

Pricing

Pricing is the engine of the retail business. Yet, in the high-stakes grocery sector, many retailers remain tethered to manual, error-prone spreadsheets. With 70% of revenue typically generated by regular-priced sales, the “set and forget” mentality for mid-to-back basket items is a significant lost opportunity.

Retail Express (RE) provides the sophisticated infrastructure to shift your trading teams from administrative tasks to strategic maestros, moving your business toward Autonomous Pricing.

The Evolution of Pricing Maturity

Retail Express partners with retailers to navigate three distinct stages of AI adoption:



Stage 1. Foundation - Data Accuracy

Eliminating manual errors (found in 90% of spreadsheets* and establishing a “Single Version of Truth. Establish business wide pricing disciplines (e.g., “Brand A must always be 10% cheaper than Brand B”).



Stage 2. Optimisation - Semi-Automation

Introducing foundational strategic rules, establish item roles within assortment, identify margin & investment opportunities, automate response to pricing triggers (e.g., cost changes, competitor moves). Establish guardrails/redlines and automate operational requirements e.g., prices sent intraday vs weekly etc.



Stage 3. Autonomy - AI-Driven Strategy

Enrich pricing rules with category, store and customer strategies. System detects triggers (cost changes, competitor moves) and suggests prices aligned with pre-set “red lines” as in semi-automation but system applies strategically aligned prices autonomously.

Solving the “Mid-Basket” Neglect

In a typical grocery assortment of 30,000+ SKUs, category teams often focus their energy on the top KVI's (Key Value Items). Typically 20% of the items deliver 80% of the sales, this leaves 80% of the assortment under-managed.

RE Solution

Our AI-powered engine manages the “Long Tail,” ensuring that while you win on KVI visibility, the rest of the category maintains margin health through automated, intelligent adjustments.

Discipline at Scale

Automatically handles complex retail principles like “Bigger Pack, Better Value,” line pricing, and Good/Better/Best hierarchies across the entire range.

References: EuSprig (2026) Research & Best Practice Available at <https://eusprig.org/research-info/research-and-best-practice/> (accessed 13 Feb 2026)

Transform your pricing into a growth engine.

Retail Express – Intelligent. Integrated. Profitable.

Bond House, The Bourse, Boar Lane, Leeds, LS1 5EN, United Kingdom

+44 (0)1132 428 867 info@retailexpress.com www.retailexpress.com

Operational Excellence & ROI

Moving to an automated system isn't just a cost - it's a cash generator.

Store Harmony

RE acts as the single point of truth, sending live prices directly to POS and Electronic Shelf Labels (ESL), ensuring the "Till and Shelf" are always in sync.

Proven ROI

Retail Express solutions have delivered a 20:1 Return on Investment.

Risk Mitigation

Reduces the "human error" factor that leads to loss of customer trust and Trading Standards violations.

CASE STUDY: European Grocery Transformation



A leading European grocer implemented the Retail Express Pricing Module to combat discounter pressure and rising costs.

Key Results (within 6 months):

2%
Gross Margin
improvement

2 mins
Competitor
response time

dropped from **2 weeks to 2 minutes.**

85%
automation rate
for routine price changes

75%
reduction
in pricing errors.

Strategic Impact: From Admin to Architect

With Retail Express, the Pricing Manager's role is redefined. Instead of entering data into cells, they define the strategy:

Competitor Gaps

"What is my optimum gap to my competitors?"

Product Roles

"Is this a 'Famous For' item or a 'Basket Builder'?"

Guardrails

"Margin must stay between X% and Y%; price changes cannot exceed Z%."

The Bottom Line: AI is the enabler. By predicting the impact of a strategy before it hits the shelf, Retail Express allows you to be agile, aggressive, and—most importantly—profitable.

Transform your pricing into a growth engine.

Retail Express – Intelligent. Integrated. Profitable.

Bond House, The Bourse, Boar Lane, Leeds, LS1 5EN, United Kingdom

+44 (0)1132 428 867 info@retailexpress.com www.retailexpress.com