

The Private Label Food Consumer - US - November 2013

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“A slowly recovering economy and lingering perceptions of inferior quality are inhibiting sales growth. Retailers will need to address these issues and others through innovation in products and positioning.”

– Sarah Day Levesque, Food and Drink Analyst

This report looks at the following areas:

- How can retailers encourage increased store brand usage?
- How are retailers addressing perceptions of poor store brand quality?
- How can retailers differentiate between value and premium store brands?

The private label food market has grown 19% from 2009-13, driven by increased demand during and after the recession of 2008 and 2009. Increased demand during this period was supported by increased availability of store brands and improving quality. Sales reached approximately \$55 billion in 2013 and are expected to continue to grow another 22% to reach \$68 billion in 2018. Continued consumer concerns about the economy, along with increased availability of both premium and value-positioned store brands, will help drive the market. An increasing trend toward investment in store brand marketing also will help increase awareness of and interest in store brands. However, as the economy continues to recover, retailers will need to continue to develop new products to address growing consumer food concerns, such as convenience, health, and demand for natural or organic.

Among the topics covered in this report are:

- What is driving, or hindering, the private label food market?
- What is the current market size and future projections?
- What types of private label food products are most successful with consumers?
- Which companies have been the most aggressive in marketing and what positioning are they using?
- How are retailers innovating with private label food products to better address consumer needs?
- What factors influence consumer behavior and what matters most to consumers?

This report builds on the analysis presented in Mintel's *Private Label—U.S., November 2011*, as well as the February 2008 report of the same title.

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DID YOU KNOW?

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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Table of Contents

Scope and Themes

What you need to know

Definition

Data sources

Sales data

Consumer survey data

Abbreviations and terms

Abbreviations

Executive Summary

Overview

Market size and forecast for private label foods

Figure 1: Total US sales and fan chart forecast of private label foods, at current prices, 2009-18

Shelf-stable dominates, but deli and bakery show potential

Figure 2: MULO sales of private label food, by segment, 2011 and 2013

The private label food consumer

Oldest consumers less likely to use store brand food

Figure 3: Store brands' proportion of consumers' weekly food purchases, by generation

Restricted food budgets driving more than a third of consumers to use more

Figure 4: Consumer reasons for buying more store brands in 2013, September 2013

Beyond price, quality, consumers want health, convenience

Figure 5: Consumer attitudes on store brand quality, September 2013

What we think

Issues and Insights

How can retailers encourage increased store brand usage?

Issue

Insight: Target products to specific consumer groups

How are retailers addressing perceptions of poor store brand quality?

Issues

Insight: Make a good first impression

How can retailers differentiate between value and premium store brands?

Issues

Insight: Create a brand position

Trend Applications

Trend: The Nouveau Poor

Trend: Moral Brands

Mintel Futures: Human

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Market Size and Forecast

Key points

Recession, slow economy drive private labels sales to \$55 billion
Continued slow economic growth, product innovation will drive market

Sales and forecast of private label foods

Figure 6: Total US retail sales of the private label food market, at current prices, 2009-18

Figure 7: Total US retail sales of the private label food market, at inflation-adjusted prices, 2009-18

Fan chart forecast

Figure 8: Total US sales and fan chart forecast of private label foods, at current prices, 2009-18

Market Drivers

Key points

Economic indicators suggests store brand appeal will grow
Change in SNAP benefits may influence store brand usage
Continued quality gains will encourage consumer usage
Innovation in products and services drives interest

Competitive Context

Name brands continue to dominate

Segment Performance

Key points

Private label sales grow 4.6% led by shelf-stable segment
Sales of market, by segment
Figure 9: MULO sales of private label food, by segment, 2011 and 2013

Segment Performance – Shelf-stable

Key points

Leading segment struggles to sustain strong annual growth
Sales and forecast of shelf-stable private label foods
Figure 10: Total US retail sales of shelf-stable store brand foods, at current prices, 2009-18

