

Pricing intelligence for Itesco CZ

This report is prepared for Itesco 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.

Notino.cz (47.0%); Rossmann cz (30.9%); Kosik (13.4%)

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

Notino.cz (1.0 d); Rossmann cz (1.0 d); Kosik (5.0 d)

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

Notino.cz (47.0%); Rossmann cz (30.9%); Kosik (13.4%)

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

Alkohol (0.0%); Dm CZ (0.0%); Globalwines (0.0%)

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

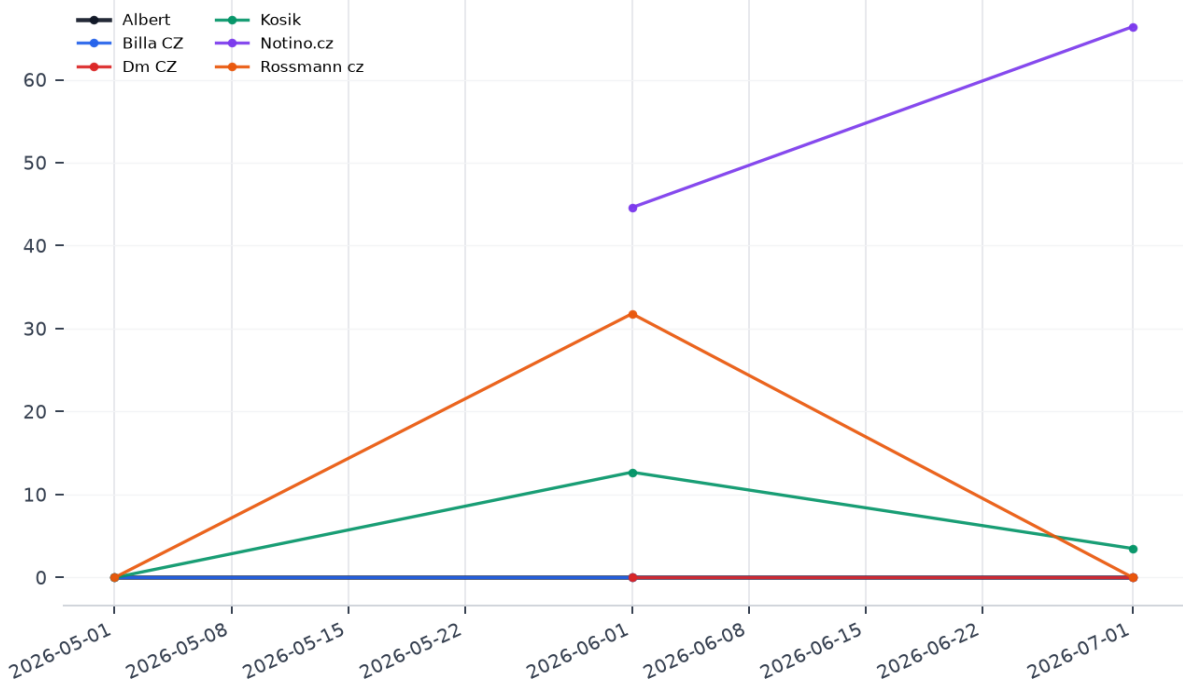
Competitor 1 (0.0%); Billa CZ (0.6%); Albert (0.8%); Dm CZ (68.4%); Alkohol (75.0%)

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 %
Notino.cz	47.0	1.0	70.2
Rossmann cz	30.9	1.0	89.7
Kosik	13.4	5.0	73.1
Albert	0.0	—	0.8
Alkohol	0.0	—	75.0
Billa CZ	0.0	—	0.6
Dm CZ	0.0	—	68.4
Globalwines	0.0	—	79.6
Competitor 1	0.0	—	0.0

