

Private Label Food Trends - US - February 2016

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.



"Store brand food and beverages represent an opportunity for retailers to distinguish themselves from competitors, yet sales have grown slowly since 2010 and are forecast to continue at this pace."

-Mimi Bonnett, Category Manager - Food and Drink, Foodservice

This report looks at the following areas:

- Slow growth projected
- Store brand share of sales remains flat
- Brand transparency is an issue for a majority of buyers

Key strategies for store brand retailers include more tiered programs that feature value brands, premium brands, and niche brands, such as BFY and natural/organic/artificial ingredient-free. Millennials, family households, and Hispanics are most apt to use store brands and gravitate toward the value and quality these brands represent.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Private Label Food Trends - US - February 2016

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.

Table of Contents

Overview

Executive Summary

The Market – What You Need To Know

Market Size and Forecast

Market Breakdown

Market Perspective

Market Factors

Key Players – What You Need to Know

What's Working

What's Struggling?

What's Next?

The Consumer – What You Need to Know

Percentage of Grocery Spend On Store Brands

Retailers Used for Store Brand Grocery Purchases

Store Brand Purchasing Frequency

Interest in More Store Brand Category Offerings

Attitudes toward Store Brand Products

Factors That Increase the Likelihood of Store Brand Purchase

Appendix – Data Sources and Abbreviations

Appendix – Market

Appendix – Consumer

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com