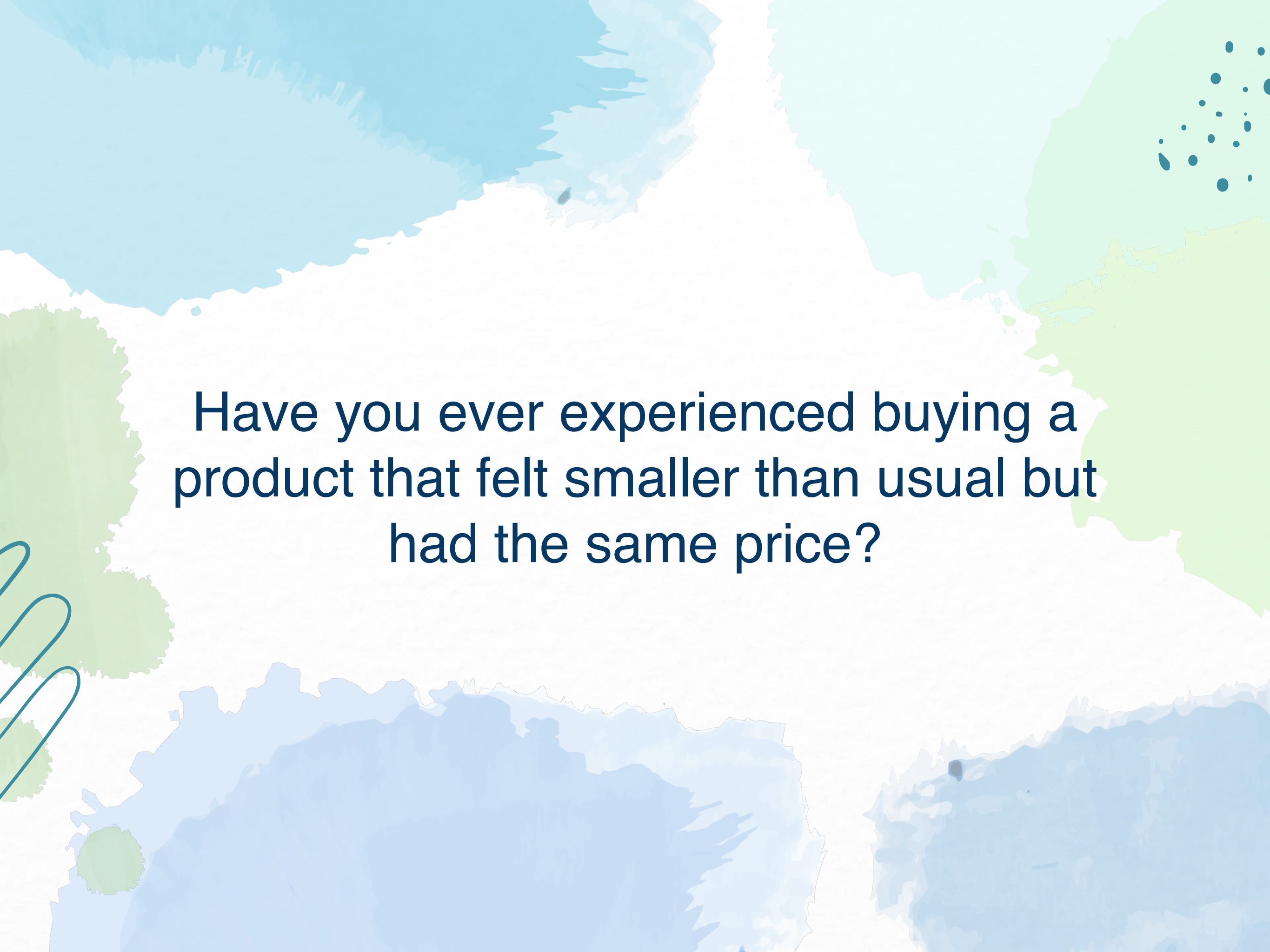




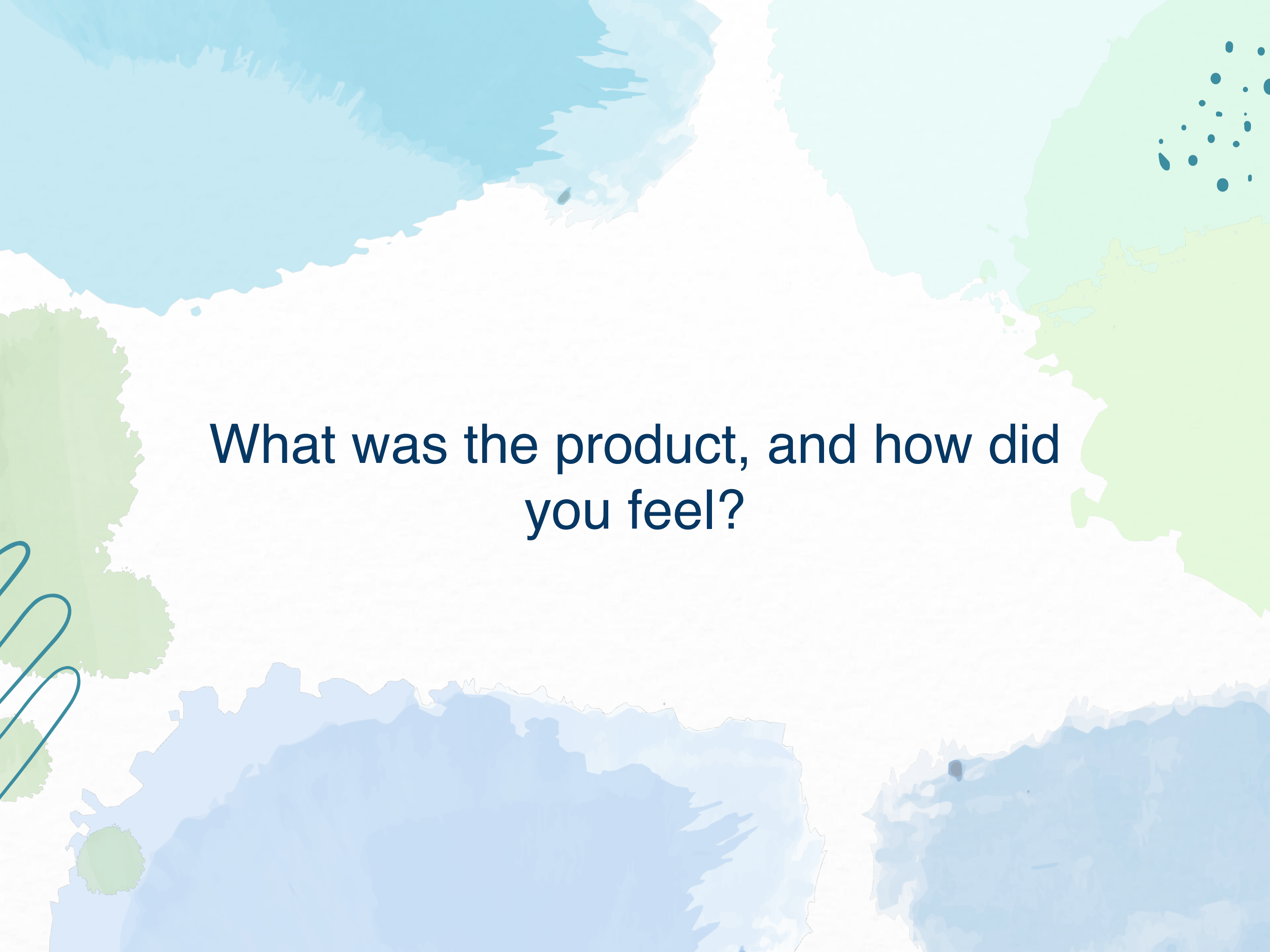
Shrinkflation

vs

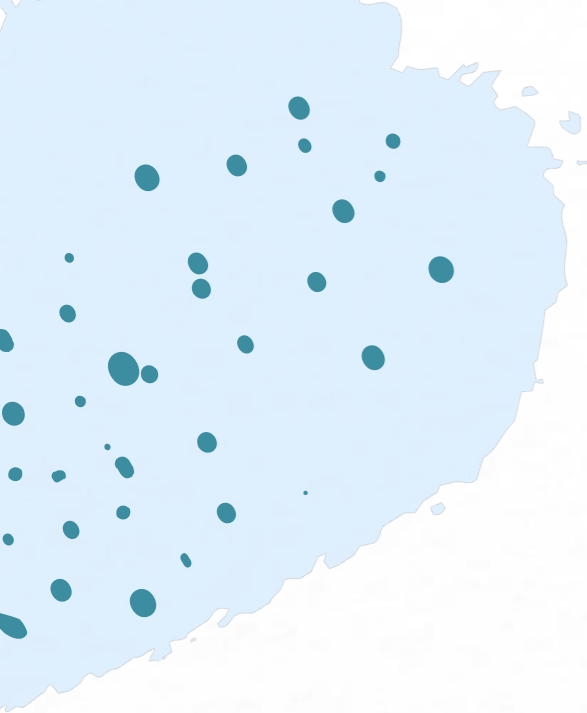
