

# Pricing intelligence for Billa CZ

This report is prepared for Billa CZ.

Your site is treated as the benchmark in all tables and charts.

Data as of 2026-07-06.

## Competitor behavior

Who reacts to market moves, reaction rate and lag.

## Competitor behavior interpretation

**Most reactive competitors.** These sources most often react after relevant market movements.

Rossmann cz (16.7%); Kosik (2.2%); Albert (2.1%)

**Fastest reactors.** These sources usually react with the shortest observed lag.

Albert (0.0 d); Kosik (0.0 d); Rossmann cz (2.0 d)

**Likely followers.** These sources most often appear to move after earlier market price changes.

Rossmann cz (16.7%); Kosik (2.2%); Albert (2.1%)

**Low-reaction competitors.** Enough visibility but weak or rare reaction signals.

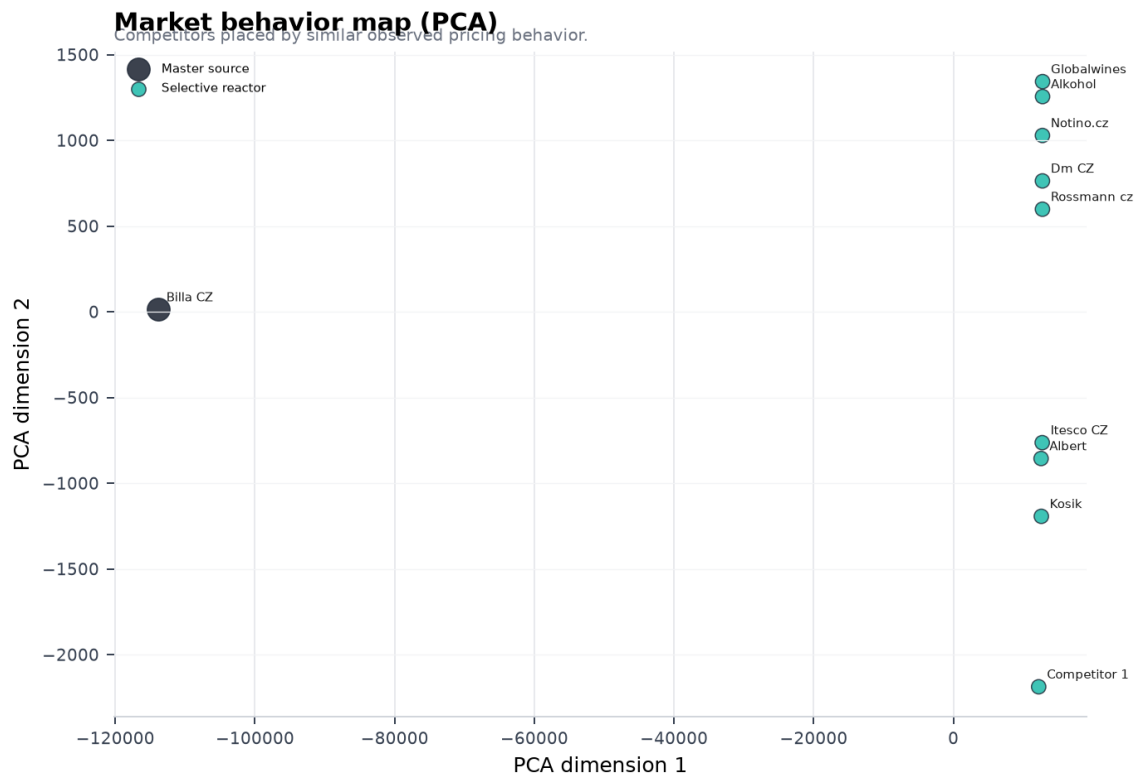
Alkohol (0.0%); Dm CZ (0.0%); Globalwines (0.0%); Itesco CZ (0.0%); Notino.cz (0.0%)

**Weak-evidence competitors.** Read carefully — coverage, product count or observed reactions are limited.

Competitor 1 (0.0%); Albert (1.7%); Notino.cz (64.5%); Dm CZ (68.0%); Globalwines (68.1%)

Start daily monitoring with the most reactive and fastest competitors, but verify product-level evidence before changing prices.

| Competitor   | Follower score % | Median lag (days) | Coverage % |
|--------------|------------------|-------------------|------------|
| Rossmann cz  | 16.7             | 2.0               | 90.6       |
| Kosik        | 2.2              | 0.0               | 72.2       |
| Albert       | 2.1              | 0.0               | 1.7        |
| Alkohol      | 0.0              | —                 | 80.8       |
| Dm CZ        | 0.0              | —                 | 68.0       |
| Globalwines  | 0.0              | —                 | 68.1       |
| Itesco CZ    | 0.0              | —                 | 97.9       |
| Notino.cz    | 0.0              | —                 | 64.5       |
| Competitor 1 | 0.0              | —                 | 0.0        |



## PCA map interpretation

- PC1 separates competitors by reaction lag versus observed competitor reactions, master price activity, product coverage.
- PC2 separates competitors by observed competitor reactions, data coverage, follower score versus product coverage, master price activity.
- Largest behavior groups: Selective reactor (9); Master source (1).
- Highest structural pressure: Rossmann cz, Albert, Kosik.
- Cluster Cluster 1 has the highest average reaction score (100.0).
- Master source is behaviorally closest to: Competitor 1, Albert, Kosik.

