Private Label Food and Non-alcoholic Drink - UK - November 2015

Report Price: £1750.00 | $2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"That three in 10 shoppers would like to have a say in new products being added to own-label ranges, indicates this an a valuable route for own-brands to canvas the opinions of shoppers whilst also helping to build engagement and loyalty."
Emma Clifford, Senior Food and Drink Analyst

This report looks at the following areas:

- Inviting shoppers to influence NPD can help to elicit trust and build quality perceptions
- Scope to harness interest in how own-label products are made
- Supporting small producers can enhance the appeal of own-label products

Products covered in this report

Manufacturer brands: products which are available in grocery stores and can be brand leaders or secondary brands. Examples include Heinz, Kellogg's and Mars.

Private label: brands which are controlled and managed by retailers, carrying either the retailer's name or an exclusively created name. This group includes tertiary/venture brands which are exclusively made for a retailer such as Tesco's Parioli brand.

Own-label: products which carry the retailer's name, with sub-brands segmented according to considerations such as health and price. Examples include Waitrose's LOVE life range and Asda Chosen by You.

Premium own-label: products positioned towards the higher end of the price spectrum and looking to compete with brands in terms of quality. Examples include The Co-operative's Truly Irresistible, Sainsbury's Taste the Difference and Morrisons' M Signature ranges.

Standard own-label: products positioned as retailers' core range with a mid-tier price (typically undercutting brands by around 20%), generally covering the majority of product markets. Examples include Sainbury's and Tesco.

Value/economy own-label: products positioned at the lower end of the price spectrum, serving as the opening price point in each category. Examples include Tesco Everyday Value and Waitrose essentials.

This report focuses on private label food and non-alcoholic drink.

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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