

## Impact of Price Increase on "Profit in % of Sales"

New profit (in % of sales) after increasing prices:

*How to read:* Find the **current profit in % of sales** in the left column and the **% of price increase** in the top row. In the intersection you'll get the **new profit in %** after price increase.

Profit (in % of sales) before change	Price increase in %											
	1%	2%	3%	4%	5%	10%	15%	20%	25%	30%	40%	50%
5%	5,9%	6,9%	7,8%	8,7%	9,5%	13,6%	17,4%	20,8%	24,0%	26,9%	32,1%	36,7%
10%	10,9%	11,8%	12,6%	13,5%	14,3%	18,2%	21,7%	25,0%	28,0%	30,8%	35,7%	40,0%
15%	15,8%	16,7%	17,5%	18,3%	19,0%	22,7%	26,1%	29,2%	32,0%	34,6%	39,3%	43,3%
20%	20,8%	21,6%	22,3%	23,1%	23,8%	27,3%	30,4%	33,3%	36,0%	38,5%	42,9%	46,7%
25%	25,7%	26,5%	27,2%	27,9%	28,6%	31,8%	34,8%	37,5%	40,0%	42,3%	46,4%	50,0%
30%	30,7%	31,4%	32,0%	32,7%	33,3%	36,4%	39,1%	41,7%	44,0%	46,2%	50,0%	53,3%
35%	35,6%	36,3%	36,9%	37,5%	38,1%	40,9%	43,5%	45,8%	48,0%	50,0%	53,6%	56,7%
40%	40,6%	41,2%	41,7%	42,3%	42,9%	45,5%	47,8%	50,0%	52,0%	53,8%	57,1%	60,0%
45%	45,5%	46,1%	46,6%	47,1%	47,6%	50,0%	52,2%	54,2%	56,0%	57,7%	60,7%	63,3%
50%	50,5%	51,0%	51,5%	51,9%	52,4%	54,5%	56,5%	58,3%	60,0%	61,5%	64,3%	66,7%
60%	60,4%	60,8%	61,2%	61,5%	61,9%	63,6%	65,2%	66,7%	68,0%	69,2%	71,4%	73,3%
70%	70,3%	70,6%	70,9%	71,2%	71,4%	72,7%	73,9%	75,0%	76,0%	76,9%	78,6%	80,0%
80%	80,2%	80,4%	80,6%	80,8%	81,0%	81,8%	82,6%	83,3%	84,0%	84,6%	85,7%	86,7%
90%	90,1%	90,2%	90,3%	90,4%	90,5%	90,9%	91,3%	91,7%	92,0%	92,3%	92,9%	93,3%

Evolution of profit in % of sales (in percentage points):

*How to read:* Find the **current profit in % of sales** in the left column and the **% of price increase** in the top row. In the intersection you'll get the **increase of profit in %** in percentage points.

