Prices charged by brick-and-mortar retail channels tend to correspond closely to those charged online – **good news for consumers**, who benefit from a competitive retail landscape through lower prices and diverse venue options.

This is a key finding in an economic study by the Brattle Group analyzing nationwide price and volume aggregates alongside hand-collected price observations from individual retail locations. **The study found that both channels fiercely compete on price.**

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**Online and offline prices appear to be tightly constrained by one another.** This means that consumers online see similar pricing trends as those shopping offline, and the competition between different retailers is equally vigorous online as in the traditional brick-and-mortar marketplace.

**Regulation affecting online commerce is expected to affect prices in brick-and-mortar stores, and vice versa, due to the quick response of one channel to price changes in the other channel.** The increasing popularity of omnichannel shopping, whereby consumers mix and match online and offline components of their shopping journey, also may encourage convergence between online and offline prices.

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**Key Takeaways**

| Online and offline prices are identical 95% of the time for the same product, retailer, location, and date. | Online prices rarely deviate away from brick-and-mortar prices, but when they do, they can deviate both upwards and downwards. | Both channels experience increases and decreases in dollar sales at the same time and to the same degree. |

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To read the full study, visit [https://research.ccianet.org/](https://research.ccianet.org/)