



Round table discussion on Food prices

10-04-2025 | The Hague

Price comparisons

P&G | Wipes (same GTIN and factory for DE & FR)



Product:	Pampers Sensitive babydoekjes 0%	Pamp.Feuchttücher Sensitive 52ST	Pampers lingettes sensitive x52
Sizes:	52 pcs	52 pcs	52 pcs
Consumer price incl. VAT	2.89€	1.49€	1.69€
Consumer prices excl. VAT	2.39€ (+91% vs. DE)	1.25€	1.41€ (+13% vs. DE)

Consumer prices are driven by suppliers!

Buying prices and Recommended Selling Prices determine consumer prices



Procter&Gamble NL
Recommended Selling
Price: 2.89€



Albert Heijn real shelf
price: 2.89€

Price comparisons

Coca-Cola | Regular




Product:	Coca Cola	Coca Cola	Coca Cola
Sizes:	1.50l	1.50l	1.25l
Consumer prices <u>incl.</u> VAT <u>incl.</u> local taxes	2.79€	1.89€	1.89€
Consumer prices <u>excl.</u> VAT <u>excl.</u> local taxes <u>per liter</u>	1.45€ (+37% vs. DE)	1.06€	1.08€ (+2% vs. DE)

Consumer prices are driven by suppliers!

Buying prices and Recommended Selling Prices determine consumer prices

Buying Prices


 fullnet price: 100%

 fullnet price: 158%



Sourced from CCEP DE and CCEP NL

Coca-Cola Recommended Selling Price

 1.89€ RSP shelf price
by supplier
1.89€ real shelf price

 2.99€ RSP shelf price
by supplier
2.79€ real shelf price
(incl. NL consumption tax)

Price comparisons

Heineken | 12 x 250ml





Product:	Heineken beer	Heineken beer	Heineken beer
Sizes:	12 x 25cl (= 3.0l)	6 x 33cl (1.98l)	12 x 25cl (=3.0l)
Consumer price incl. VAT	13.29€	6.29€	8.15€
Consumer prices excl. VAT <u>excl.</u> local taxes <u>per</u> liter	3.25€ (+74% vs. FR)	2.56€ (+37% vs. FR)	1.87€

Consumer prices are driven by suppliers!

Buying prices and Recommended Selling Prices determine consumer prices

Buying Prices


 fullnet shelf price:
100%

 fullnet shelf price:
116%



Sourced from HNK NL and HNK FR

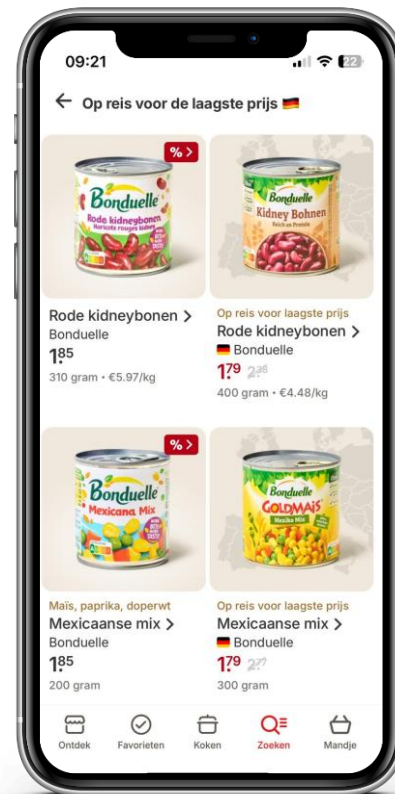
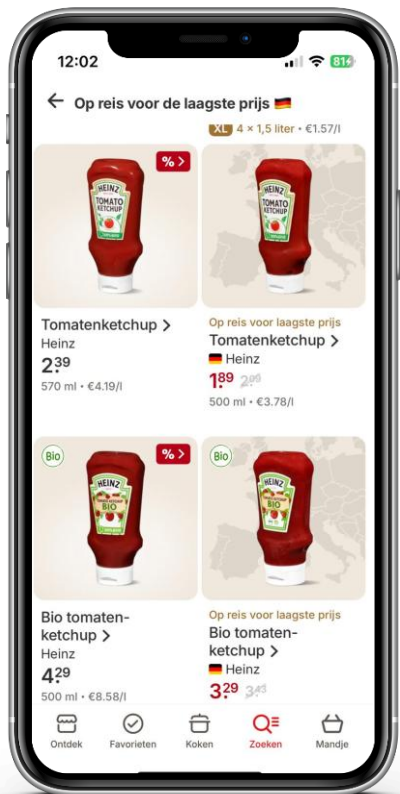
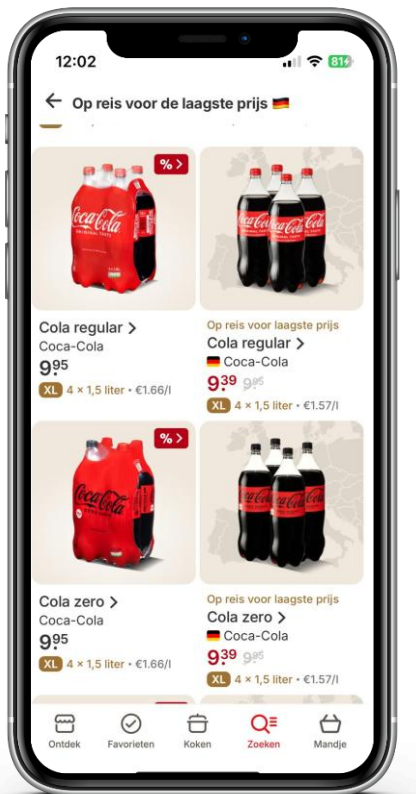
Recommended Selling Price

