

STRATEGY AND INTERNATIONAL BUSINESS CENTER

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[Price synchronization in retailing: some empirical evidence](#)

ABSTRACT:

The paper investigates the synchronization of price changes in the context of tire dealers in São Paulo-Brazil and selected items in supermarkets for cleaning supplies and food in Rio de Janeiro-Brazil. Results indicate similar and non-negligible synchronization for different brands, although magnitudes are distant from a perfect synchronization pattern. We find interesting patterns in inter-firm competition, with similar magnitudes across different types. Intra-chain synchronization is substantial, indicating that a common price adjustment policy tends to be sustained for each chain across different products