Monthly average reaction score

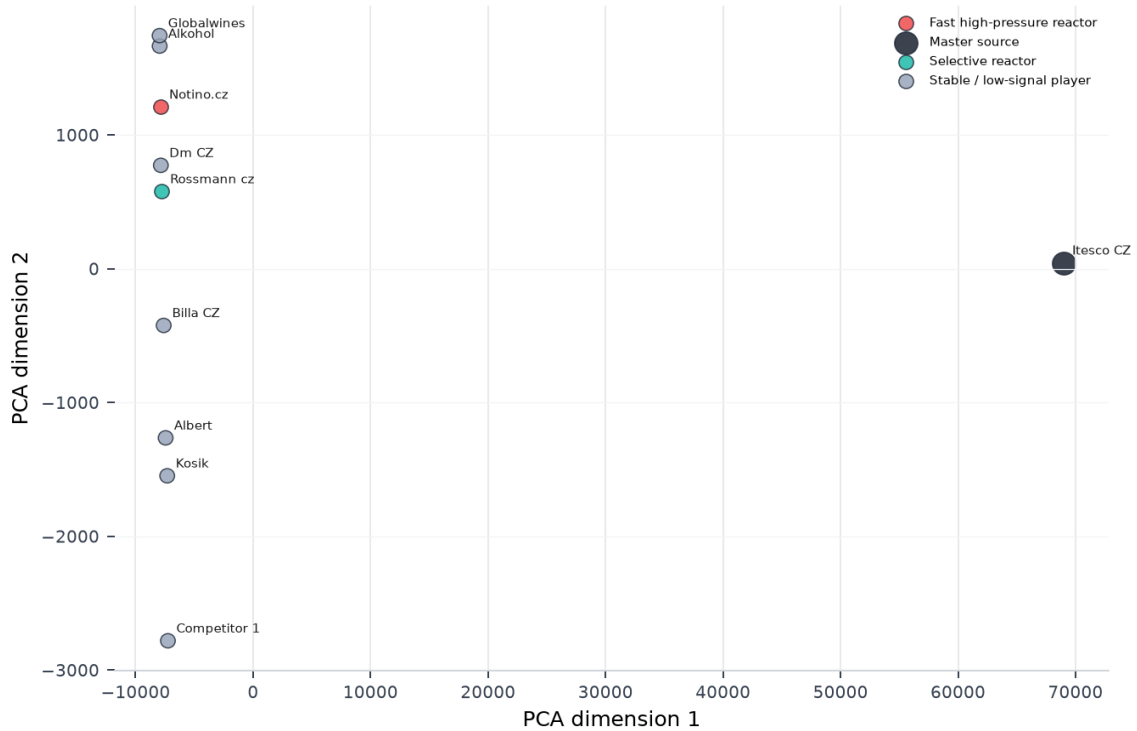
Historical trend of competitor reaction strength by month.



Use monthly lines to see whether competitive pressure is rising or easing.

Market behavior map (PCA)

Competitors placed by similar observed pricing behavior.



PCA map interpretation

- PC1 separates competitors by observed competitor reactions, monthly reaction events, master price activity versus strong signal share, products with monthly signals, average lag.
- PC2 separates competitors by observed competitor reactions, monthly reaction events, data coverage versus product coverage, master price activity, products with monthly signals.
- Largest behavior groups: Stable / low-signal player (7); Selective reactor (1); Fast high-pressure reactor (1).
- Highest structural pressure: Notino.cz, Rossmann cz, Kosik.
- Cluster Cluster 4 has the highest average reaction score (76.6).
- Master source is behaviorally closest to: Competitor 1, Kosik, Albert.

Brand behavior

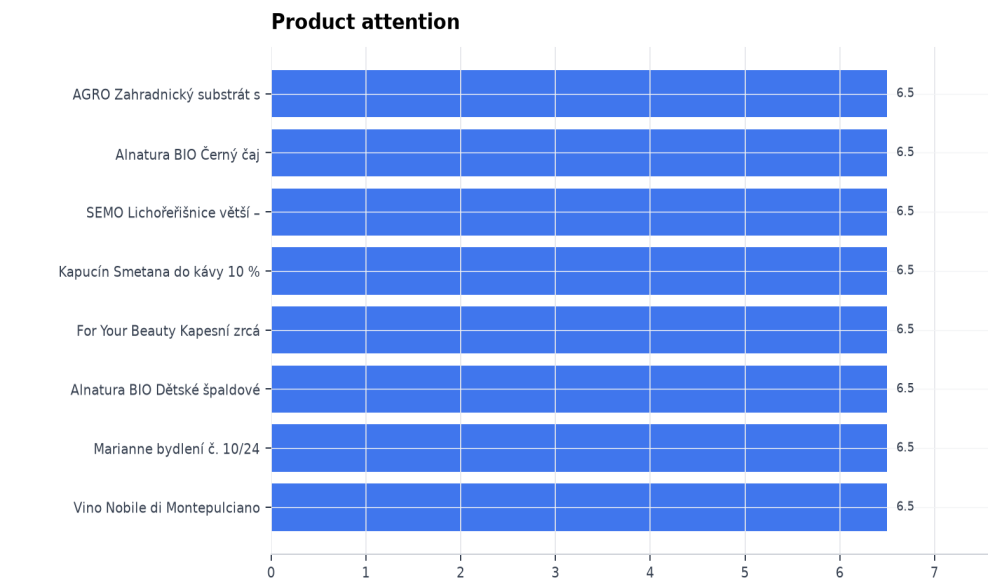
Promotion movements and brand attention.

