

Case Study

How a Global Confectionery Company Tackled Inflation and Identified a 5% Profit Uplift Opportunity in the U.S.



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About Buynomics

01. Background

This confectionery and snack foods company earns more than \$3 billion in revenue and sells via traditional retailers across the globe.

They are one of the largest biscuit manufacturers in the world.

While coping with inflation, their executives sought a holistic solution to create value for their retailers and shoppers.



“

Buynomics tool lets us accurately predict future shopper behavior changes as a result of commercial changes.”

Head of Commercial Strategy

02.Challenges

Volatile market

With inflation-induced price fluctuations, traditional pricing methods could not reflect the overall market, consider different pricing levels, or remain up-to-date.

1

Increase in COGS

Manufacturers took numerous pricing actions to mitigate the impact of an inflationary increase in the cost of goods sold (COGS).

2

Margin Pressure

Increased costs led to margin pressure for their customers—the retailers—potentially fracturing their relationships in the process.

3

The company aimed to gain a holistic understanding of how changes to their Price Pack Architecture (PPA) and Pricing would impact the market.

Their goal was to achieve a Triple Win strategy that benefits the manufacturer, retailer, and shopper.

03.Solution

To tackle their challenges, the manufacturer implemented Buynomics' software across their Revenue Growth Management (RGM) teams in the U.S. market within a span of just 12 weeks.

Main Strategy Tested

Increasing the price per ounce of a product by reducing its size by 7% while keeping the in-market price the same.



Results

Optimal Scenario

Through testing various scenarios in Buynomics platform, it was found that a more profitable solution was **to increase both volume (+7%) and price (+5%)** while staying below a key price threshold.

Declined Scenario

With Buynomics, it became clear that the initial strategy they tested would result to the business losing unit sales to the competition.

04.Impact

By leveraging the Buynomics tool, the team was able to quickly find a “Triple Win” strategy that benefits the manufacturer, retailer, and shopper.

+5%

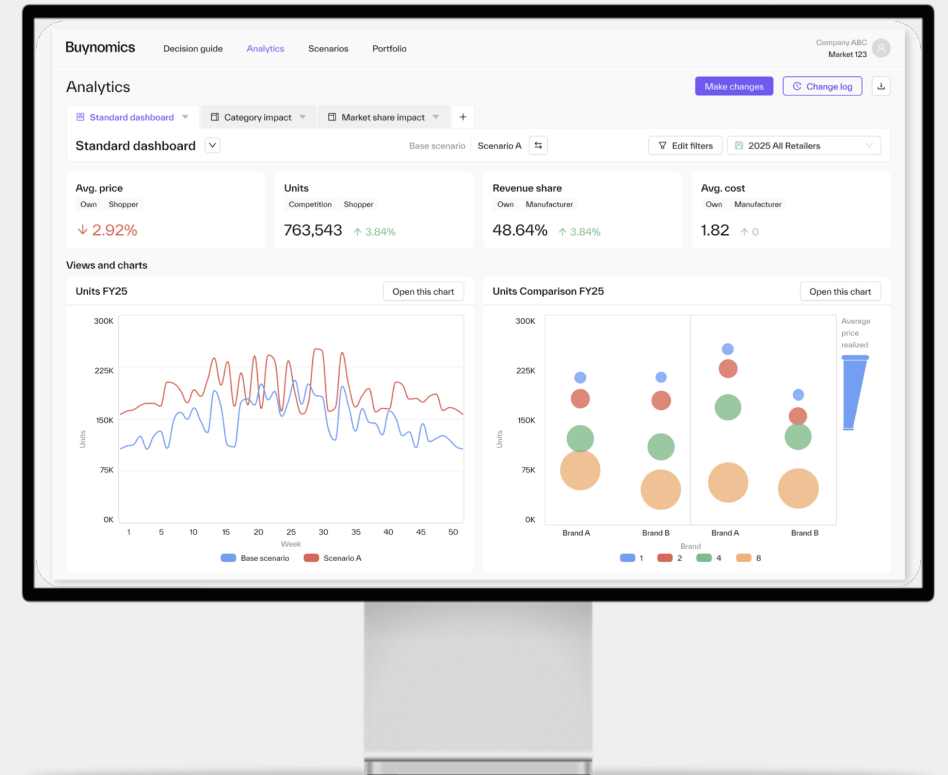
profit uplift identified by combining PPA and Price changes.

60%

time saved by replacing outdated methodologies with Buynomics software.

12 weeks

to data-driven decision-making by onboarding onto Buynomics platform and integrating data sources (sell-out, product data and other).



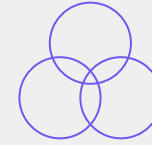
05.About Buynomics

Buynomics is the leading Revenue Growth Management (RGM) platform for holistic optimization across all revenue levers.

By integrating multiple data sources with cutting-edge AI, it empowers RGM teams in enterprise organizations to make faster, more profitable, data-driven, and customer-focused decisions.

[Learn More](#)

Holistic approach



Portfolio optimization considering the effects of all product portfolio changes.



Speed to insight

Large number of scenarios simulated and compared in minutes, reducing the time spent on forecasting by 70-90%.

Predictive accuracy



Best in class predictive accuracy of up to 95%¹ of expected market behavior.

1: Depending on data quality and completeness



Profitability

Up to 2-4% higher gross profits through a better offering.