## Brand behavior

Promotion movements and brand attention.

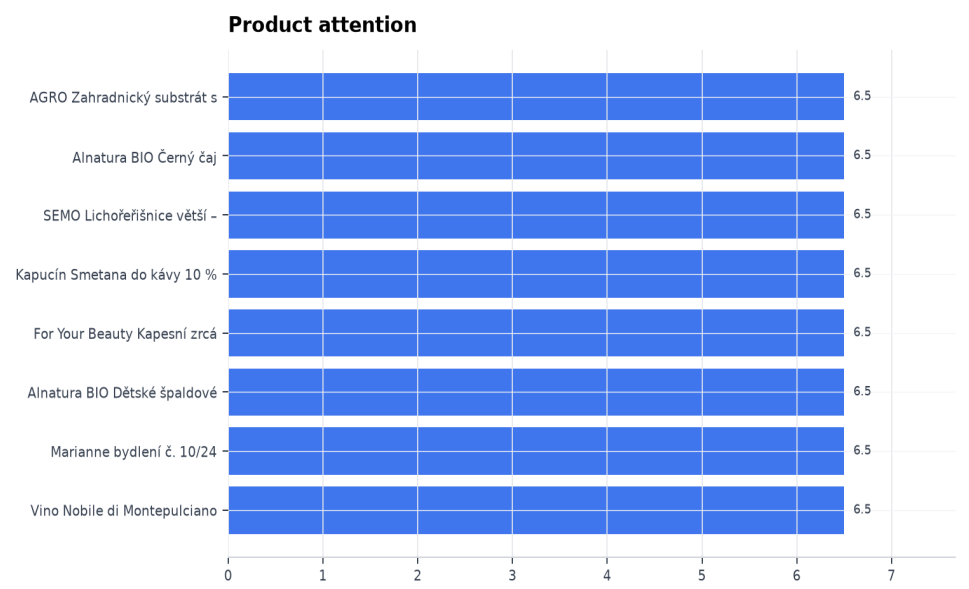
| Brand    | Competitor  | Movement              | SKUs |
|----------|-------------|-----------------------|------|
| Nivea    | Notino.cz   | jumped into promotion | 37   |
| Hami     | Kosik       | jumped into promotion | 31   |
| Dermacol | Notino.cz   | jumped into promotion | 30   |
| Syoss    | Notino.cz   | went off promotion    | 27   |
| Nivea    | Rossmann cz | jumped into promotion | 27   |
| Frosch   | Kosik       | went off promotion    | 27   |
| Vitana   | Kosik       | went off promotion    | 27   |
| Bella    | Notino.cz   | jumped into promotion | 24   |

## Product behavior

Top 15 products by attention score — position vs market.

| Product                                      | Brand    | Position vs market | Gap vs media n % | Attention |
|----------------------------------------------|----------|--------------------|------------------|-----------|
| AGRO Zahradnický substrát s aktivním humusem | Agro     | Below market       | -15.4            | 6.5       |
| Alnatura BIO Černý čaj                       | Alnatura | Below market       | -7.3             | 6.5       |
| SEMO Lichořeřišnice větší – jedlé květy      | Semo     | Below market       | -5.9             | 6.5       |
| Kapucín Smetana do kávy 10 %                 | Kapucín  | Market aligned     | 0.0              | 6.5       |

| Product                                            | Brand                      | Position vs market | Gap vs media n % | Attention |
|----------------------------------------------------|----------------------------|--------------------|------------------|-----------|
| For Your Beauty Kapesní zrcátko                    | For your beauty            | Market aligned     | 0.0              | 6.5       |
| Alnatura BIO Dětské špaldové suchary               | Alnatura                   | Above market       | 133.8            | 6.5       |
| Marianne bydlení č. 10/24                          | Marianne bydlení           | Below market       | -33.4            | 6.5       |
| Vino Nobile di Montepulciano Maggiarino DOCG       | Vino nobile di montepul... | Above market       | 92.7             | 6.5       |
| Williams & Humbert Sherry Don Zoilo Pedro Ximen... | Williams humbert           | Below market       | -9.8             | 6.5       |
| AGRO Zahradnický substrát s aktivním humusem       | Agro                       | Market aligned     | -3.6             | 6.5       |
| Alnatura BIO Zelený čaj s jasmínem                 | Alnatura                   | Below market       | -13.7            | 6.5       |
| Castello della Sala Cervaro della Sala Umbria I... | Castello della sala        | Below market       | -15.7            | 6.5       |
| Kraš Království zvířat mléčná čokoláda             | Kraš                       | Above market       | 6.3              | 6.5       |
| Brunello di Montalcino Pian delle Vigne DOCG       | Brunello di montalcino     | Above market       | 24.2             | 6.5       |
| Brunello di Montalcino Vigna Ferrovia Riserva D... | Brunello di montalcino     | Above market       | 23.6             | 6.5       |



TO DO

Daily priority actions: price review, promo monitoring, content fixes and watchlist.