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
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	Above market	50.1	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	Below market	-5.9	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 Antiperspirační krém maximum protect...	Notino.cz dropped -24.0% in the latest observation; your price is +55.0...
100.0	Review price today	Review price defensively today	TRESemmé Flawless Waves kondicionér s kokos...	Notino.cz dropped -32.6% in the latest observation; your price is +62.5...
100.0	Review price today	Review price defensively today	Babické těsto Bezlepkové těsto	Kosik dropped -49.1% in the latest observation; your price is +29.9% vs...
100.0	Review price today	Review price defensively today	Dermacol Aroma Moment sprchový gel bahamský...	Notino.cz dropped -13.9% in the latest observation; your price is +211....
100.0	Review price today	Review price defensively today	Sensodyne Pronamel Junior dětská zubní past...	Notino.cz dropped -21.1% in the latest observation; your price is +44.8...
100.0	Review price today	Review price defensively today	Radox Stress relief Koupelová pěna	Notino.cz dropped -36.3% in the latest observation; your price is +55.4...
100.0	Review price today	Review price defensively today	Durex Sensual XL	Notino.cz dropped -10.0% in the latest observation; your price is +62.1...
100.0	Review price today	Review price defensively today	Allnature Avokádový olej	Notino.cz dropped -11.0% in the latest observation; your price is +53.8...

