



THE PRICE INFLATION SURVIVAL KIT

How Your Brand Can Lead the Industry Shift

The Data Behind Your Competitors' Strategies



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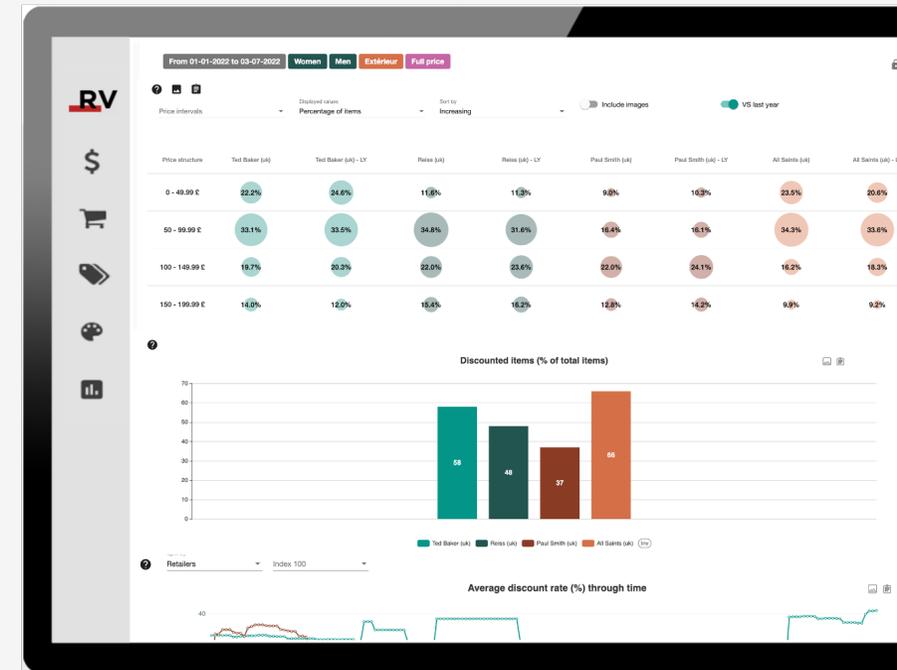
Tailor-Made Competitive Analysis



RETIEWS

Your brand can easily access competitors' data and stay competitive in the fashion industry shift with **Retviews**, the **automated competitive analysis platform**.

- ✓ Access customizable dashboards
- ✓ Get a 360° view of competitors' assortment, discount and pricing strategies
- ✓ Monitor accurate, real-time data 24/7



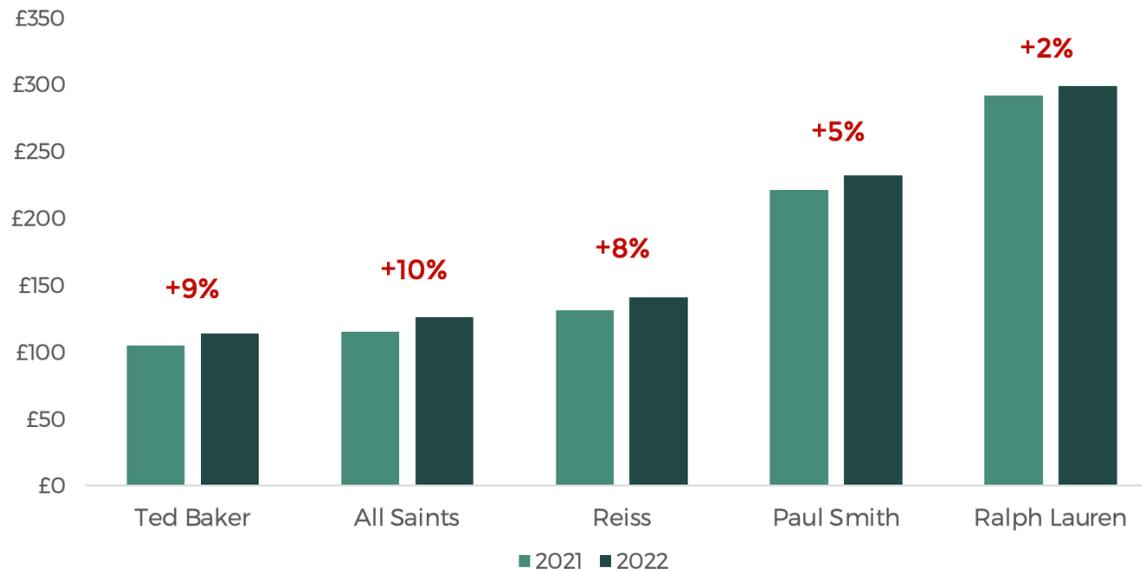
How Are Prices Increasing?