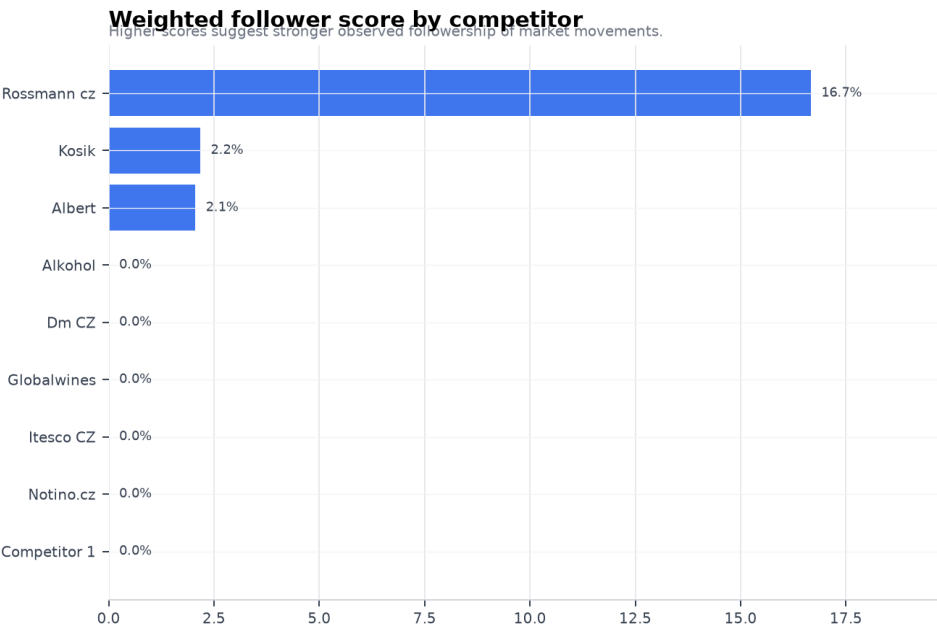
| Priorit y | Task type          | Suggested action               | Product                                        | Reason                                                                     |
|-----------|--------------------|--------------------------------|------------------------------------------------|----------------------------------------------------------------------------|
| 100.0     | Review price today | Review price defensively today | Rexona Men Advanced Protection Invisible pá... | Notino.cz dropped -23.2% in the latest observation; your price is +50.9... |
| 100.0     | Review price today | Review price defensively today | Ziaja Arganový olej Tělové mléko regenerační   | Notino.cz dropped -10.0% in the latest observation; your price is +36.3... |
| 100.0     | Review price today | Review price defensively today | Gillette Fusion 5 náhradní holicí hlavice p... | Notino.cz dropped -20.0% in the latest observation; your price is +13.5... |
| 100.0     | Review price today | Review price defensively today | Baylis & Harding Tekuté mýdlo na ruce jojob... | Notino.cz dropped -20.5% in the latest observation; your price is +78.4... |
| 100.0     | Review price today | Review price defensively today | Gillette Blue 3 Plus Comfort Blister jednor... | Notino.cz dropped -20.2% in the latest observation; your price is +30.6... |
| 100.0     | Review price today | Review price defensively today | Nivea Cellular Luminous anti-age sérum         | Notino.cz dropped -20.0% in the latest observation; your price is +78.2... |

| Priority | Task type          | Suggested action               | Product                                           | Reason                                                                     |
|----------|--------------------|--------------------------------|---------------------------------------------------|----------------------------------------------------------------------------|
| 100.0    | Review price today | Review price defensively today | Ziaja Arganový olej<br>Kondicionér na vlasy ve... | Notino.cz dropped -10.3% in the latest observation; your price is +29.7... |
| 100.0    | Review price today | Review price defensively today | Ziaja Arganový olej<br>Sérum na vlasy vyhlazuj... | Notino.cz dropped -10.7% in the latest observation; your price is +34.2... |

Competitor pressure

| Competitor  | SKUs affected | Recent drops | Recent increases |
|-------------|---------------|--------------|------------------|
| Notino.cz   | 1047          | 711          | 330              |
| Kosik       | 172           | 65           | 107              |
| Rossmann cz | 11            | 10           | 1                |
| Dm CZ       | 10            | 10           | 0                |
| Itesco CZ   | 9             | 2            | 7                |