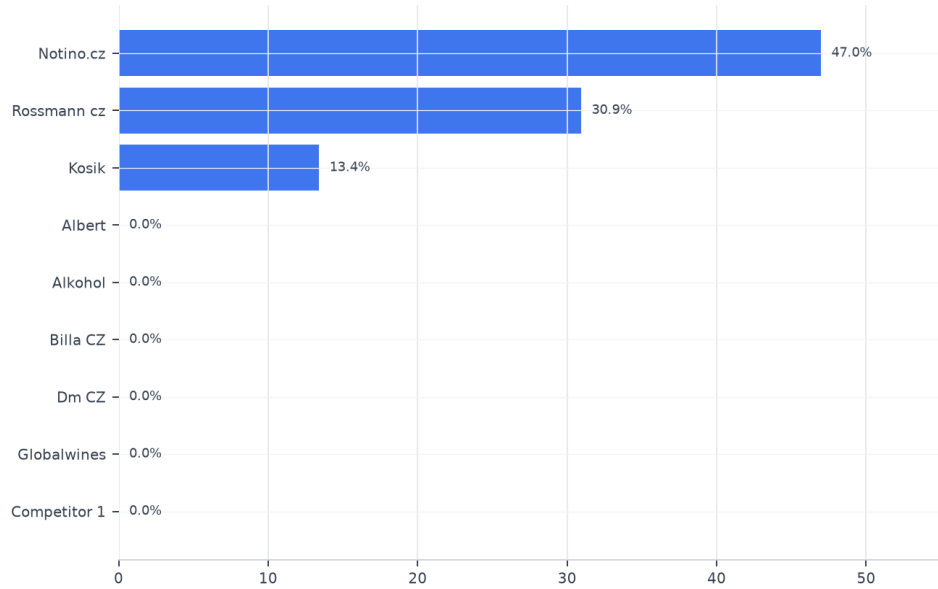
Competitor pressure

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
Alkohol	2	2	0

Visual analytics

Weighted follower score by competitor

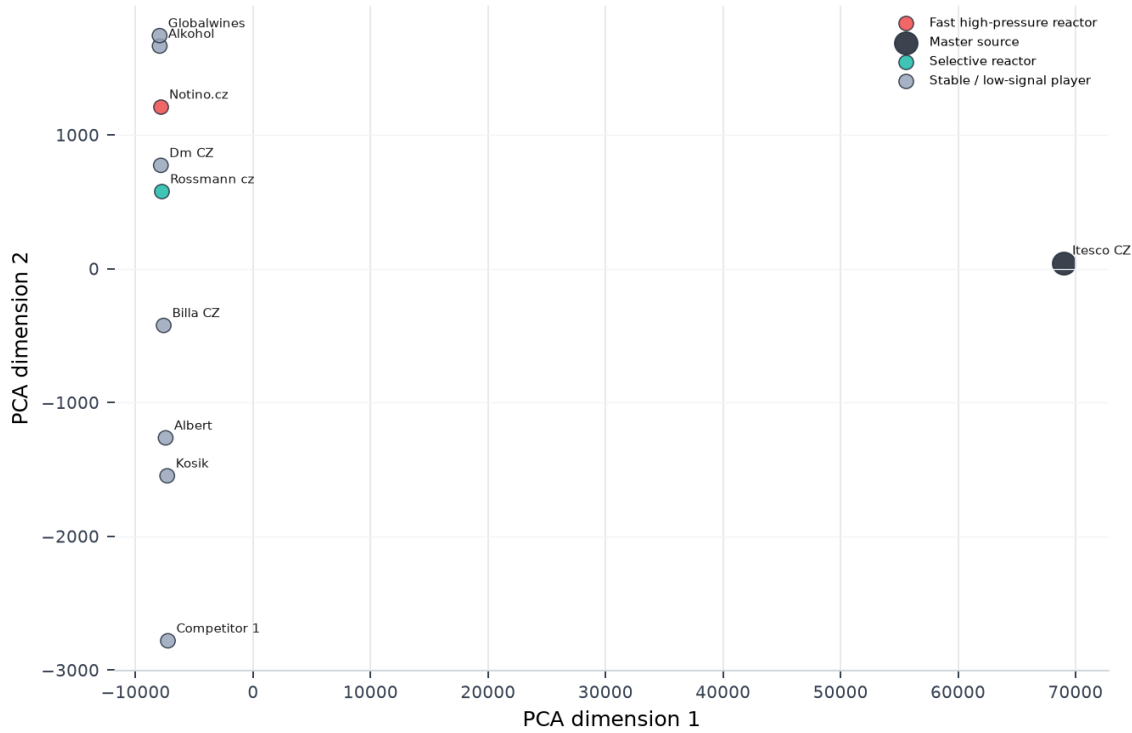
Higher scores suggest stronger observed followership of market movements.



