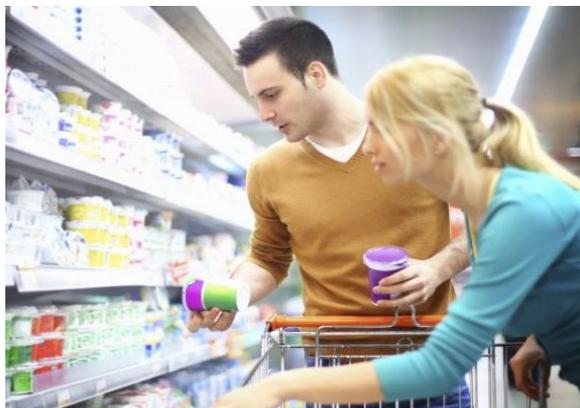


Consumer Attitudes Towards Private Label Food and Drink - Canada - November 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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



"Nearly all grocery shoppers indicate that they include private label in their shopping baskets and store brands enjoy strong quality perceptions among a segment of consumers. Millennials (18-34-year-olds) are particularly strong advocates of private label, suggesting an area of focus to support growth."

Joel Grehoire, Senior Research Analyst – Food & Beverage

This report looks at the following areas:

- Many consumers do not identify a difference between national and store brands
- Chinese Canadians have less positive attitudes towards private label

Mintel's *Private Label* report provides a snapshot of the health of the grocery private label market in Canada and identifies attributes that matter to shoppers. It also provides a perspective on consumers' perceived usage overall, by brand and by category, considerations most important to consumers when choosing store brands and attitudes relating to quality, value, loyalty and selection.

Definition

For the purposes of this report, Mintel asked about general usage of and attitudes towards private label/store brand usage. In select sections of the survey, specific brands were asked about. The brands asked about include the following:

Private Label/Store Brands:

- President's Choice (Retailer: Loblaw Companies Ltd)
- No Name (Retailer: Loblaw Companies Ltd)
- Irresistibles (Retailer: Metro)
- Selection (Retailer: Metro)
- Compliments (Retailer: Sobeys)
- Sensations (Retailer: Sobeys)
- Great Value (Retailer: Walmart)
- Our Finest (Retailer: Walmart)
- Kirkland Signature (Retailer: Costco)

National Brands

- Kraft
- McCain
- Maple Leaf

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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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