

Pricing intelligence for Notino.cz

This report is prepared for Notino.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 (7.4%); Kosik (6.5%); Itesco CZ (0.5%); Dm CZ (0.4%)

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

Rossmann cz (0.0 d); Itesco CZ (1.0 d); Kosik (2.0 d); Dm CZ (2.5 d)

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

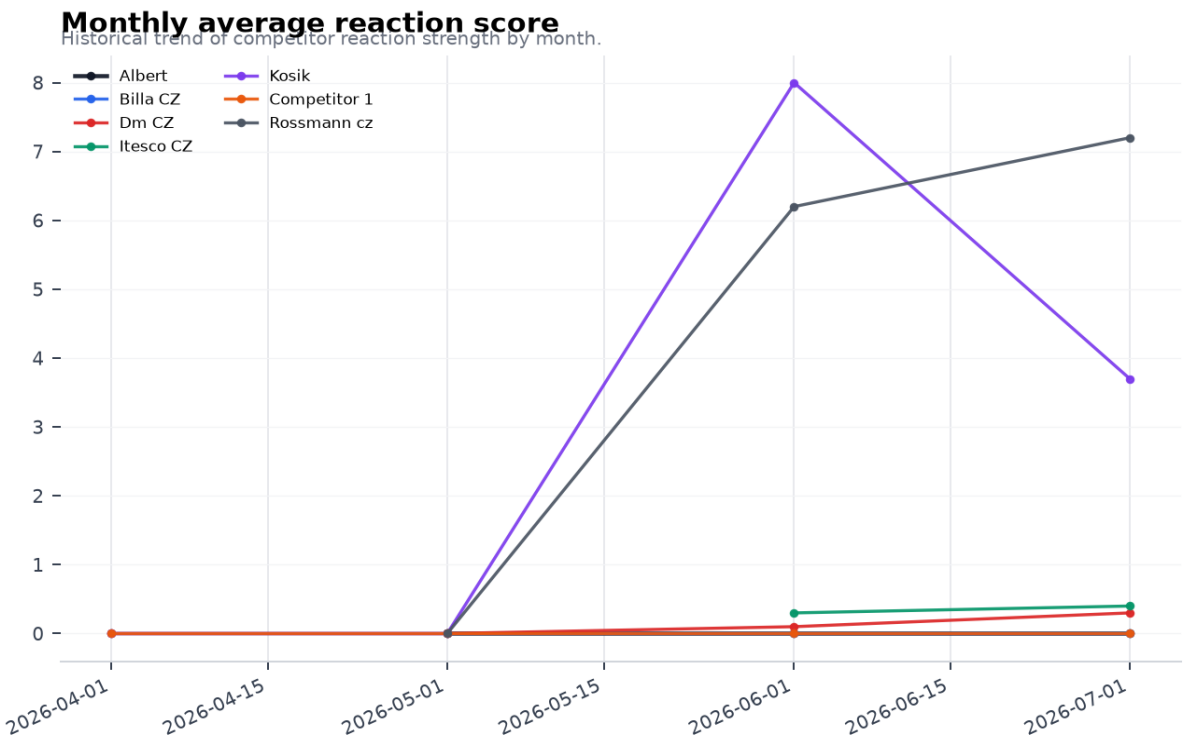
Rossmann cz (7.4%); Kosik (6.5%); Itesco CZ (0.5%); Dm CZ (0.4%)

