

Pricing intelligence for Rossmann cz

This report is prepared for Rossmann 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 (30.1%); Kosik (8.3%); Itesco CZ (0.7%); Dm CZ (0.3%); Billa CZ (0.3%)

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

Kosik (0.0 d); Dm CZ (2.0 d); Itesco CZ (2.0 d); Notino.cz (2.0 d); Billa CZ (2.5 d)

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

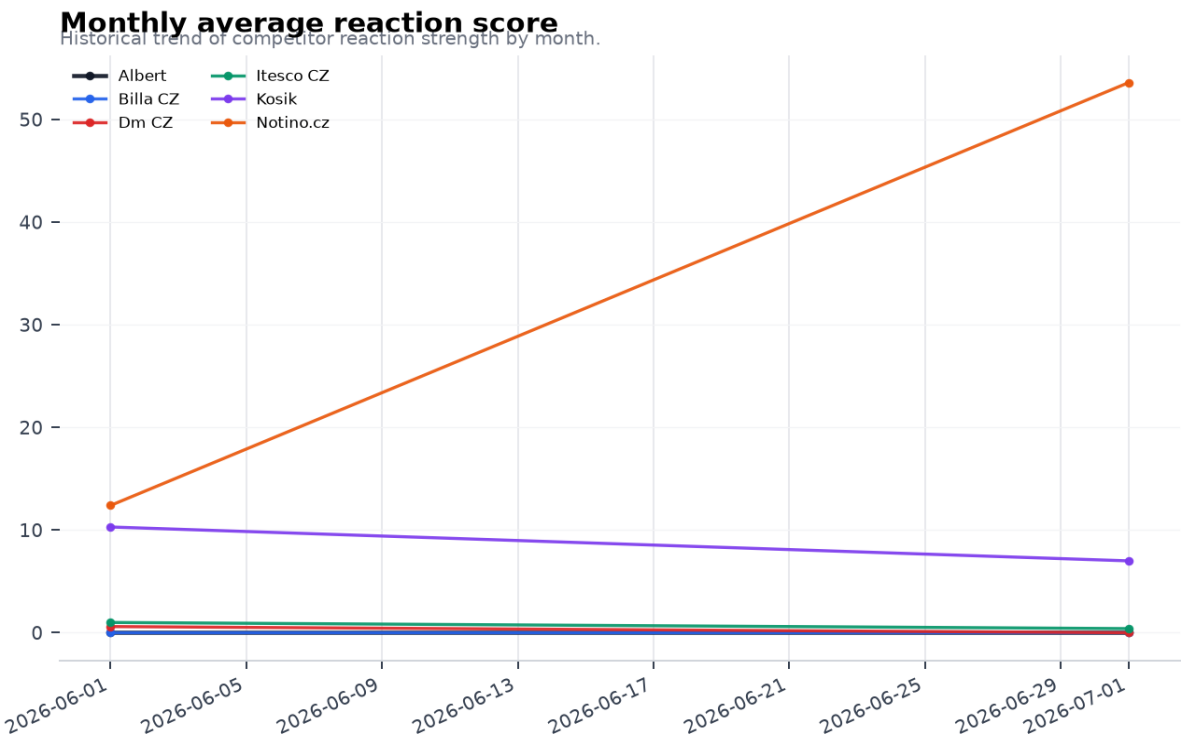
Notino.cz (30.1%); Kosik (8.3%); Itesco CZ (0.7%); Dm CZ (0.3%); Billa CZ (0.3%)

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

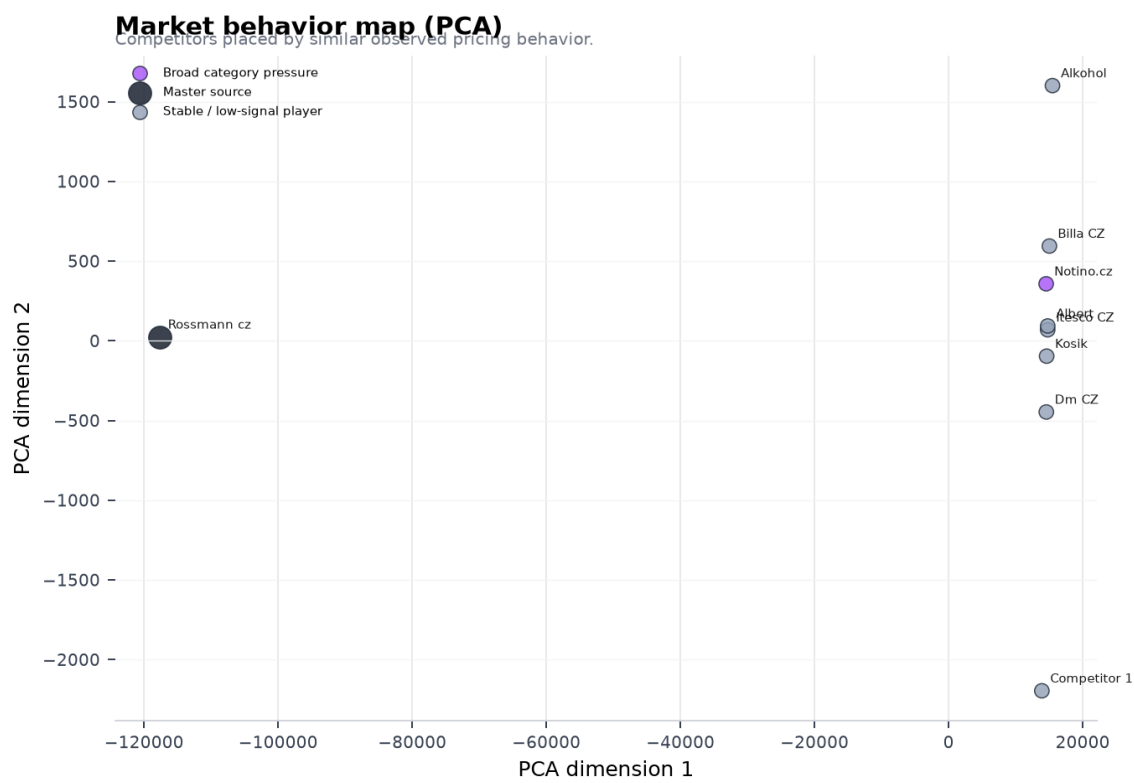
Competitor 1 (0.4%); Albert (0.6%); Billa CZ (1.3%); Alkohol (22.6%)

