits

- ✓ Ensure that your products are priced competitively
- ✓ Understand the impact of pricing changes within the channel
- ✓ Monitor trends to detect price changes and their impact on market presence
- ✓ Spot trends and seasonal variations of market share and selling price

Current Analysis

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