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

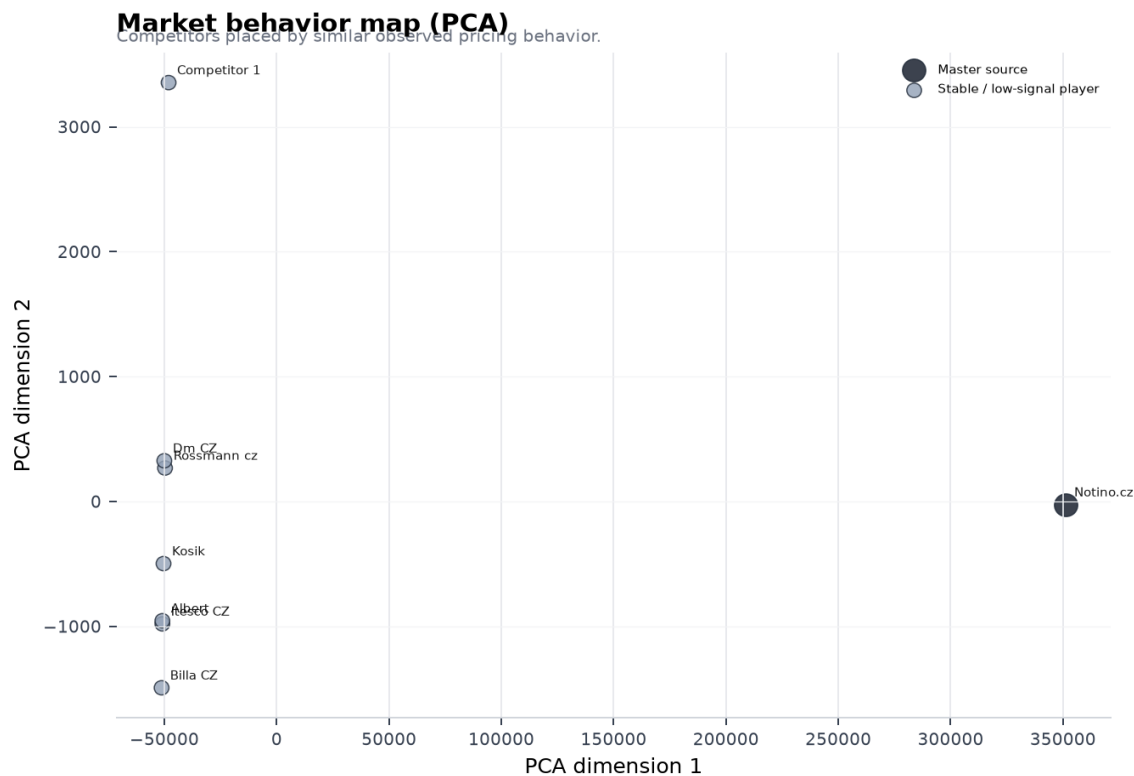
Competitor 1 (1.4%); Albert (2.4%); Billa CZ (3.5%)

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	7.4	0.0	90.7
Kosik	6.5	2.0	69.7
Itesco CZ	0.5	1.0	98.1
Dm CZ	0.4	2.5	65.9
Albert	0.0	—	2.4
Billa CZ	0.0	—	3.5
Competitor 1	0.0	—	1.4



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



PCA map interpretation

- PC1 separates competitors by monthly reaction events, observed competitor reactions, master price activity versus products with monthly signals, average lag, strong signal share.
- PC2 separates competitors by master price activity, product coverage, products with monthly signals versus monthly reaction events, observed competitor reactions, data coverage.
- Largest behavior groups: Stable / low-signal player (7); Master source (1).
- Highest structural pressure: Rossmann cz, Kosik, Itesco CZ.
- Cluster Cluster 4 has the highest average reaction score (100.0).
- Master source is behaviorally closest to: Competitor 1, Rossmann cz, Dm CZ.

Brand behavior

Promotion movements and brand attention.

Brand	Competitor	Movement	SKUs
Hami	Kosik	jumped into promotion	31
Nivea	Rossmann cz	jumped into promotion	27
Frosch	Kosik	went off promotion	27
Vitana	Kosik	went off promotion	27
Hipp	Kosik	jumped into promotion	22
Isana	Rossmann cz	went off promotion	22
Jelen	Kosik	jumped into promotion	22
Vitana	Kosik	jumped into promotion	20

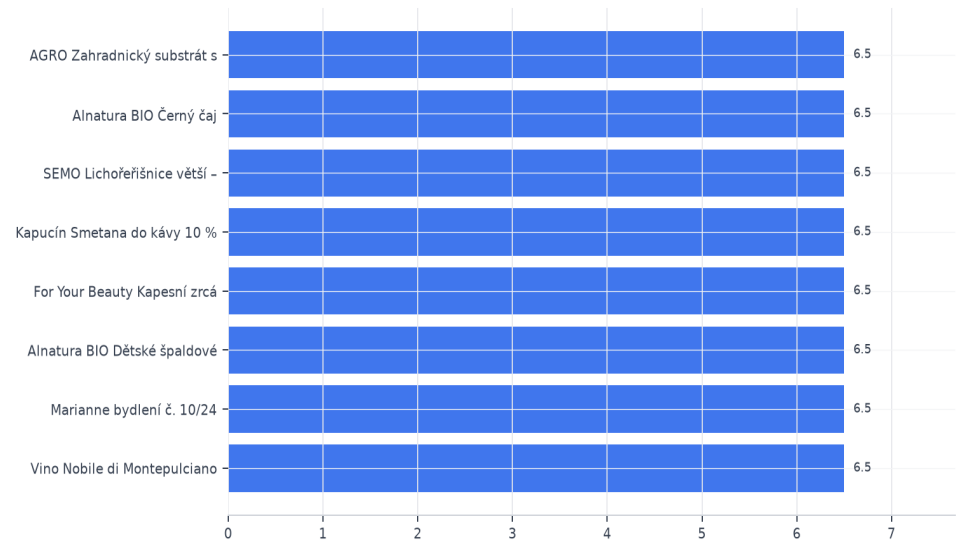
Product behavior

Top 15 products by attention score — position vs market.