Segment Performance – Refrigerated and Dairy Case

Key points

Sales and forecast of refrigerated and dairy case store brand food
Figure 11: Total US retail sales of refrigerated and dairy case store brand foods, at current prices, 2009-18

Segment Performance – Frozen

Key points

Frozen segment grows despite consumers' mixed favor for products
Sales and forecast of frozen store brand food
Figure 12: Total US retail sales of frozen store brand foods, at current prices, 2009-18

Segment Performance – Bakery

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Key points

Bakery segment shows potential for added growth

Sales and forecast of bakery store brand foods

Figure 13: Total US retail sales of bakery store brand foods, at current prices, 2009-18

Segment Performance – Deli

Key points

Strong sales growth expected to slow from 2013-18

Sales and forecast of deli store brand food

Figure 14: Total US retail sales of deli store brand foods, at current prices, 2009-18

Retail Channels

Key points

Supermarkets

Figure 15: Share of MULO private label sales, 2009-13

Figure 16: Supermarket sales of total food and private label food, at current prices, 2009-13

Other MULO channels

Figure 17: Other MULO channels sales of total food and private label food, at current prices, 2009-13

Innovations and Innovative Retailers

Private label outpaces name brand in new product launches

Figure 18: New product launches, by name brand vs. store brand, 2008-13*

Snack foods lead private label expansion

Figure 19: New private label food product launches, by food category, 2008-13*

Growth in claims exemplifies potential for evolution of store brands

Figure 20: New private label product launches, by product claim, 2008-13*

Safeway addresses Hispanic consumers with Mexican store brand

7-Eleven launches gourmet, better-for-you snacks

Marketing Strategies

Overview of the brand landscape

Theme: Quality that rivals name brand standards

Archer Farms emphasizes quality ingredients, artisanal production

Figure 21: Archer Farms, Archer Farms Experience–Hummus, 2013

Walmart swaps name brand for store brand to show comparable quality

TV presence

Figure 22: Walmart, Walmart Steak-over Chicago: Frank the Skeptic, 2012

Events

Theme: Retailers placing more importance on private label advertising

Target boldly places store brands upfront with name brands in marketing campaigns

Figure 23: Market Pantry, The Everyday Collection. By Target. -"Pinata", 2013

Store Brand Food Usage

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Key points

Oldest consumers less likely to use store brand food

Figure 24: Store brands' proportion of consumers' weekly food purchases, by generation, September, 2013

Store brand usage more popular with parents, not highest-income earners

Figure 25: Store brands' proportion of consumers' weekly food purchases, by presence of children in household, September, 2013

Figure 26: Store brands' proportion of consumers' weekly food purchases, by income, September, 2013

Higher-penetration food categories have higher store brand purchase rates

Figure 27: Consumer store brand use, by food category, September, 2013

Store brand users don't discriminate against different food categories

Figure 28: Frequent store brand use, by food category, by gender, September, 2013

Great Value, Kirkland most commonly used store brands

Figure 29: Store brand consumer usage of specific store brands, September 2013

Change in Store Brand Purchasing Behavior

Key points

More than a third of store brand users buying more in 2013

Figure 30: Change in store brands purchasing behavior, 2013

Figure 31: Consumer reasons for buying more store brands in 2013, September 2013

Figure 32: Consumer reasons for buying less store brands in 2013, September 2013

Lowest- and middle-income earners most likely to buy more, reasons vary

Figure 33: Change in store brands purchasing behavior, by income, 2013

Figure 34: Consumer reasons for buying more store brands in 2013, by household income, September 2013

