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ANALYTICS

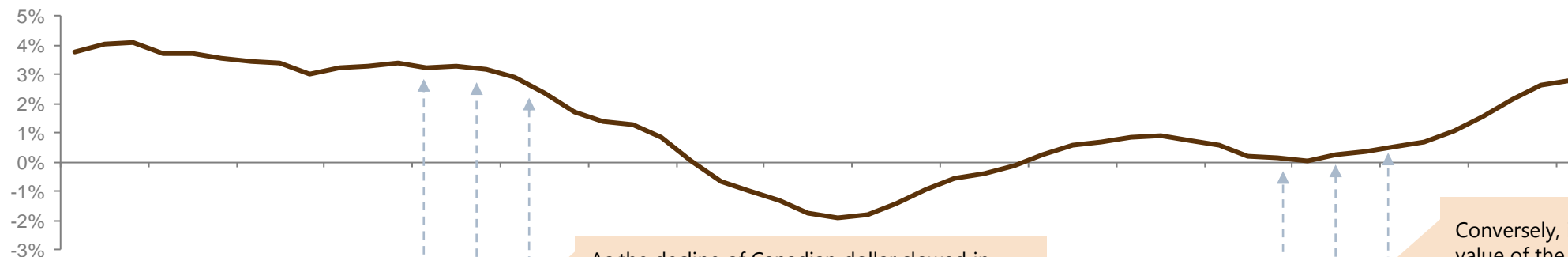
How Macroeconomics Can Influence Your Pricing Strategies

THINK IN FORMULAS

Grocery competitors are increasing prices due to weak CAD...

Competitor/Industry Food & Consumables Pricing

(year-over-year CPI growth, 3-month rolled)

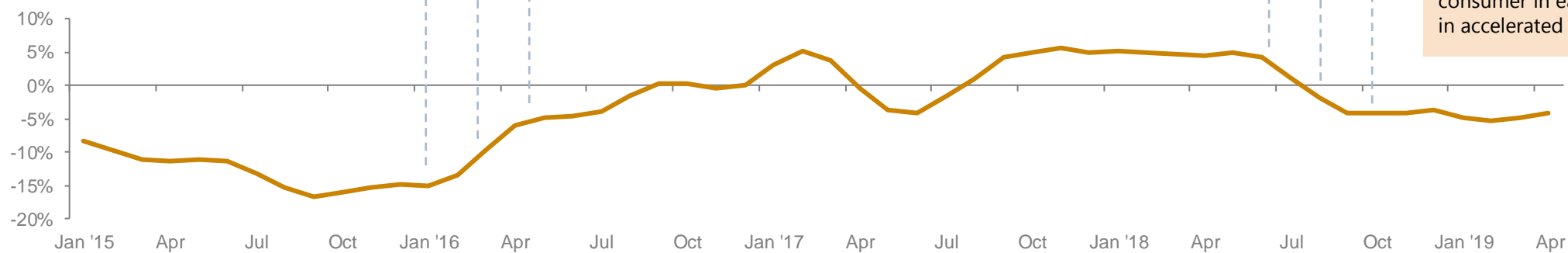


As the decline of Canadian dollar slowed in early 2016, grocery competitors responded by passing on the lower cost of imported goods to consumers, driving down industry pricing.

Conversely, in late 2018, the value of the Canadian dollar declined. Competitors absorbed most of the increased cost of importing goods at first, before passing the costs on to the consumer in early 2019, resulting in accelerated price increases.