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

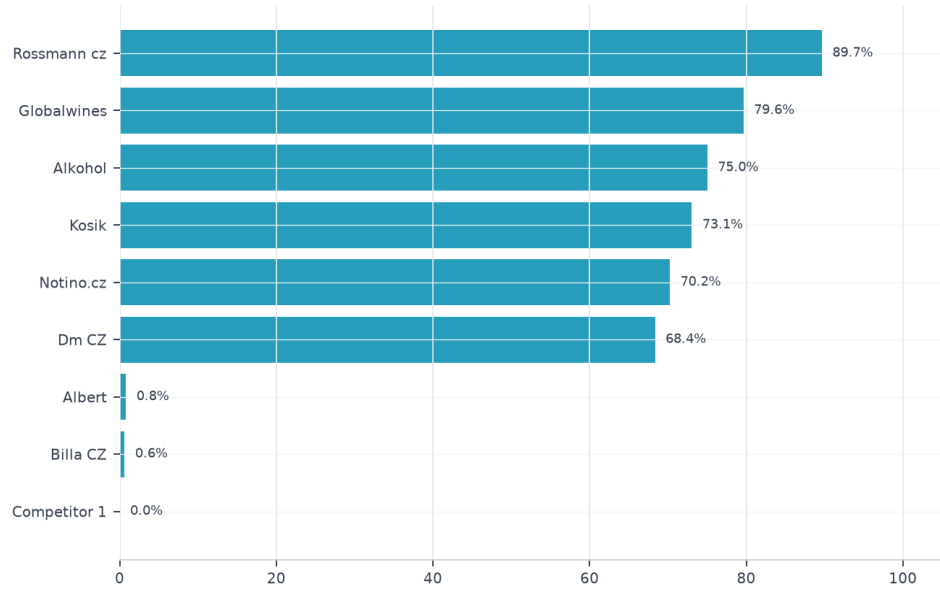
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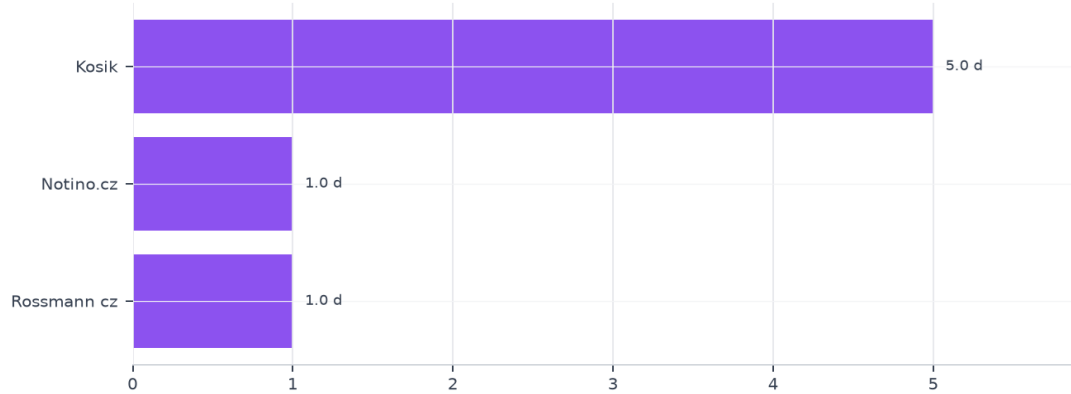
Coverage by site

Share of portfolio with observed prices.