Product	Brand	Position vs market	Gap vs median %	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

Product	Brand	Position vs market	Gap vs media n %	Attention
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	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

Product attention



TO DO

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

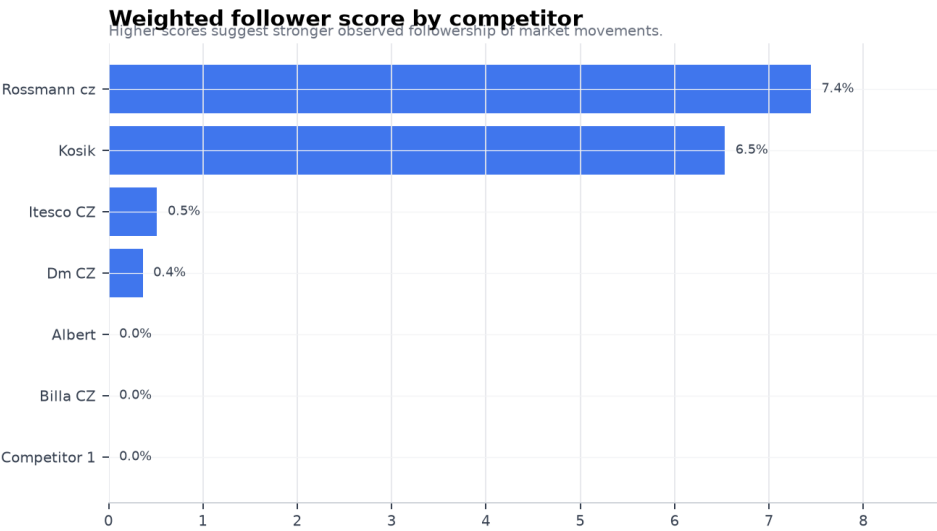
Priorit y	Task type	Suggested action	Product	Reason
100.0	Review price today	Review price defensively today	Persil Discs Color prací kapsle	Rossmann cz dropped -17.7% in the latest observation; your price is +70...
100.0	Review price today	Review price defensively today	Sierra Nevada Pale Ale	Alkohol dropped -30.6% in the latest observation; your price is +43.9% ...
100.0	Review price today	Review price defensively today	Président Rondelé Au Bleu d'Aveyron	Kosik dropped -28.4% in the latest observation; your price is +15.6% vs...
100.0	Review price today	Review price defensively today	Primeros Tea tree lubrikační gel s výtažkem...	Rossmann cz dropped -25.4% in the latest observation; your price is +94...
100.0	Review price today	Review price defensively today	Babické těsto Bezlepkové těsto	Kosik dropped -49.1% in the latest observation; your price is +34.3% vs...

Priority	Task type	Suggested action	Product	Reason
100.0	Review price today	Review price defensively today	Lactovit Lactourea Tělové mléko regenerační	Dm CZ dropped -50.0% in the latest observation; your price is +14.1% vs...
100.0	Review price today	Review price defensively today	Jar Lemon Prostředek na ruční mytí nádobí	Kosik dropped -16.0% in the latest observation; your price is +10.0% vs...
100.0	Review price today	Review price defensively today	Pomeranč 1 ks	Kosik dropped -12.9% in the latest observation; your price is +61.6% vs...

Competitor pressure

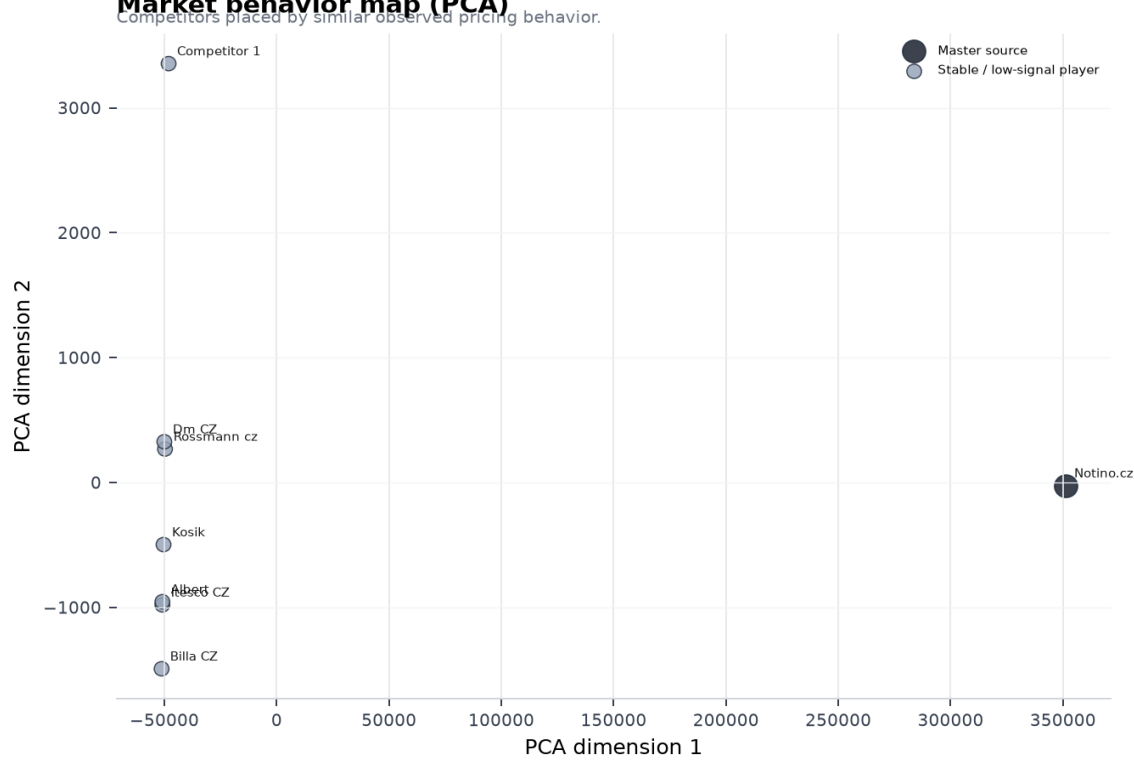
Competitor	SKUs affected	Recent drops	Recent increases
Kosik	172	65	107
Rossmann cz	11	10	1
Dm CZ	10	10	0
Itesco CZ	9	2	7
Alkohol	2	2	0