Skimpflation



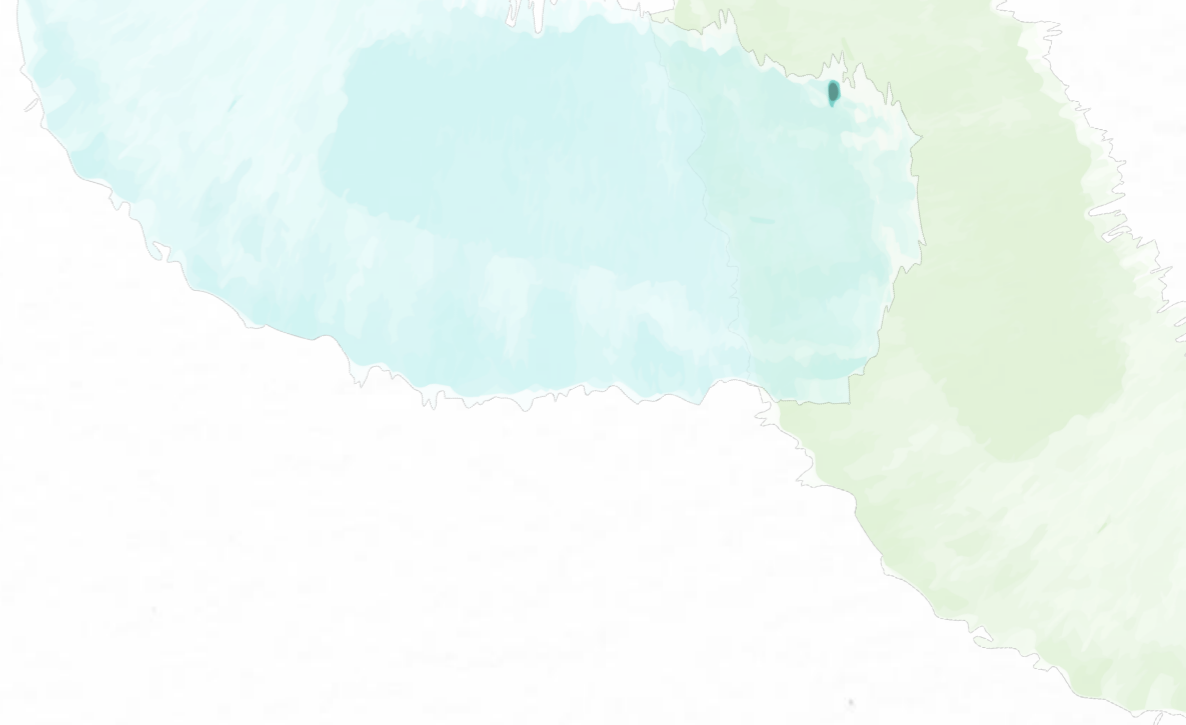
Have you ever experienced buying a product that felt smaller than usual but had the same price?