Store Brand Food Recognition

Key points

Store brand/name brand distinction often difficult for consumers

Figure 35: Consumer store brand and name brand recognition, 2013

Higher-income consumers buy less but recognize brands better

Figure 36: Incorrect identification, by household income, September 2013

Store Brand Purchasing Behavior

Key points

Low price attracts consumers but quality scares some away

Figure 37: Consumer attitudes on store brand quality, September 2013

Figure 38: Store brand purchasing behavior, September 2013

Figure 39: Consumer attitudes toward store brand food, September 2013

Quality breeds brand loyalty

Figure 40: Store brand purchasing behavior, by household income, September 2013

Beyond price and quality, consumers want health and convenience

Figure 41: Consumer attitudes on store brand quality, September 2013

Consumer Attitudes toward Store Brands

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Key points

Store brand stigma is gone but inferiority impressions remain

Figure 42: Consumer attitudes toward store brand food, September 2013

Packaging offers store brands potential to better define themselves

Store brands compete with name brands on more than price

Figure 43: Consumer attitudes toward store brand food, September 2013

Race and Hispanic Origin

Key points

Hispanics, other race consumers more likely to use store brand foods

Figure 44: Frequent usage of store brands by food category, by race/Hispanic origin, September 2013

Hispanics buying more store brands, Blacks and Asians buying less

Figure 45: Change in store brand purchasing behavior, by race/Hispanic origin, September 2013

Figure 46: Reasons consumers are buying more store brands in 2013 than 2012, by race/ethnicity, September 2013

Figure 47: Reasons for buying less store brand food in 2013 than 2012, by race

Hispanics, Asians more likely to be undercover store brand users

Figure 48: Any agreement with consumer attitudes toward store brand food, by race/Hispanic origin, September 2013

Appendix – Market Drivers

Consumer confidence

Figure 49: University of Michigan's index of consumer sentiment (ICS), 2007-13

Unemployment

Figure 50: US Unemployment Rate, by month, 2002-13

Figure 51: US unemployment and underemployment rates, 2007-13

Figure 52: Number of employed civilians in US, in thousands, 2007-13

Food cost pressures

Figure 53: Changes in USDA Food Price Indexes, 2011-14

Obesity

Figure 54: American adults by weight category as determined by body mass index (BMI), 2008-June 20, 2013

Childhood and teen obesity – highest in decades

Figure 55: Prevalence of obesity among children and adolescents aged 2-19, 1971-2010

Racial, ethnic population growth

Figure 56: US population by race and Hispanic origin, 2008, 2013, and 2018

Figure 57: Households with children, by race and Hispanic origin of householder, 2012

Shifting US demographics

Figure 58: US population, by age, 2008-18

Figure 59: US households, by presence of own children, 2002-12

Appendix – Other Useful Consumer Tables

Figure 60: Consumption of store brand products, April 2007-June 2013

Figure 61: Proportion of store brands bought in a shopping trip, September 2013

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Figure 62: Proportion of store brands bought in a shopping trip, by generations, September 2013

Figure 63: Consumer brand recognition, September 2013

Figure 64: Any confusion in recognition, September 2013

Figure 65: Consumer brand recognition, September 2013

Figure 66: Correct identification, by gender, September 2013

Figure 67: Consumer purchase of selected store brands, by company, by Hispanic origin, September 2013

Figure 68: Consumer use of store brand by food category, September 2013

Figure 69: Frequent usage of store brands by food category, by gender, September 2013

Figure 70: Frequent usage of store brands by food category, by household income, September 2013

Figure 71: Frequent usage of store brands by food category, by generations, September 2013

Figure 72: Store brand purchasing behavior, by store brand usage levels, September 2013

Figure 73: Store brand purchasing behavior, by change in usage, September 2013

Figure 74: Any agreement with consumer attitudes toward store brand food, by household income, September 2013

Figure 75: Any agreement with consumer attitudes toward store brand food, by race/Hispanic origin, September 2013

Figure 76: Any agreement with consumer attitudes toward store brand food, by presence of children in household, September 2013

Figure 77: Any agreement with consumer attitudes toward store brand food, by generations, September 2013

Figure 78: Any agreement with consumer attitudes toward store brand food, by store brand usage levels, September 2013

Figure 79: Any agreement with consumer attitudes toward store brand food, by change in usage, September 2013

Appendix – Trade Associations

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