

Private Label Foods: What's Driving Purchase? - US - February 2015

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“Improvements made to the quality and varieties of store brand foods have not gone unnoticed by consumers. However, there is opportunity to increase category participation among older consumers, and to introduce more premium product lines featuring organic, non-GMO, and/or vegetarian products which consumers feel are lacking in the current market.”
Amanda Topper, Food Analyst

This report looks at the following areas:

- Are shoppers' perceptions of store brands improving?
- Where are key areas to grow the category?
- How can retailers boost purchase among older shoppers?

The quality, variety, and appearance of private label foods continue to improve and consumers are taking note. Shoppers have generally positive perceptions of these products, and some view them as even more innovative than name brands. Despite shifting perceptions, some consumers, especially older consumers, still perceive private label foods as generic or inconsistent in quality. Looking ahead, category growth will rely on expanding product lines with more premium options, and reaching older consumers who tend to purchase fewer private label foods.

Mintel here provides a comprehensive analysis of the following factors that have the greatest potential to impact the category's performance:

- The most influential factors when shoppers buy private label food products
- Areas of improvement that can be made to private label food products
- Frequency of private label food purchases and top factors consumers consider when making a purchase
- The most important packaging factors that do and could influence consumers to purchase more private label food products
- Consumer attitudes and behaviors toward private label food products, including purchase preferences, perceptions of product quality, ingredients, and overall trust

Definition

This report builds on the analysis presented in Mintel's *Attitudes toward Private Label—US, November 2014*, *The Private Label Food Consumer—US, November 2013*, *Private Label Food—US, November 2011*, as well as the February 2008 and January 2007 reports of the same title.

Mintel uses the following definition when discussing private label products:

According to the PLMA (Private Label Manufacturers Association), private label products encompass all merchandise sold under a retail store's private label. That label can be the store's own name or a name created exclusively by that store.

Excluded from this report is discussion of private label beverages or private label market size and sales data. This information is covered in Mintel's *Attitudes toward Private label—US, November 2014* report.

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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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Appendix — Trade Associations

Food Marketing Institute (FMI)

Grocery Manufacturers Association (GMA)

Private Label Manufacturers Association (PLMA)

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