What was the product, and how did you feel?



Answer





Shrinkflation



Reduced Size

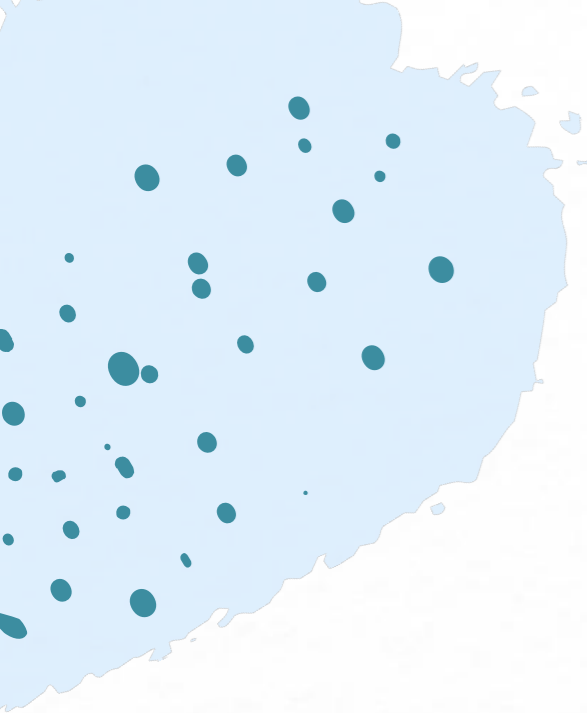
Skimpflation



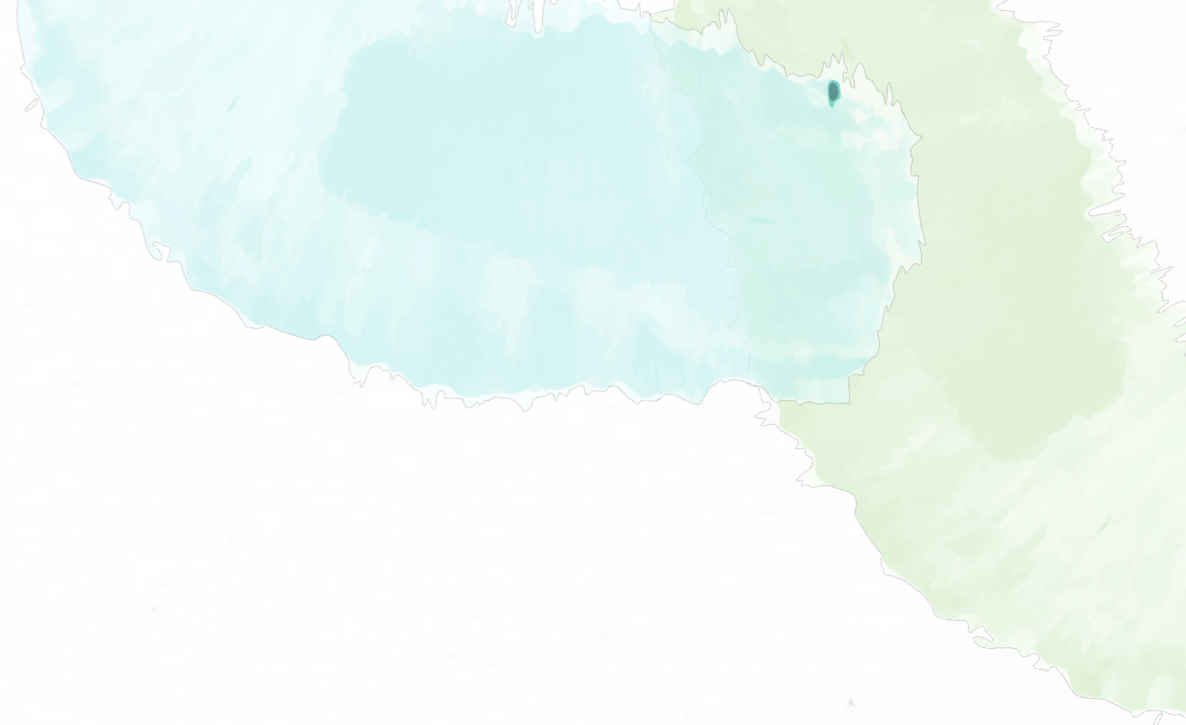
Reduced Quality



What is shrinkflation? Please explain

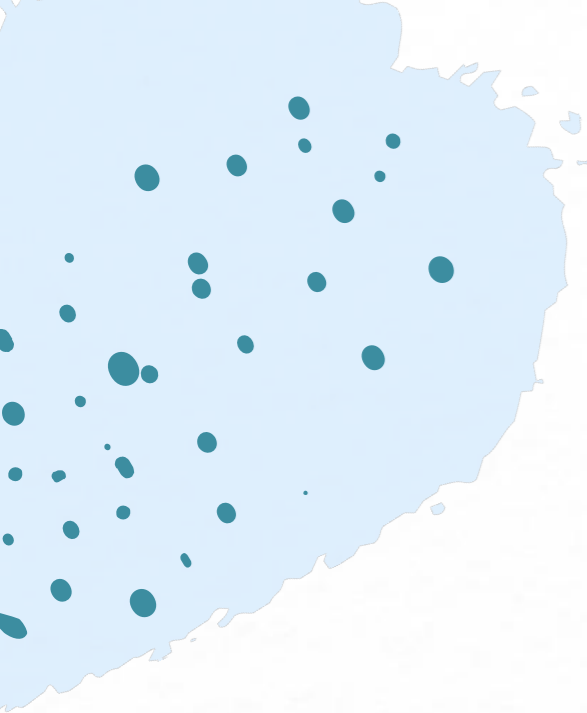


Answer

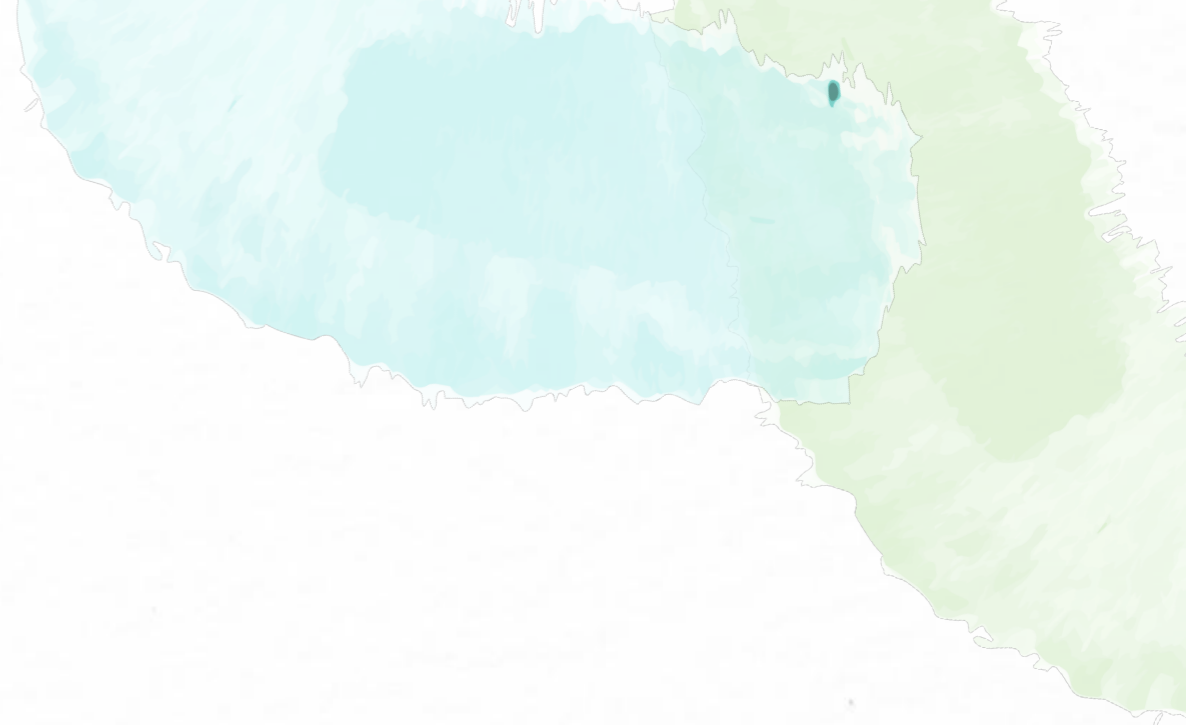




What is skimpflation? Please explain



Answer





Definition

Definition of shrinkflation

Shrinkflation

- Reducing the size or amount of a product while keeping the price the same or increasing it.
- *Example:* Chocolate bars that used to be 100g are now 85g but still cost the same or even more.

grocery stores be like:





Definition of shrinkflation

Shrinkflation

- Common in Food Brands: Popular snack and beverage companies often use this strategy.
- *Example:* Potato chips bags getting lighter with fewer chips inside.

Definition of skimpflation

Skimpflation

- Reducing the quality or substituting ingredients in a product while maintaining the same price.
- *Example:* Using cheaper oils or fewer fresh ingredients in fast food.




Definition of skimpflation

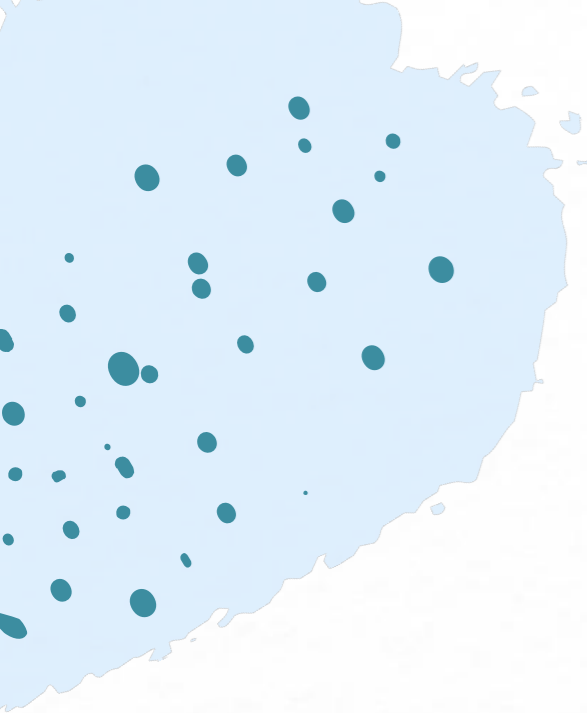
Shrinkflation

- Impact on Taste and Experience: Consumers notice a decline in product quality.
- *Example:* A cake no longer tasting as rich because of cheaper ingredients.

