# Private Label Beverages - US - December 2013

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"Stiff competition from global beverage companies means retailers have to work very hard to compete in the private label beverage category. Addressing the needs of key demographic groups, offering products that meet consumer needs for value, quality, and more, as well as playing on the inherent advantages of being a retailer will help address these challenges."
– Sarah Day Levesque, Food and Beverage Analyst

## This report looks at the following areas:

- How can retailers increase household penetration of private label drinks?
- What can be done to improve the quality perception of private label drinks?
- How can retailers better compete with name brands?

The private label beverage market has grown 12% from 2009 to 2013 and has been relatively stagnant since 2011. Despite an increase in new product launches since 2011, an increase in name brand product launches combined with an improving economy has kept private label beverage sales around an estimated $15.8 billion in 2013. Sales growth is expected to stay on this same slow growth trajectory for 2009-13 as retailers struggle to compete with name brands in the category. Maintaining and increasing growth will rely on retailer innovation in beverage products that address the needs of a variety of consumers.

Among the topics covered in this report are:

- What is driving, or hindering, the private label beverage market?
- What is the current market size and future projections?
- What types of private label beverage 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 beverage 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 Beverages – US, September 2012* and *Private Label Food and Drink Consumer – US, December 2010.*



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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