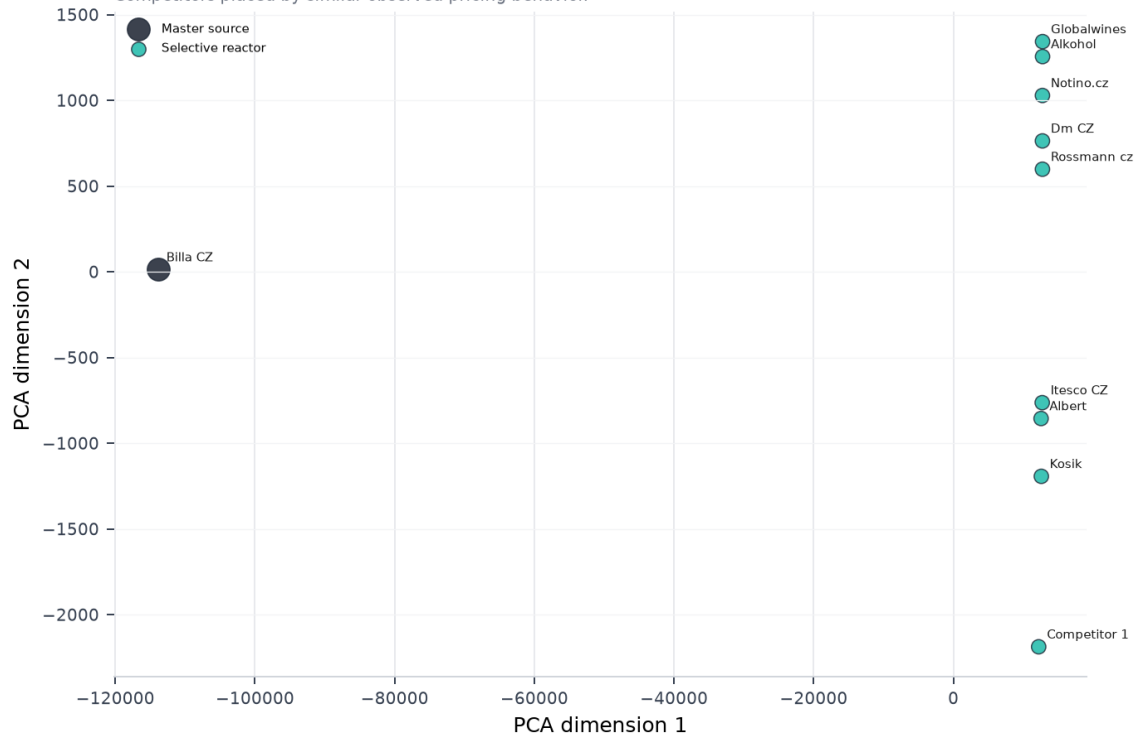
Visual analytics



Weighted follower score measures how closely each site tracks benchmark price moves (0–100; higher = stronger follower).

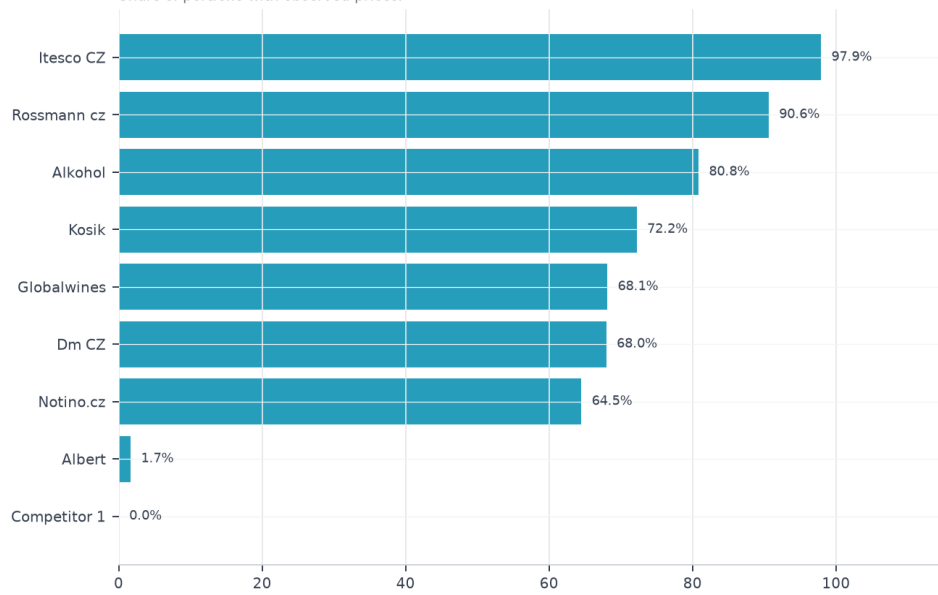
## Market behavior map (PCA)

Competitors placed by similar observed pricing behavior.



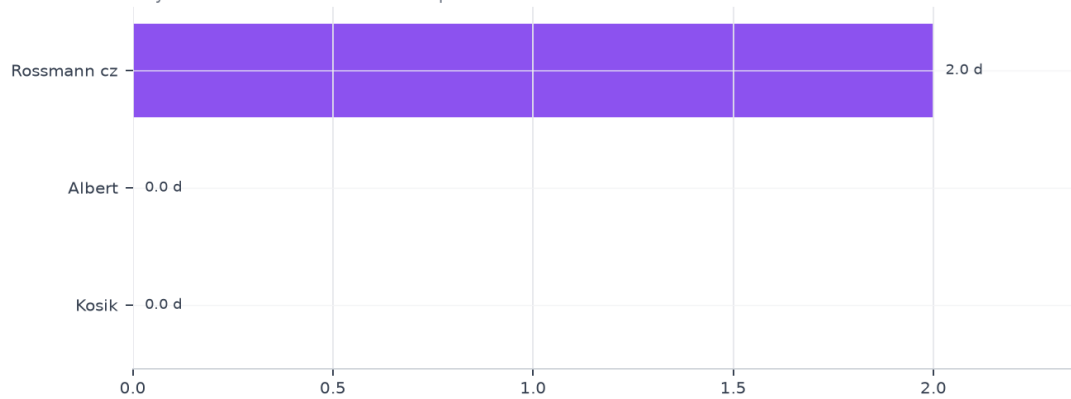
## Coverage by site

Share of portfolio with observed prices.