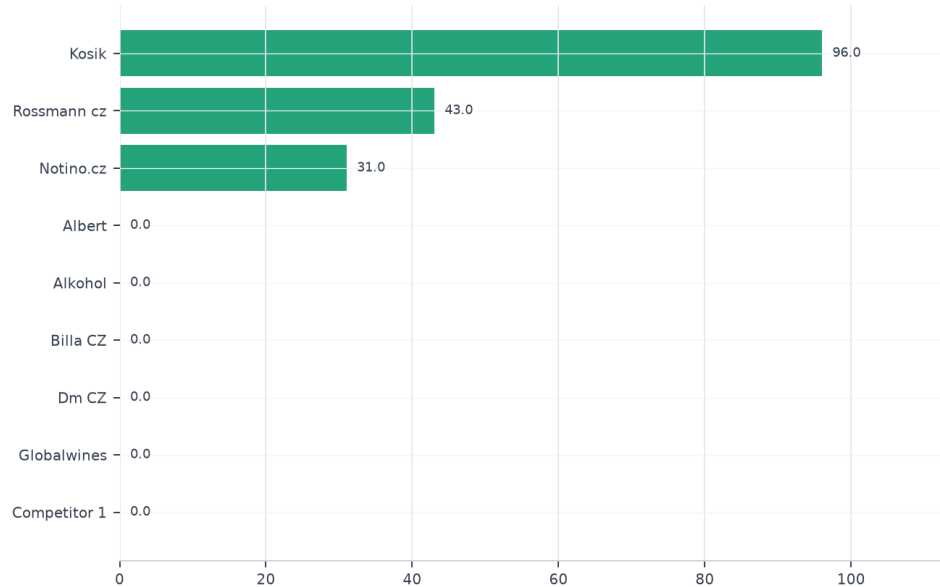
Median reaction lag

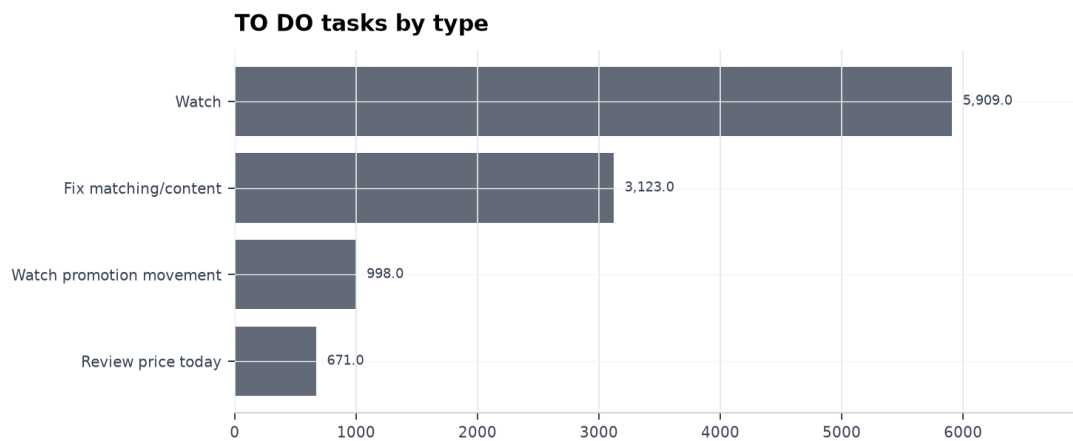
Days between market move and competitor reaction.



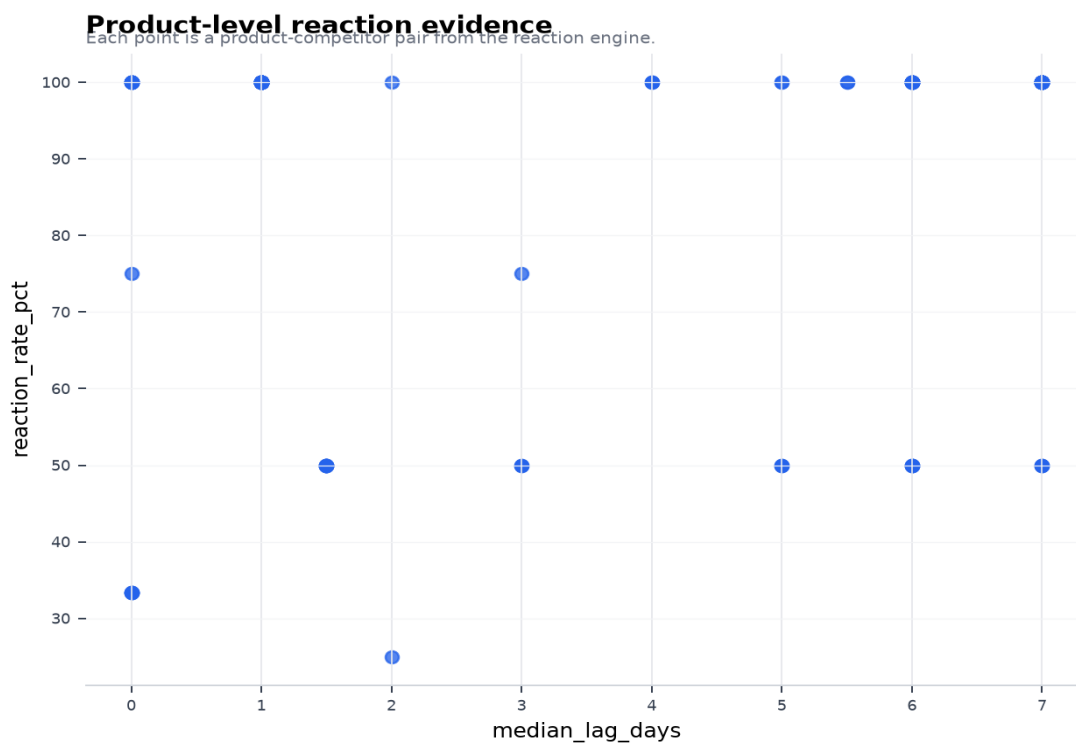
Observed price reactions

Total competitor reactions in the analysis window.