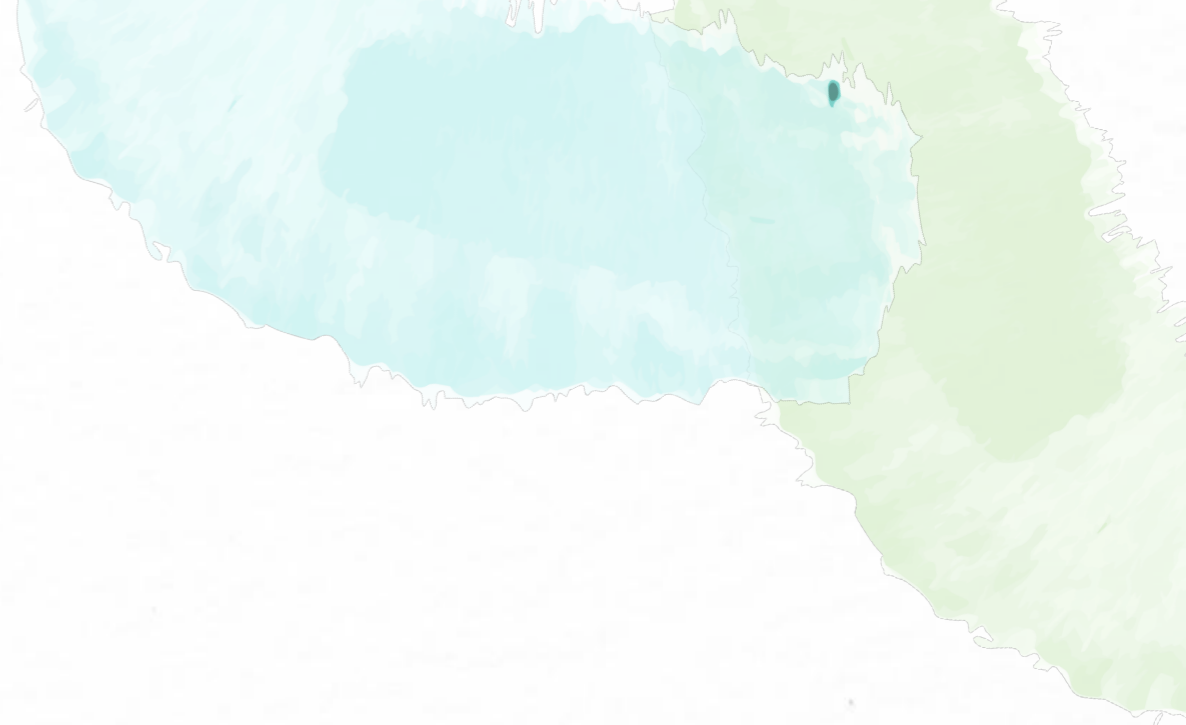


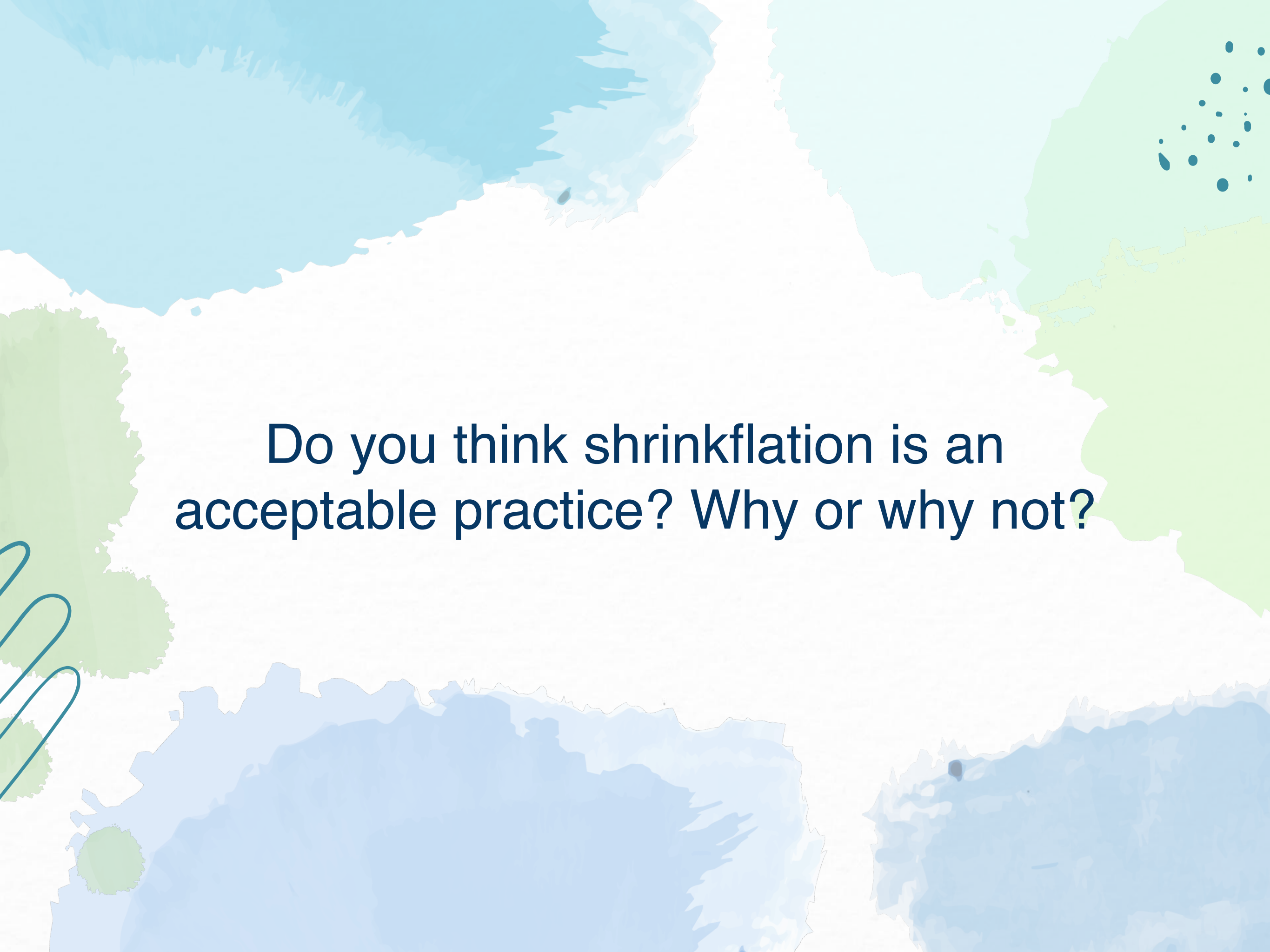


Why do you think companies use shrinkflation instead of just raising prices?