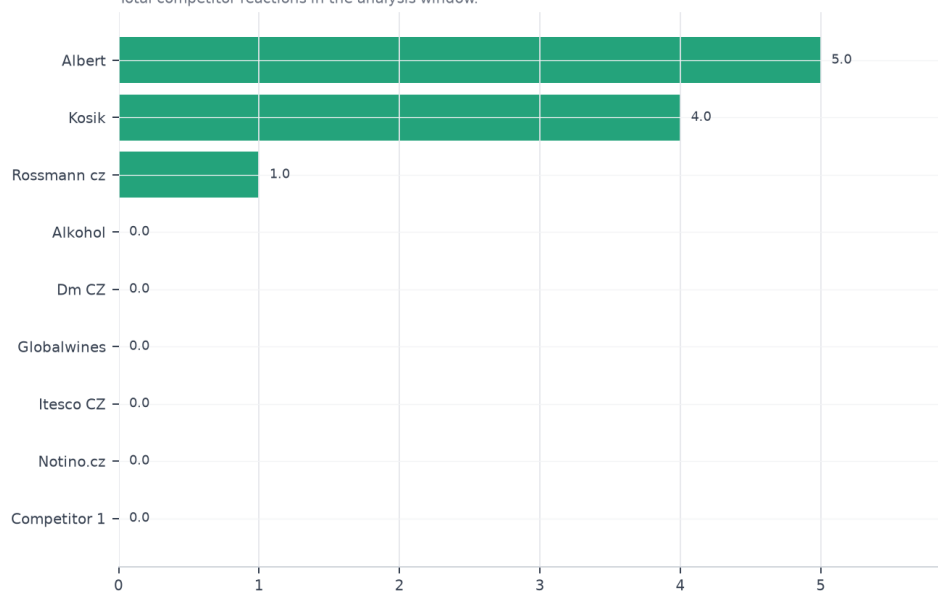


## Median reaction lag

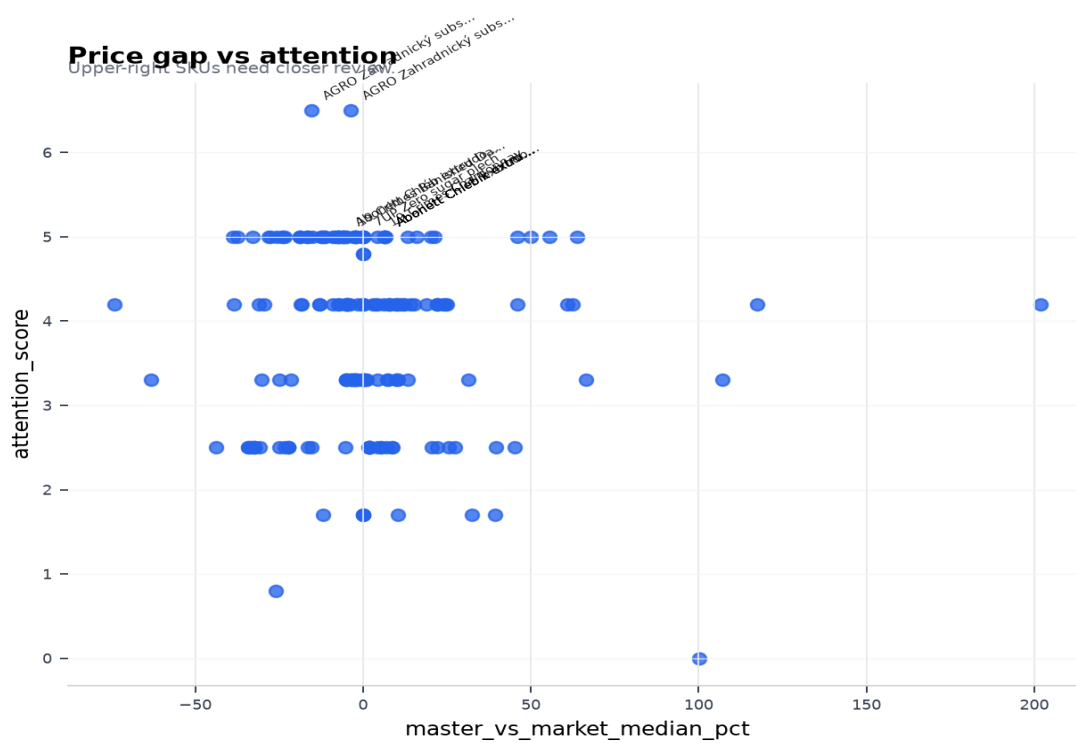
Days between market move and competitor reaction.