Profit (in % of sales) before change	Price increase in %											
	1%	2%	3%	4%	5%	10%	15%	20%	25%	30%	40%	50%
5%	+0,9 pts	+1,9 pts	+2,8 pts	+3,7 pts	+4,5 pts	+8,6 pts	+12 pts	+16 pts	+19 pts	+22 pts	+27 pts	+32 pts
10%	+0,9 pts	+1,8 pts	+2,6 pts	+3,5 pts	+4,3 pts	+8,2 pts	+12 pts	+15 pts	+18 pts	+21 pts	+26 pts	+30 pts
15%	+0,8 pts	+1,7 pts	+2,5 pts	+3,3 pts	+4,0 pts	+7,7 pts	+11 pts	+14 pts	+17 pts	+20 pts	+24 pts	+28 pts
20%	+0,8 pts	+1,6 pts	+2,3 pts	+3,1 pts	+3,8 pts	+7,3 pts	+10 pts	+13 pts	+16 pts	+18 pts	+23 pts	+27 pts
25%	+0,7 pts	+1,5 pts	+2,2 pts	+2,9 pts	+3,6 pts	+6,8 pts	+9,8 pts	+13 pts	+15 pts	+17 pts	+21 pts	+25 pts
30%	+0,7 pts	+1,4 pts	+2,0 pts	+2,7 pts	+3,3 pts	+6,4 pts	+9,1 pts	+12 pts	+14 pts	+16 pts	+20 pts	+23 pts
35%	+0,6 pts	+1,3 pts	+1,9 pts	+2,5 pts	+3,1 pts	+5,9 pts	+8,5 pts	+11 pts	+13 pts	+15 pts	+19 pts	+22 pts
40%	+0,6 pts	+1,2 pts	+1,7 pts	+2,3 pts	+2,9 pts	+5,5 pts	+7,8 pts	+10 pts	+12 pts	+14 pts	+17 pts	+20 pts
45%	+0,5 pts	+1,1 pts	+1,6 pts	+2,1 pts	+2,6 pts	+5,0 pts	+7,2 pts	+9,2 pts	+11 pts	+13 pts	+16 pts	+18 pts
50%	+0,5 pts	+1,0 pts	+1,5 pts	+1,9 pts	+2,4 pts	+4,5 pts	+6,5 pts	+8,3 pts	+10 pts	+12 pts	+14 pts	+17 pts
60%	+0,4 pts	+0,8 pts	+1,2 pts	+1,5 pts	+1,9 pts	+3,6 pts	+5,2 pts	+6,7 pts	+8,0 pts	+9,2 pts	+11 pts	+13 pts
70%	+0,3 pts	+0,6 pts	+0,9 pts	+1,2 pts	+1,4 pts	+2,7 pts	+3,9 pts	+5,0 pts	+6,0 pts	+6,9 pts	+8,6 pts	+10 pts
80%	+0,2 pts	+0,4 pts	+0,6 pts	+0,8 pts	+1,0 pts	+1,8 pts	+2,6 pts	+3,3 pts	+4,0 pts	+4,6 pts	+5,7 pts	+6,7 pts
90%	+0,1 pts	+0,2 pts	+0,3 pts	+0,4 pts	+0,5 pts	+0,9 pts	+1,3 pts	+1,7 pts	+2,0 pts	+2,3 pts	+2,9 pts	+3,3 pts

## Price Increase Needed to Grow the Amount of Profit by X%

Price increase in %

Profit (in % of sales) before change	X: % of profit growth											
	5%	10%	15%	20%	25%	30%	40%	50%	60%	80%	100%	200%
5%	0,3%	0,5%	0,8%	1,0%	1,3%	1,5%	2,0%	2,5%	3,0%	4,0%	5,0%	10,0%
10%	0,5%	1,0%	1,5%	2,0%	2,5%	3,0%	4,0%	5,0%	6,0%	8,0%	10,0%	20,0%
15%	0,8%	1,5%	2,3%	3,0%	3,8%	4,5%	6,0%	7,5%	9,0%	12,0%	15,0%	30%
20%	1,0%	2,0%	3,0%	4,0%	5,0%	6,0%	8,0%	10,0%	12,0%	16,0%	20,0%	40%
25%	1,3%	2,5%	3,8%	5,0%	6,3%	7,5%	10,0%	12,5%	15,0%	20,0%	25%	50%
30%	1,5%	3,0%	4,5%	6,0%	7,5%	9,0%	12,0%	15,0%	18,0%	24%	30%	60%
35%	1,8%	3,5%	5,3%	7,0%	8,8%	10,5%	14,0%	17,5%	21%	28%	35%	70%
40%	2,0%	4,0%	6,0%	8,0%	10,0%	12,0%	16,0%	20,0%	24%	32%	40%	80%
45%	2,3%	4,5%	6,8%	9,0%	11,3%	13,5%	18,0%	23%	27%	36%	45%	90%
50%	2,5%	5,0%	7,5%	10,0%	12,5%	15,0%	20,0%	25%	30%	40%	50%	100%
60%	3,0%	6,0%	9,0%	12,0%	15,0%	18,0%	24%	30%	36%	48%	60%	120%
70%	3,5%	7,0%	10,5%	14,0%	17,5%	21%	28%	35%	42%	56%	70%	140%
80%	4,0%	8,0%	12,0%	16,0%	20,0%	24%	32%	40%	48%	64%	80%	160%
90%	4,5%	9,0%	13,5%	18,0%	23%	27%	36%	45%	54%	72%	90%	180%

**How to read:** Find the **current profit in % of sales (profitability)** in the left column and the desired **% of profit growth (in value)** in the top row. In the intersection you'll get the **% of price increase** necessary to grow the amount of profit by this percentage.