Visual analytics

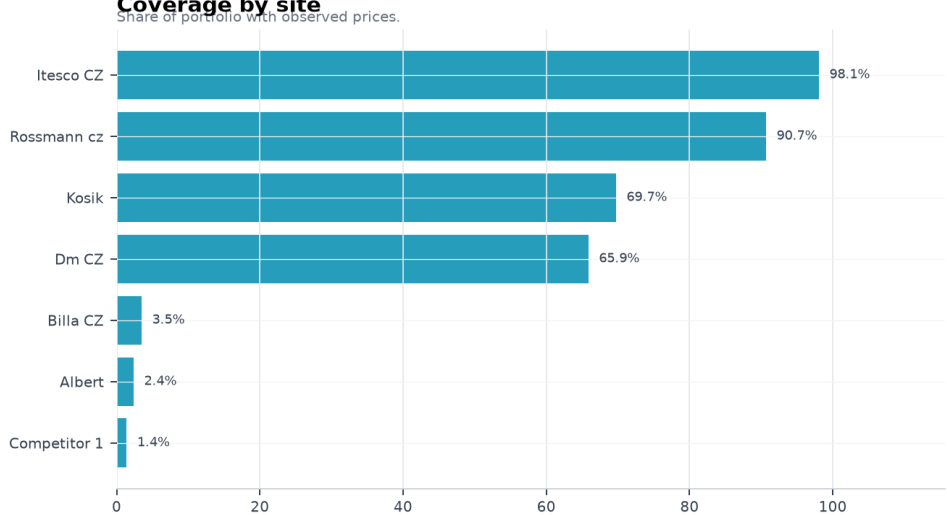


Weighted follower score measures how closely each site tracks benchmark price moves (0–100; higher = stronger follower).

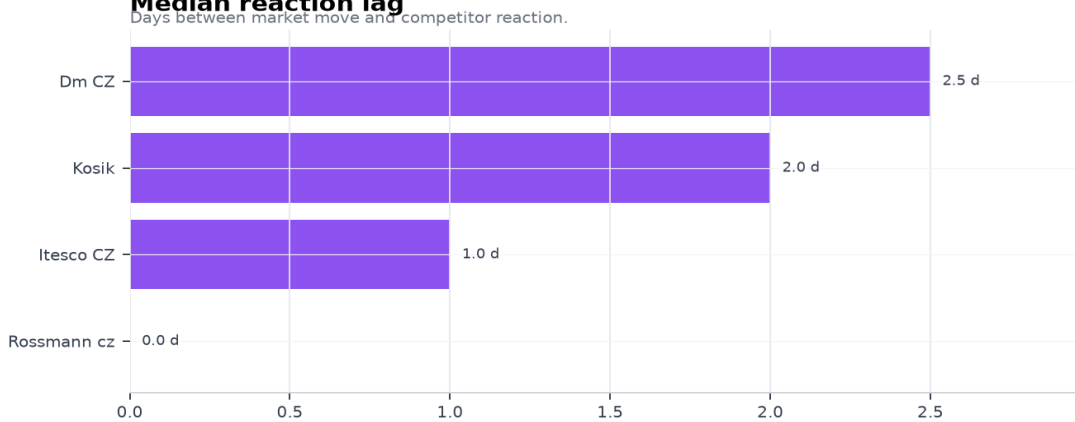
Market behavior map (PCA)



Coverage by site



Median reaction lag



Observed price reactions
Total competitor reactions in the analysis window.