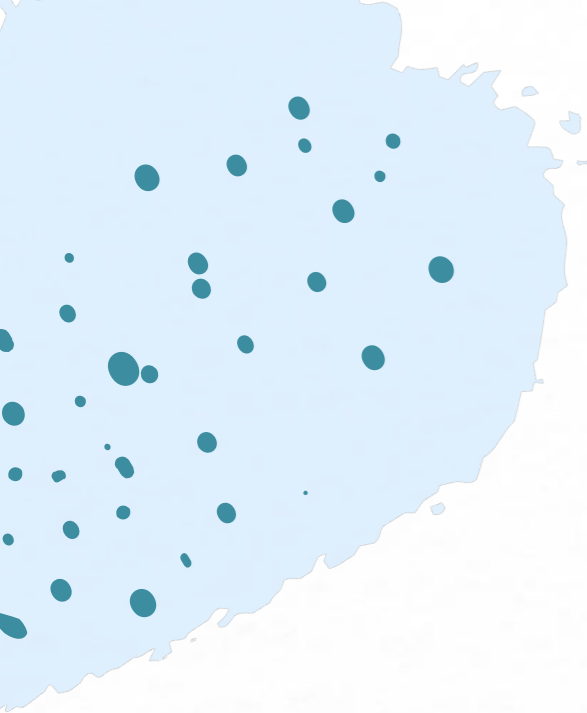


Answer

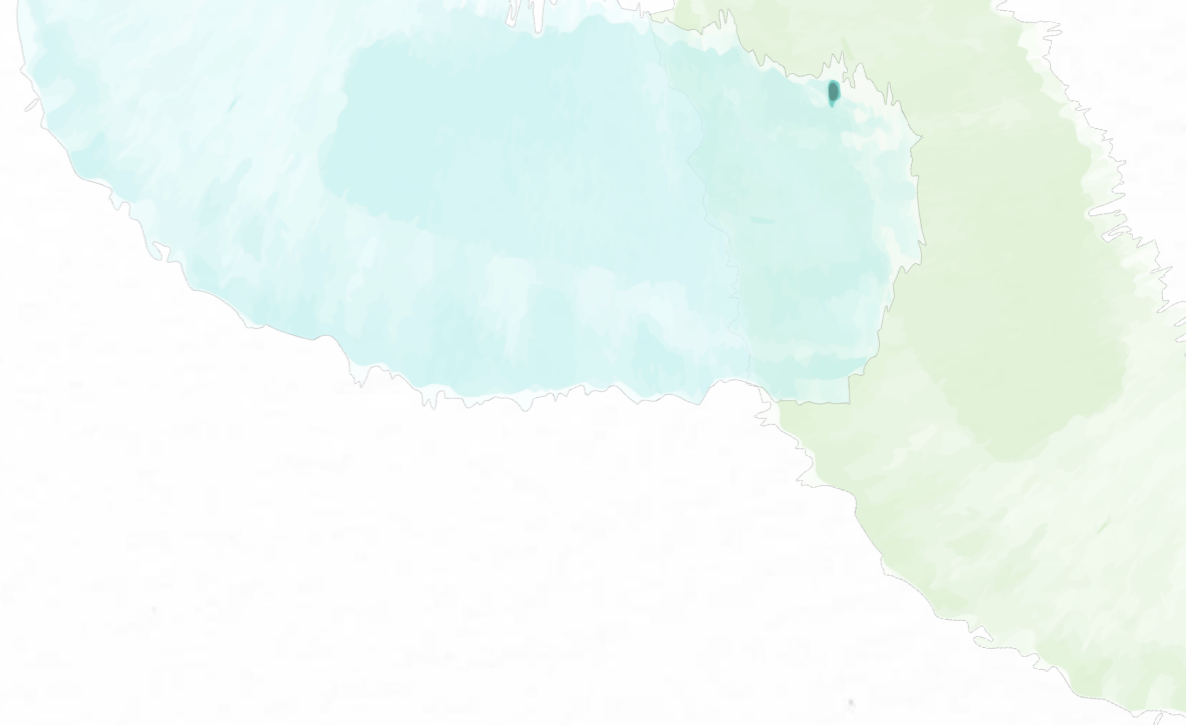




Do you think shrinkflation is an acceptable practice? Why or why not?