For example: if your current profit is 30%, then to grow the amount of profit by 50% (e.g. from 100k€ to 150k€) it is necessary to increase the price by 15%.

## Impact of Price Discounts on "Profit in % of Sales"

New profit (in % of sales) after giving a discount

*How to read:* Find the **current profit in % of sales** in the left column and the **% of discount** in the top row. In the intersection you'll get the **new profit in %** after giving this discount.

Profit (in % of sales) before discount	Price discount (price reduction in %)											
	-1%	-2%	-3%	-4%	-5%	-10%	-15%	-20%	-25%	-30%	-40%	-50%
5%	4,0%	3,1%	2,1%	1,0%	0,0%	-5,6%	-11,8%	-18,8%	-26,7%	-35,7%	-58,3%	-90,0%
10%	9,1%	8,2%	7,2%	6,2%	5,3%	0,0%	-5,9%	-12,5%	-20,0%	-28,6%	-50,0%	-80,0%
15%	14,1%	13,3%	12,4%	11,5%	10,5%	5,6%	0,0%	-6,3%	-13,3%	-21,4%	-41,7%	-70,0%
20%	19,2%	18,4%	17,5%	16,7%	15,8%	11,1%	5,9%	0,0%	-6,7%	-14,3%	-33,3%	-60,0%
25%	24,2%	23,5%	22,7%	21,9%	21,1%	16,7%	11,8%	6,3%	0,0%	-7,1%	-25,0%	-50,0%
30%	29,3%	28,6%	27,8%	27,1%	26,3%	22,2%	17,6%	12,5%	6,7%	0,0%	-16,7%	-40,0%
35%	34,3%	33,7%	33,0%	32,3%	31,6%	27,8%	23,5%	18,8%	13,3%	7,1%	-8,3%	-30,0%
40%	39,4%	38,8%	38,1%	37,5%	36,8%	33,3%	29,4%	25,0%	20,0%	14,3%	0,0%	-20,0%
45%	44,4%	43,9%	43,3%	42,7%	42,1%	38,9%	35,3%	31,3%	26,7%	21,4%	8,3%	-10,0%
50%	49,5%	49,0%	48,5%	47,9%	47,4%	44,4%	41,2%	37,5%	33,3%	28,6%	16,7%	0,0%
60%	59,6%	59,2%	58,8%	58,3%	57,9%	55,6%	52,9%	50,0%	46,7%	42,9%	33,3%	20,0%
70%	69,7%	69,4%	69,1%	68,8%	68,4%	66,7%	64,7%	62,5%	60,0%	57,1%	50,0%	40,0%
80%	79,8%	79,6%	79,4%	79,2%	78,9%	77,8%	76,5%	75,0%	73,3%	71,4%	66,7%	60,0%
90%	89,9%	89,8%	89,7%	89,6%	89,5%	88,9%	88,2%	87,5%	86,7%	85,7%	83,3%	80,0%

Evolution of profit in % of sales (in percentage points)

*How to read:* Find the **current profit in % of sales** in the left column and the **% of discount** in the top row. In the intersection you'll get the **decrease of profit in %** in percentage points.