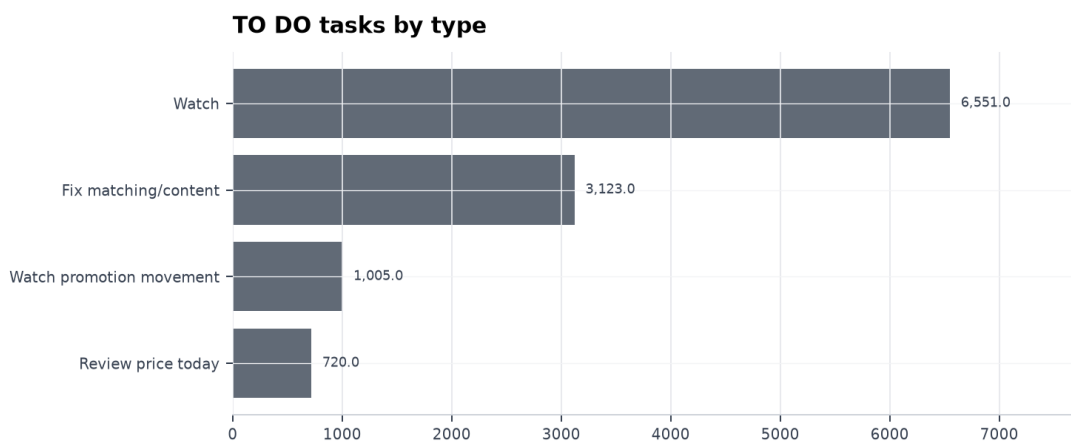
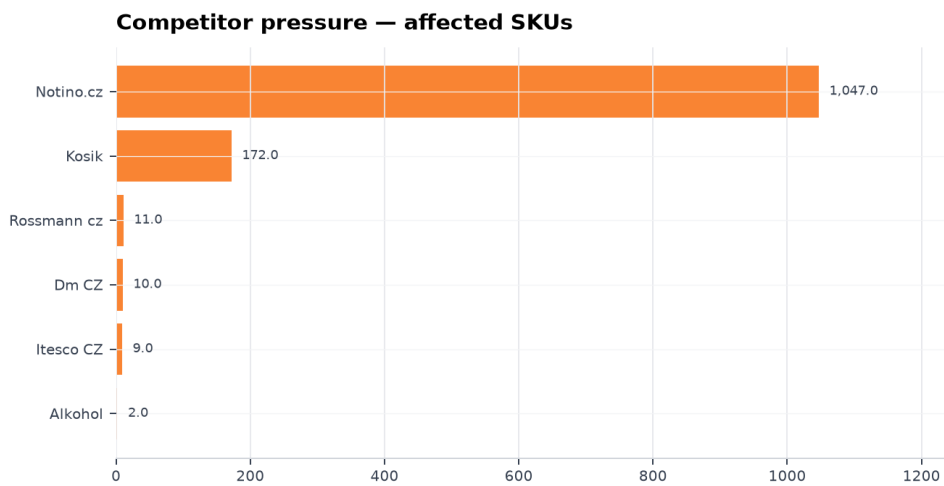
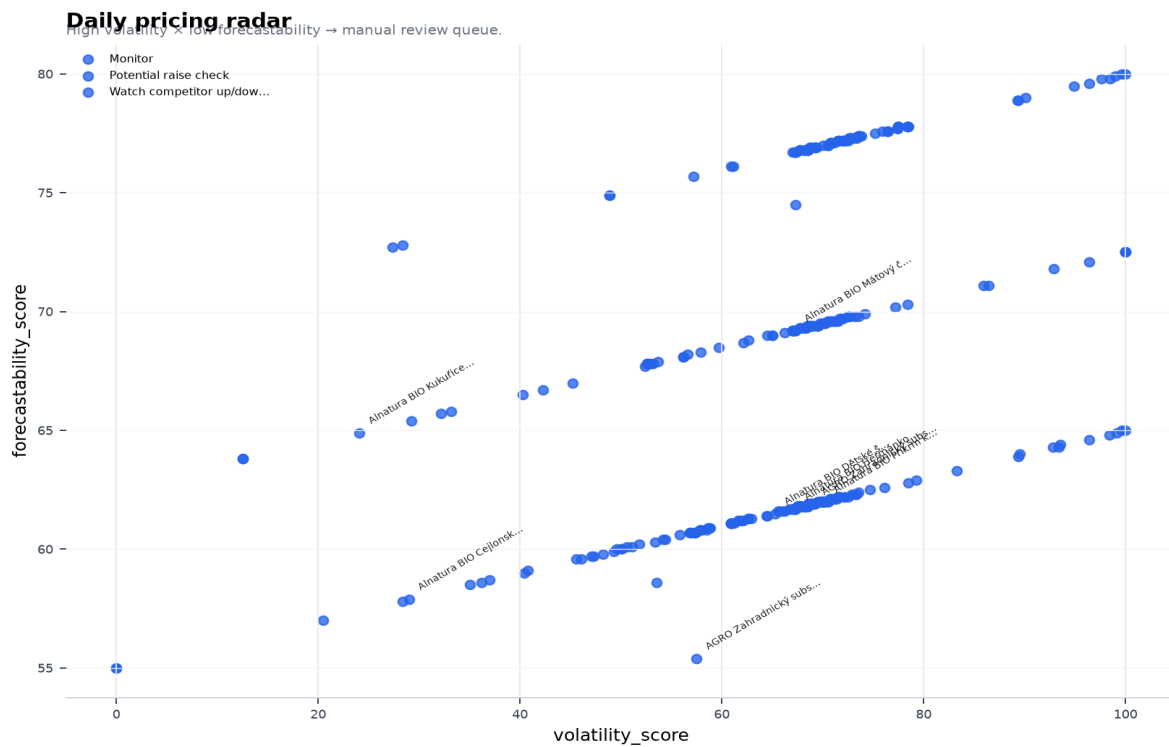