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	30.1	2.0	67.9
Kosik	8.3	0.0	69.9
Itesco CZ	0.7	2.0	98.3
Dm CZ	0.3	2.0	67.4
Billa CZ	0.3	2.5	1.3
Albert	0.0	—	0.6
Alkohol	0.0	—	22.6
Competitor 1	0.0	—	0.4



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



PCA map interpretation

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

Brand behavior

Promotion movements and brand attention.

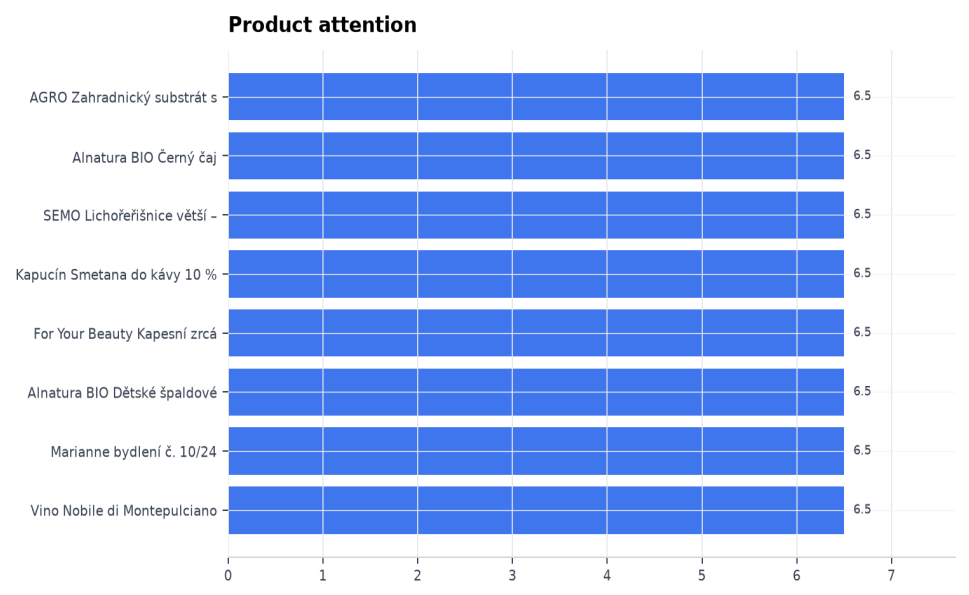
Brand	Competitor	Movement	SKUs
Nivea	Notino.cz	jumped into promotion	37
Hami	Kosik	jumped into promotion	31
Dermacol	Notino.cz	jumped into promotion	30
Syoss	Notino.cz	went off promotion	27
Frosch	Kosik	went off promotion	27
Vitana	Kosik	went off promotion	27
Bella	Notino.cz	jumped into promotion	24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

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

Product	Brand	Position vs market	Gap vs media n %	Attention
Alnatura BIO Černý čaj	Alnatura	Above market	7.9	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	Below market	-57.2	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.

