

# Buynomics

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## Case Study

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



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# 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%

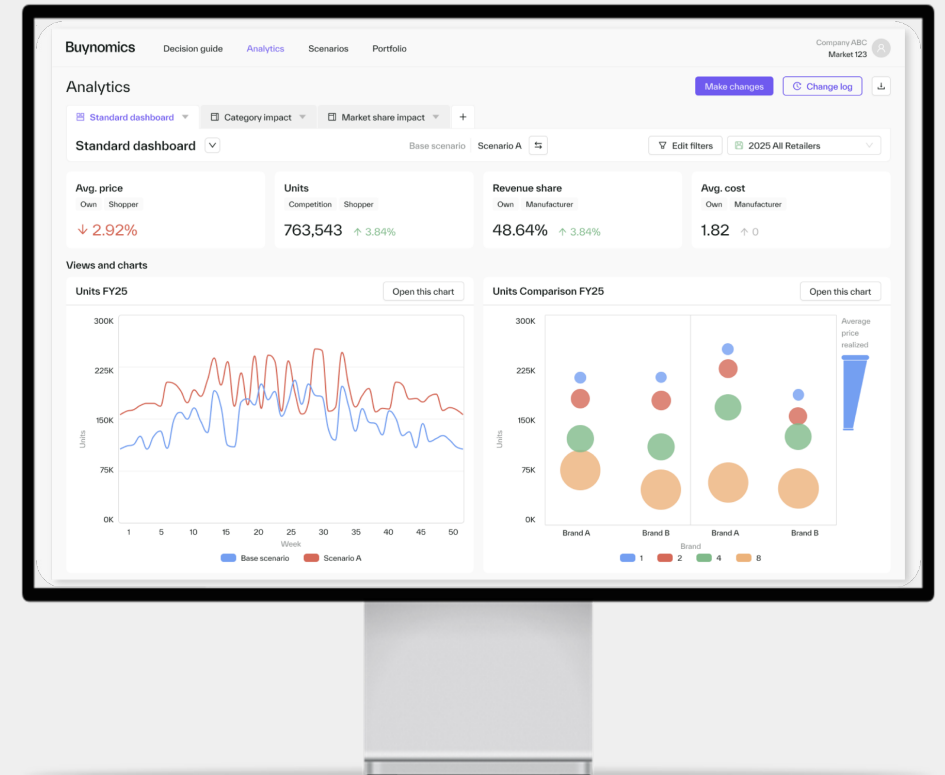
profit uplift identified by combining PPA and Price changes.

## 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).



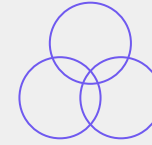
# 05. About Buynomics

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 compared in minutes, reducing the time spent on forecasting by 70-90%.

## Predictive accuracy



Best in class predictive accuracy of up to 95%<sup>1</sup> of expected market behavior.



## Profitability

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