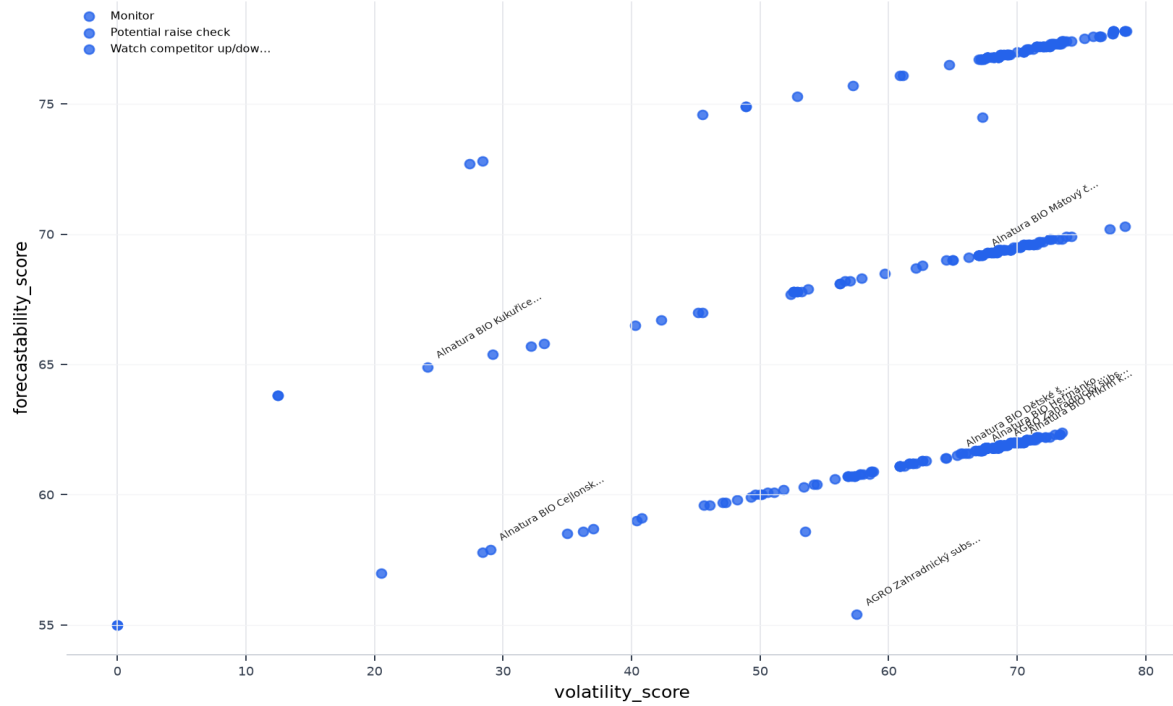


Price gap vs attention

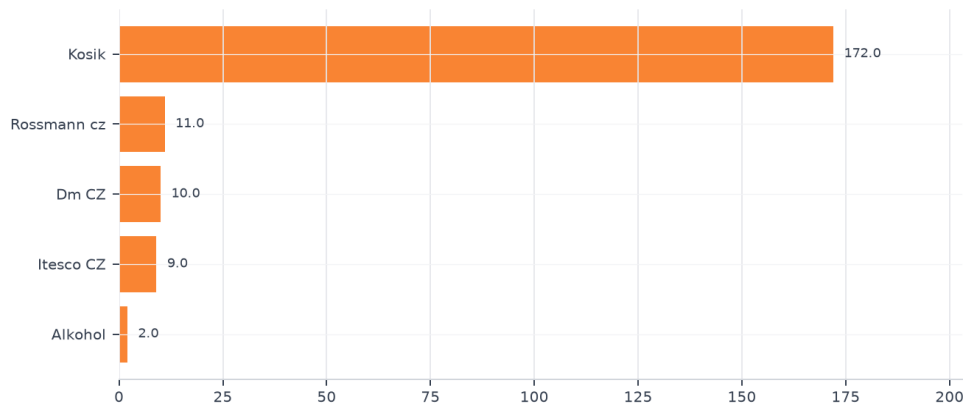


Daily pricing radar

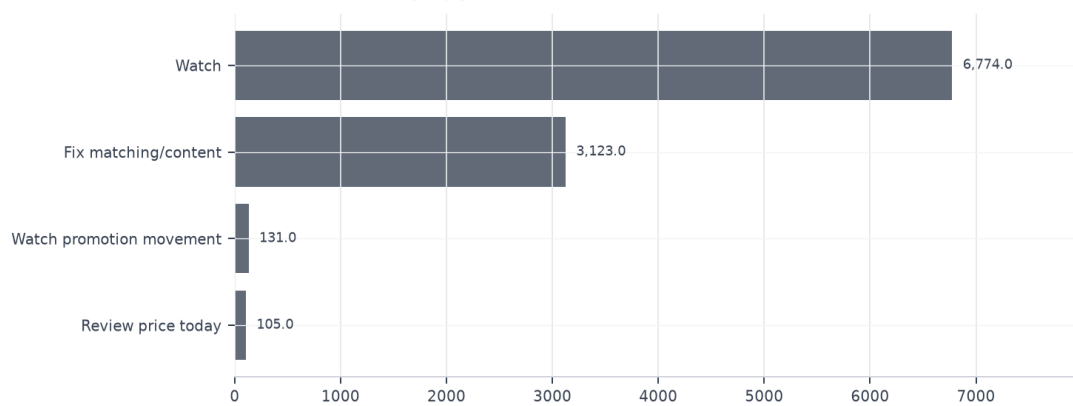
High volatility × low forecastability → manual review queue.