Profit (in % of sales) before discount	Price discount (price reduction in %)											
	-1%	-2%	-3%	-4%	-5%	-10%	-15%	-20%	-25%	-30%	-40%	-50%
5%	-1,0 pts	-1,9 pts	-2,9 pts	-4,0 pts	-5,0 pts	-11 pts	-17 pts	-24 pts	-32 pts	-41 pts	-63 pts	-95 pts
10%	-0,9 pts	-1,8 pts	-2,8 pts	-3,8 pts	-4,7 pts	-10 pts	-16 pts	-23 pts	-30 pts	-39 pts	-60 pts	-90 pts
15%	-0,9 pts	-1,7 pts	-2,6 pts	-3,5 pts	-4,5 pts	-9,4 pts	-15 pts	-21 pts	-28 pts	-36 pts	-57 pts	-85 pts
20%	-0,8 pts	-1,6 pts	-2,5 pts	-3,3 pts	-4,2 pts	-8,9 pts	-14 pts	-20 pts	-27 pts	-34 pts	-53 pts	-80 pts
25%	-0,8 pts	-1,5 pts	-2,3 pts	-3,1 pts	-3,9 pts	-8,3 pts	-13 pts	-19 pts	-25 pts	-32 pts	-50 pts	-75 pts
30%	-0,7 pts	-1,4 pts	-2,2 pts	-2,9 pts	-3,7 pts	-7,8 pts	-12 pts	-18 pts	-23 pts	-30 pts	-47 pts	-70 pts
35%	-0,7 pts	-1,3 pts	-2,0 pts	-2,7 pts	-3,4 pts	-7,2 pts	-11 pts	-16 pts	-22 pts	-28 pts	-43 pts	-65 pts
40%	-0,6 pts	-1,2 pts	-1,9 pts	-2,5 pts	-3,2 pts	-6,7 pts	-11 pts	-15 pts	-20 pts	-26 pts	-40 pts	-60 pts
45%	-0,6 pts	-1,1 pts	-1,7 pts	-2,3 pts	-2,9 pts	-6,1 pts	-9,7 pts	-14 pts	-18 pts	-24 pts	-37 pts	-55 pts
50%	-0,5 pts	-1,0 pts	-1,5 pts	-2,1 pts	-2,6 pts	-5,6 pts	-8,8 pts	-13 pts	-17 pts	-21 pts	-33 pts	-50 pts
60%	-0,4 pts	-0,8 pts	-1,2 pts	-1,7 pts	-2,1 pts	-4,4 pts	-7,1 pts	-10 pts	-13 pts	-17 pts	-27 pts	-40 pts
70%	-0,3 pts	-0,6 pts	-0,9 pts	-1,3 pts	-1,6 pts	-3,3 pts	-5,3 pts	-7,5 pts	-10 pts	-13 pts	-20 pts	-30 pts
80%	-0,2 pts	-0,4 pts	-0,6 pts	-0,8 pts	-1,1 pts	-2,2 pts	-3,5 pts	-5,0 pts	-6,7 pts	-8,6 pts	-13 pts	-20 pts
90%	-0,1 pts	-0,2 pts	-0,3 pts	-0,4 pts	-0,5 pts	-1,1 pts	-1,8 pts	-2,5 pts	-3,3 pts	-4,3 pts	-6,7 pts	-10 pts

## Compensation of Price Discounts by Volume Increase

Volume increase in % - necessary to maintain the same amount of profit after giving a discount

Profit (in % of sales) before change	Price discount (price reduction in %)												
	-1%	-2%	-3%	-4%	-5%	-10%	-15%	-20%	-25%	-30%	-40%	-50%	
5%	25%	67%	150%	400%	-	-	-	-	-	-	-	-	-
10%	11,1%	25%	43%	67%	100%	-	-	-	-	-	-	-	-
15%	7,1%	15,4%	25%	36%	50%	200%	-	-	-	-	-	-	-
20%	5,3%	11,1%	17,6%	25%	33%	100%	300%	-	-	-	-	-	-
25%	4,2%	8,7%	13,6%	19,0%	25%	67%	150%	400%	-	-	-	-	-
30%	3,4%	7,1%	11,1%	15,4%	20,0%	50%	100%	200%	500%	-	-	-	-
35%	2,9%	6,1%	9,4%	12,9%	16,7%	40%	75%	133%	250%	600%	-	-	-
40%	2,6%	5,3%	8,1%	11,1%	14,3%	33%	60%	100%	167%	300%	-	-	-
45%	2,3%	4,7%	7,1%	9,8%	12,5%	29%	50%	80%	125%	200%	800%	-	-
50%	2,0%	4,2%	6,4%	8,7%	11,1%	25%	43%	67%	100%	150%	400%	-	-
60%	1,7%	3,4%	5,3%	7,1%	9,1%	20,0%	33%	50%	71%	100%	200%	500%	-
70%	1,4%	2,9%	4,5%	6,1%	7,7%	16,7%	27%	40%	56%	75%	133%	250%	-
80%	1,3%	2,6%	3,9%	5,3%	6,7%	14,3%	23%	33%	45%	60%	100%	167%	-
90%	1,1%	2,3%	3,4%	4,7%	5,9%	12,5%	20,0%	29%	38%	50%	80%	125%	-

**How to read:** Find the **current profit in % of sales** in the left column and the **% of discount** in the top row. In the intersection you'll get the **% of volume increase** necessary to maintain the same amount of profit.