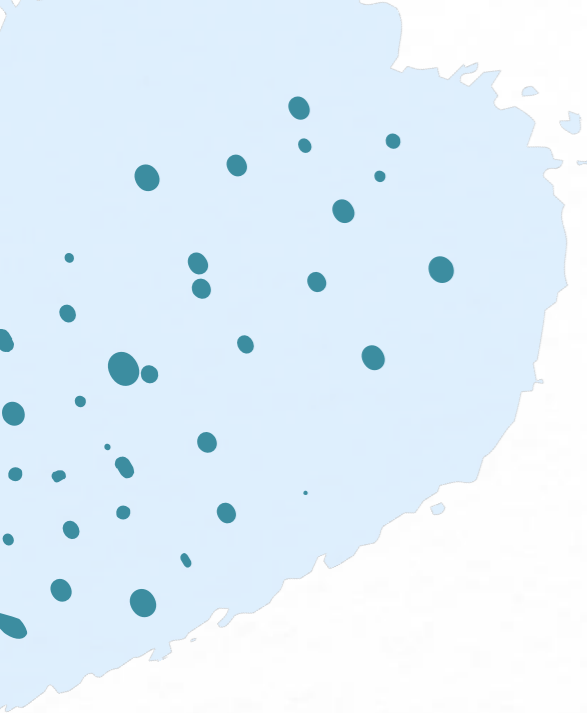


Answer

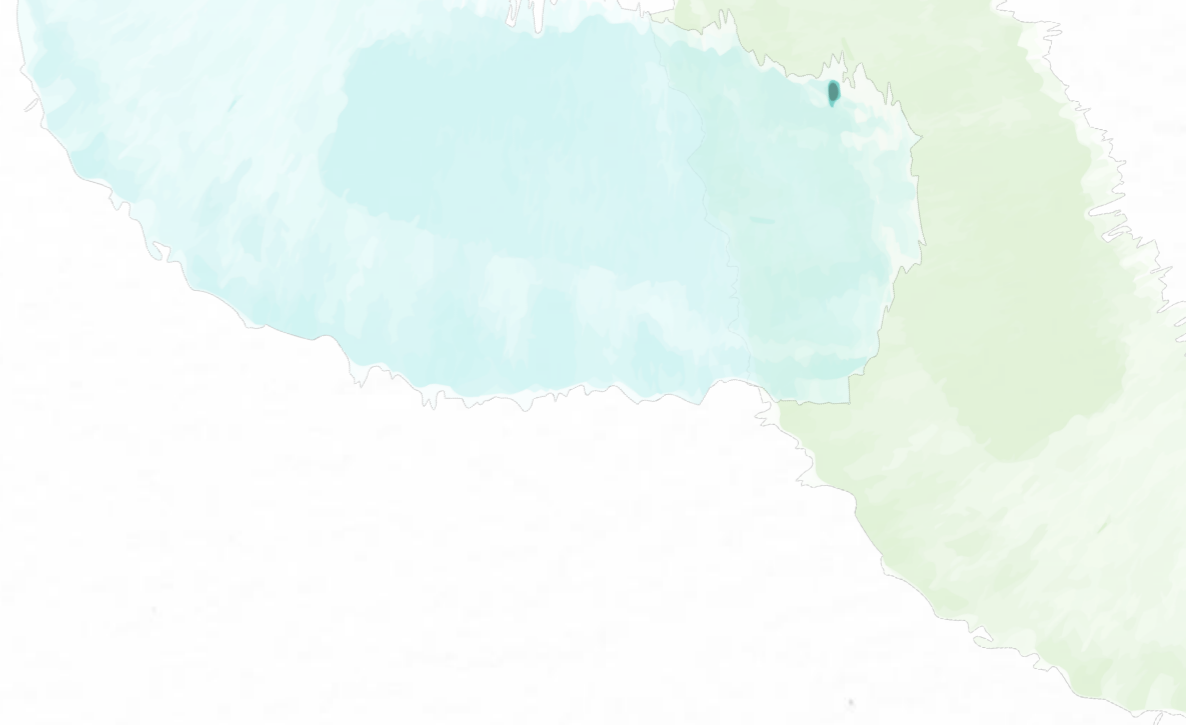




Do you think skimpflation is easier to notice than shrinkflation? Why or why not?