**Observed price reactions**  
Total competitor reactions in the analysis window.



## Price gap vs attention





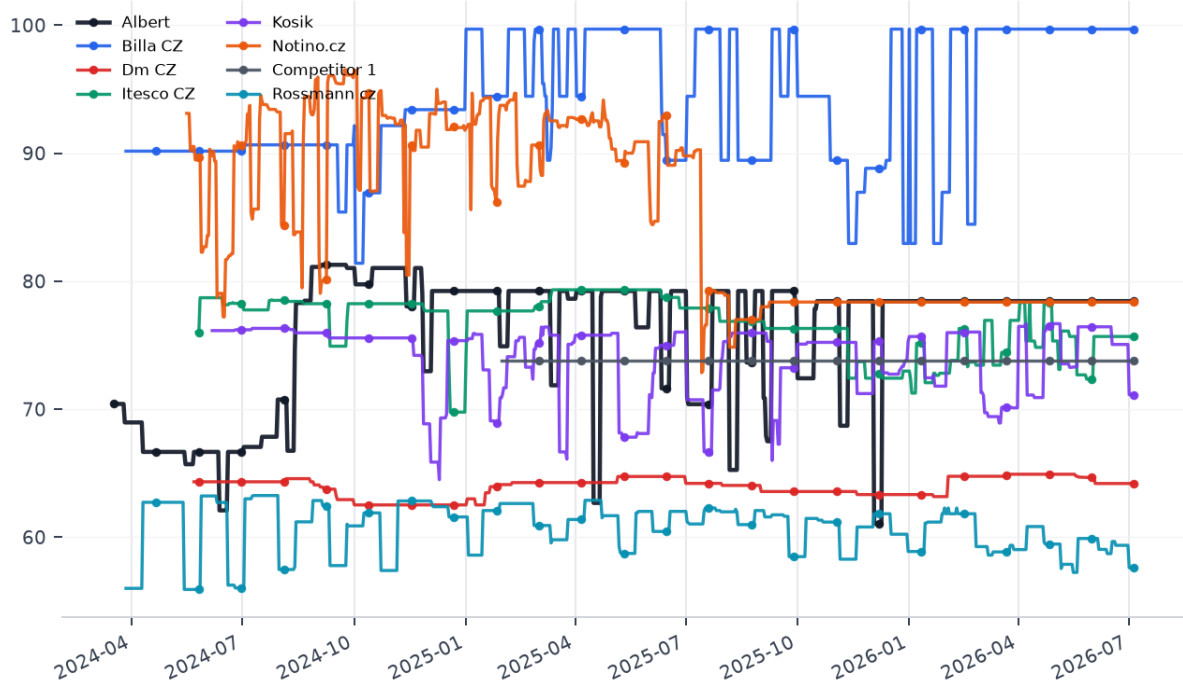
If you were the client retailer, these are the task types your pricing team would face today.

### Product-level reaction evidence

Each point is a product-competitor pair from the reaction engine.