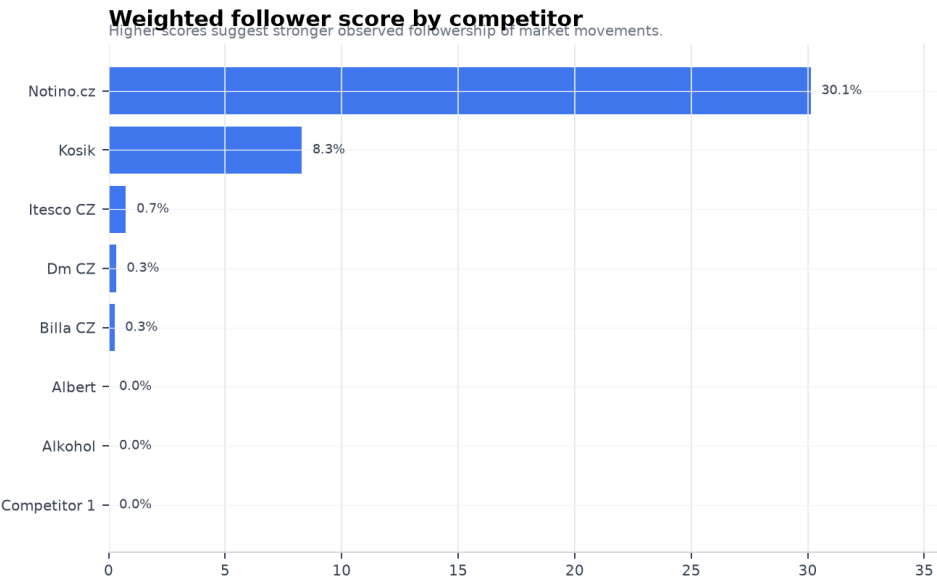
Priorit y	Task type	Suggested action	Product	Reason
100.0	Review price today	Review price defensively today	Angry Beards Spray Jack Saloon antiperspira...	Notino.cz dropped -10.0% in the latest observation; your price is +38.8...
100.0	Review price today	Review price defensively today	Rexona Men Motionsense Antiperspirant invis...	Notino.cz dropped -19.8% in the latest observation; your price is +29.9...
100.0	Review price today	Review price defensively today	Nivea Volume care pěnové tužidlo	Notino.cz dropped -19.7% in the latest observation; your price is +65.9...
100.0	Review price today	Review price defensively today	Herbal Essences Rose Scent Petal Soft šampo...	Notino.cz dropped -30.2% in the latest observation; your price is +13.5...
100.0	Review price today	Review price defensively today	Herbal Essences Rose Scent Petal Soft kondi...	Notino.cz dropped -30.1% in the latest observation; your price is +13.5...

Priorit y	Task type	Suggested action	Product	Reason
100.0	Review price today	Review price defensively today	Bella Mamma síťové kalhotky M–L	Notino.cz dropped -9.7% in the latest observation; your price is +55.7%...
100.0	Review price today	Review price defensively today	Tomas Arsov Fig Caviar Wood sprchový gel	Notino.cz dropped -12.8% in the latest observation; your price is +28.1...
100.0	Review price today	Review price defensively today	elmex Super Soft zubní kartáček měkký multi...	Notino.cz dropped -15.1% in the latest observation; your price is +13.7...

