Hypersonix

Pricing AI

In food and beverage, pricing is both art and science—balancing thin margins, regional preferences, channel variability, and rapidly shifting demand. Manual price updates, gut-driven discounting, and reactive promotions often result in profit leakage or stock imbalances.

Hypersonix Pricing AI brings intelligent automation, demand sensitivity, and competitive awareness to every pricing decision—across SKUs, categories, and distribution channels. From core grocery to specialty beverages, Pricing AI enables precise, data-driven pricing that moves with the market.

Key Features

Elasticity-Based Price Optimization
Leverages AI to measure price sensitivity by SKU, category, and region—so you can increase prices where tolerated and optimize where needed

Best for: Adjusting the price of bottled water, snack items, or prepared meals based on observed shifts in customer response.

Channel & Format-Specific Pricing Strategies
Tailors pricing by channel—retail, eCommerce, foodservice, or DTC—reflecting differences in margins, consumer behavior, and packaging.

Best for: Managing separate price tiers for 12-packs of beverages in club stores vs. individual units in convenience retail.

Cost-Aware Price Recommendations
Responds to supplier cost fluctuations, freight changes, and commodity volatility with dynamic price updates that protect margin.

Best for: Realigning price points for coffee, dairy, or packaged goods as cost of ingredients or transport rises.

Scenario Planning for Promo Pricing
Simulates the impact of temporary price reductions, multi-buy offers, or bundle strategies—before executing a campaign.

Best for: Comparing outcomes of 10% off shelf-stable juice vs. a "Buy 2, Get 1" promotion..

Region & Zone-Based Optimization
Supports geo-specific pricing based on local demand, competitor positioning, and cost-to-serve metrics.

Best for: Adjusting fresh food prices for urban locations vs. suburban or rural stores, based on real-time sales patterns.

Trusted by leading global brands including:

LOUIS VUITTON | LIVING SPACES | 1800 | COALATREE Eco-Minded Goods | BLOSSOM GROCERY | Down to Earth Organic & Natural

ProfitGPT

hypersonix.ai/request-demo