Competitor pressure — affected SKUs



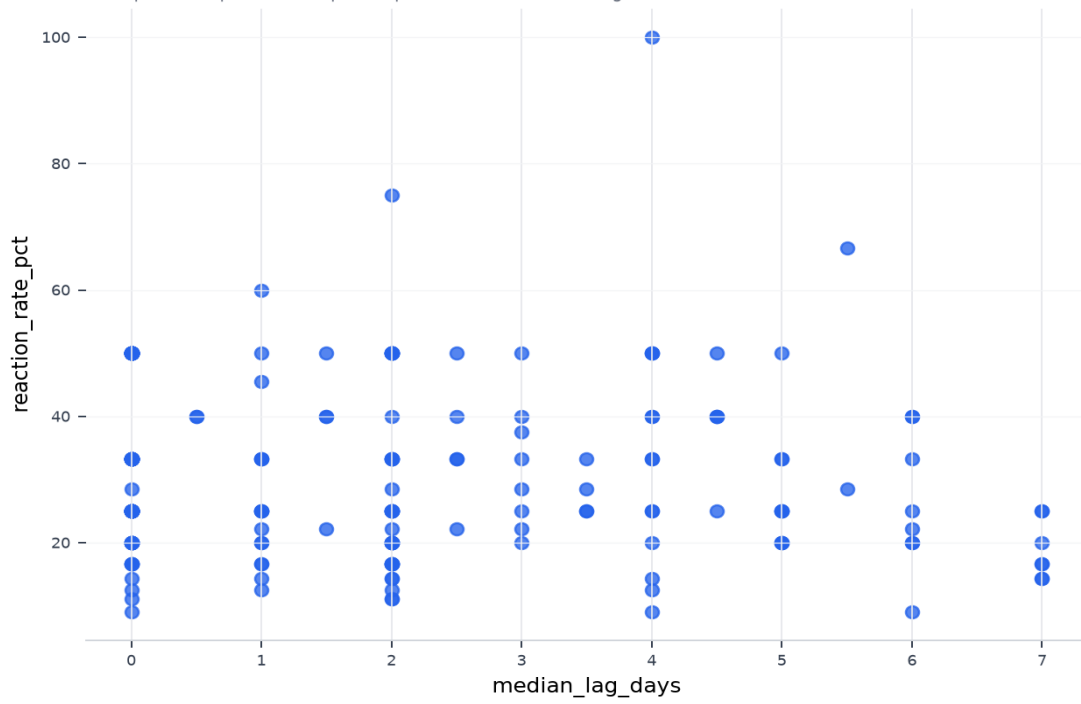
TO DO tasks by type



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

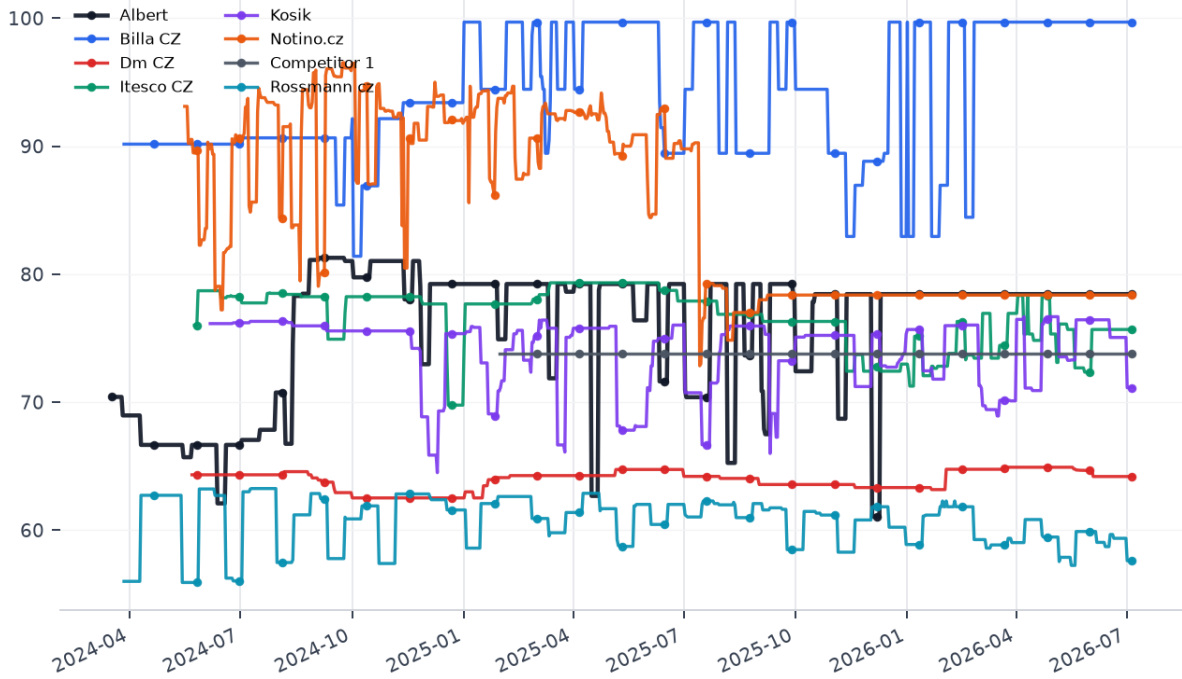