## Impact of Cost Variations on "Profit in % of Sales"

New profit (in % of sales) after cost change

**How to read:** Find the **current profit in % of sales** in the left column and the **% of cost change** in the top row. In the intersection you'll get the **new profit in %** after cost change.

Profit (in % of sales) before change	Cost increase in %								Cost decrease in %							
	20%	15%	10%	5%	4%	3%	2%	1%	-1%	-2%	-3%	-4%	-5%	-10%	-15%	-20%
5%	-14,0%	-9,3%	-4,5%	0,3%	1,2%	2,2%	3,1%	4,1%	6,0%	6,9%	7,9%	8,8%	9,8%	14,5%	19,3%	24,0%
10%	-8,0%	-3,5%	1,0%	5,5%	6,4%	7,3%	8,2%	9,1%	10,9%	11,8%	12,7%	13,6%	14,5%	19,0%	23,5%	28,0%
15%	-2,0%	2,3%	6,5%	10,8%	11,6%	12,5%	13,3%	14,2%	15,9%	16,7%	17,6%	18,4%	19,3%	23,5%	27,8%	32,0%
20%	4,0%	8,0%	12,0%	16,0%	16,8%	17,6%	18,4%	19,2%	20,8%	21,6%	22,4%	23,2%	24,0%	28,0%	32,0%	36,0%
25%	10,0%	13,8%	17,5%	21,3%	22,0%	22,8%	23,5%	24,3%	25,8%	26,5%	27,3%	28,0%	28,8%	32,5%	36,3%	40,0%
30%	16,0%	19,5%	23,0%	26,5%	27,2%	27,9%	28,6%	29,3%	30,7%	31,4%	32,1%	32,8%	33,5%	37,0%	40,5%	44,0%
35%	22,0%	25,3%	28,5%	31,8%	32,4%	33,1%	33,7%	34,4%	35,7%	36,3%	37,0%	37,6%	38,3%	41,5%	44,8%	48,0%
40%	28,0%	31,0%	34,0%	37,0%	37,6%	38,2%	38,8%	39,4%	40,6%	41,2%	41,8%	42,4%	43,0%	46,0%	49,0%	52,0%
45%	34,0%	36,8%	39,5%	42,3%	42,8%	43,4%	43,9%	44,5%	45,6%	46,1%	46,7%	47,2%	47,8%	50,5%	53,3%	56,0%
50%	40,0%	42,5%	45,0%	47,5%	48,0%	48,5%	49,0%	49,5%	50,5%	51,0%	51,5%	52,0%	52,5%	55,0%	57,5%	60,0%
60%	52,0%	54,0%	56,0%	58,0%	58,4%	58,8%	59,2%	59,6%	60,4%	60,8%	61,2%	61,6%	62,0%	64,0%	66,0%	68,0%
70%	64,0%	65,5%	67,0%	68,5%	68,8%	69,1%	69,4%	69,7%	70,3%	70,6%	70,9%	71,2%	71,5%	73,0%	74,5%	76,0%
80%	76,0%	77,0%	78,0%	79,0%	79,2%	79,4%	79,6%	79,8%	80,2%	80,4%	80,6%	80,8%	81,0%	82,0%	83,0%	84,0%
90%	88,0%	88,5%	89,0%	89,5%	89,6%	89,7%	89,8%	89,9%	90,1%	90,2%	90,3%	90,4%	90,5%	91,0%	91,5%	92,0%

Evolution of profit in % of sales (in percentage points)

**How to read:** Find the **current profit in % of sales** in the left column and the **% of cost change** in the top row. In the intersection you'll get the **evolution of profit in %** in percentage points.