As inflation is reaching a 40-year high, UK consumers intend to cut back on discretionary spending, notably clothing. As a brand, knowing exactly where to position your prices is crucial, in order to avoid compromising on sales. This can easily be achieved with an **automated competitive analysis platform**.

Retviews' real-time data shows similar price hikes for Ted Baker, All Saints and Reiss, whereas **Paul Smith's prices have increased by a smaller 5%** throughout the past year.

Average Prices vs. Previous Year - UK Market

Retviews 2022



Source: Retviews, The Competitive Intelligence Platform for Fashion



Where Should You Increase Prices?

Taking an in-depth look at premium brands' prices, Retviews' data indicates that bottoms, tops and footwear are the categories where prices have increased the most throughout the past year.

Ted Baker showcases the strongest price hike in bottoms and footwear, at 16% and 18% respectively. Reiss on the other hand has only increased its average price for footwear by 1%.

Finding the right price positioning next to your competitors' will allow you to stay on top of the premium market.



YoY Average Price Increase 2021 vs. 2022

Retviews 2022

	Bottoms	Footwear	Tops
Ted Baker	110 £ +16%	116 £ +18%	128 £ +5%
Reiss	128 £ +5%	165 £ +1%	98 £ +6%
All Saints	107 £ +7%	180 £ +4%	83 £ +9%
Paul Smith	212 £ +5%	259 £ +12%	162 £ +5%
Ralph Lauren	252 £ +8%	280 £ +6%	200 £ +4%

Source: Retviews, The Competitive Intelligence Platform for Fashion

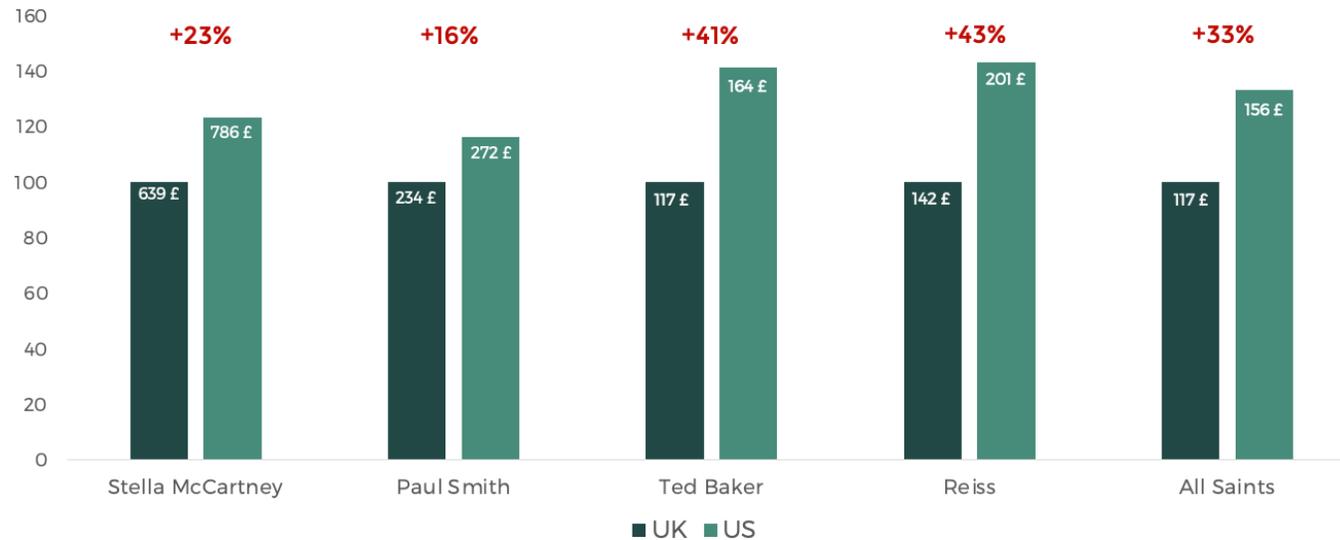
Optimizing Your International Pricing Strategy

When expanding your brand on an international scale, the right price point for each market is essential in maximizing profitability in that region.