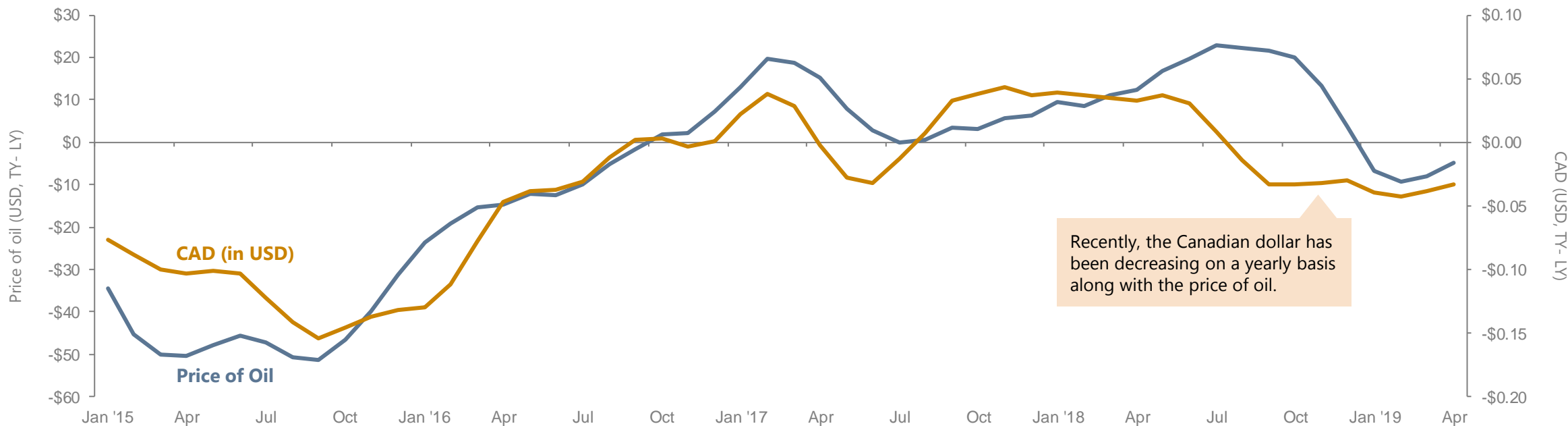
CAD/USD Exchange Rate

(year-over-year % growth of CAD to USD exchange rate, 3-month rolled)



...as CAD has been suppressed by lower oil prices

CAD (in USD) vs. Price of Oil¹
 (3 month rolled, TY - LY)

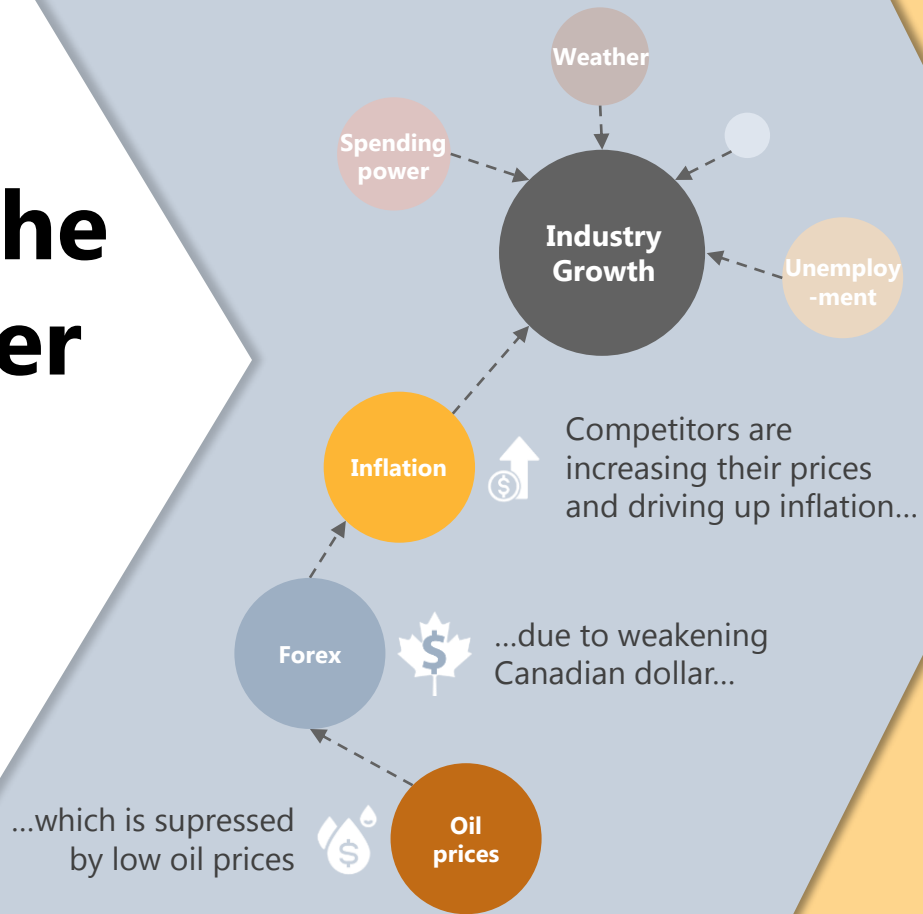


Recently, the Canadian dollar has been decreasing on a yearly basis along with the price of oil.

Therefore, understanding oil prices and its trends will help grocers make better pricing decisions ahead of competition.

Fusion Analytics is the Market Leader in Macroeconomics:

The retail industry is influenced by a number of macroeconomic factors...



Fusion tracks all macroeconomic trends like price of oil so our clients can:

- 1 Be more **proactive** on pricing strategies
- 2 Gain **clarity** on company performance versus the competition
- 3 Stay **ahead** of the competition on the latest trends



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Thank You!

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