

Premium and Value Own-label Food - UK - March 2010

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What is this report about?

This report looks at how consumers have changed their purchase choices between various types of own-label and branded foods, and how their attitudes towards these have changed, as well as the role of the food retailers.

What have we found out?

- It is vital for brand owners to provide consumers with reminders and tangible reasons to return as only 4% of people plan to buy less own-label once the economy recovers.
- The exception to the rule and a large potential target group for brands, some five million 16-24-year-olds do not plan to keep buying the same amount of own-labels once the economy improves.
- Seven million adults see premium own-label as a small treat, but unsuitable for special occasions, making this group an attractive target for products pitched above premium own-label food.
- The ready meals market is almost devoid of brand presence. Top-end branded products could target the 15m adults who currently buy premium own-label.
- Premium foods tailored for over 55-year-olds could tap into a loyal pool of 7.6 million over-55s who currently buy premium own-label food.
- Products offering a momentary escape from the recession through small treats and luxuries that don't break the bank stand to attract the 17m people just making ends meet.

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