Competitor pressure

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

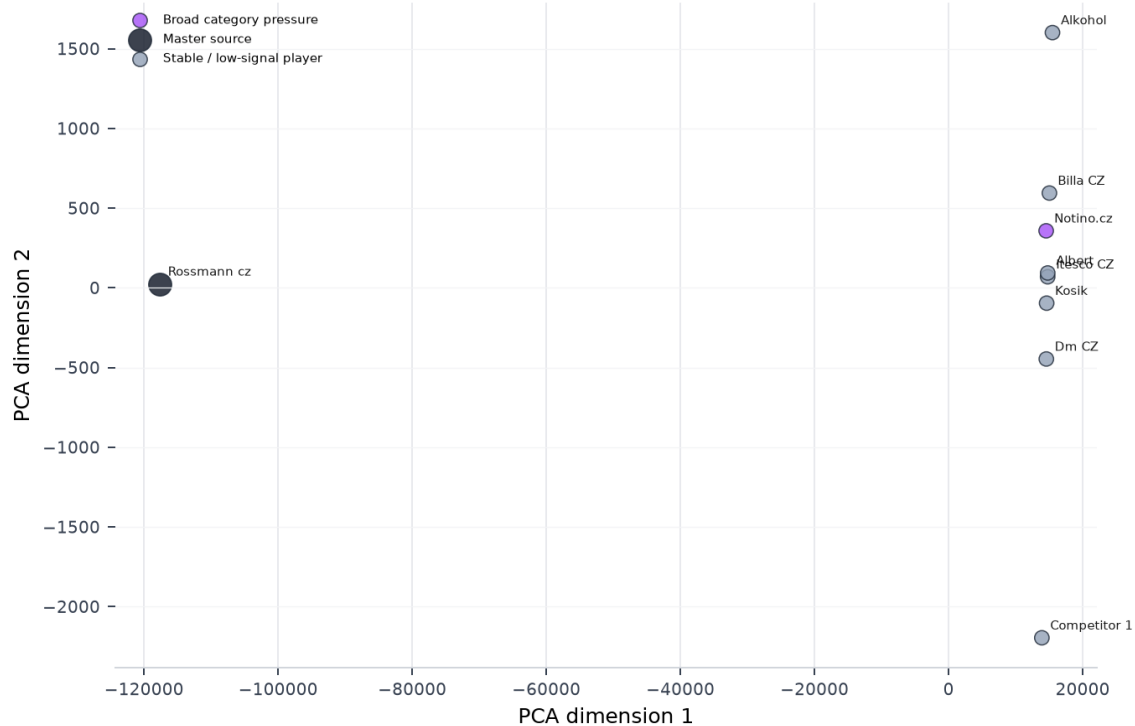
Visual analytics



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

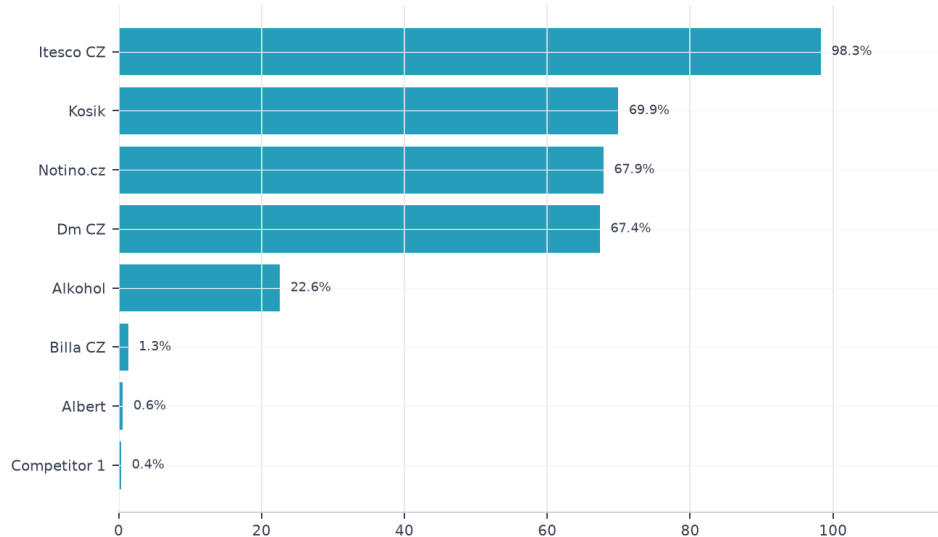
Market behavior map (PCA)

Competitors placed by similar observed pricing behavior.



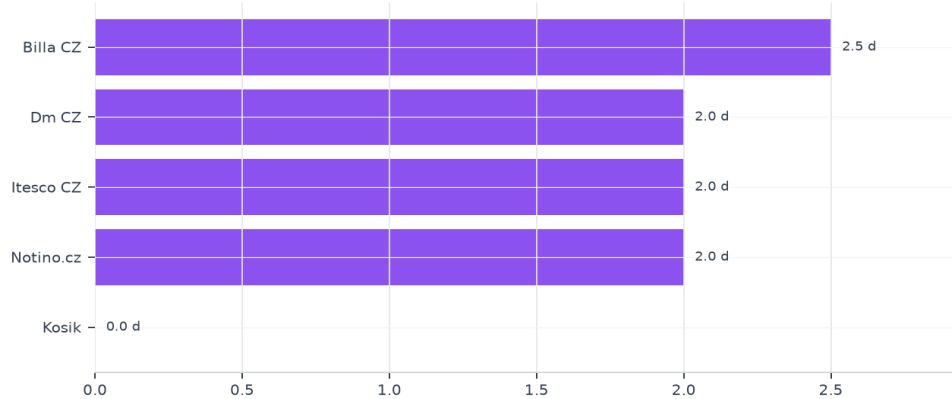
Coverage by site

Share of portfolio with observed prices.



Median reaction lag

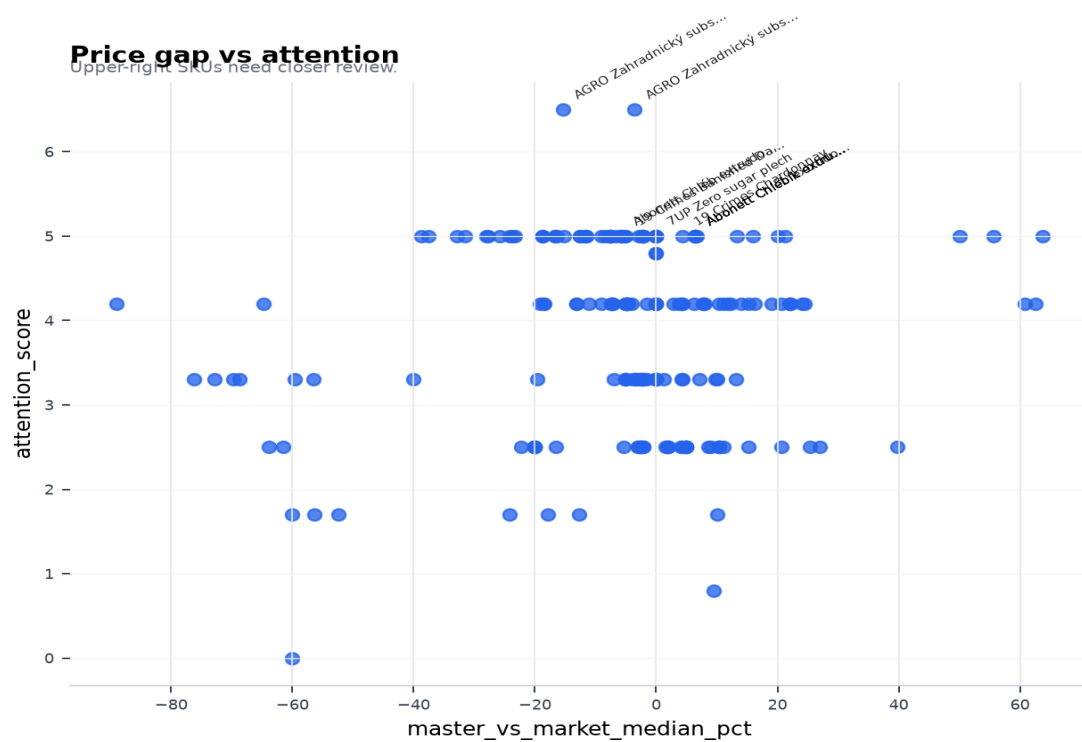
Days between market move and competitor reaction.



