

# Pricing AI



In Health and Wellness, prices can't just chase volume—they must protect perception and build loyalty. Customers scrutinize value in crowded categories where new brands, trends, and formats launch every quarter. Static pricing models fail when demand can shift overnight with a viral claim or a competitor's launch.

Hypersonix Pricing AI brings precision, agility, and guardrails to pricing decisions. It combines real-time demand shifts, local trends, and product-specific elasticity to recommend the right price at the right time—protecting margins while staying competitive.

## Key Features



### Elasticity-Aware Price Optimization

Continuously models how sensitive each product is to price changes, adjusting dynamically for category shifts and shopper behavior.

*Best for: New superfoods or wellness shots where premium pricing must balance trial and repeat sales.*



### Region & Channel-Specific Pricing

Optimizes prices by region, store cluster, or online channel to reflect local competition, store traffic, and shopper demographics.

*Best for: National wellness retailers serving urban health stores and local grocers alike.*



### Omnichannel Price Harmonization

Ensures pricing stays aligned across direct-to-consumer sites, marketplaces, and physical shelves avoiding price conflicts.

*Best for: Brands with retail partners and online stores that need consistent brand perception.*



### Seasonal & Trend Forecasting

Predicts shifts in demand due to seasonal spikes—cold/flu season, new year fitness rush, or trending health claims.

*Best for: Pricing immunity supplements or weight-loss categories during peak search interest.*



### Automated Margin Guardrails

Enforces profit thresholds and MAP compliance automatically, so dynamic pricing never undercuts your brand or vendor agreements.

*Best for: Premium wellness brands defending minimum advertised prices.*

**Trusted by leading global brands including:**



**LIVING  
SPACES**



**COALATREE**  
ECO-MINDED GOODS