 n/a RSP shelf price
by supplier
8.15€ real shelf price

 13.32€ RSP shelf price
by supplier
13.29€ real shelf price
(incl. NL consumption tax)

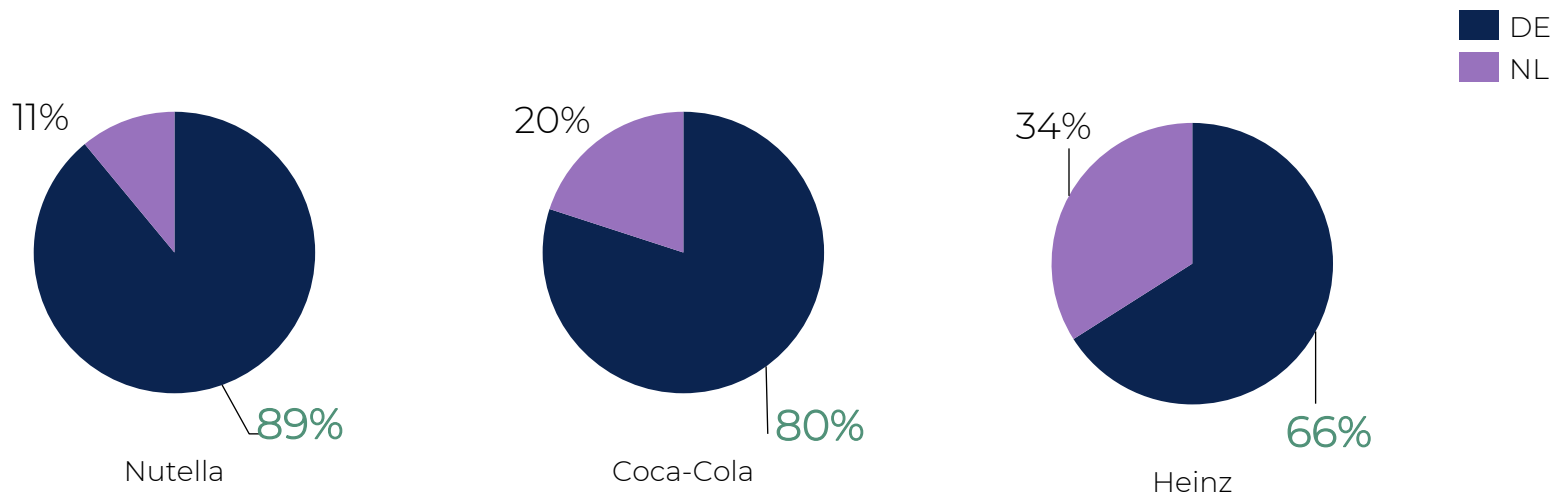
Price differences between exported & domestically sold products

Selling DE & NL items side by side



Price differences between exported & domestically sold products

Volume sales mix of DE & NL



Conclusions

- Everest regularly faces comparable products with varying purchase, retail, and consumer prices across markets.
- Suppliers operate through local sales entities and deliberately restrict cross-border trade.
- **Territorial supply constraints** limit choice for retailers and consumers, resulting in higher consumer prices.
- Everest challenged suppliers on these restrictions and requested explanations.
- Responses were either absent or vague (e.g., “different market dynamics”, “different consumer needs”).

A grayscale photograph of Mount Everest and surrounding peaks, with snow and ice covering the mountain's surface. The image is semi-transparent, allowing the text to be clearly visible.

THANK YOU