Observed price reactions
Total competitor reactions in the analysis window.

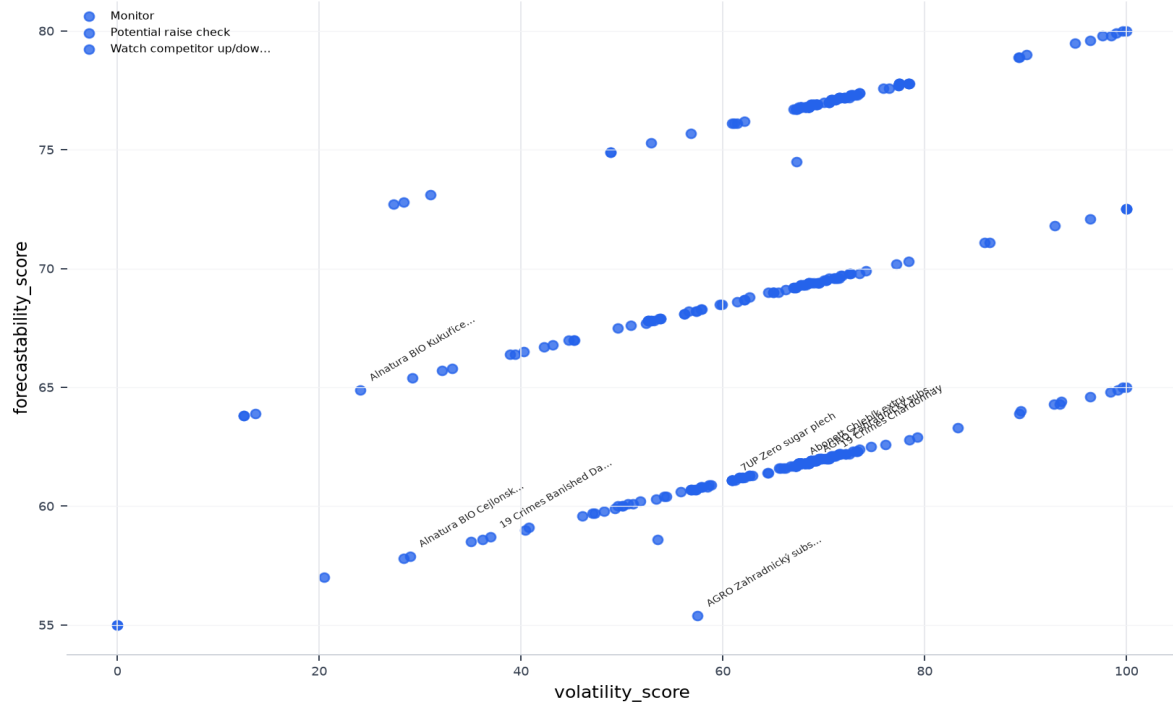


Upper-right SKUs need closer review.

