

Attitudes toward Private Label - US - November 2014

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“Despite the substantial advances store brands have made in terms of quality, Mintel’s consumer research reveals that more than four in 10 consumers still perceive store brands to be inferior to national brands.”

– Amy Kraushaar, US Category Manager, Food & Drink and Foodservice

This report looks at the following areas:

- How can private label overcome some lingering perceptions of lower quality?
- What will make store brands resonate better with Millennials?
- Hispanics are heavy private label users; can penetration increase?

Private label food and beverage sales grew slowly from 2011-14; Mintel’s research shows store brands have high usage and are viewed mostly positively. Over 60% agree store brands are as good as national brands and over half agree the store brands they buy are household essentials. Thus, continued retailer investment in store brands can be a competitive advantage that provides higher-margin profit than national brands. Retailers should focus on those most likely to buy store brands: Hispanics, Millennials, and households with children. Healthy and premium lines, and unique flavors and product types, will grow sales.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Hispanics are heavy private label users; can penetration increase?
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Trend Application

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