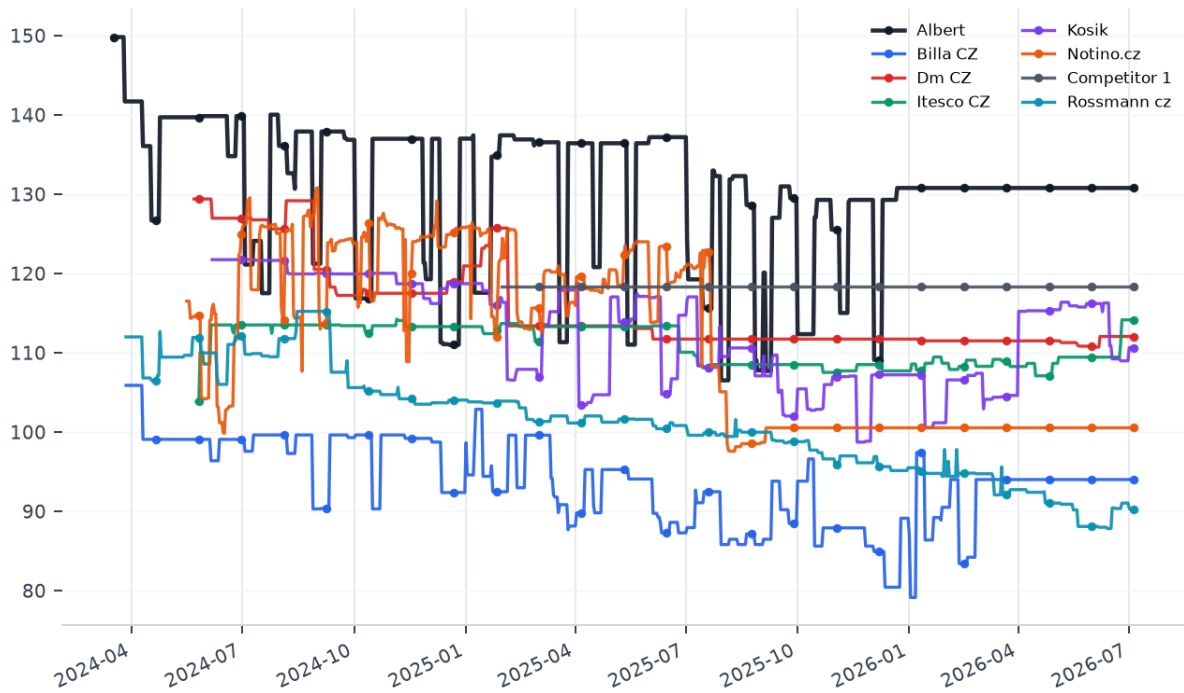


**Brand avg price = Hami**

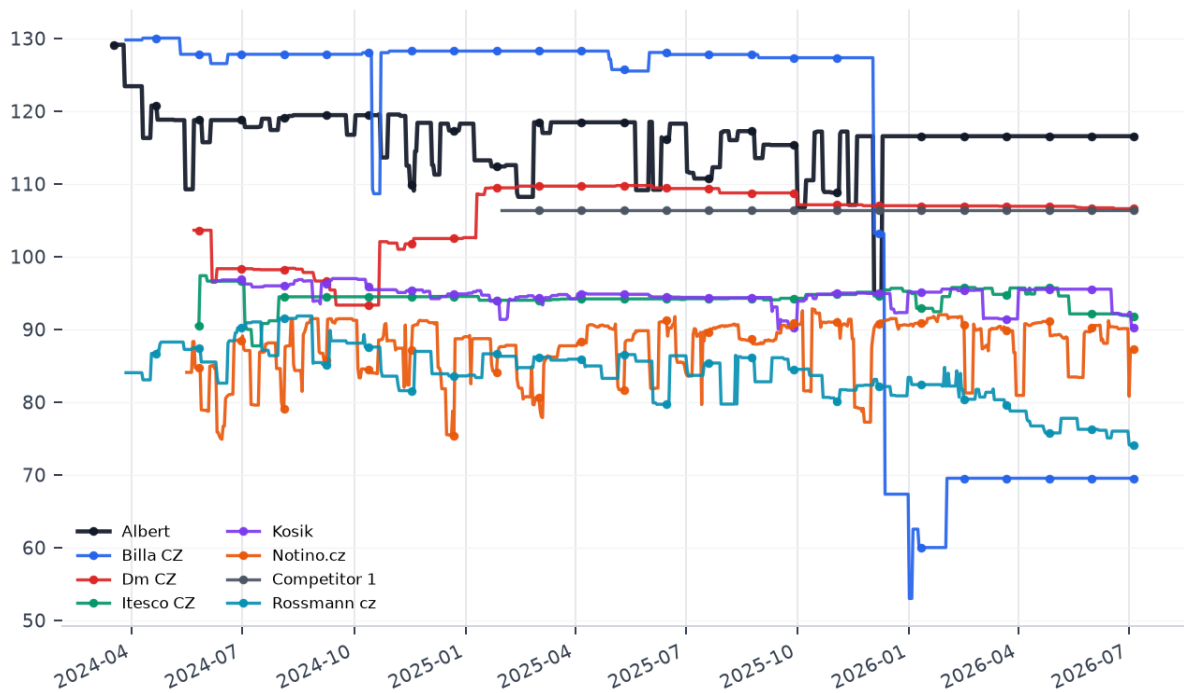




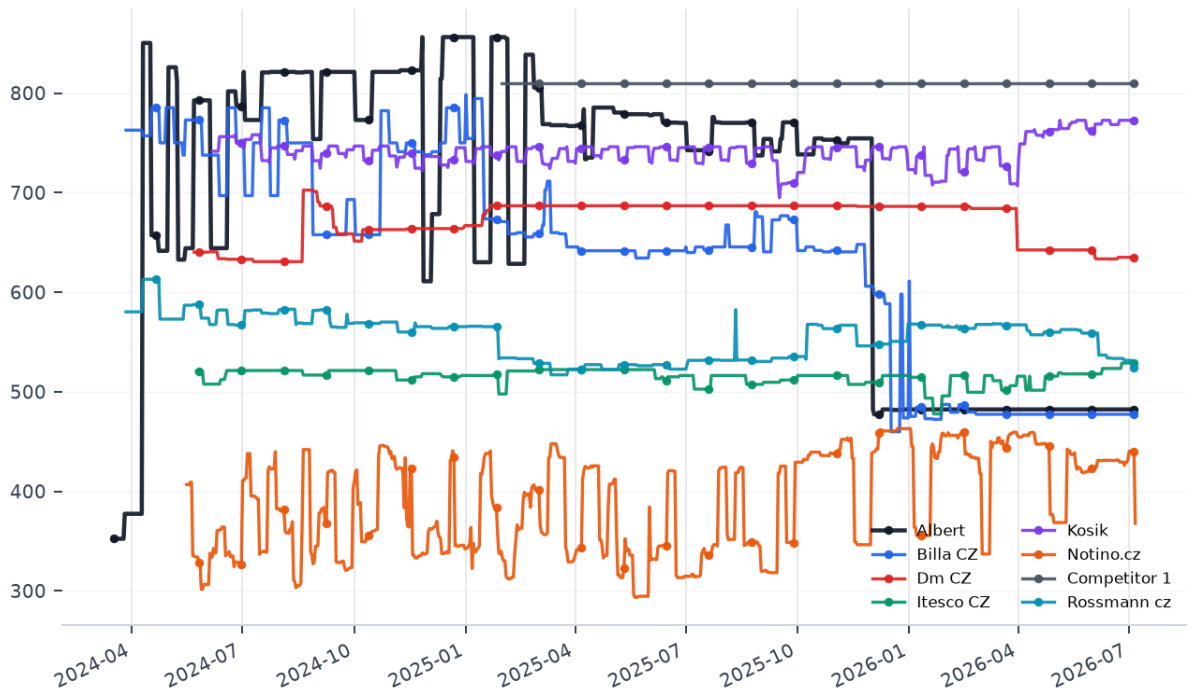
**Brand avg price — Sunar**



**Brand avg price — Hipp**



## Brand avg price — Pampers



Data provider: Getrealprice.com / Getrealprice.ai.