

MYTHBUSTERS

RGM EDITION

TRUE

FALSE



TREND: 1

AGENTIC AI IN RGM

Myth

Deploy AI agents that will autonomously manage your entire RGM function! Set it and forget it while AI makes million-dollar pricing decisions!

Reality

Agentic AI promises autonomy, but autonomy means smarter collaboration, not human replacement.



www.polestarllp.com



TREND: 2

GRANULAR MARKET LOCALIZATION

Myth

Global RGM principles work everywhere!

Reality

While RGM principles are global, execution must be hyper-local. Price point and pack architecture must reflect local consumption patterns and purchasing power.



www.polestarllp.com



TREND: 3

RETAILER- MANUFACTURER DATA COLLABORATION

Myth

RGM data should stay siloed – manufacturers control pricing, retailers control execution

Reality

Manufacturers share pricing models and promotional forecasts while retailers provide execution data and consumer insights. Together they co-develop price-pack architectures that optimize category profitability.



www.polestarllp.com



**More exciting AI and
analytics insights
coming your way.**

Follow for updates!



Like



Comment



Share



Save



www.polestarllp.com