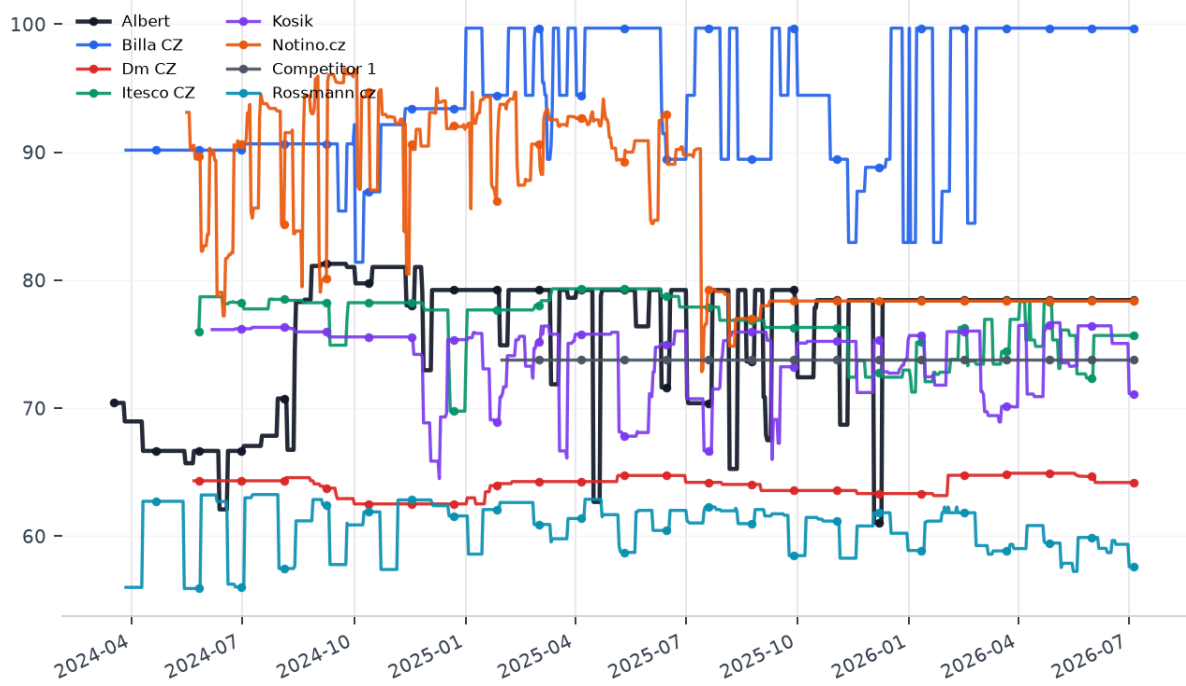


If you were the client retailer, these are the task types your pricing team would face today.

