

Robust Uniform Pricing

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Abstract

We consider a monopolist selling a homogeneous good in multiple markets under demand uncertainty. The seller faces multiple priors and selects robustly optimal prices maximizing worst-case profits. When all market prior sets include certain critical beliefs, the robustly optimal strategy involves a single price where the possible demands intersect. This holds even when the beliefs vary widely across markets. We find a condition under which the critical belief is unique and derive minimal ambiguity required for its inclusion across prior sets. We also identify specific demand structures that facilitate robust uniform pricing and discuss how it may persist despite learning.