The Private Label Food Consumer - UK - November 2014

Report Price: £1750.00 | $2834.04 | €2223.04

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“Own-label is largely absent in single-serve chocolate products, meaning that it is missing out on impulse buying for on-the-go and out-of-home occasions – a key snacking occasion – indicating this as a potential area for own-label growth.”
– Emma Clifford, Senior Food Analyst

This report looks at the following areas:

- Opportunities for the development of own-label within chocolate to develop in through the impulse channel
- Supermarkets can do more to engage with their shoppers in-store to give them an edge over brands
- Brands need to prove their worth in order to benefit from the expected rise in consumer spending in the mid-term

The economic downturn saw private label food and drink prosper, while spelling out tough times for many brands. This owes to private labels typically undercutting brands on price, which worked in their favour when consumers were becoming more budget-conscious in their grocery shopping.

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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