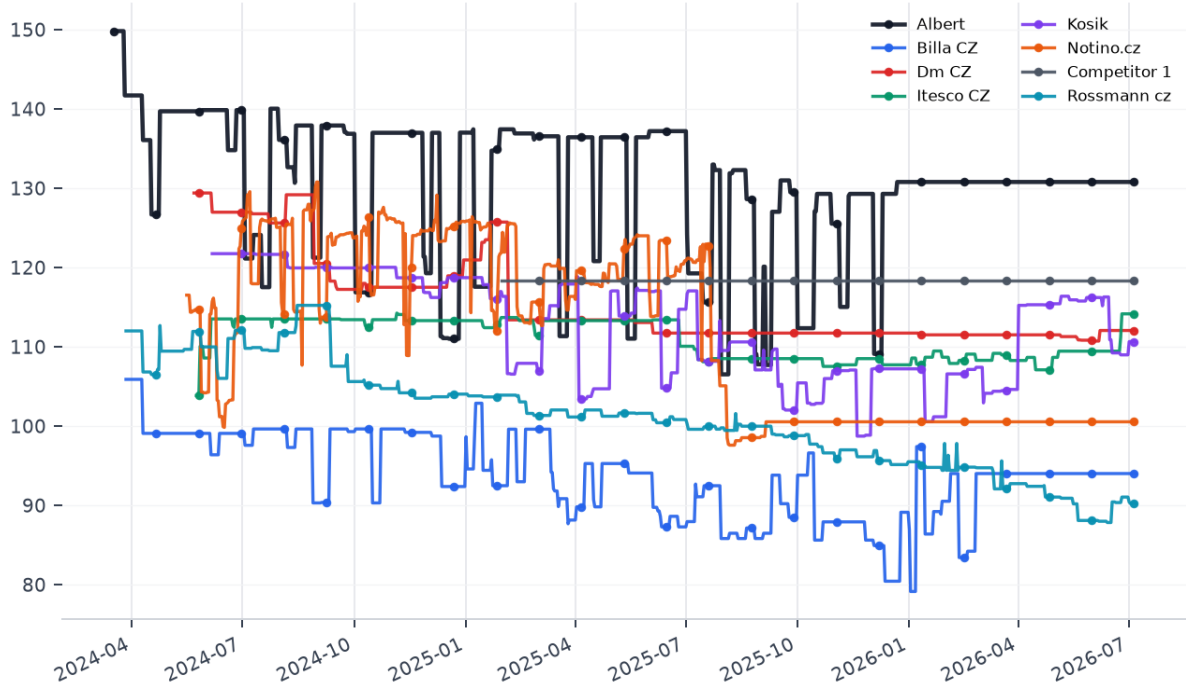


Each point is one SKU: lag (days) vs share of observed competitor reactions.

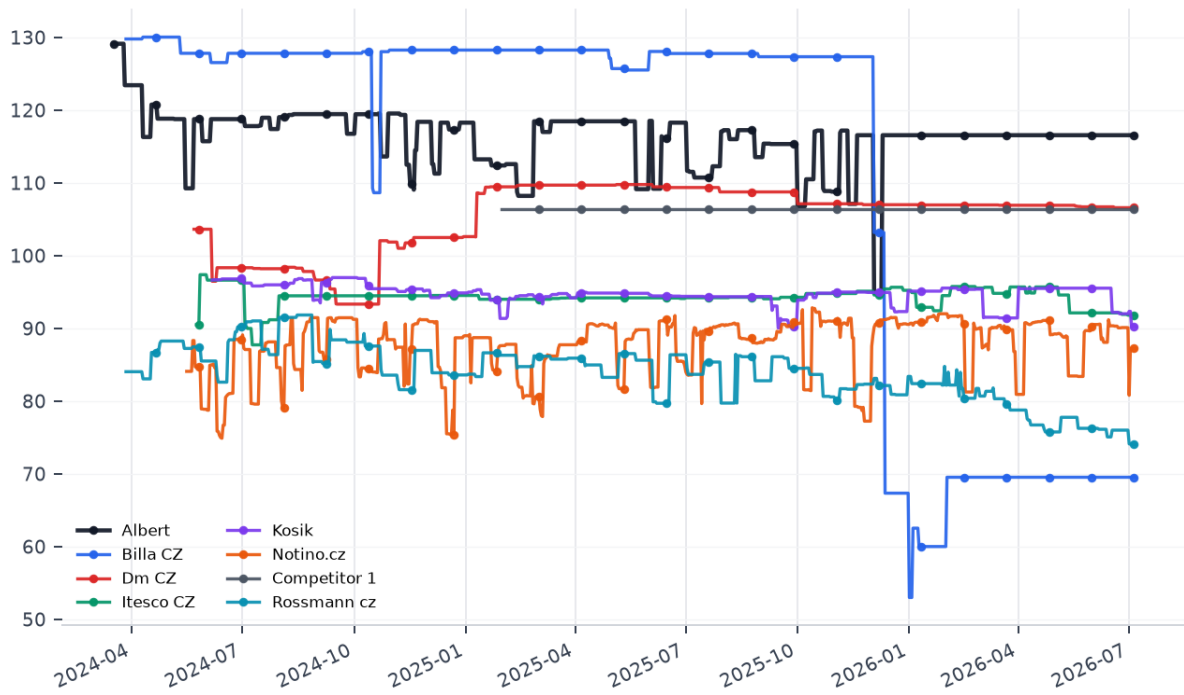
Brand avg price — Hami



Brand avg price — Sunar



Brand avg price — Hipp



Brand avg price — Pampers