Using the UK market as an index, Retviews' data showcases that leading UK premium brands' collections have a significantly higher price point in the US. Retviews' data shows that **Paul Smith US is only 16% more expensive than the UK, indicating an opportunity to readapt pricing in the US market.**

International Price Index – UK vs. US

Retviews 2022



Source: Retviews, The Competitive Intelligence Platform for Fashion



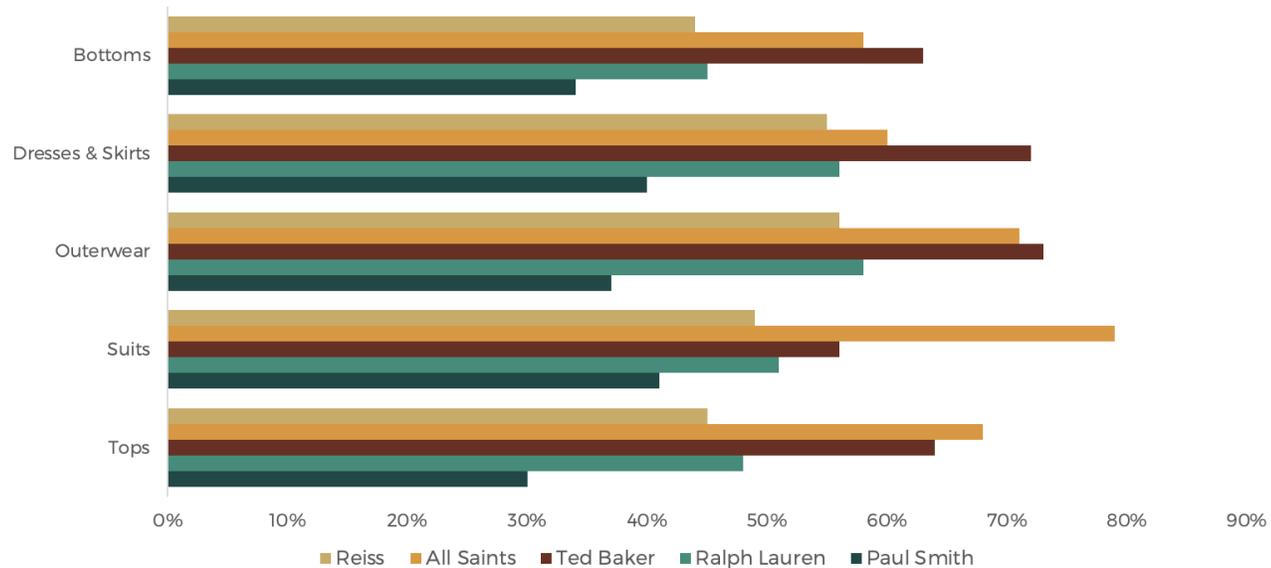
How Are Your Competitors Discounting?

Minimizing unnecessary discounts would ultimately aid in boosting brand profitability. Retviews' data indicates that within the apparel segment, **Ted Baker discounts the highest share of its assortment within bottoms, outerwear and dresses & skirts, marking down between 60% and 70% of its collection.**

With a real-time view of where your brand's markdowns stand next to those of your competitors, you can adapt your discount strategy quickly and confidently.

