

Shrinkflation: analysis of 4 strategies to increase prices

January 2023

Strategy 1: less product at the same price (1/2)



Neelay Jain @neelayjain · 7 janv.

#Shrinkflation in Polo
@NestleIndia



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1

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In shrinkflation, the most common strategy is reducing the product and adapting the packaging.

The change is visible on the outside. Social networks are full of examples where people compare the before and after.

In this example, posted on Twitter by @neelayjain, the sweet packaging has been reduced.

Strategy 1: less product at the same price (2/2)



Yasir Mahmood @MofaYasir · 10 juil. 2022
Pringles new packaging.

Same price but 17.5% smaller.

Shrinkflation's cure is not raising interest rates but lowering costs of production



Wall Street Silver @WallStreetSilv · 15h

Sneaky ... still 12 taco shells ... 🤔

164g vs 140g ... same price

#shrinkflation = stealth inflation 🤔



Strategy 2: It's happening inside (1/2)



En réponse à @layxsnv

And maybe you can have @DawnDish explain #Shrinkflation products sold @Target 😞



This strategy is widely used by manufacturers and contributes to the bad reputation of shrinkflation. By keeping the container unchanged, manufacturers 'muddy the waters' and are accused of misleading customers.

The example opposite, posted on Twitter by @disneylvr4evr, is particularly striking. It clearly shows that the quantity of the product has decreased significantly.

But in most cases, the container does not offer this transparency. The reduction in quantity is therefore hidden from the customer's view.

Strategy 2: It's happening inside (2/2)



The example of the Dove soap opposite is also emblematic. The packaging has not changed, but the quantity of soap has decreased from 113g in 2019 to 106g in 2021 and 90g in 2022. In 3 years, this Dove soap has lost 20% of its weight.

The same punishment for Lays chips below.

L Lance Liguez @Liguez · 14 juil. 2022
Unopened bag of @LAYS only half full. #shrinkflation is real @Fritolay @CBSNews



Strategy 3: Change the rules of calculating (1/2)



easyGym

Devenir membre

Jeune

Jusqu'à **24 ans**, l'expérience easyGym au meilleur prix !

2,00€

/ semaine pendant 8 semaines puis
24,90€ / 4 semaines

Inclus

- Cardio, musculation poids libres, machines guidées, renforcement musculaire
- Cross training (PACK 45)

This is a particularly insidious technique.

Previously, subscriptions were paid by the month, i.e. 12 times a year. But if you pay by 4 weeks, there are 13 payments per year! This is a formidable tactic to increase prices by 8.33% without the customer noticing.

And believe it or not, this tactic is widespread (see next page).

Strategy 3: Change the rules of calculating (2/2)

BASIC-FIT S'INSCRIRE 🔍 ☰

COMPARER LES ABONNEMENTS

Ou commencez maintenant ↘

| COMFORT | PREMIUM | ALL-IN |
|--|--|-------------------------------|
| €24,99 €9,99 / 4 SEMAINES* | €29,99 €9,99 / 4 SEMAINES* | €49,99 / 4 SEMAINES |
| Pour les deux premières périodes de 4 semaines, puis 24,99€/4 semaines | Pour les deux premières périodes de 4 semaines, puis 29,99€/4 semaines | |

neo ness Je m'abonne ☰

PRIME

TOP VENTE

0€
les 2 premières périodes
Puis 34,99€ / 4 semaines*

Je m'abonne

- ✓ Avantages Premium
- ✓ Accès aux cours collectifs
- ✓ Carte Duo Pass
- ✓ Stop & Go
- ✓ Neones Live
- ✓ Parrainage

STARTER PACK : 50€**
Pour bien démarrer !
Bilan sportif, satisfait ou remboursé.
Payable en une seule fois à l'inscription.

Strategy 4: Change of design (1/2)

Harris (LUEcreative) @HarrisLue · 4 janv.

Shrinkflation in action! @Bounty is pretty clever on this one though! Making the pattern larger and deeper to make the roll appear the same size... weighed multiple and they're all .4 ounces lighter than the roll from a month ago!



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Changing the design is a particularly insidious strategy. It gives the illusion that nothing has changed when in fact, the amount of product has decreased.

This example was discovered by @HarrisLue and posted on Twitter.

Strategy 4: Change of design (2/2)



Gfvjtdj @Ghfruxzb · 11 janv.

En réponse à @beppe14081 et @FBiasin

La famosa **shrinkflation** del Toblerone.



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The change of design is a strategy adopted by Toblerone. Although already old, this example shows that brands did not wait for inflation to try to increase their margins. At the time, Toblerone had to backtrack in the face of the outcry.