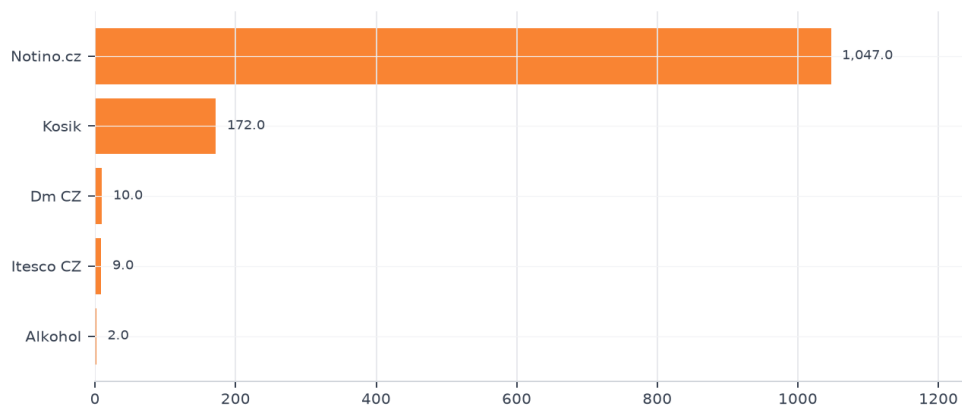


Daily pricing radar

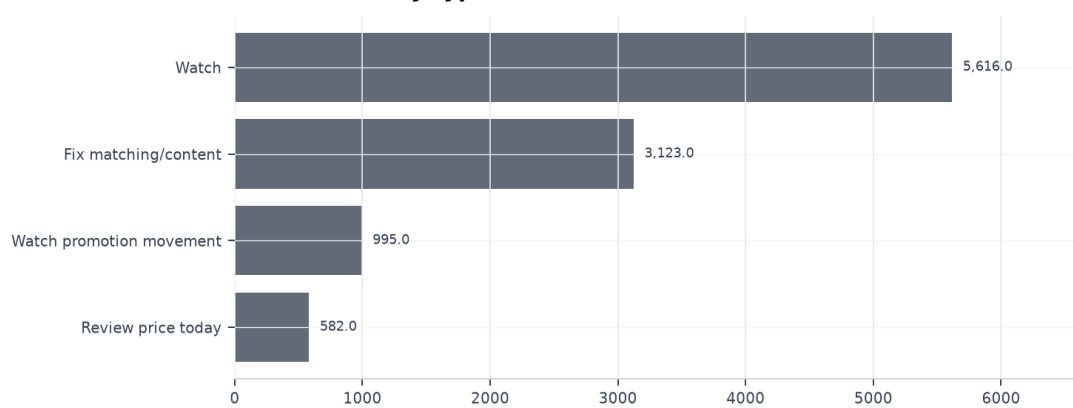
High volatility × low forecastability → manual review queue.