Total Discounted Assortment Share in 2022

Retviews 2022



Source: Retviews, The Competitive Intelligence Platform for Fashion



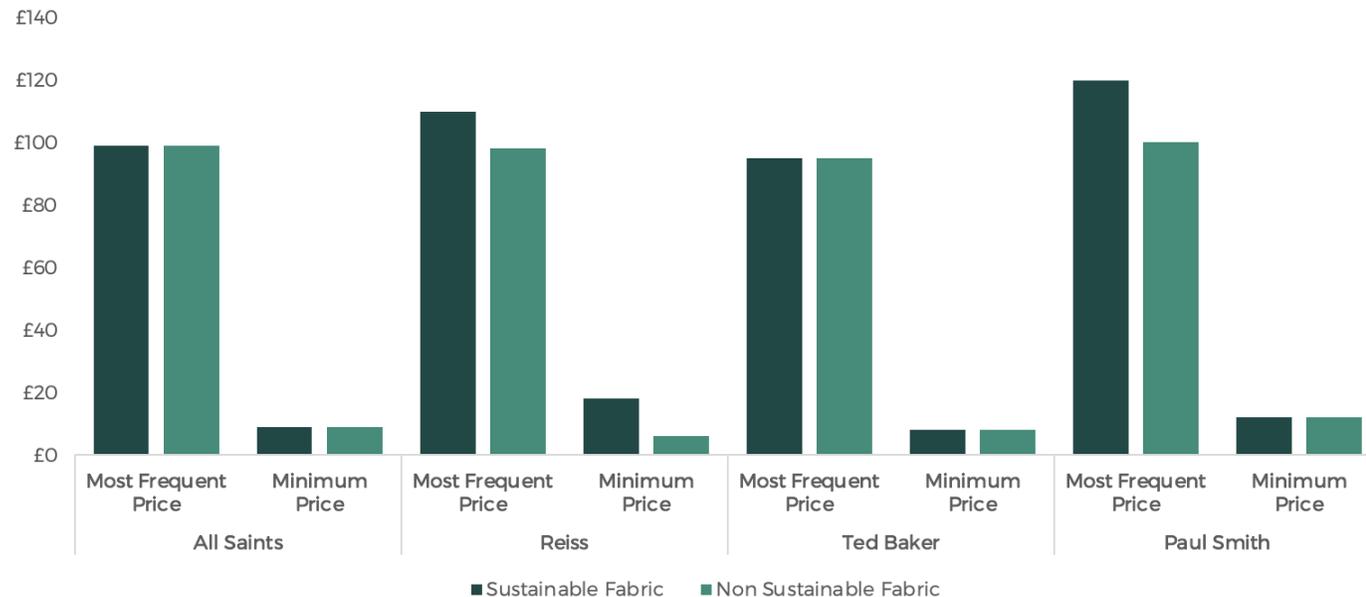
Pricing Your Sustainable Collections

Although consumers are looking for higher quality and sustainability, the UK consumer has indicated the higher cost of sustainable options to be a hindrance to “going green”.

Retviews’ data showcases a difference in strategies, as **All Saints’ and Ted Baker’s sustainable pieces maintain the same price indicators as clothing made from non-sustainable fabrics** – unlike **Reiss and Paul Smith whose sustainable pieces are more expensive**. The right pricing on sustainable pieces would result in a competitive advantage when targeting the Gen Z consumer, who makes up a large portion of the market and prioritizes sustainability.

Price Structure in Sustainable Fabrics

Retviews 2022



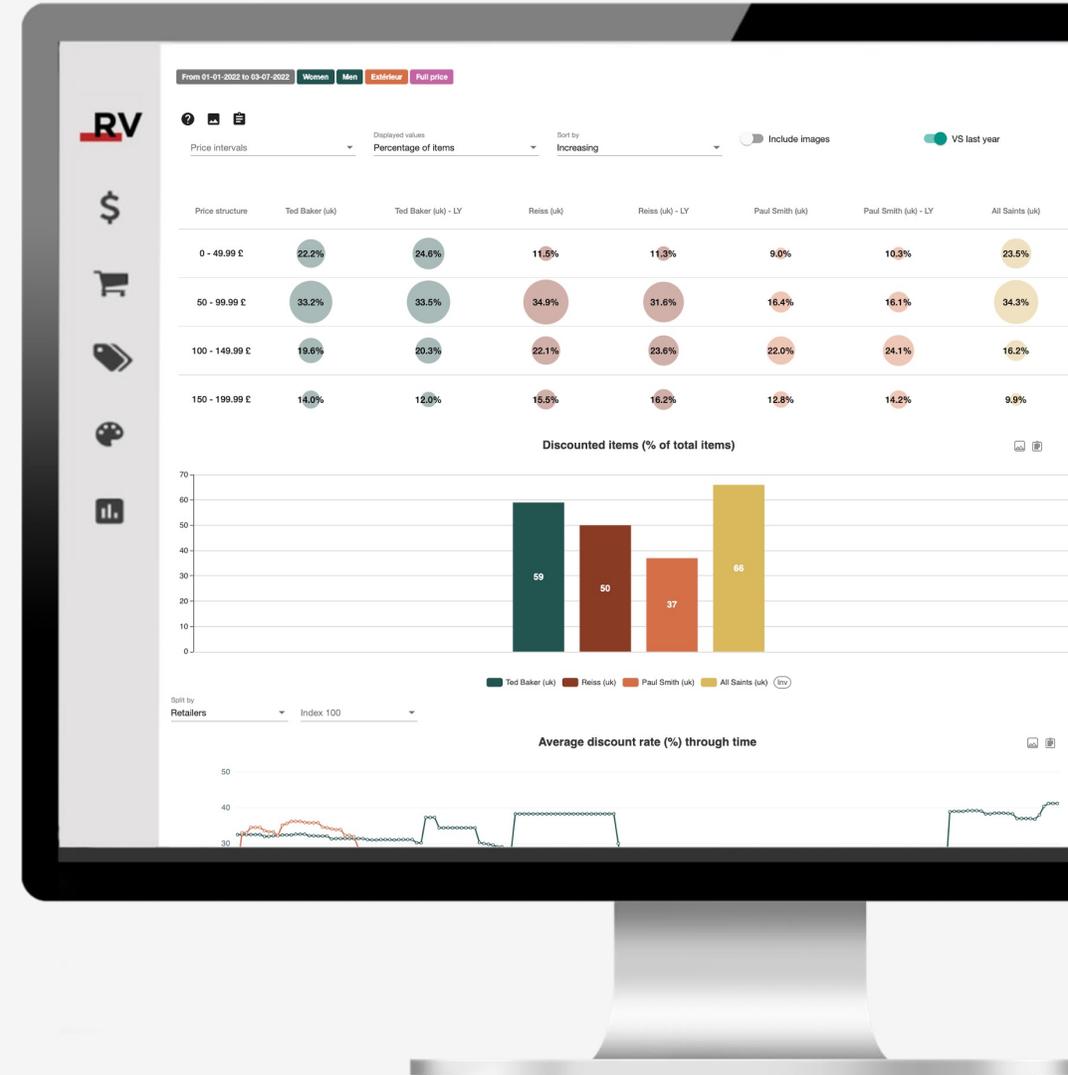
Source: Retviews, The Competitive Intelligence Platform for Fashion