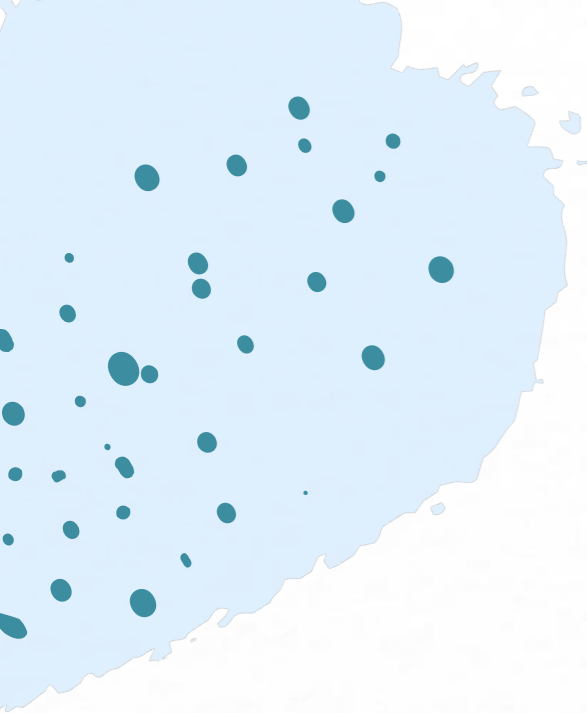


Answer

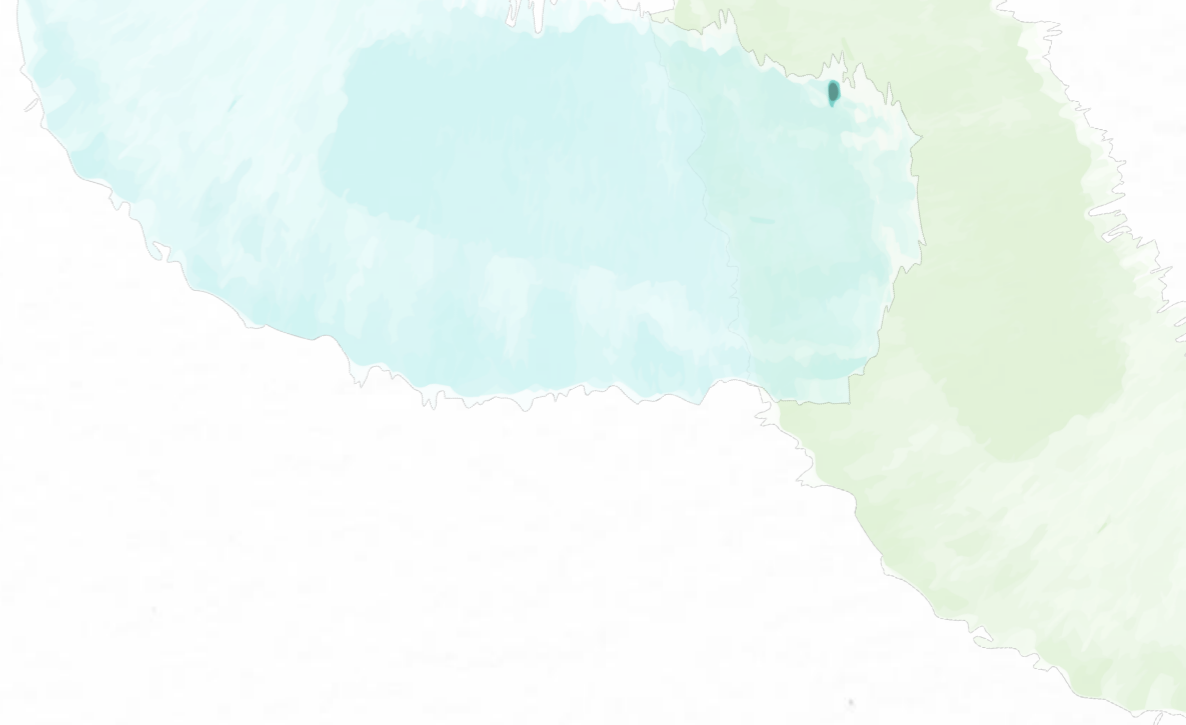




What do you think is worse for a customer:
shrinkflation or skimpflation? Why?



Answer





Business practice

What's wrong with the chocolate bar?



What's wrong with the chocolate bar?

Toblerone:

Reduced the size of its iconic chocolate bars in the UK by increasing the space between triangles while keeping the price the same.

Consumers were upset about the noticeable difference in size, leading to social media backlash.



What's wrong with the chips?



40 g



37 g



34 g

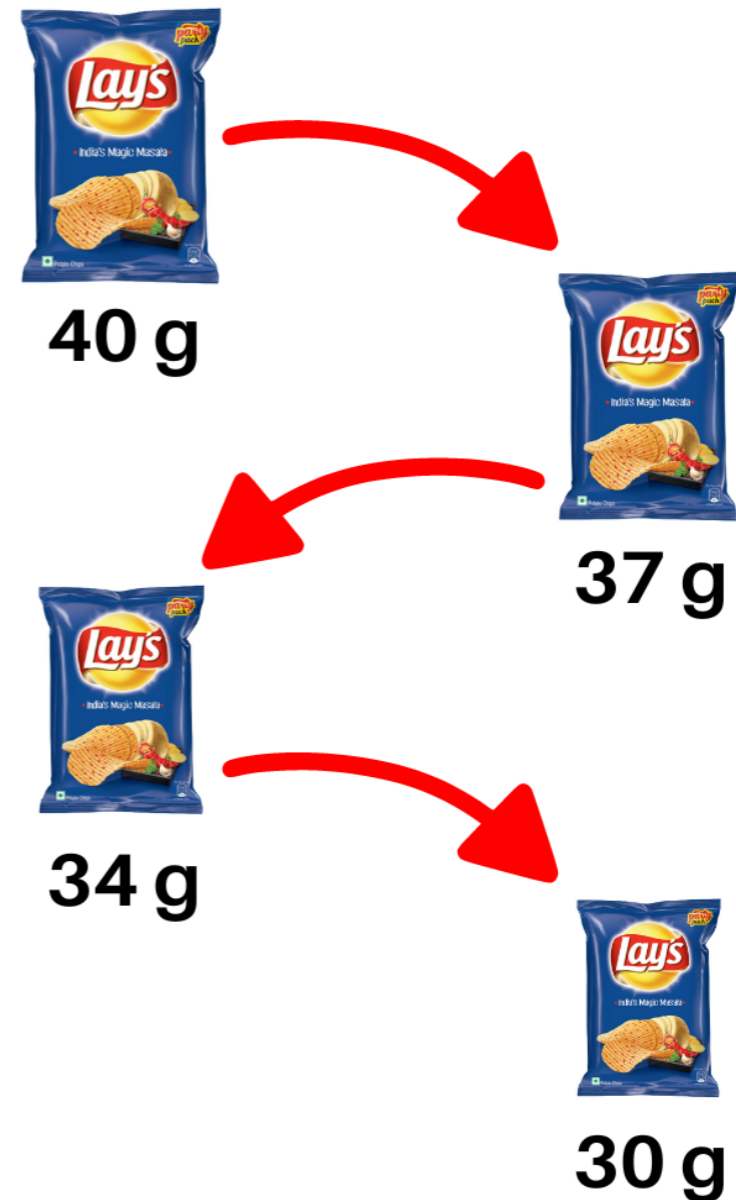


30 g

What's wrong with the chips?

PepsiCo's Lay's:

Reduced the number of chips in bags, yet kept the packaging and price the same. Consumers felt deceived, which led to complaints on social media platforms.





Consumer Reaction to Shrinkflation and Skimpflation



Consumer Reaction to Shrinkflation and Skimpflation

Consumer Outrage:

Many consumers feel cheated when they discover these practices.

Example: Social media posts where customers express anger about shrinkflation.

Social Media as a Platform for Feedback:

Consumers use platforms like Twitter, Instagram, and Reddit to complain about brands reducing their products' value

