



ONE VISION, ONE TEAM, ONE PRICE



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Mariam Ghabrial is a marketing and insights expert, guiding businesses in turning consumer insights into actionable revenue growth management strategies. As the Marketing & PR Lead at Marketeers, she plays a key role in shaping industry conversations and driving impact. With a background in advertising at FP7 McCann, she has worked with global brands like Nestlé and Orange, gaining deep expertise in market dynamics. Her contributions have earned her the "Making a Difference" award from UNICEF and the "Pioneer" title from ESOMAR for advancing Competitive Intelligence research in Africa. Passionate about simplifying decision-making, Mariam helps businesses accelerate growth through informed, strategic choices.

ABSTRACT

As inflation and competitive pressure intensify across the FMCG sector, brands face a critical challenge: how to protect profitability without compromising brand equity. This article explores how industry leaders are meeting that challenge by embedding Revenue Growth Management (RGM) into the heart of their commercial strategy. Rather than resorting to deep discounts or reactive pricing, companies are shifting toward value-based pricing, data-informed promotion strategies, and real-time decision-making to sustain growth.

Drawing from examples like Coca-Cola HBC and supported by insights from firms such as McKinsey, the piece highlights how RGM is evolving from a tactical tool to a daily operating system. It emphasizes the importance of cross-functional alignment, simulation-based planning, and disciplined promotional execution. Ultimately, the article shows how RGM empowers FMCG leaders to grow margins, stay relevant to value-conscious consumers, and maintain a resilient commercial position in today's unpredictable market.