Tailor-Made Competitive Analysis

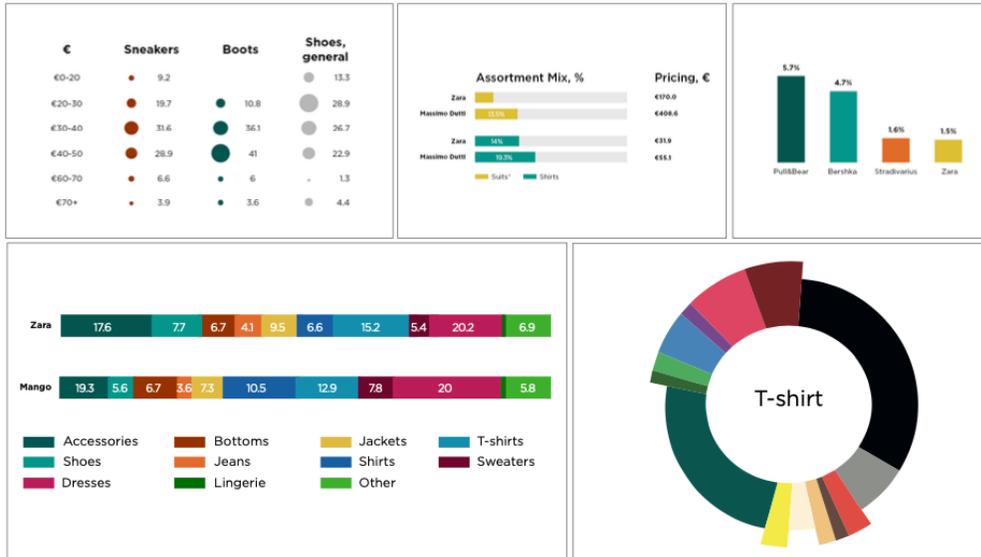
Retviews leverages the power of AI to automate your benchmarking in real-time, so that you can pinpoint the best retail strategy for your brand.

- ✓ A **tailor-made approach**, with customized reports that best fit your brand's needs
- ✓ Data acquisition on **5 000+** e-commerce platforms
- ✓ Data **classification** with image and text recognition
- ✓ **Monitor competitors' data** to identify market trends, track pricing strategies, and build winning assortments



EXPLORE COMPETITORS DATA

TAKE BETTER RETAIL DECISIONS BASED ON REAL-TIME COMPETITORS' DATA ON ASSORTMENT, PRICES AND MORE.



Maximize margins
Prevent unnecessary discounts with the right product at the right price every time.



Save Time
Save time on competition analysis, access data right away.



Optimize sell-through
Be reactive to market changes and always sell bestsellers.

Ready to improve your assortment performance?

[BOOK A DEMO](#)