Competitor pressure — affected SKUs



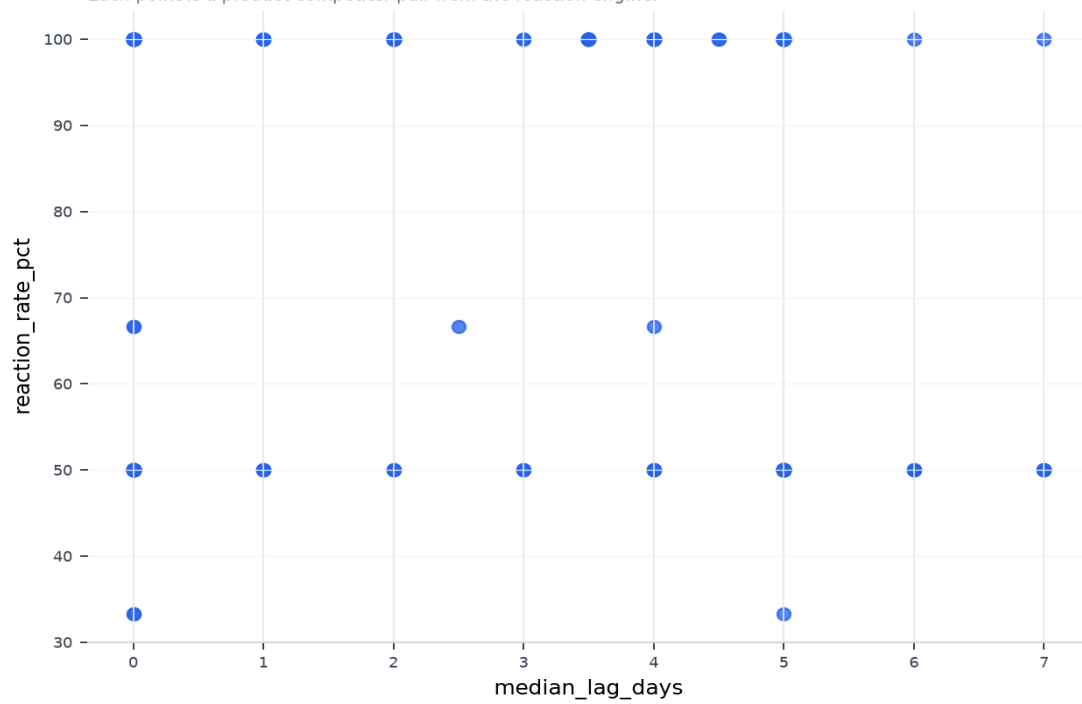
TO DO tasks by type



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

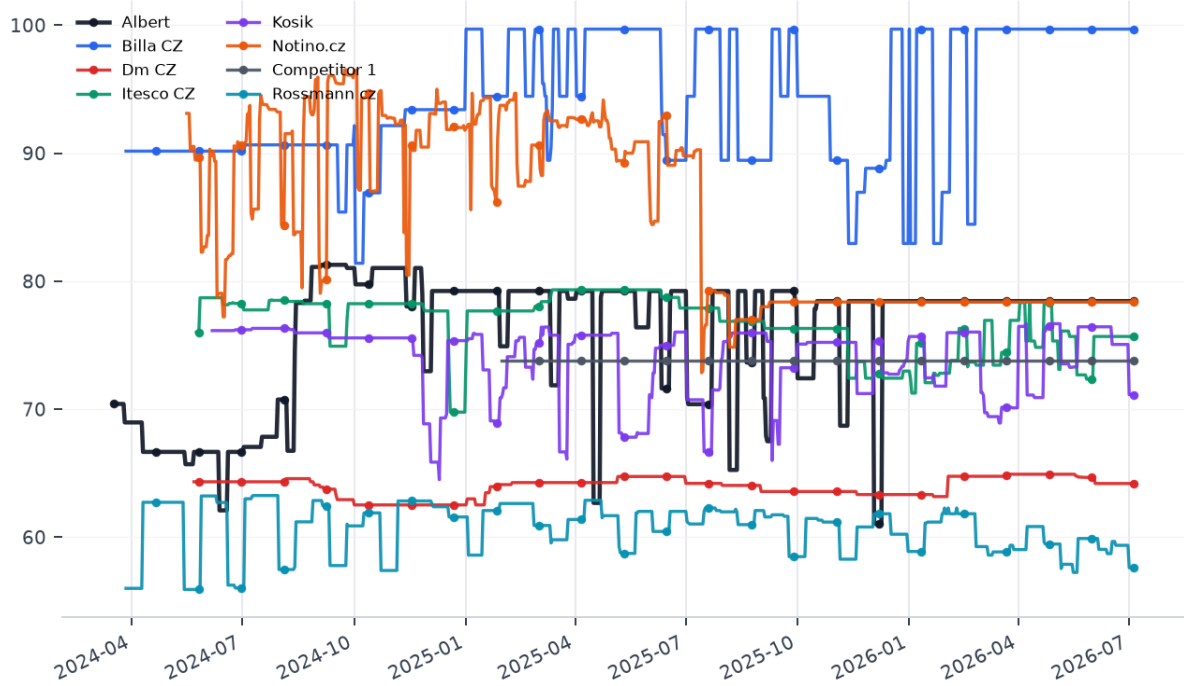
Product-level reaction evidence

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

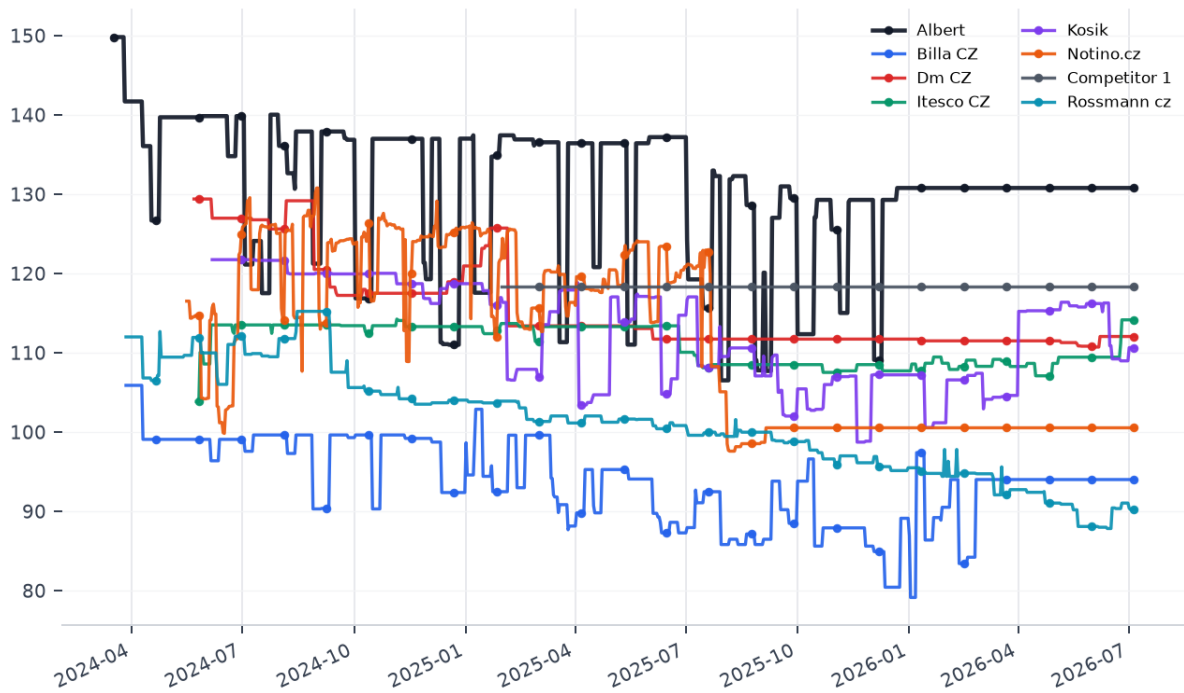


Each point is one SKU: lag (days) vs share of observed competitor reactions.