Product-level reaction evidence

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

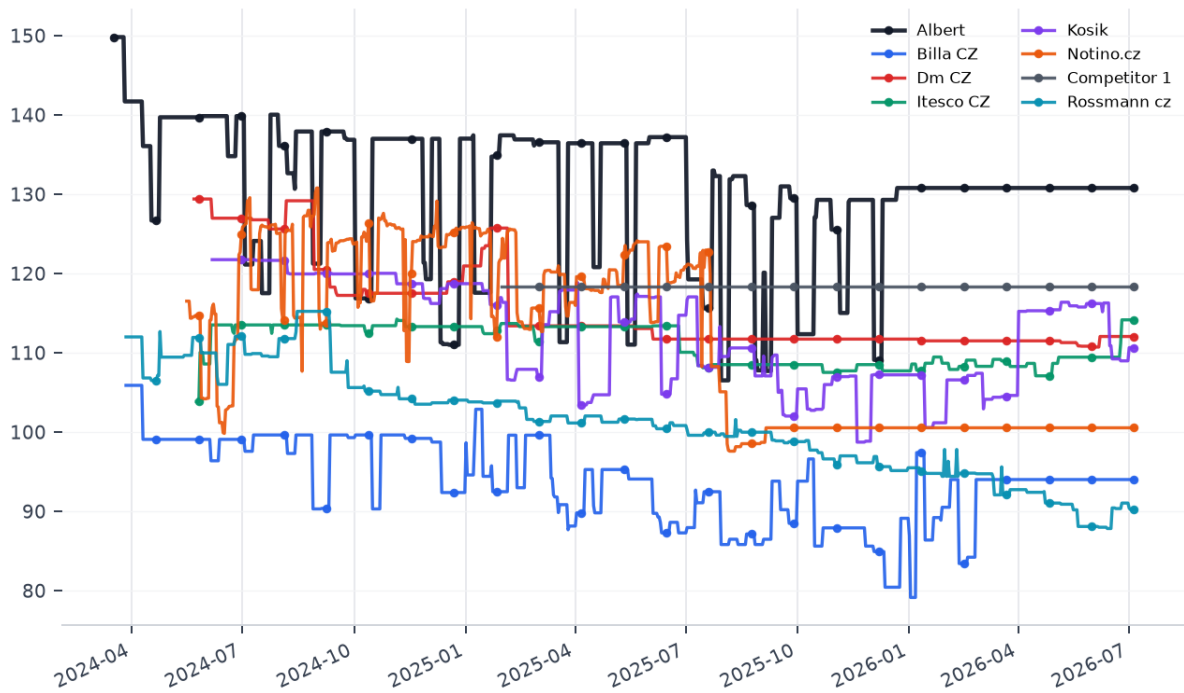


Each point is one SKU: lag (days) vs share of observed competitor reactions.