Profit (in % of sales) before change	Cost increase in %								Cost decrease in %							
	20%	15%	10%	5%	4%	3%	2%	1%	-1%	-2%	-3%	-4%	-5%	-10%	-15%	-20%
5%	-19 pts	-14 pts	-9,5 pts	-4,8 pts	-3,8 pts	-2,9 pts	-1,9 pts	-1,0 pts	+1,0 pts	+1,9 pts	+2,9 pts	+3,8 pts	+4,8 pts	+9,5 pts	+14 pts	+19 pts
10%	-18 pts	-14 pts	-9,0 pts	-4,5 pts	-3,6 pts	-2,7 pts	-1,8 pts	-0,9 pts	+0,9 pts	+1,8 pts	+2,7 pts	+3,6 pts	+4,5 pts	+9,0 pts	+14 pts	+18 pts
15%	-17 pts	-13 pts	-8,5 pts	-4,3 pts	-3,4 pts	-2,6 pts	-1,7 pts	-0,9 pts	+0,9 pts	+1,7 pts	+2,6 pts	+3,4 pts	+4,3 pts	+8,5 pts	+13 pts	+17 pts
20%	-16 pts	-12 pts	-8,0 pts	-4,0 pts	-3,2 pts	-2,4 pts	-1,6 pts	-0,8 pts	+0,8 pts	+1,6 pts	+2,4 pts	+3,2 pts	+4,0 pts	+8,0 pts	+12 pts	+16 pts
25%	-15 pts	-11 pts	-7,5 pts	-3,8 pts	-3,0 pts	-2,3 pts	-1,5 pts	-0,8 pts	+0,8 pts	+1,5 pts	+2,3 pts	+3,0 pts	+3,8 pts	+7,5 pts	+11 pts	+15 pts
30%	-14 pts	-11 pts	-7,0 pts	-3,5 pts	-2,8 pts	-2,1 pts	-1,4 pts	-0,7 pts	+0,7 pts	+1,4 pts	+2,1 pts	+2,8 pts	+3,5 pts	+7,0 pts	+11 pts	+14 pts
35%	-13 pts	-9,8 pts	-6,5 pts	-3,3 pts	-2,6 pts	-2,0 pts	-1,3 pts	-0,7 pts	+0,7 pts	+1,3 pts	+2,0 pts	+2,6 pts	+3,3 pts	+6,5 pts	+9,8 pts	+13 pts
40%	-12 pts	-9,0 pts	-6,0 pts	-3,0 pts	-2,4 pts	-1,8 pts	-1,2 pts	-0,6 pts	+0,6 pts	+1,2 pts	+1,8 pts	+2,4 pts	+3,0 pts	+6,0 pts	+9,0 pts	+12 pts
45%	-11 pts	-8,3 pts	-5,5 pts	-2,8 pts	-2,2 pts	-1,7 pts	-1,1 pts	-0,6 pts	+0,6 pts	+1,1 pts	+1,7 pts	+2,2 pts	+2,8 pts	+5,5 pts	+8,3 pts	+11 pts
50%	-10 pts	-7,5 pts	-5,0 pts	-2,5 pts	-2,0 pts	-1,5 pts	-1,0 pts	-0,5 pts	+0,5 pts	+1,0 pts	+1,5 pts	+2,0 pts	+2,5 pts	+5,0 pts	+7,5 pts	+10 pts
60%	-8,0 pts	-6,0 pts	-4,0 pts	-2,0 pts	-1,6 pts	-1,2 pts	-0,8 pts	-0,4 pts	+0,4 pts	+0,8 pts	+1,2 pts	+1,6 pts	+2,0 pts	+4,0 pts	+6,0 pts	+8,0 pts
70%	-6,0 pts	-4,5 pts	-3,0 pts	-1,5 pts	-1,2 pts	-0,9 pts	-0,6 pts	-0,3 pts	+0,3 pts	+0,6 pts	+0,9 pts	+1,2 pts	+1,5 pts	+3,0 pts	+4,5 pts	+6,0 pts
80%	-4,0 pts	-3,0 pts	-2,0 pts	-1,0 pts	-0,8 pts	-0,6 pts	-0,4 pts	-0,2 pts	+0,2 pts	+0,4 pts	+0,6 pts	+0,8 pts	+1,0 pts	+2,0 pts	+3,0 pts	+4,0 pts
90%	-2,0 pts	-1,5 pts	-1,0 pts	-0,5 pts	-0,4 pts	-0,3 pts	-0,2 pts	-0,1 pts	+0,1 pts	+0,2 pts	+0,3 pts	+0,4 pts	+0,5 pts	+1,0 pts	+1,5 pts	+2,0 pts

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