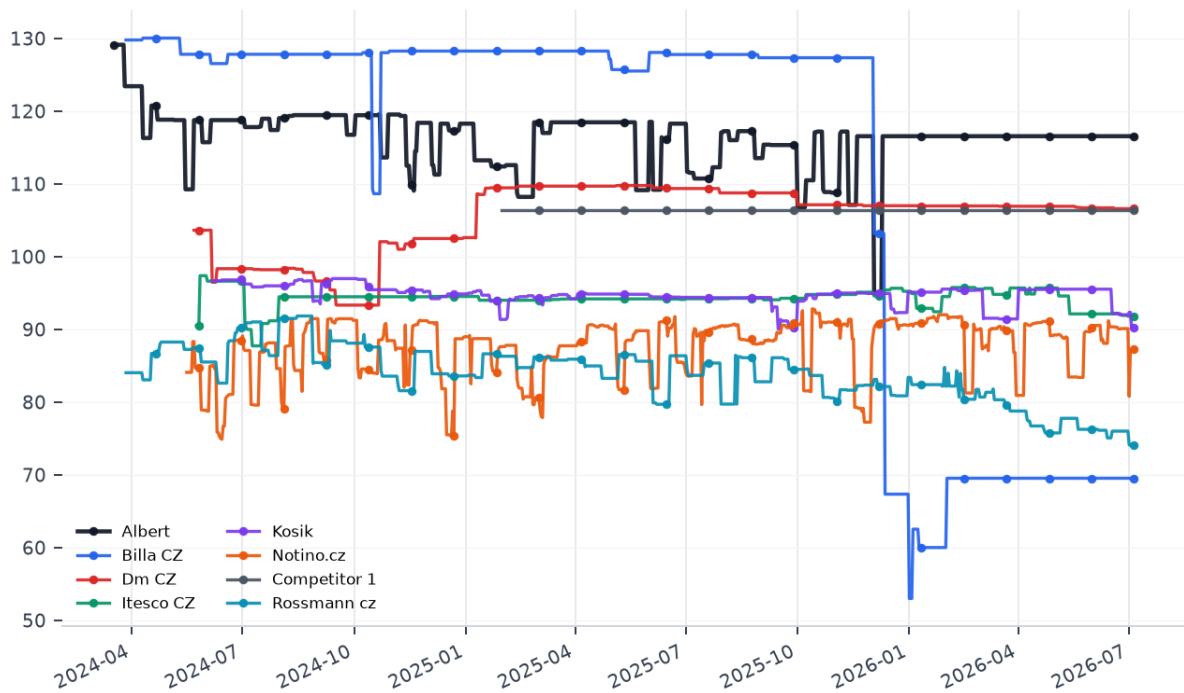
Brand avg price — Hami



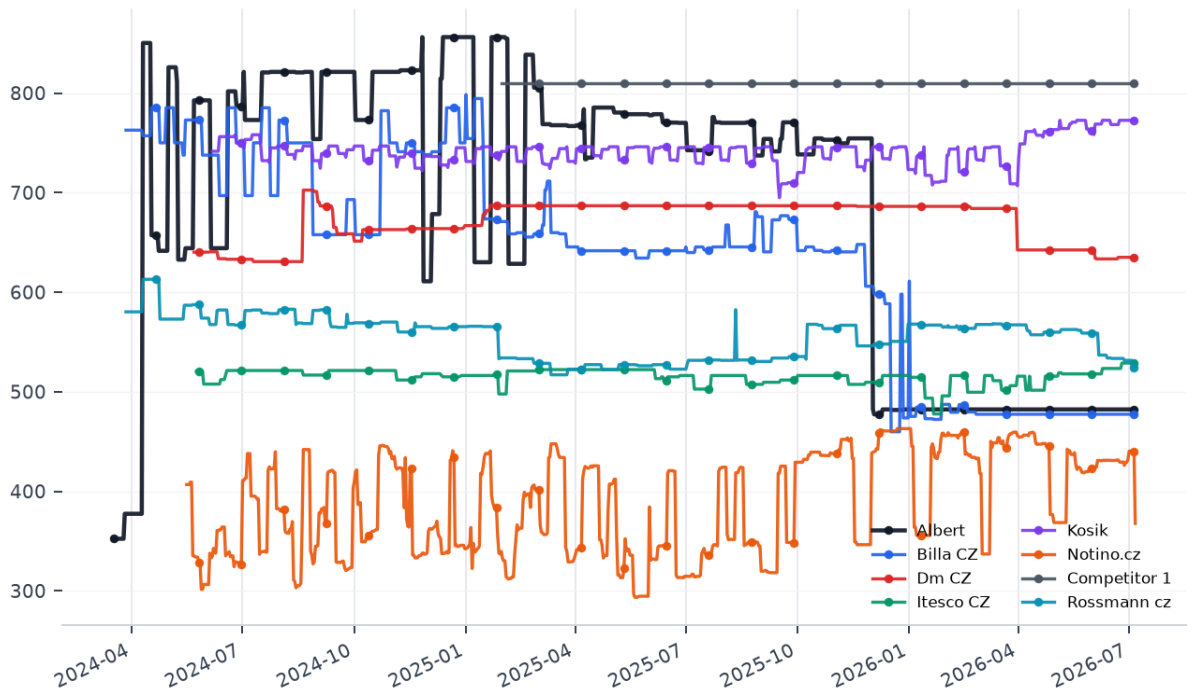
Brand avg price — Sunar



Brand avg price — Hipp



Brand avg price — Pampers



Data provider: Getrealprice.com / Getrealprice.ai.