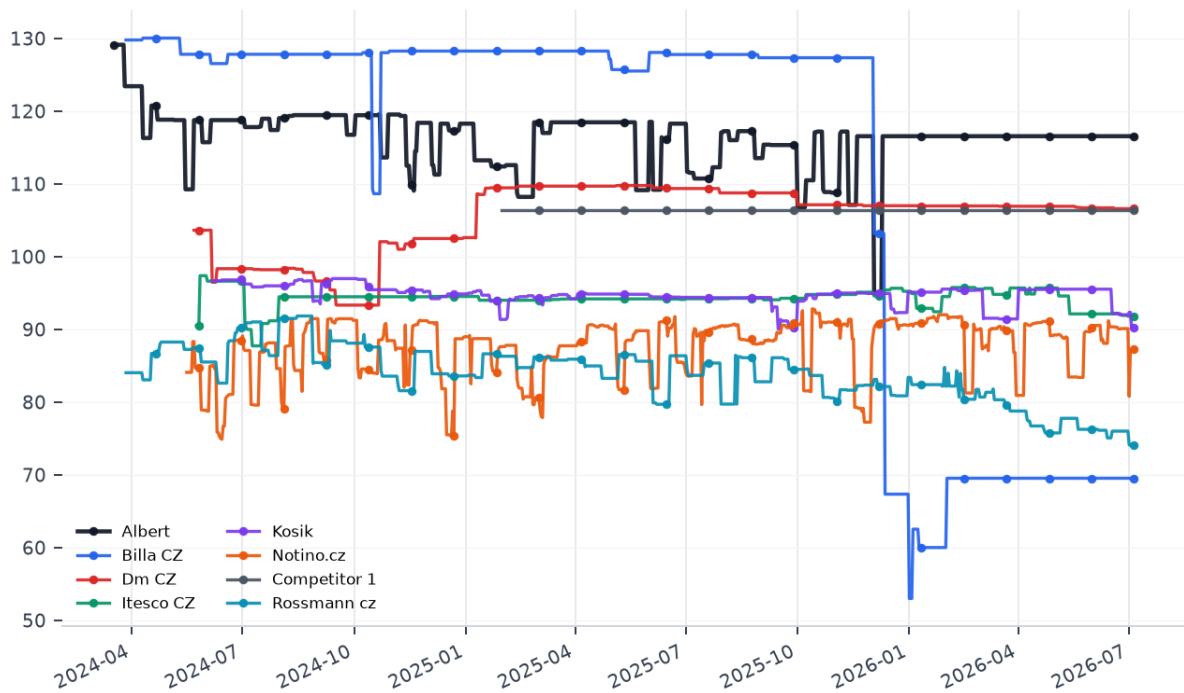
Brand avg price — Hami



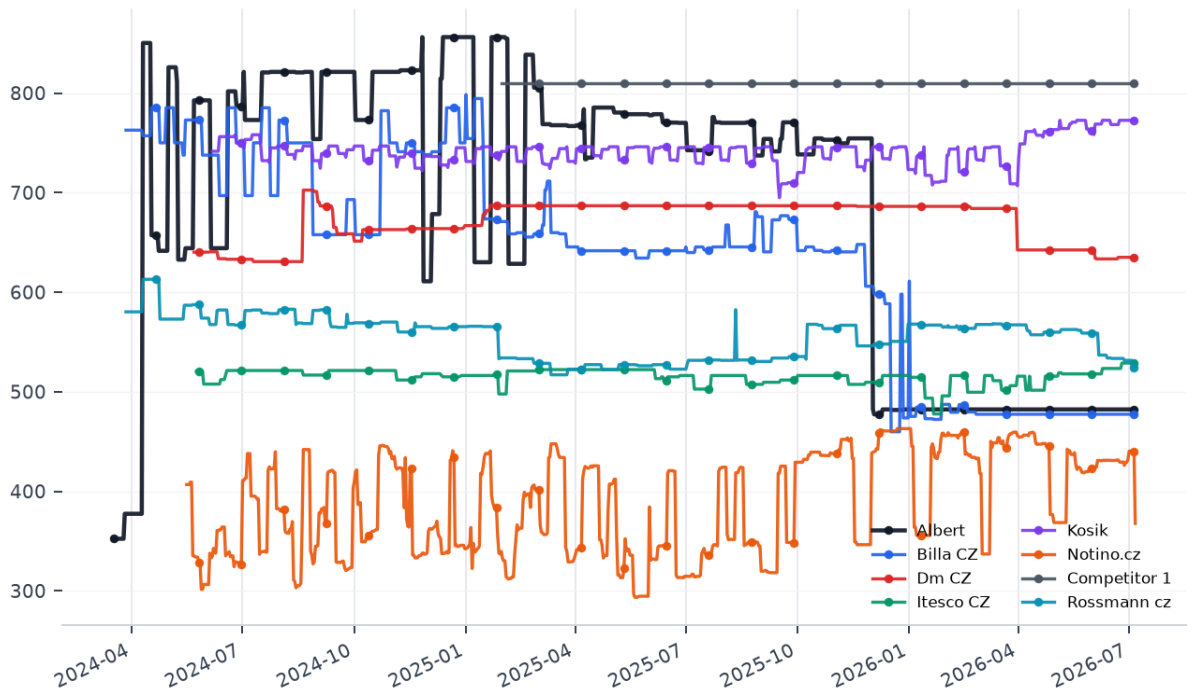
Brand avg price — Sunar



Brand avg price — Hipp



Brand avg price — Pampers



Data provider: Getrealprice.com / Getrealprice.ai.